Video-Prototyping

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LMU - UX III / 2018

Overview:

- Intro
- Video-Prototyping Applied
- Examples
- Editing Video-Prototypes
- Deliverables
Part I: Introduction
Representing complex relationships, new behaviours and attitudes are an integral part of interaction design.

These can be represented through many means including sketching and making physical prototypes.

However, capturing a journey over time requires a linear medium like video.
"Just Enough Prototyping"

Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

Go for the easiest and simplest track, don’t overdo you prototype for a given context.
Low Fidelity

Open Discussion
Prompting Required
Quick and Dirty
Early Validation

High Fidelity

Sharp Opinions
Self Explanatory
Deliberate and Refined
Concrete Ideas
Low Resolution

Less Details
Focus on core interactions
Quick and Dirty
Early Validation

High Resolution

More Details
Focus on the whole
Deliberate and Refined
Concrete Ideas
### 1. Video Prototype Outline

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronological</td>
<td>Shows events in order as they occurred</td>
</tr>
<tr>
<td>Narrative</td>
<td>Takes the audience on a journey through a flowing presentation</td>
</tr>
<tr>
<td>Problem/Solution</td>
<td>States the problem, the why’s, your solution, and a summary</td>
</tr>
<tr>
<td>Cause/Effect</td>
<td>States the cause and explains the effect(s)</td>
</tr>
</tbody>
</table>

Source: [1]
2. Video Prototype Outline

Outline Format

- Introduction
- Body
- Conclusion

Source: [1]
3. General Summary

- Keep it simple
- Be visual
- Highlight the main features
- Take home message
Getting Started
Things you´ll need:

- 6 Key-frame Storyboard
- Shotlist
- Camera
- Props and Artefacts
6-Keyframe Storyboard:
Inspiration from camera shots and film making

**Extreme long shot** *(wide shot)*
A view showing details of the setting, location, etc.

**Long shot**
Showing the full height of a person.

**Medium shot**
Shows a person's head and shoulders.

**Over-the-shoulder shot**
Looking over the shoulder of a person.

**Point of view shot** *(POV)*
Seeing everything that a person sees themselves.

**Close-up**
Such as showing details of a user interface a device the person is holding.

Camera: For most prototypes a smartphone will do the job brilliantly.
Shotlist:
Gives guidance and structure

<table>
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<tr>
<th>SHOT #</th>
<th>LOCATION</th>
<th>SHOT TYPE</th>
<th>CAMERA ANGLE</th>
<th>CAMERA MOVEMENT</th>
<th>SHOT DESCRIPTION (subject, action, lighting, etc.)</th>
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<tr>
<td>#1</td>
<td>Ext.</td>
<td>EST-MS</td>
<td>LA</td>
<td>Tilt</td>
<td>Photo Changing hands; Dark, Tilt to move up/down</td>
</tr>
<tr>
<td>#2</td>
<td>Ext.</td>
<td>MCU</td>
<td>LA</td>
<td>Steadicam</td>
<td>Lower Body, Dark, Replacing something in pocket</td>
</tr>
<tr>
<td>#3</td>
<td>Ext.</td>
<td>CU</td>
<td>EL</td>
<td>Steadicam</td>
<td>Face Shown, Half of face it.</td>
</tr>
<tr>
<td>#4</td>
<td>Ext.</td>
<td>XCU</td>
<td>TH</td>
<td>Rack Focus</td>
<td>Blood on floor, flowing in reverse</td>
</tr>
<tr>
<td>#5</td>
<td>Ext.</td>
<td>XCU</td>
<td>HA</td>
<td>Rack Focus</td>
<td>Bullet on floor</td>
</tr>
<tr>
<td>#6</td>
<td>Ext.</td>
<td>XCU</td>
<td>LA</td>
<td>Rack Focus</td>
<td>Glasses on floor, Dimly lit</td>
</tr>
<tr>
<td>#7</td>
<td>Ext.</td>
<td>MS</td>
<td>POVs-Lee</td>
<td>Rack Focus</td>
<td>Man on floor, Blood Surrounding him</td>
</tr>
<tr>
<td>#8</td>
<td>Ext.</td>
<td>MLS</td>
<td>LA</td>
<td>Tilt</td>
<td>Leonard Retrieving gun backwards, Kneeling down</td>
</tr>
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<td>Ext.</td>
<td>XCU</td>
<td>HA</td>
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<td>#10</td>
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<td>Dolly-in</td>
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Filming Props:
Play a central role in the video-prototype and help to communicate a complex technology relationship
Part II: Video-Prototyping applied
Storyboard and Keyframes
Example: „Ensemble Computing“

Client: INTEL
Deliverable: 4 High Fidelity Video Scenarios
First Step
Scenario generation
Brainstorming
Storyboard

- GPS tagged data
- Change ensemble from record to play? Yes/No
- Master
Storyboard
Second Step
Storyboard presentation
Third Step
Shooting the Keyframes
Video Shooting
Video Shooting
Video Shooting
Fourth Step
Editing
Fifth Step
Presentation
Video Prototype
Part III: Different Video-Prototyping Examples
Practical Example
Zebra Zone:

- Client: Phillips Lighting
- High-Fidelity Prototype
- approx. 1h prep. 2 hours filming 2h editing
- Self Explanatory
- Goal: Communicating an Idea
Zebra Zone
The Smoke & Mirror Approach
Practical Example
Streetview Game:

- Client: GEWOFAG
- Low-Fidelity Prototype
- approx. 1h hour filming 3h editing
- (Partly) Self Explanatory
- Goal: Documentation of a Mock-up
StreetView Game
Practical Example
Tray:

- Deliverable: Course UX3
- High-Fidelity Prototype
- Self Explanatory
- Goal: Presentation of a Digital Service
Part IV: Editing Basics
Editing Basics: Montage vs. Continuity
Example: Continuity
Nike Commercial
Continuity:
- a logical coherence between shots
- the viewer shouldn’t “feel” the cut
- the focus is on the story
Example: Montage
Alfred Hitchcock
Montage:
- new assembly of material to create new meanings
- artistic approach
- the viewer “feels” the effect
Combining Images and Sound through Editing
Example: Amateur
Lasse Gjertsen
Example : Star Guitar
Michel Gondry
-material was produced and edited to match the audio layout of the compete “sound scape”
-objects (oranges) were used to represent “events”
General Editing Rules:

• (If sound overlay is used) Cut on the beat to match the audio.
• Be ruthless about the cut’s: judge shots critical to filter out the unimportant material
• Rule of thumb: one minute action can be described in max 10 sec
Part V: Making Tea!
& Deliverables
From the Task Analysis to Video Shoot:
Goal

Make cup of tea

Sub-Goals

Heat water

Infuse tea

Add milk/sugar/lemon

Unit Tasks

Fill kettle

Boil kettle

Place tea bag in cup

Add hot water

Add milk

Add sugar

Add lemon

Artifacts

water, kettle

tea bag, cup, hot water

milk, sugar, lemon, spoon
Goal: Make cup of tea

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- water, kettle
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- milk, sugar, lemon, spoon
Video-format and Duration

The video should have the following format:
- MPEG-4, max 3min.
- resolution 640 x 480, codec: AAC, H.264
- be sure that the video is self-explanatory
- explain necessary background information in the beginning of the video
- consider that font sizes should be big enough and readable (time) when your video is being presented
## Shotlist:
Gives guidance and structure

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Now

- Create a shot list
- Consider screens and artefacts you will need (Props)
- Film Key-Frames
- Distribute tasks among the team
- Gather back **Thursday 1 p.m. (c.t.)**
Second Blog Post

- Storyboard & about 150 words abstract
- categories: WS1718; Concept, Team X
- deadline: 21/03 11:59 a.m.
References

What do Prototypes Prototype? Stephanie Houde and Charles Hill, Apple Computer, Inc. Cupertino, CA, USA


Jonas Löwgren, Animated use sketches as design representations, interactions, v.11 n.6, November + December 2004

Raghu Kolli, Using video scenarios to present consumer product interfaces, INTERACT ’93 and CHI ’93 conference companion on Human factors in computing systems, p.61-62, April 24-29, 1993, Amsterdam, The Netherlands