Video-Prototyping

https://icdn8.digitaltrends.com/image/gopro-karma-grip-review-2-2-1500x1000.jpg

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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.

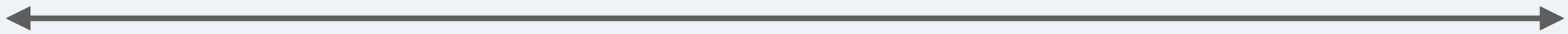
Low Fidelity

High Fidelity

Open Discussion	Sharp Opinions
Prompting Required	Self Explanatory
Quick and Dirty	Deliberate and Refined
Early Validation	Concrete Ideas

Low Resolution

High Resolution



Less Details	**More Details**
Focus on core interactions	**Focus on the whole**
Quick and Dirty	Deliberate and Refined
Early Validation	Concrete Ideas

Getting Started
Things you´ll need:

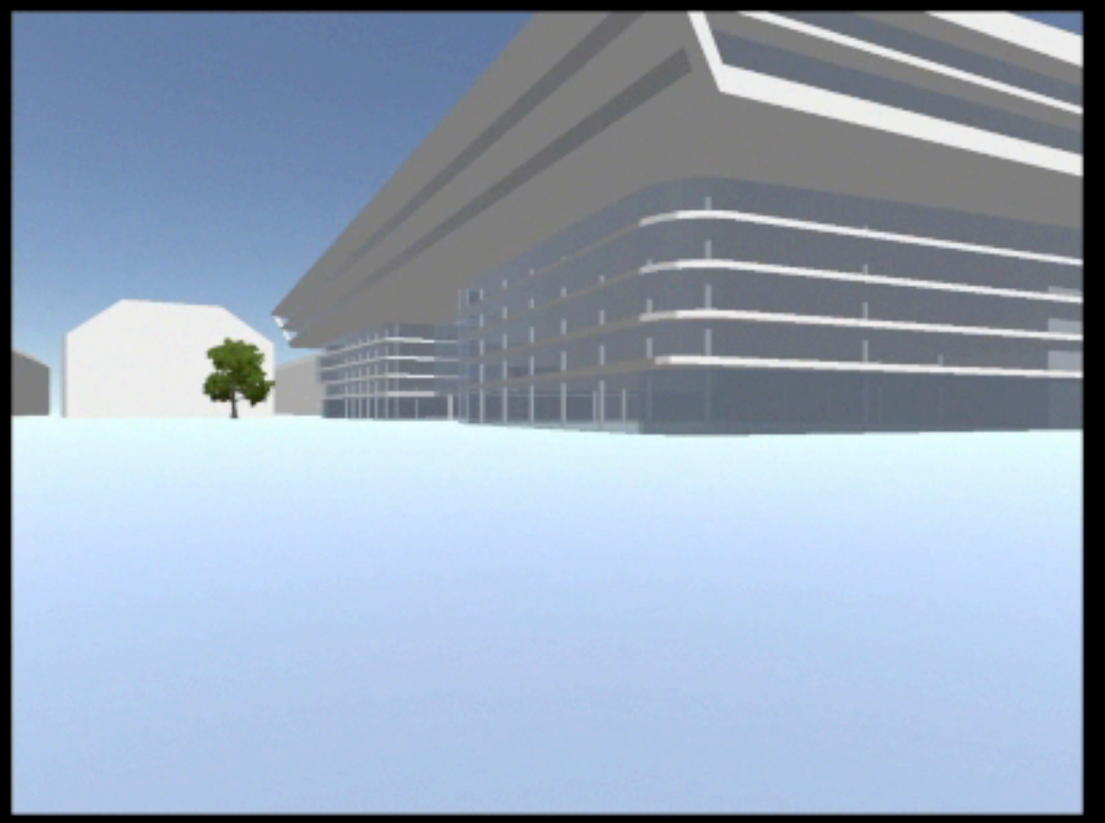
- 6 Key-frame Storyboard
- Shotlist
- Camera
- **Props and Artefacts**

Filming Props:
Play a central role in the video-prototype
and help to communicate a complex technology
relationship

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



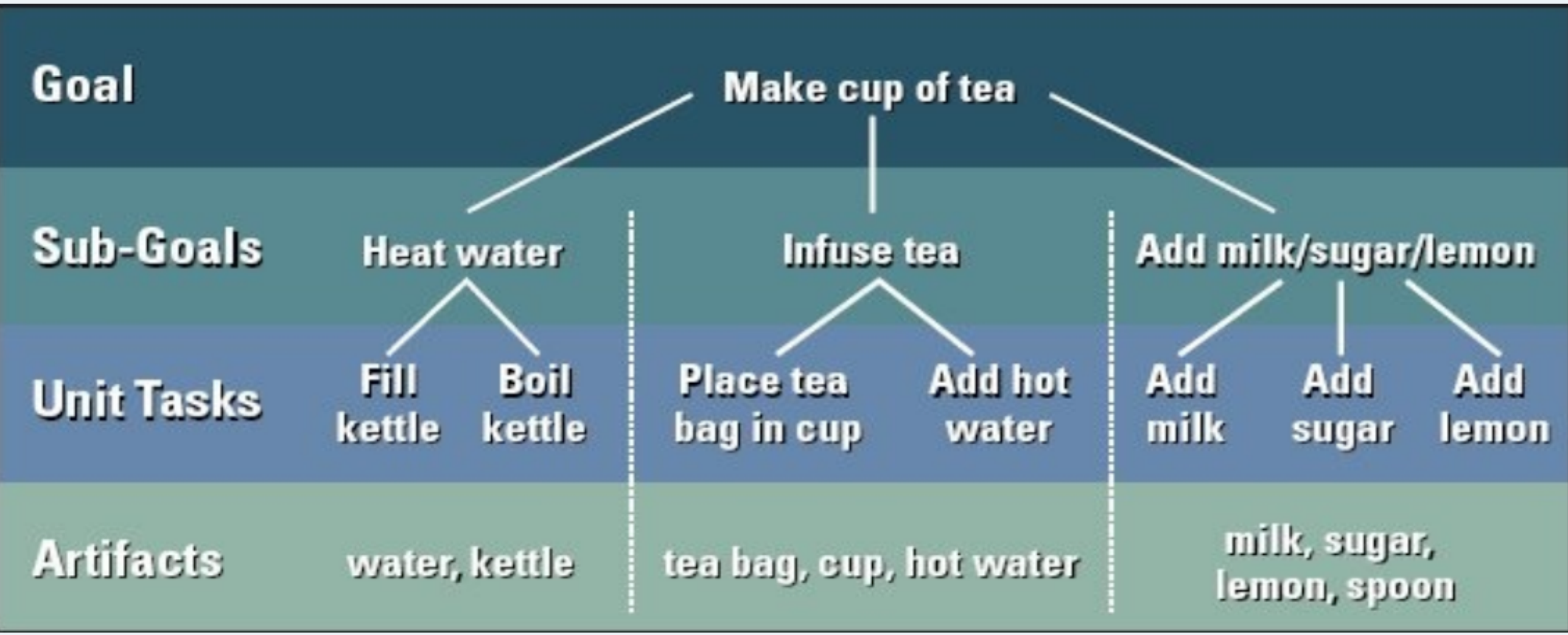
StreetView Game

Practical Example Tray:

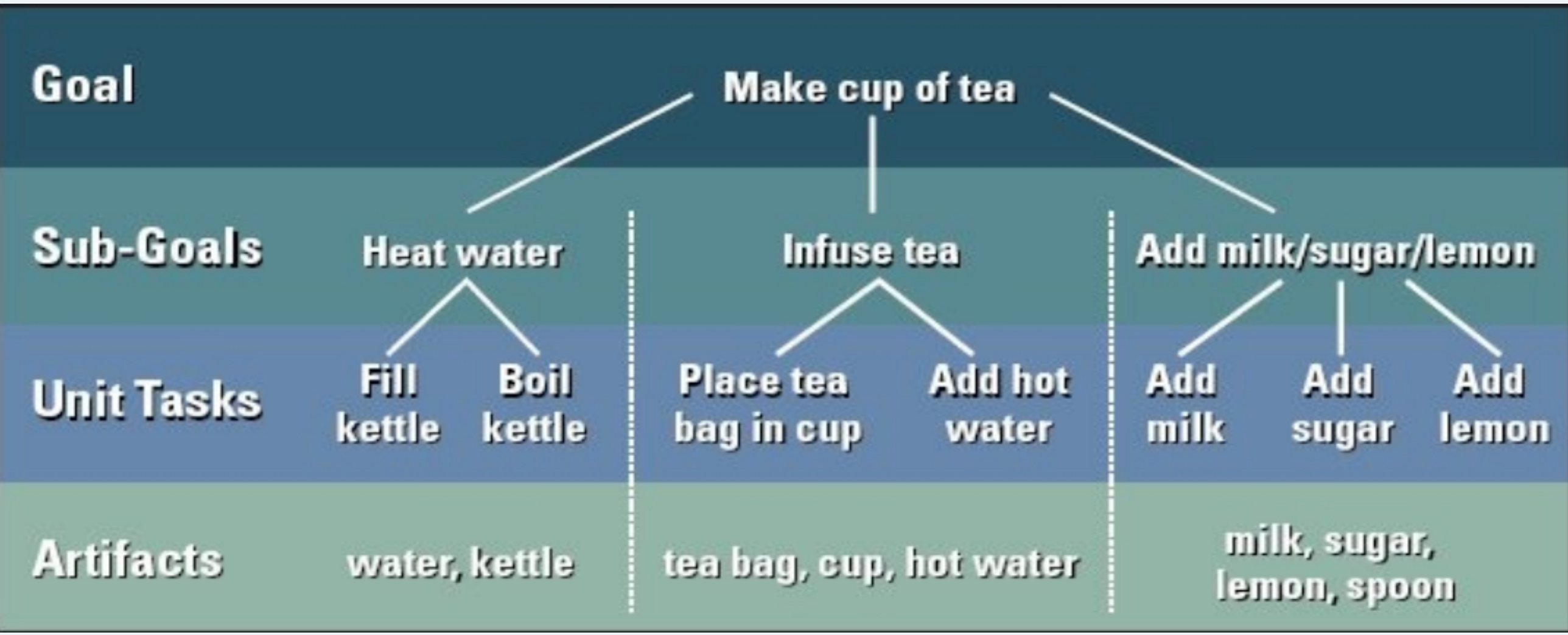
- Deliverable: Course UX3
- High-Fidelity Prototype
- Self Explanatory
- Goal: Presentation of a Digital Service

TRAY
Hallo Hildegard!

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

Früchte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Artifacts
water, kettle
tea bag, cup, hot water
milk, sugar, lemon, spoon

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

Video-format and Duration

The video should have the following format:

-MPEG-4, max 2-3 min.

- be sure that the video is self-explanatory

-explain necessary background information (if required)

-consider that **font sizes** should be big enough and readable (**time**) when your video is being presented

Now

- Create a shot list
- Consider screens and artefacts you will need (Props)
- Film Key-und Sub-Frames
- Distribute tasks among the team
- Gather back here **Wednesday 2 p.m.**

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References

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