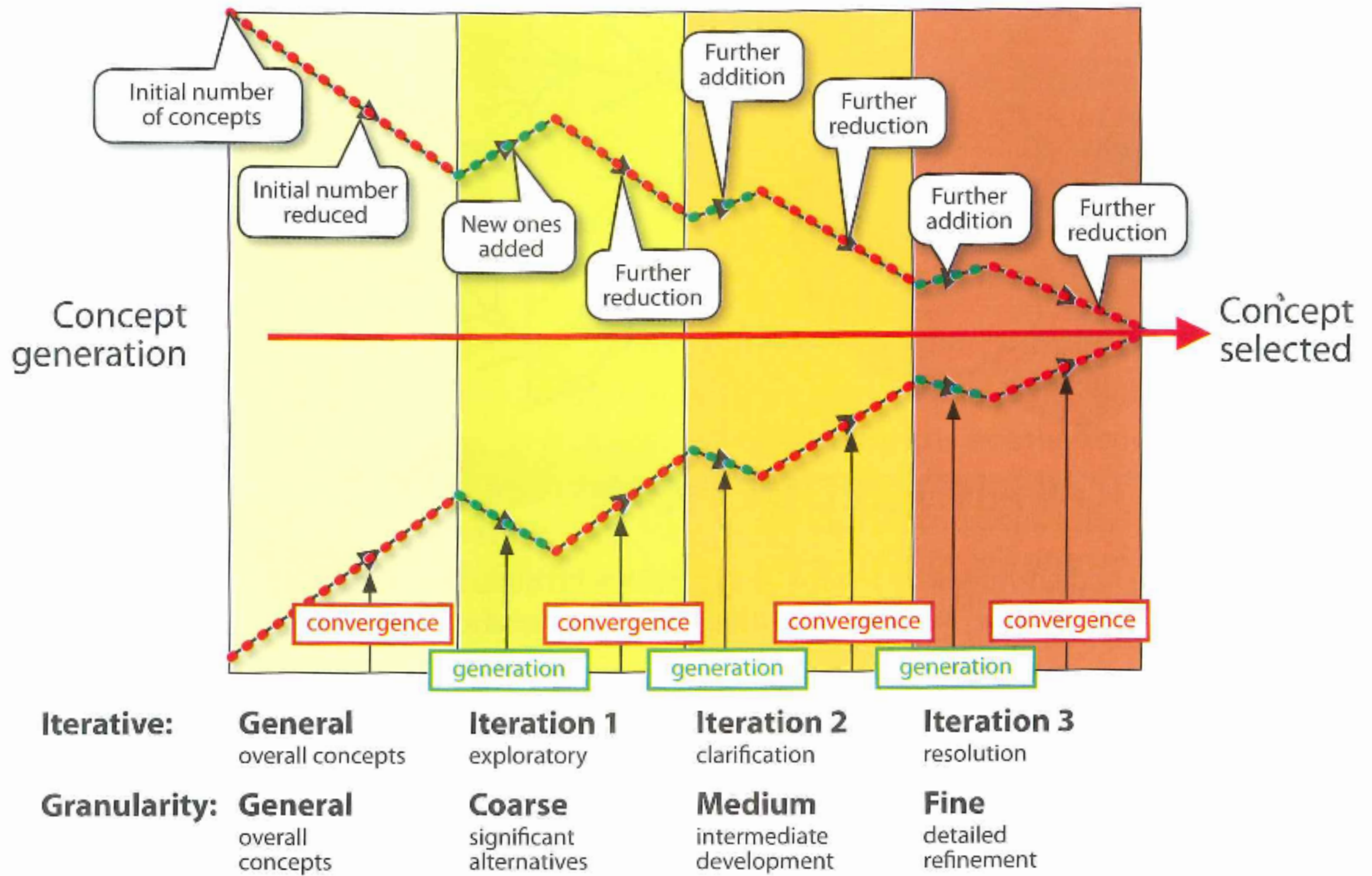


Video-Prototyping UX3

Summer Term 2020



Representing complex relationships, new behaviours and attitudes are an integral part of UX 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"

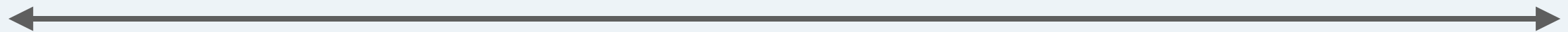
Understand your audience and choose the right level of resolution and fidelity.

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

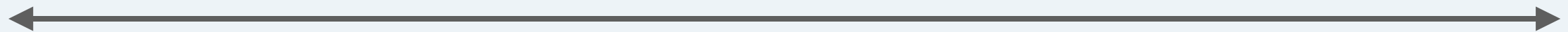
Deliberate and Refined

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

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

SHOT LIST

Production Title: Memento	Director: Christopher Nolan	Cinematographer: Wally Pfister
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SHOT #	LOCATION	SHOT TYPE	CAMERA ANGLE	CAMERA MOVEMENT	SHOT DESCRIPTION (subject, action, lighting, etc.)
#1	Ext.	EST-MS	LA	Tilt	Photo Changing hands; Dark, Tilt to move up/down
#2	Ext.	MCU	LA	Steadicam	Lower Body, Dark, Replacing something in pocket
#3	Ext.	CU	EL	Steadicam	Face Shown, Half of face it.
#4	Ext.	XCU	TH	Rack Focus	Blood on floor, flowing in reverse
#5	Ext.	XCU	HA	Rack Focus	Bullet on floor
#6	Ext.	XCU	LA	Rack Focus	Glasses on floor, Dimly lit
#7	Ext.	MS	POV- Leonard	Rack Focus	Man on floor, Blood Surrounding him
#8	Ext.	MLS	LA	Tilt	Leonard Retrieving gun backwards, Kneeling down
#9	Ext.	XCU	HA	Rack Focus	Bullet Flowing Backwards, Dark shadows from under
#10	Ext.	XCU	LA	Rack Focus	Glasses falling in reverse, Dark shadows to the left
#11	Ext.	MS	POV- Leonard	Dolly	Man's body falling in reverse, Mixed Light, Shadows
#12	Ext.	XCU	TH	Dolly-in	Close up of Bullet being ejected from gun in reverse, gun in shadow
#13	Ext.	MCU	LA	Dolly-Out	Leonard shooting gun, half shaded, light through window
#14	Ext.	CU	OTS-2S	Rack Focus	Leonard face in shadow, light straining on floor

Filming Props:

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



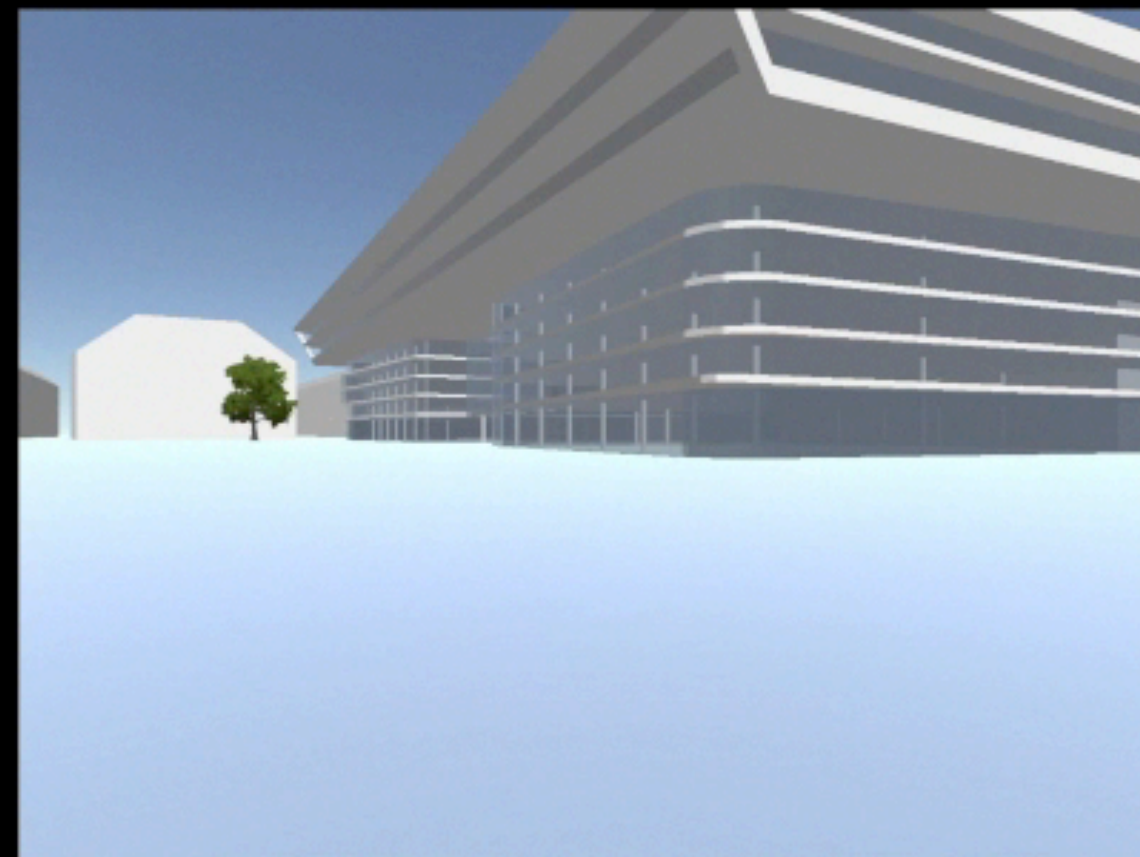
Practical Example

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**



GRAY
Halo Hildegard!

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
- Group-Review will be on Thursday

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