

VIDEOPROTOTYPING

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.

Why Prototype ?

Prototypes help to validate the value of new ideas and test initial assumptions. Prototypes can also help to convince others and yourself.

Benefits:

Low resource and time investment

Faster feedback and a participatory approach

Early Validation in the development life-cycle

"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.

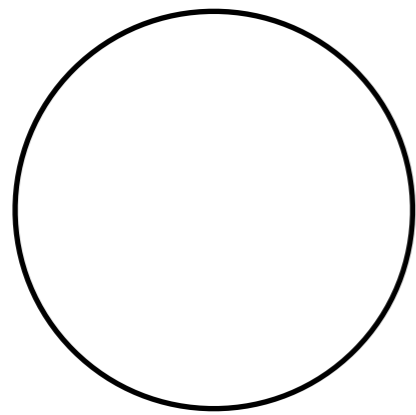
For the Designer:

Exploration
Visualization
Feasibly
Inspiration
Collaboration

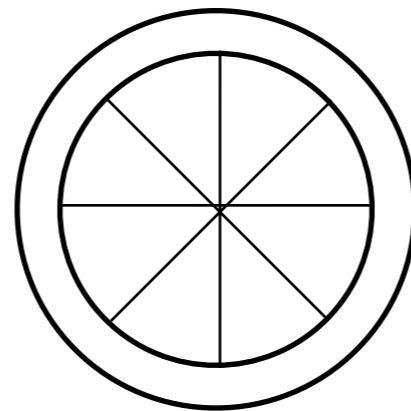
For the End User:

Effectiveness / Usefulness
A change of viewpoint
Usability
Desirability

Fidelity v. Resolution



low resolution
low fidelity



low resolution
high fidelity



high resolution
high fidelity

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



Video-prototyping

Image Source: CIID

Storyboard and Keyframes

Example: „Ensemble Computing“

Client : INTEL

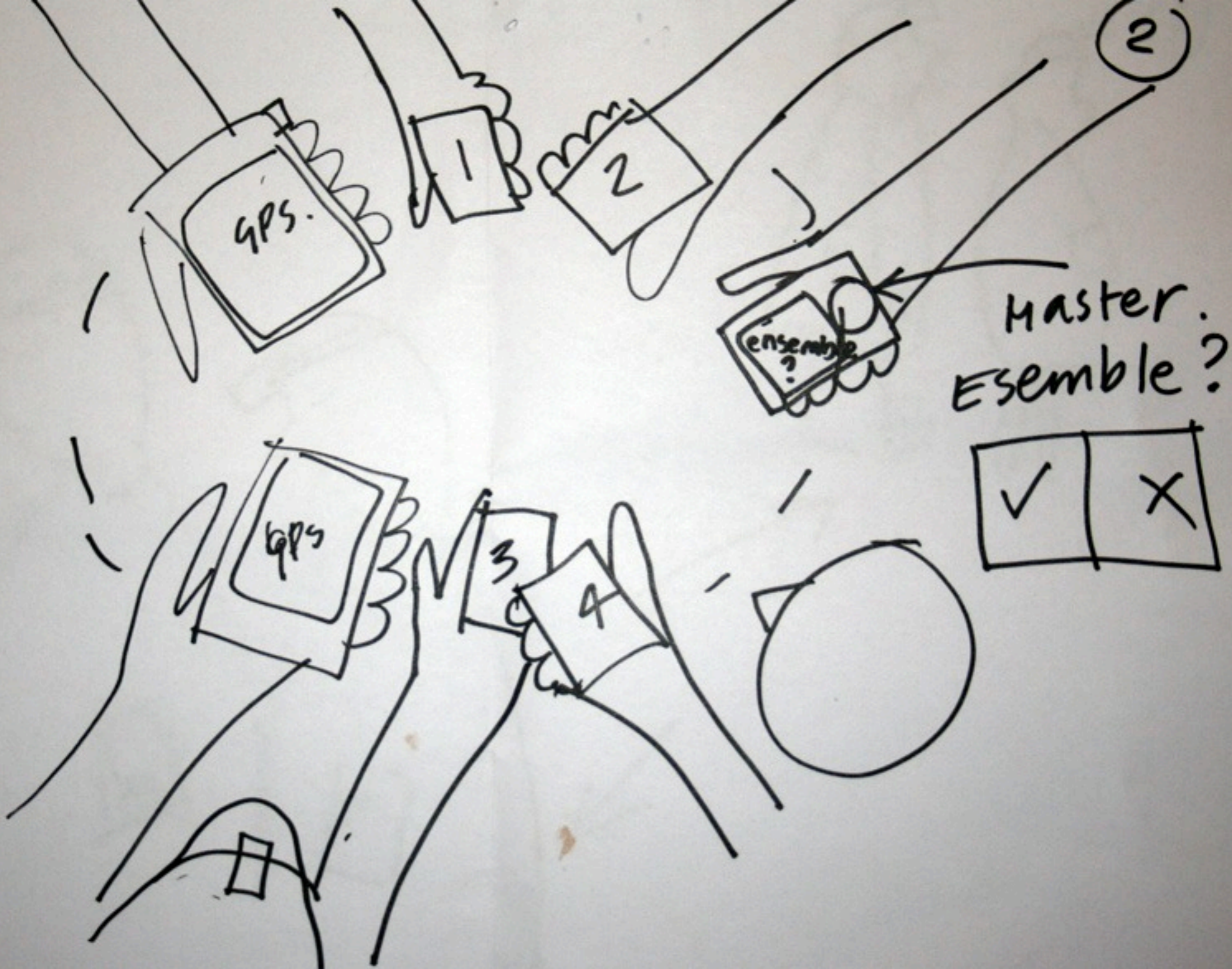
Deliverable : 4 High Fidelity Video Scenarios

First Step: Storyboard generation



CONNECTEDNESS
What's the question we ask?
(is there a space?)
CONCERN

COMPONENT



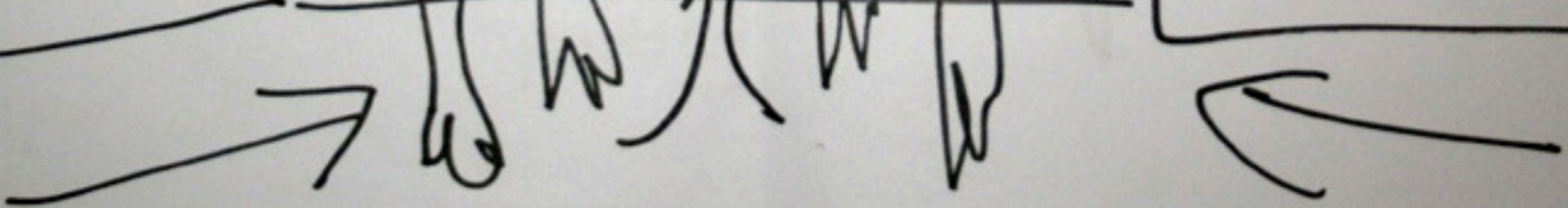
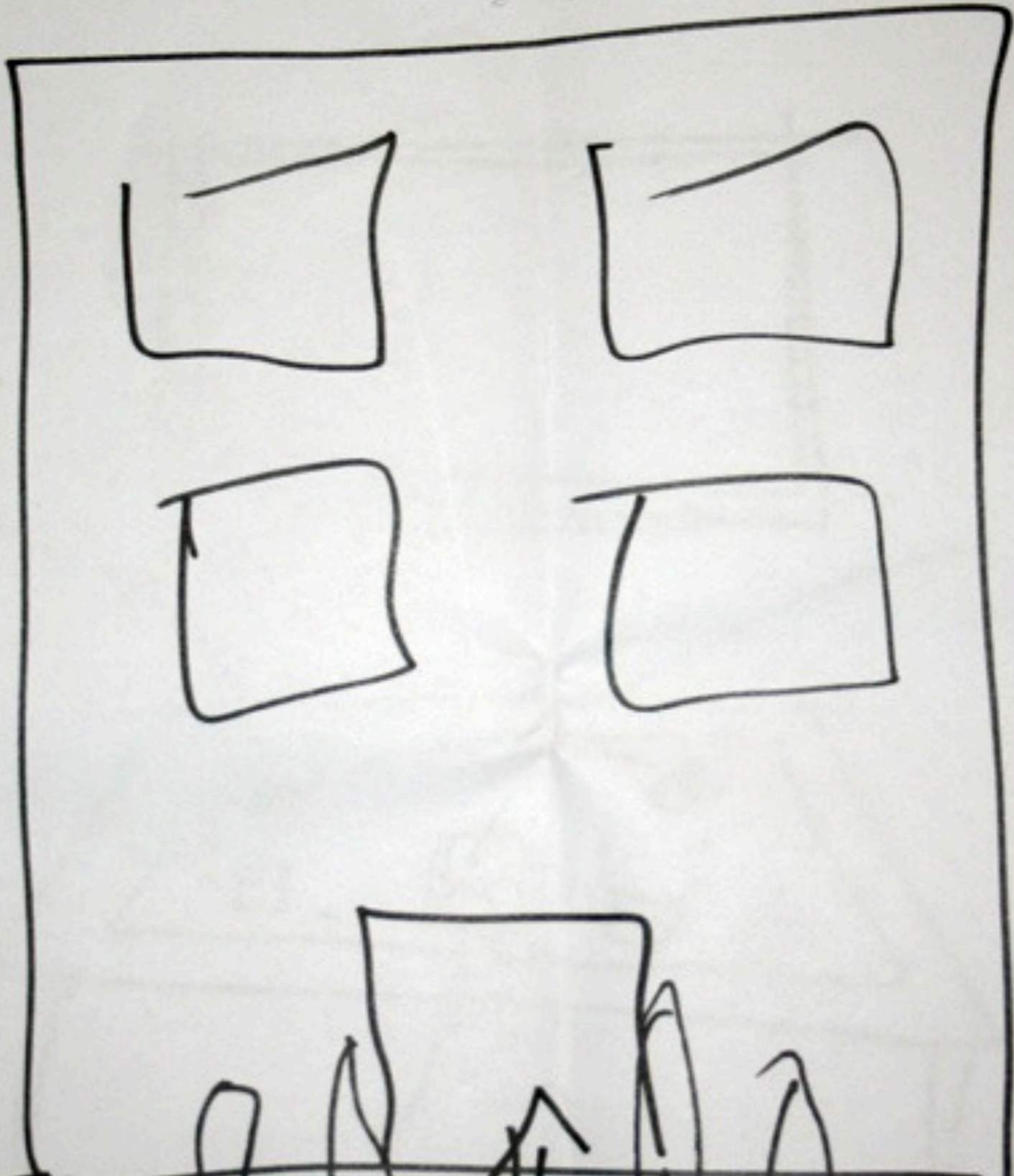


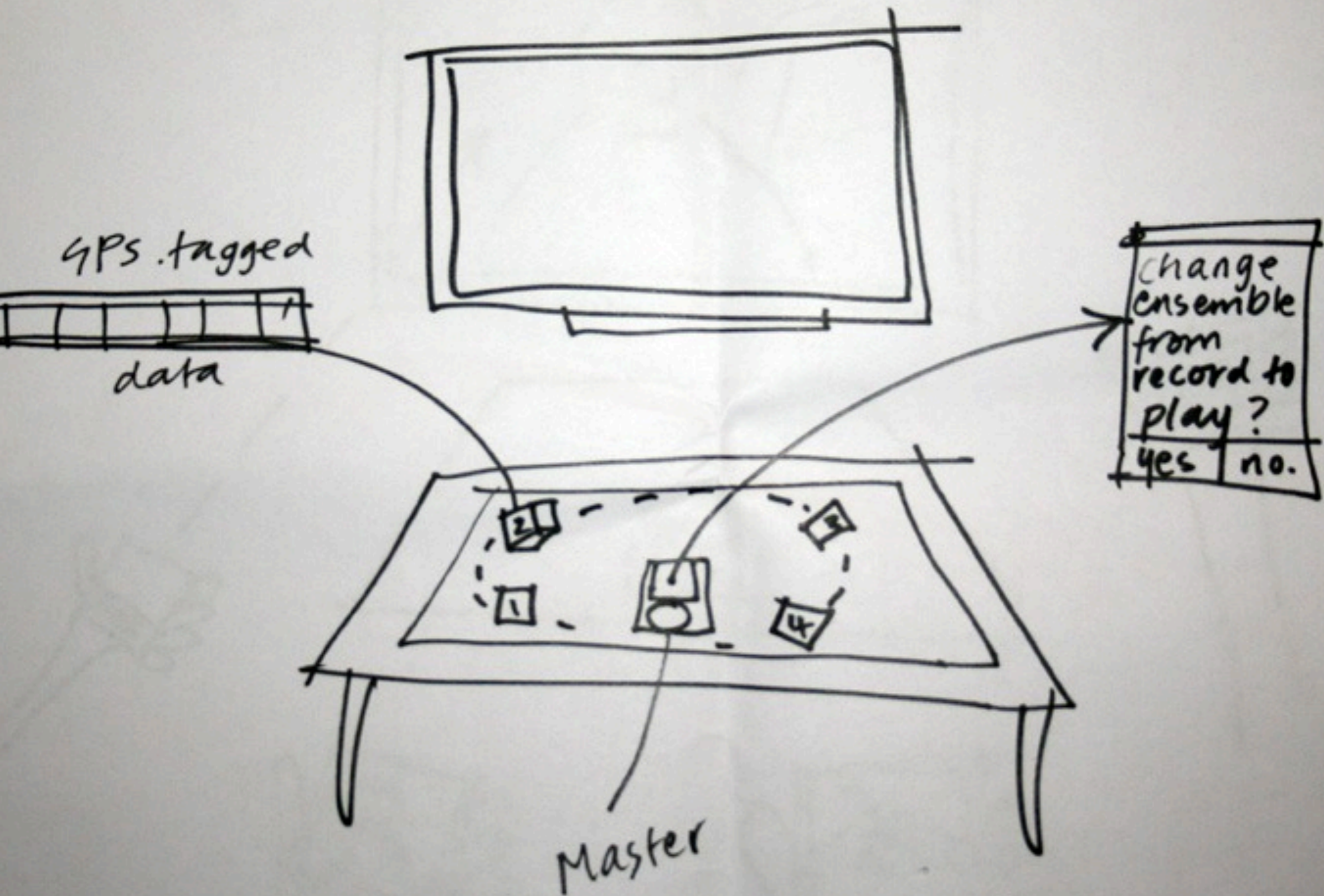
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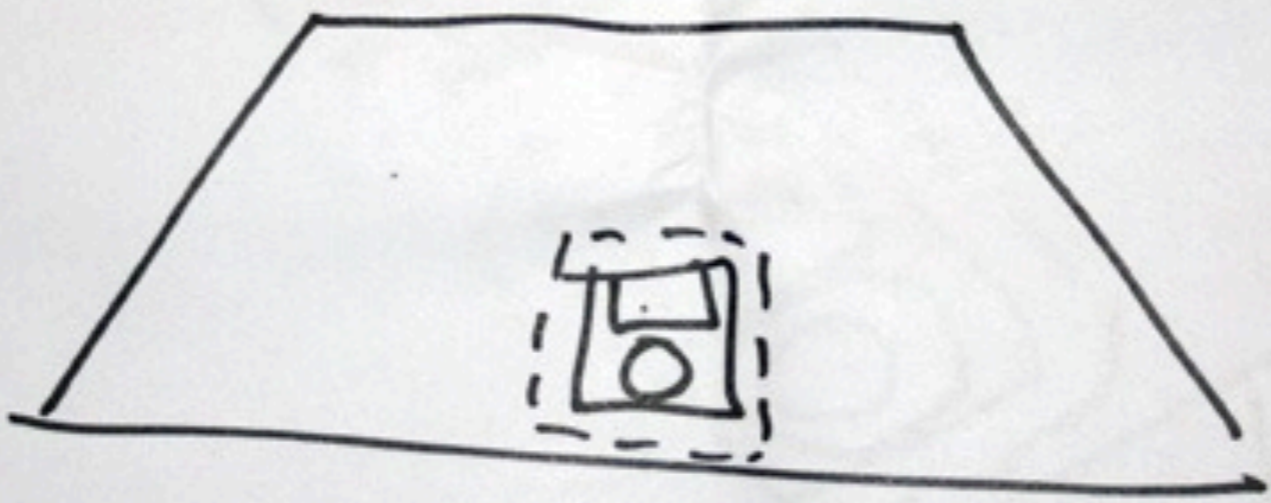
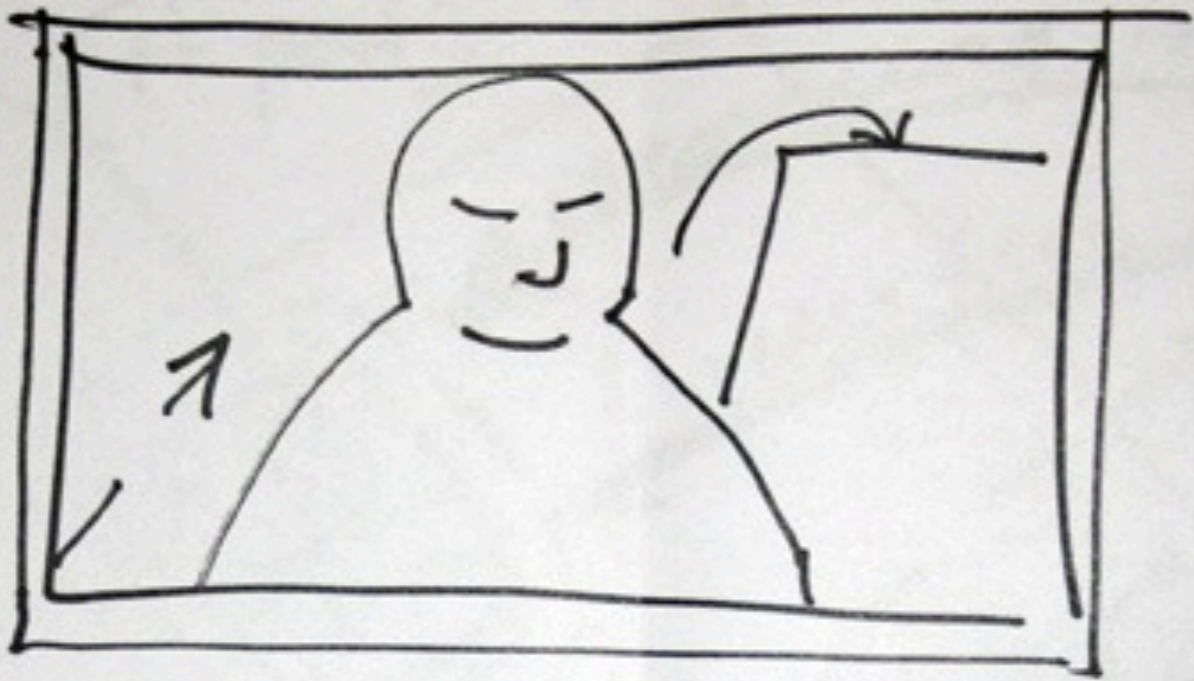
video or

parcour

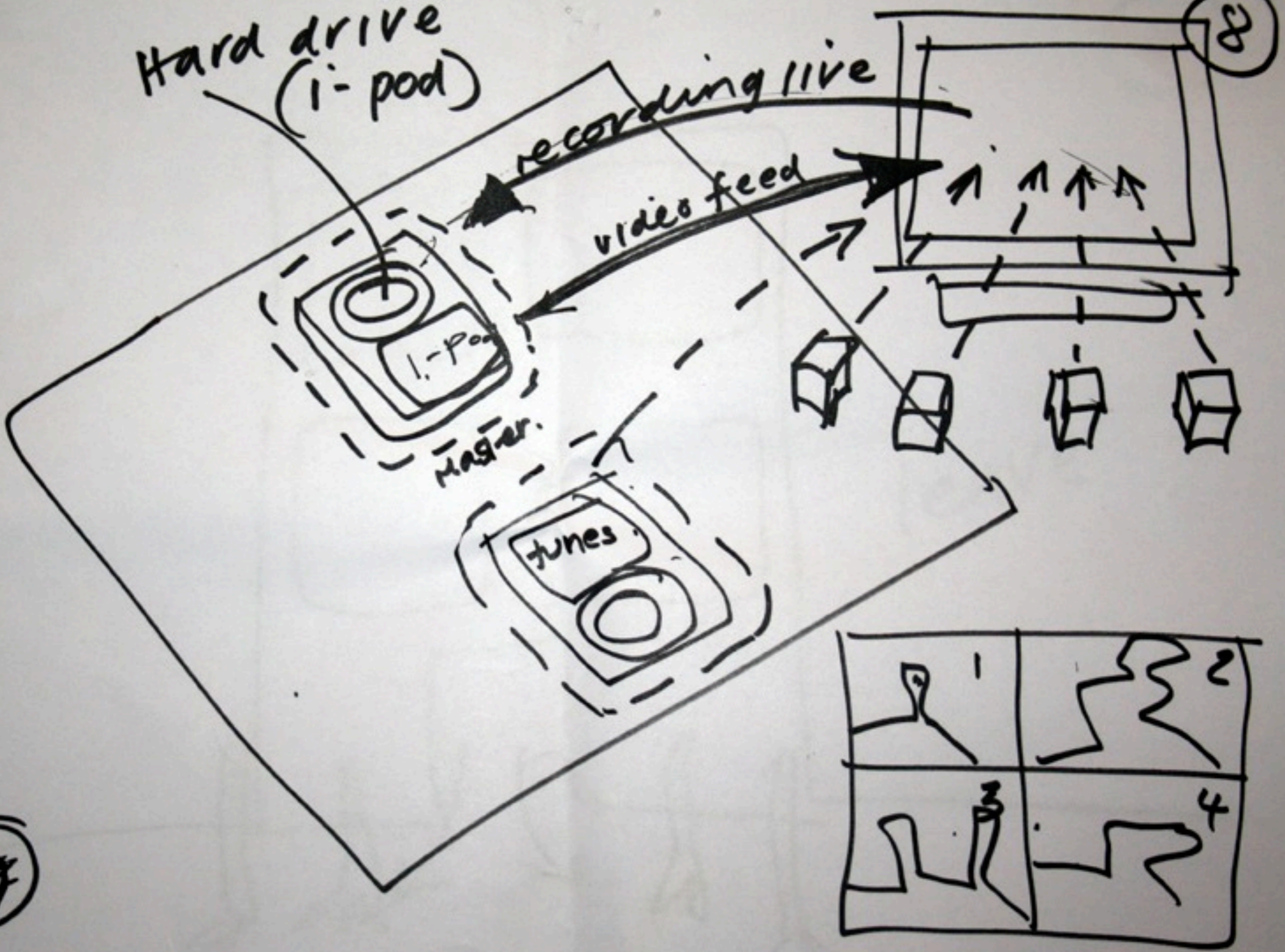
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Hard drive
(i-pod)

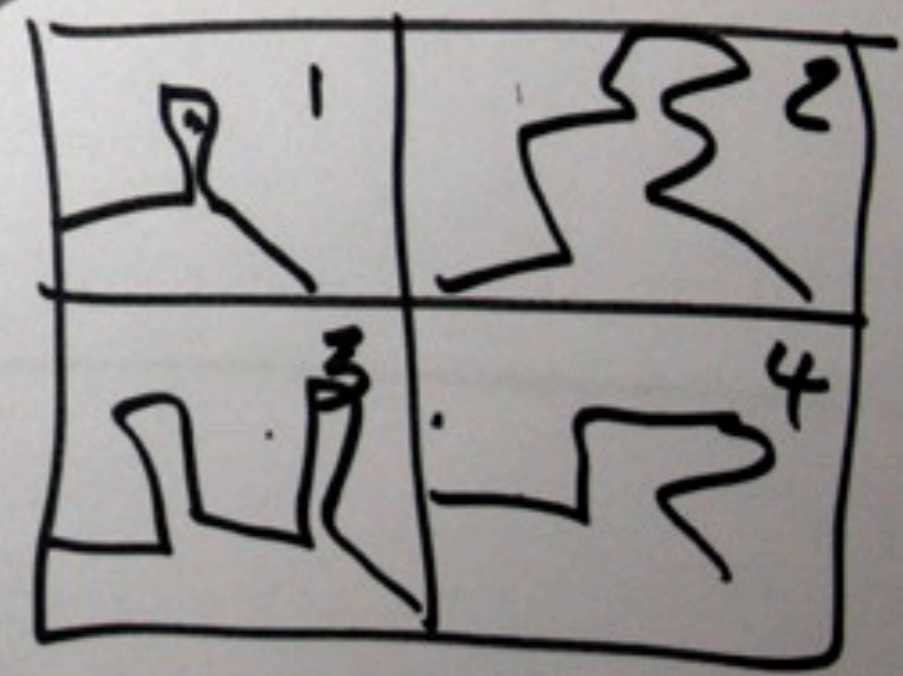


Master

tunes

recording live

video feed



~~scribble~~

8

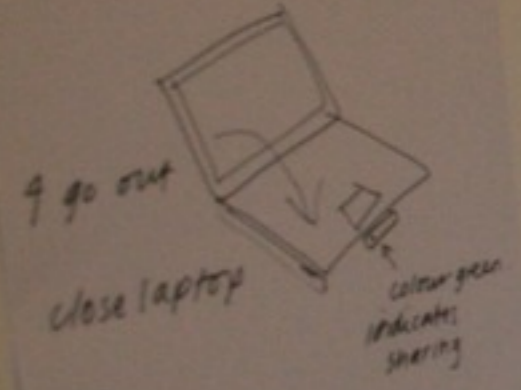
Second Step: Scenario presentation

ALIC

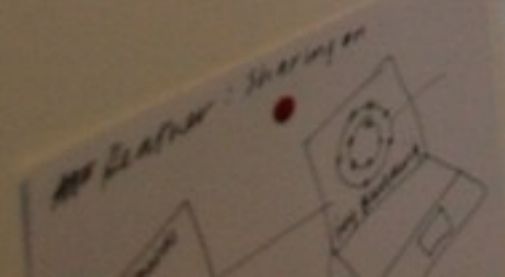
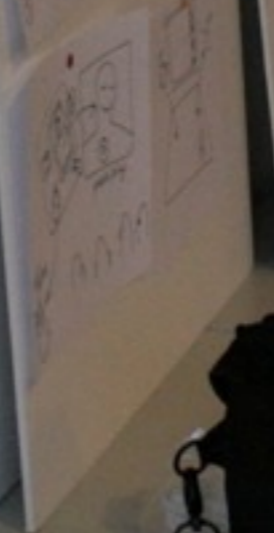
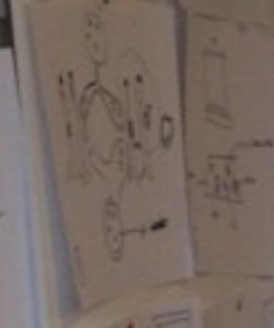
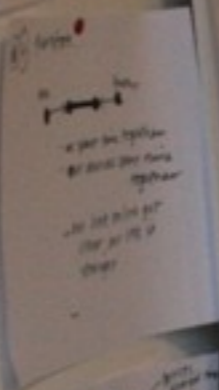
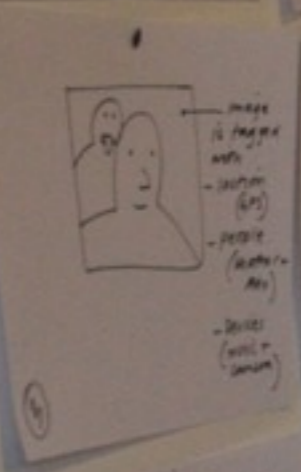
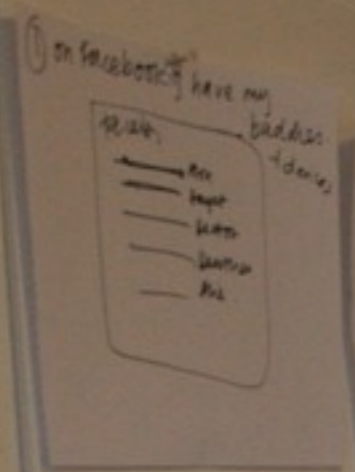


3

feature



4

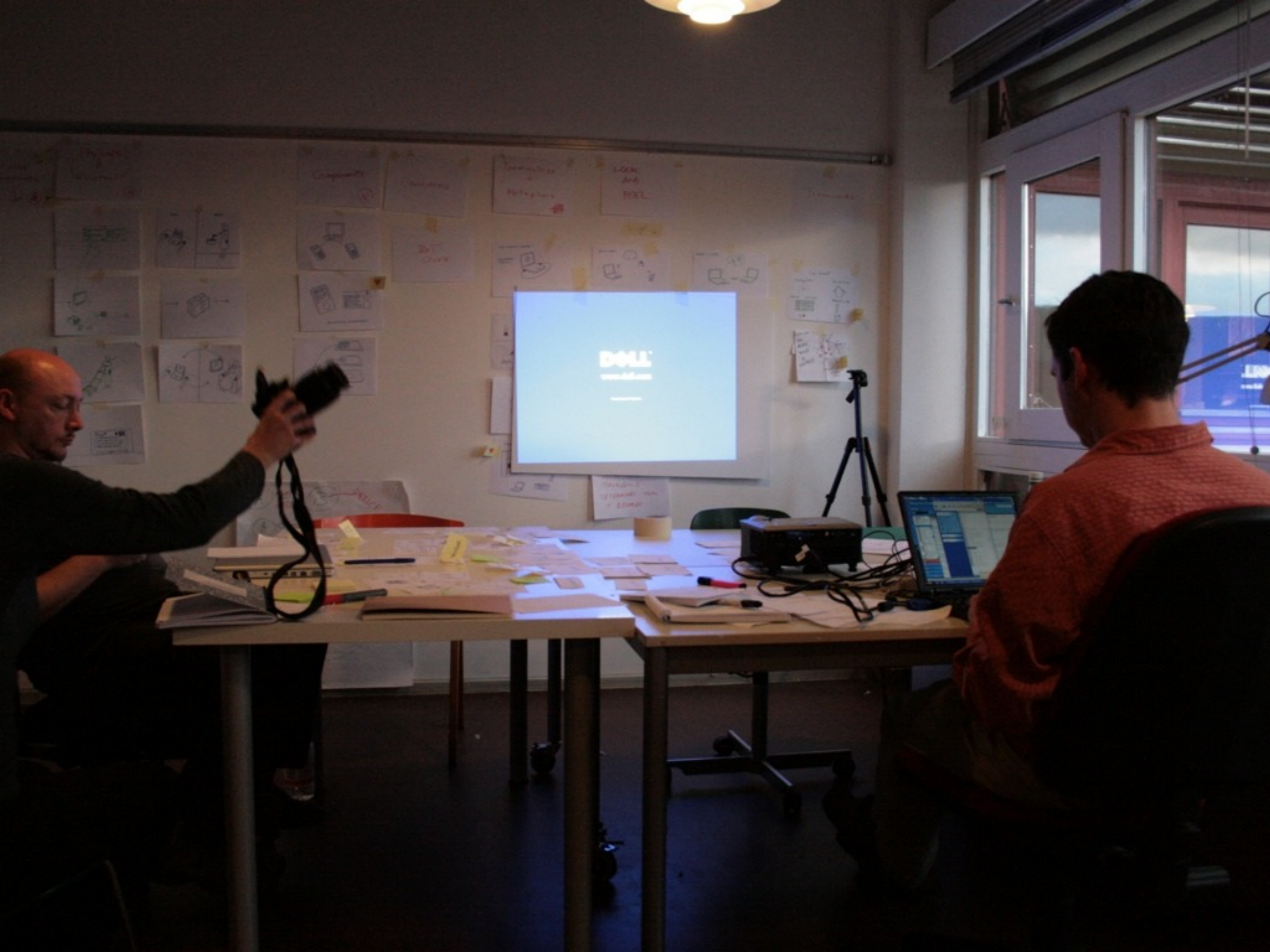


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3.3.09



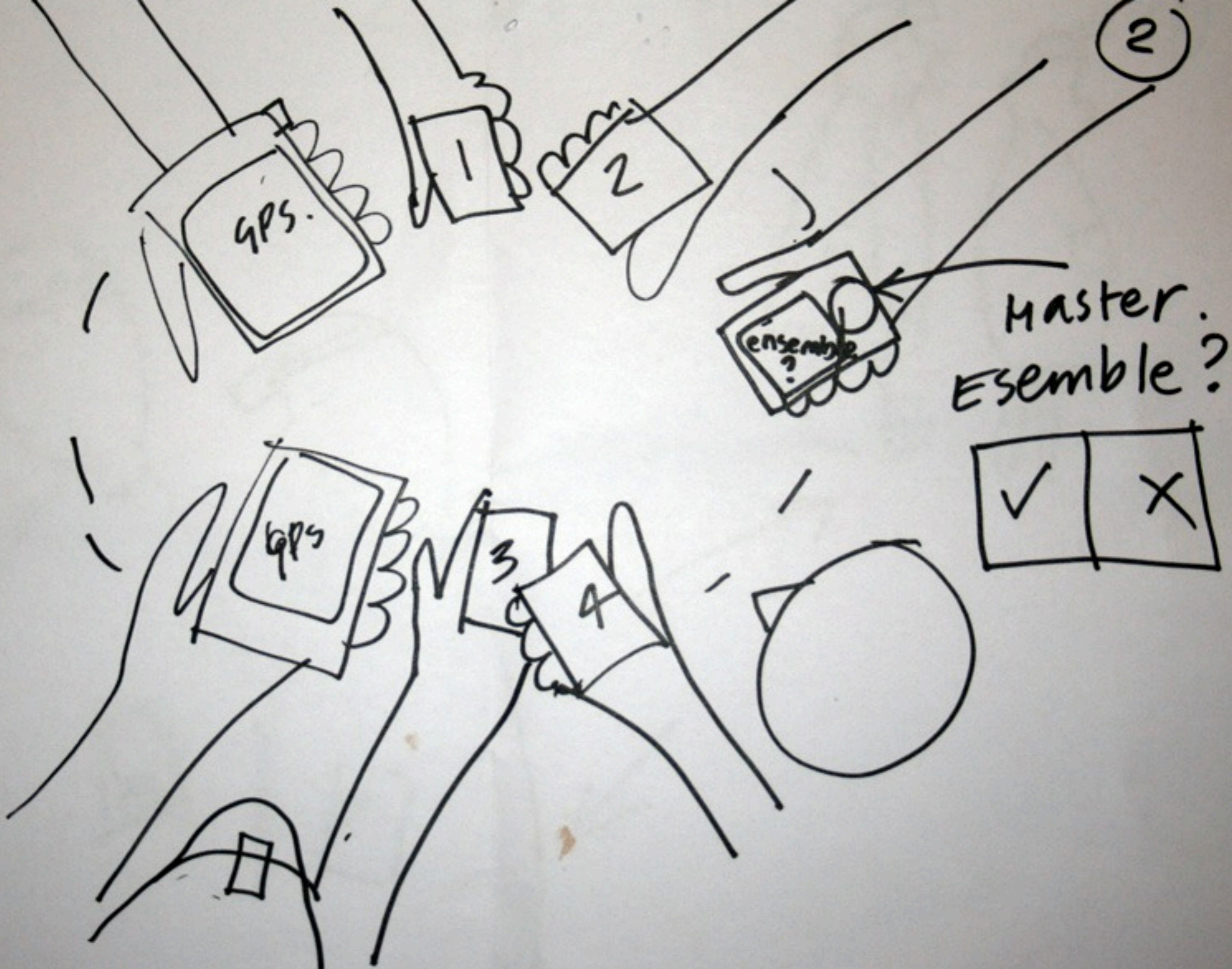


Third Step: Shooting the Keyframes



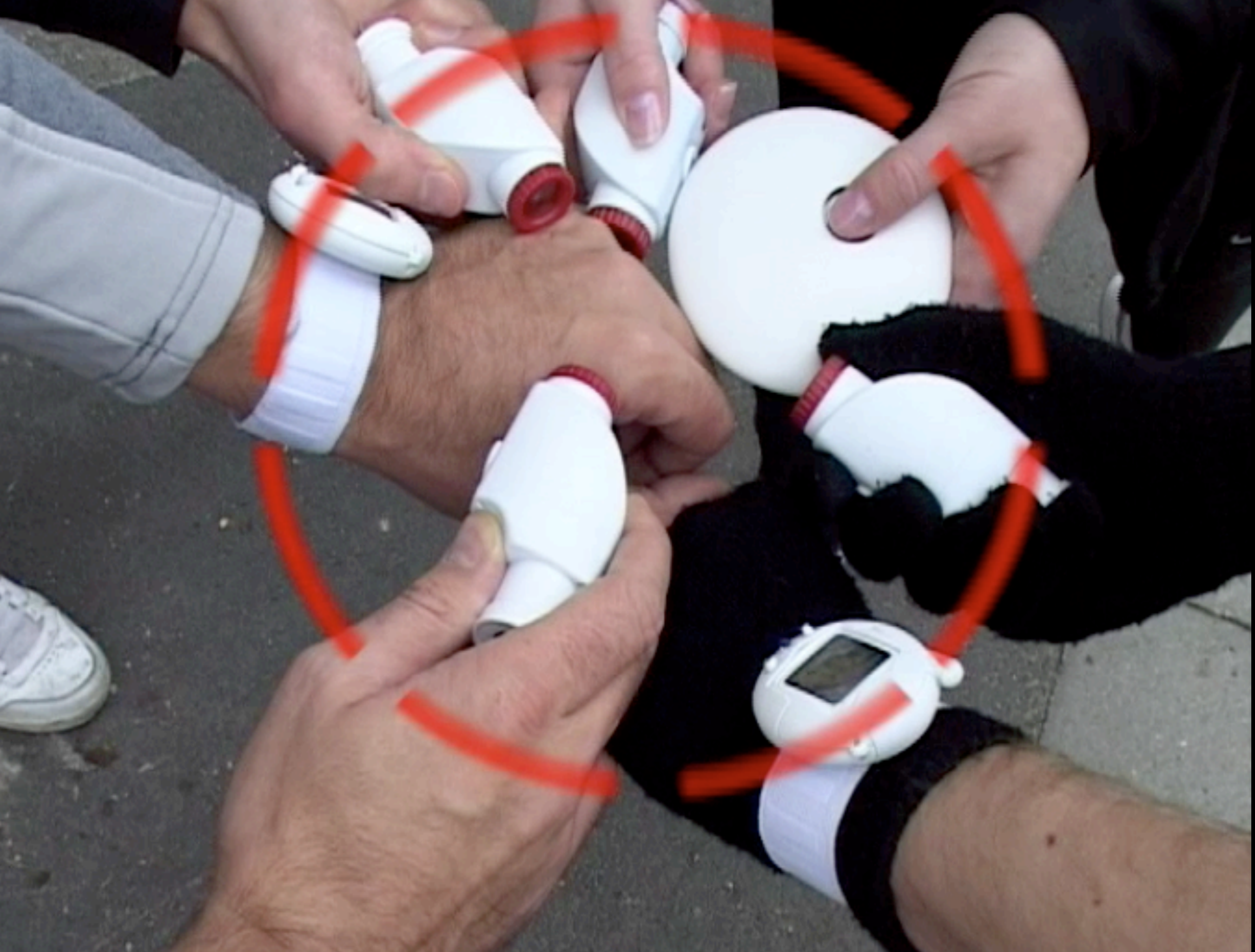






Master.
Ensemble?

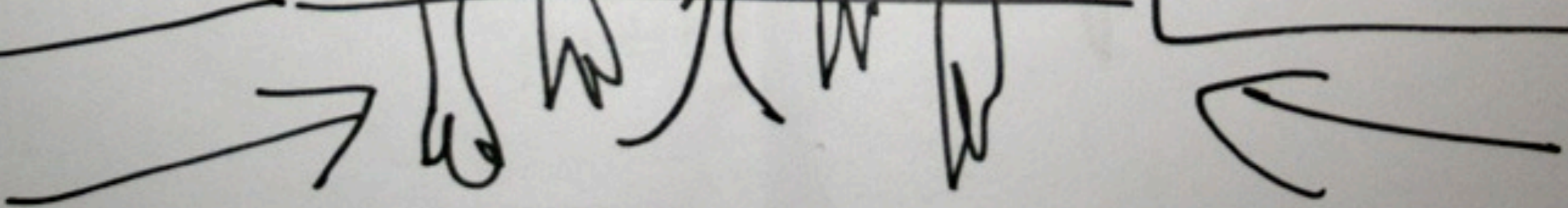
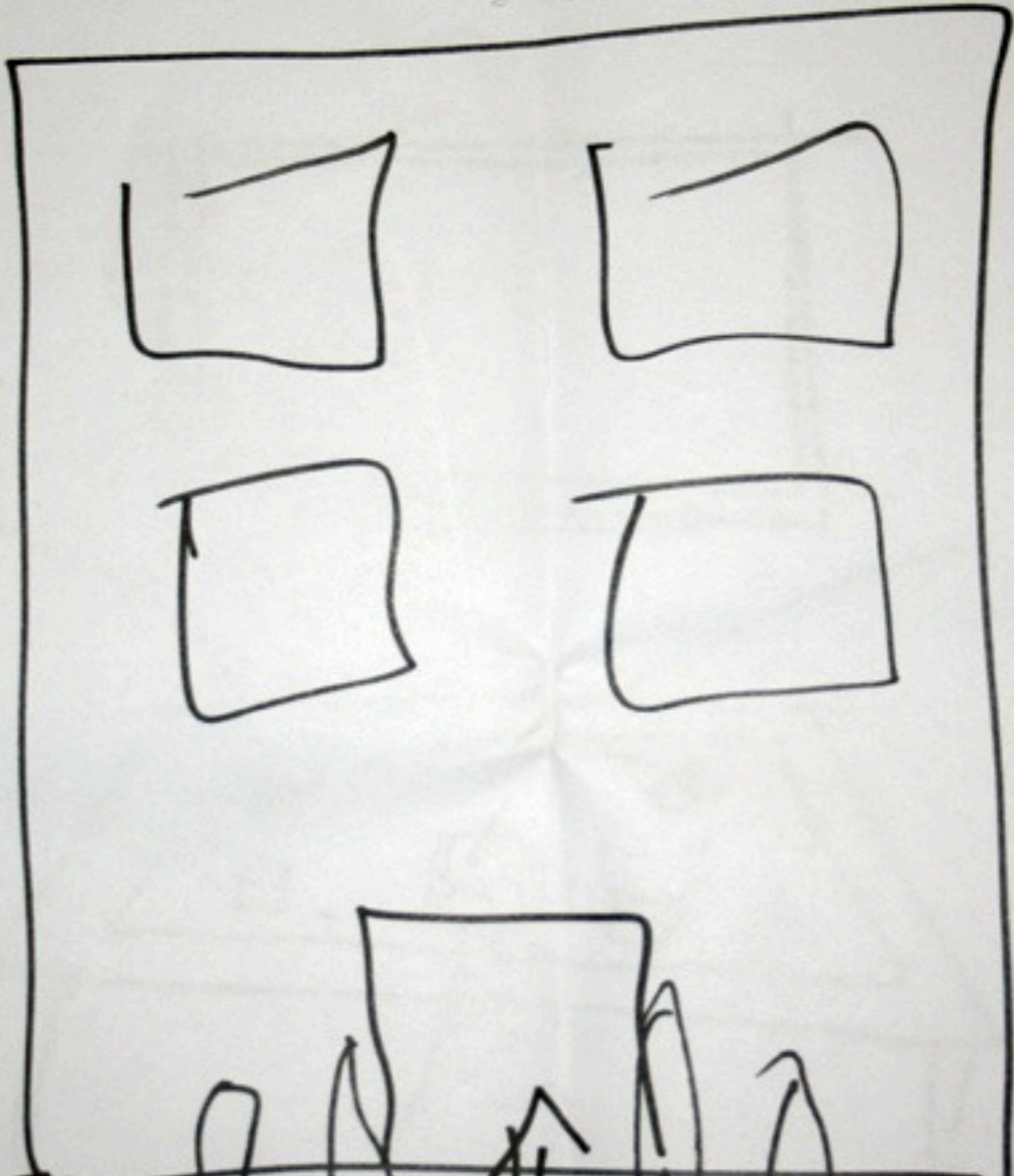
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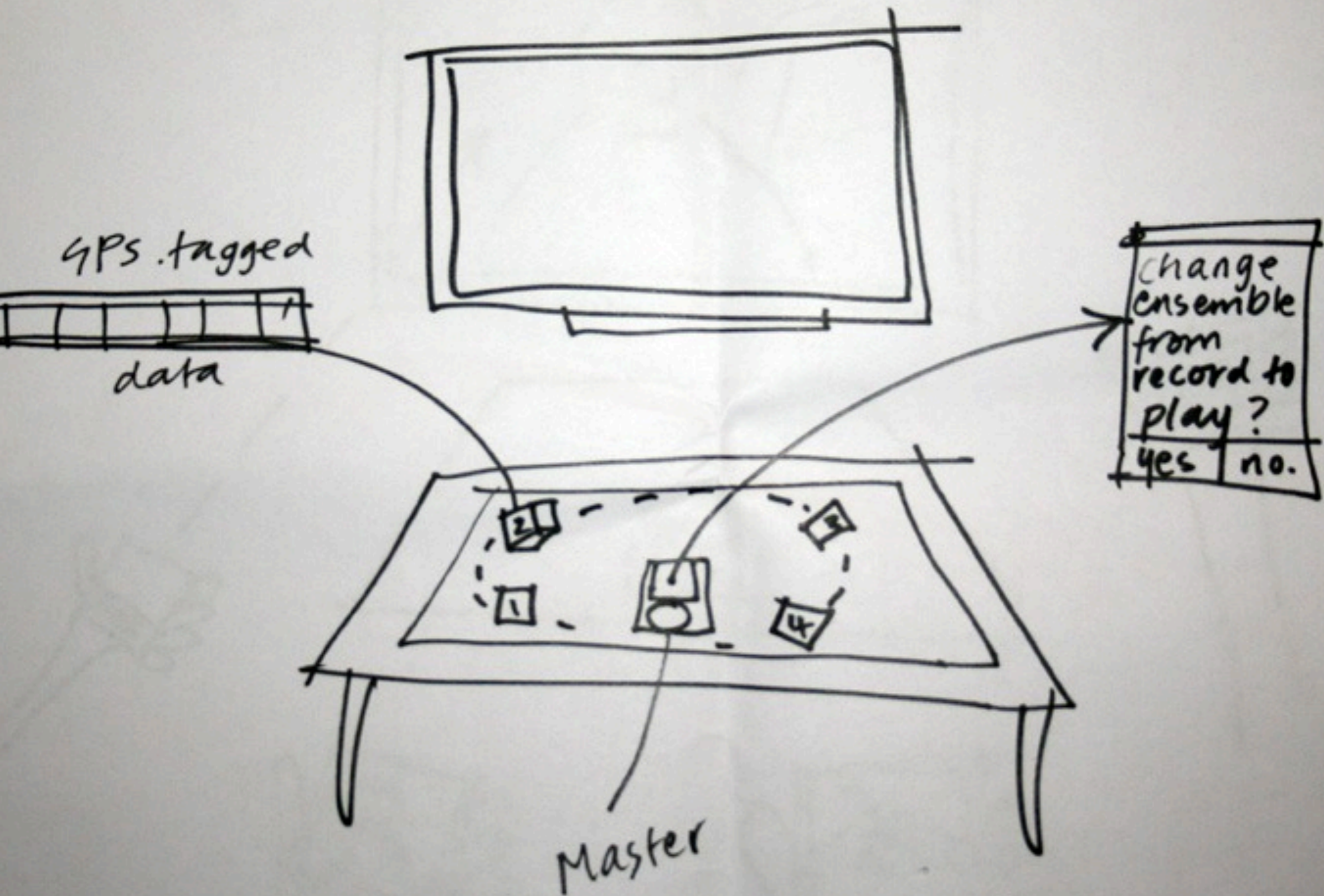


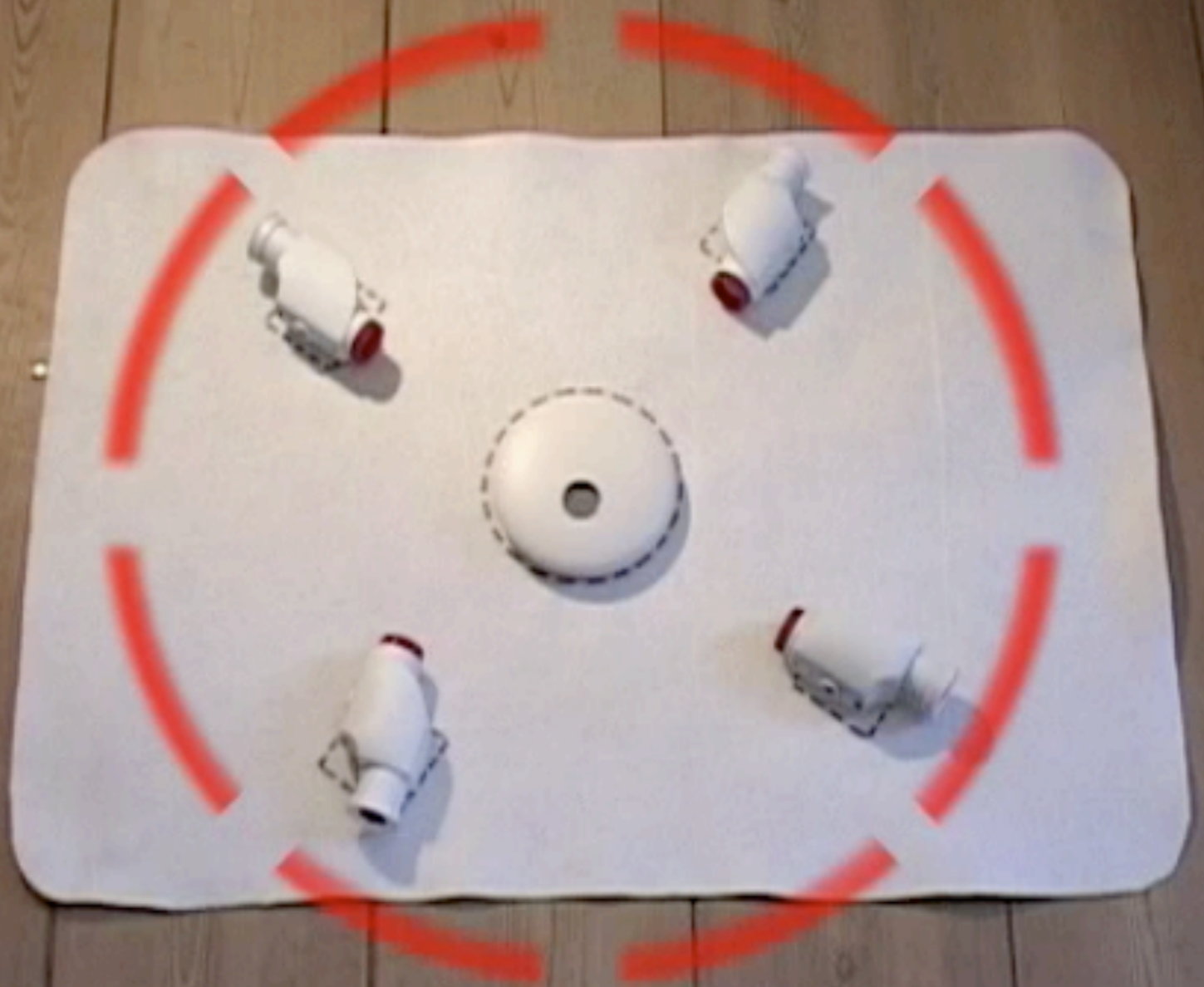
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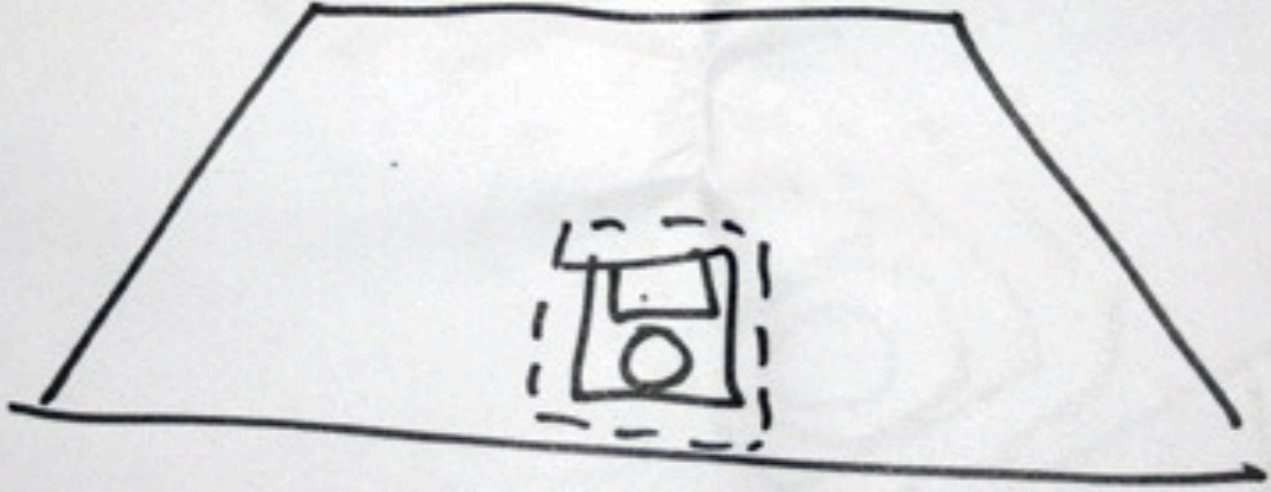




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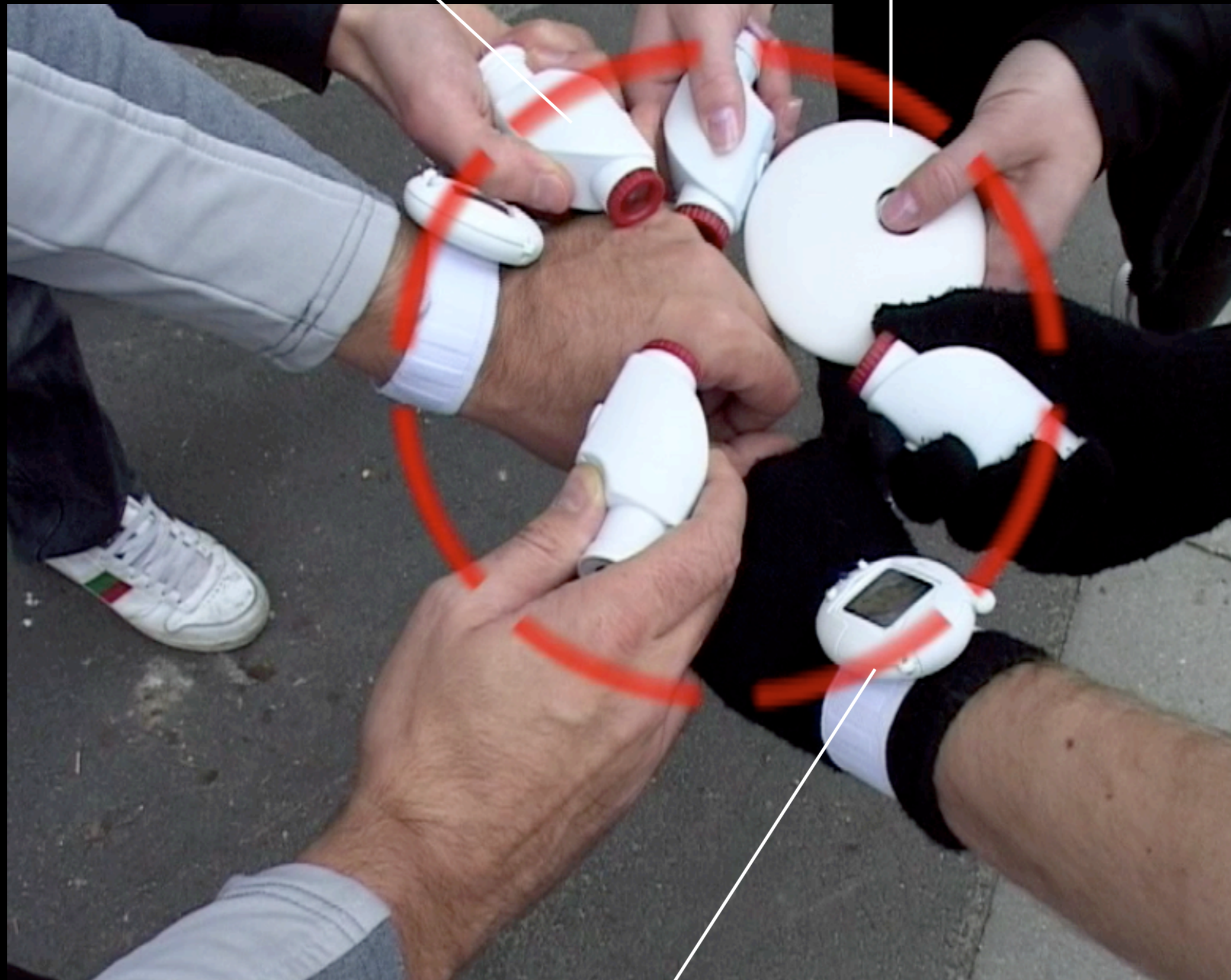
Fourth Step: Editing



Fifth Step: Presentation

WiFi video camera

Wireless hard drive



Bluetooth GPS system

Video Prototype



Dealership

Work place

Home

Call centre

Acting out the Scenario

You can mockup experiences over time also by emulating various processes and touch points by setting a stage and enacting the roles and actions.

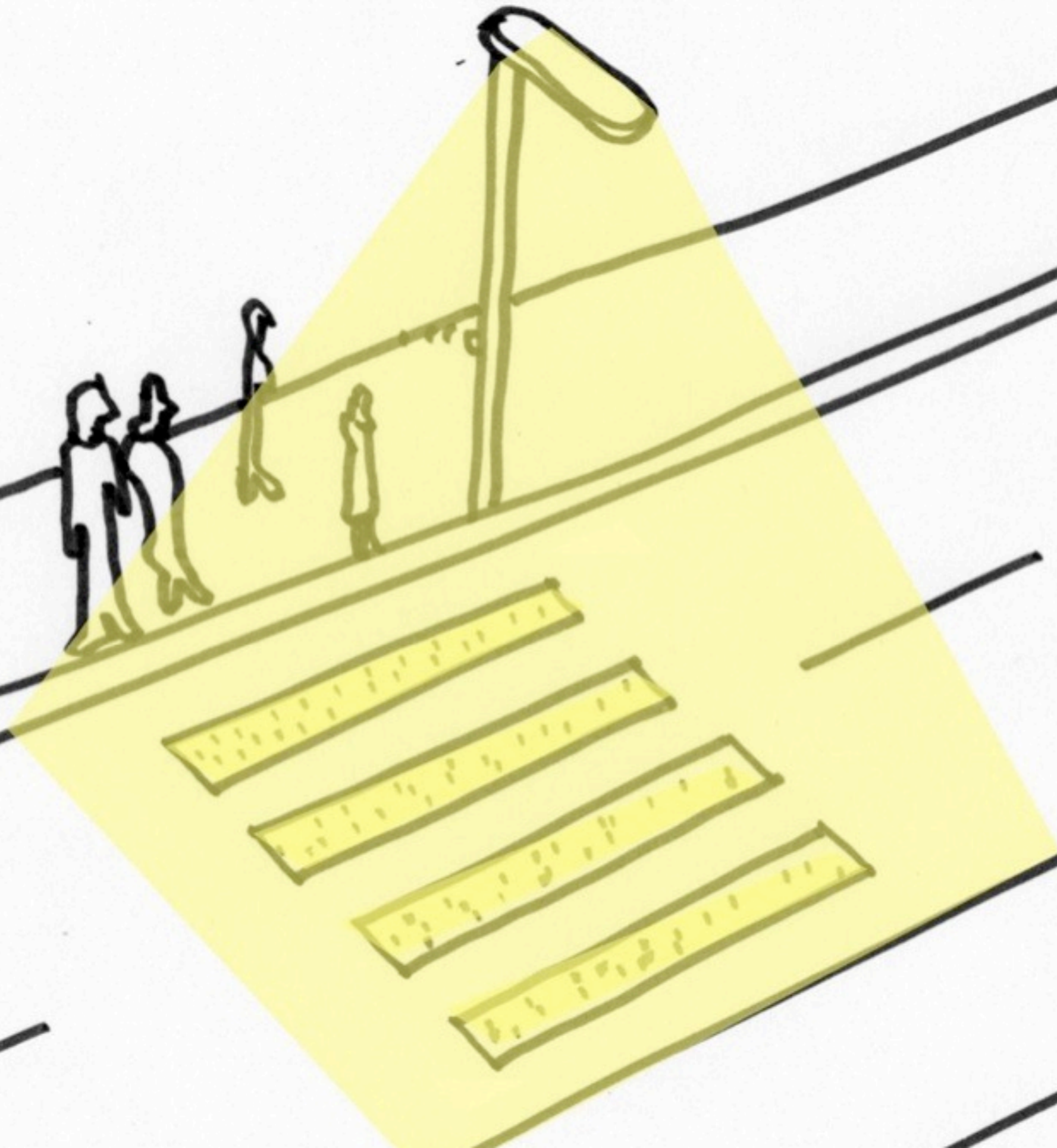


Quick Kiosk Mock-up

You can mockup real size products and environments which capture a degree of realism and while keeping it open for interpretation or further development.

EXAMPLE: Video Prototypes

**low resolution
high fidelity
(crossing on demand)**



Zebra Zone

The Smoke & Mirror Approach





Scenarios as Prototypes

Creating scenarios as a video is an interesting way to prototype intangible experiences or services. It works as both a process tool and a communication medium.



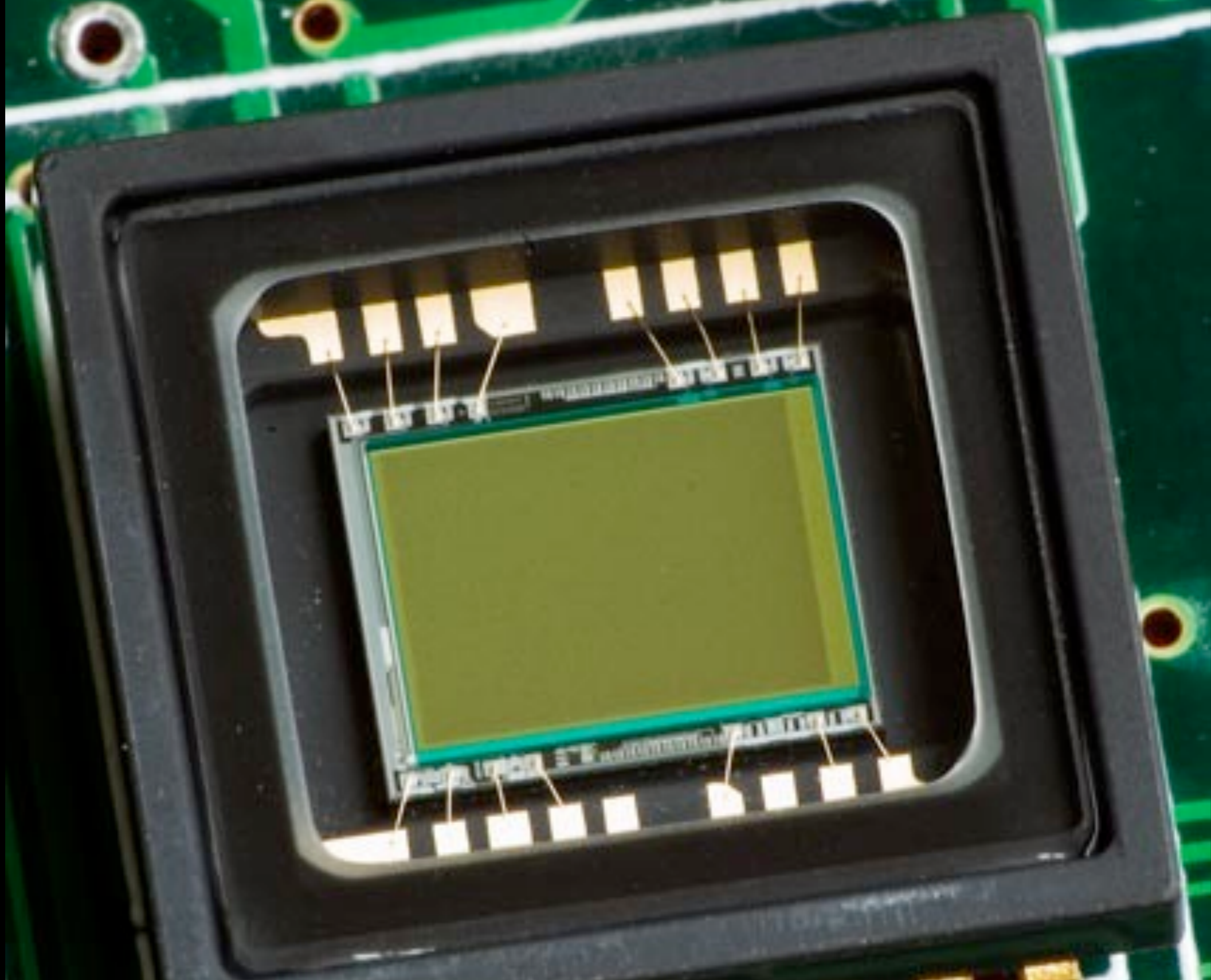
Choosing the right camera

There are three different camera types and it's important to know what each has to offer.

A "one chip" camera which sends all of the colour data through one CCD (charged coupled device).

A "3 CCD" camera which uses a separate chip for red, blue, and green, giving a more "true to life" look to the video.

HD (high definition) camera's have a much higher video quality than both one chip and three chip SD (standard definition camera's)



CCD chip in a camera

Plan

What's the video about (in one sentence)?

Who's the audience? (YouTube vs. Client)

What are we going to see? (Scenario)

What about audio? (Audio can make or break it)

Quick and Efficient Tools:

Movie Maker vs. iMovie

MAC vs. PC



The choice between Apple's iMovie and PC's Movie Maker can be a tough decision. iMovie is a much more powerful program than Movie Maker, but if you decide on iMovie you are forced to buy an Apple computer. Whereas Movie Maker isn't limited to one computer which for most people is much better because they are used to the format of the PC. Overall iMovie is a much better beginner editing suite as it has way more effects than Movie Maker.

Movie Tasks

1. Capture Video

- Capture from video device
- Import video
- Import pictures
- Import audio or music

2. Edit Movie

- Show collections
- View video effects
- View video transitions
- Make titles or credits
- Make an AutoMovie

3. Finish Movie

- Save to my computer
- Save to CD
- Send in e-mail
- Send to the Web
- Send to DV camera

Movie Making Tips

Collection: Frosty the Snowman (edit)
Drag a clip and drop it on the storyboard below.

Frosty the Snowman 2 Frosty the Snowman 2 001 Frosty the Snowman 2 002

Frosty the Snowman 2 003 Frosty the Snowman 2 004 Frosty the Snowman 2 005

Frosty the Snowman 2 042

Paused 0:00:00.00 / 0:00:01.77

Show Timeline

Frosty the Snowman 2 Frosty the Snowman 2 001 Frosty the Snowman 2 002 Frosty the Snowman 2 003 Frosty the Snowman 2 004



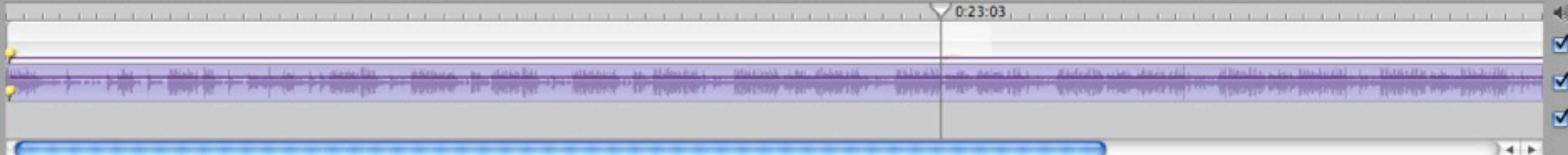
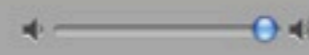
ULTRATRONIK

Usability Process: Analysis & Concept

0:23:03

0:51:17

2_concept



Clip: 100%

"2_concept - Audio" 0:51:17 of 0:51:17 total

169 GB available 0 KB

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 : Star Guitar - Michel Gondry



■ STAR GUITAR - CHEMICAL BROTHERS

Video Source: YouTube



- material was produced and edited to match the audio
- layout of the compete “sound scape”
- objects (oranges) were used to represent “events”

Editing Rules:

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

From the Task Analysis to the Video Shoot:

Making Tea!

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



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Free Music:

<http://www.jamendo.com/en/>

or

Album “Royalty Free” on iTunes

References:

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