VIDEOPROTOTYPING

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Representing complex relationships, new behaviors 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"

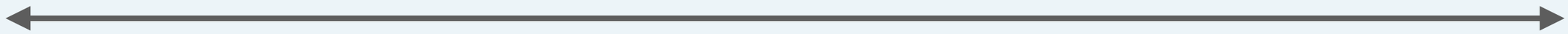
Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

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

Low Fidelity

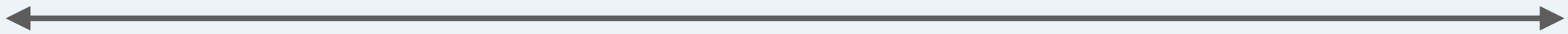
High Fidelity



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

Concept Development

applied

Storyboard and Keyframes

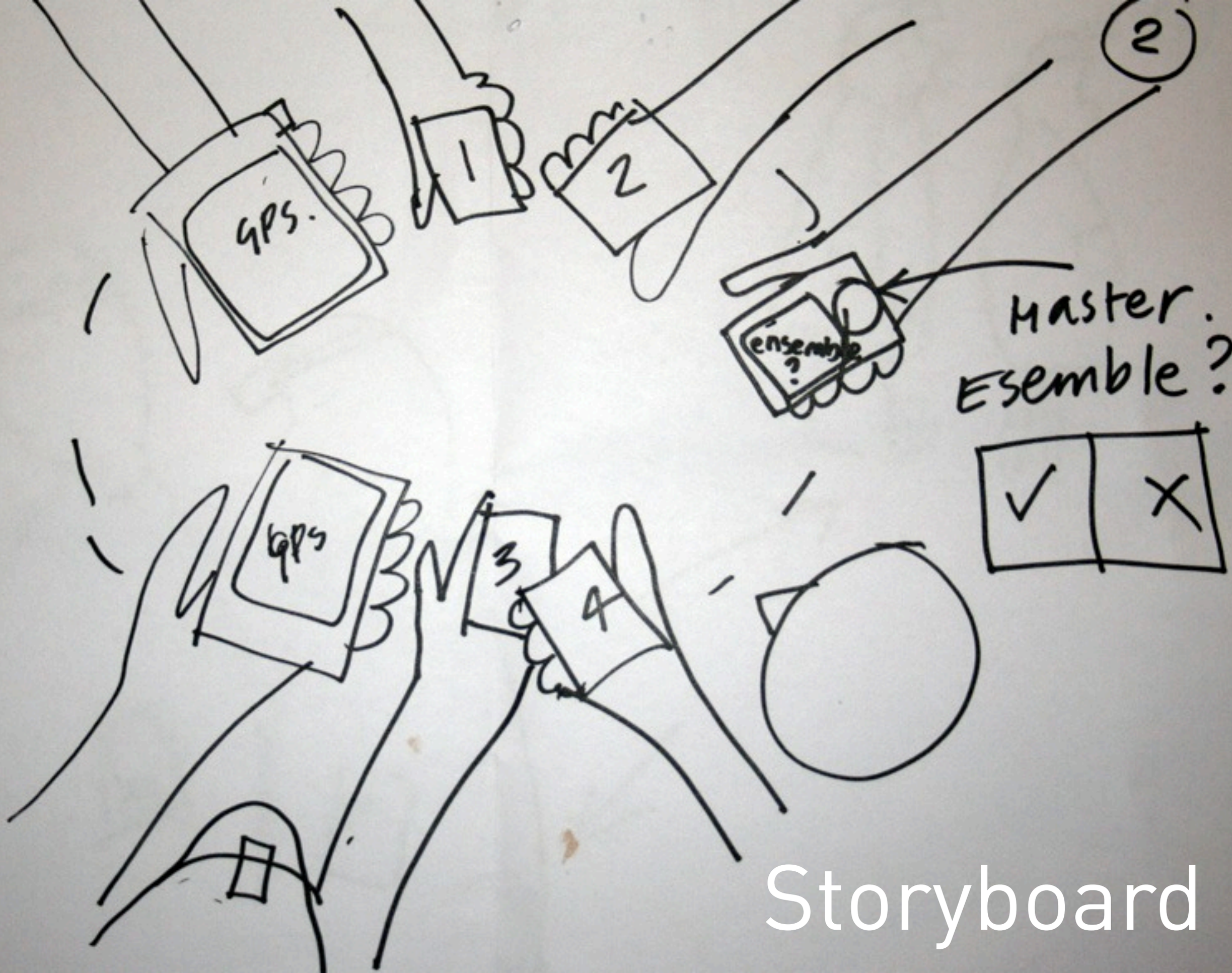
Example: „Ensemble Computing“

Client : INTEL
Deliverable : 4 High Fidelity Video Scenarios

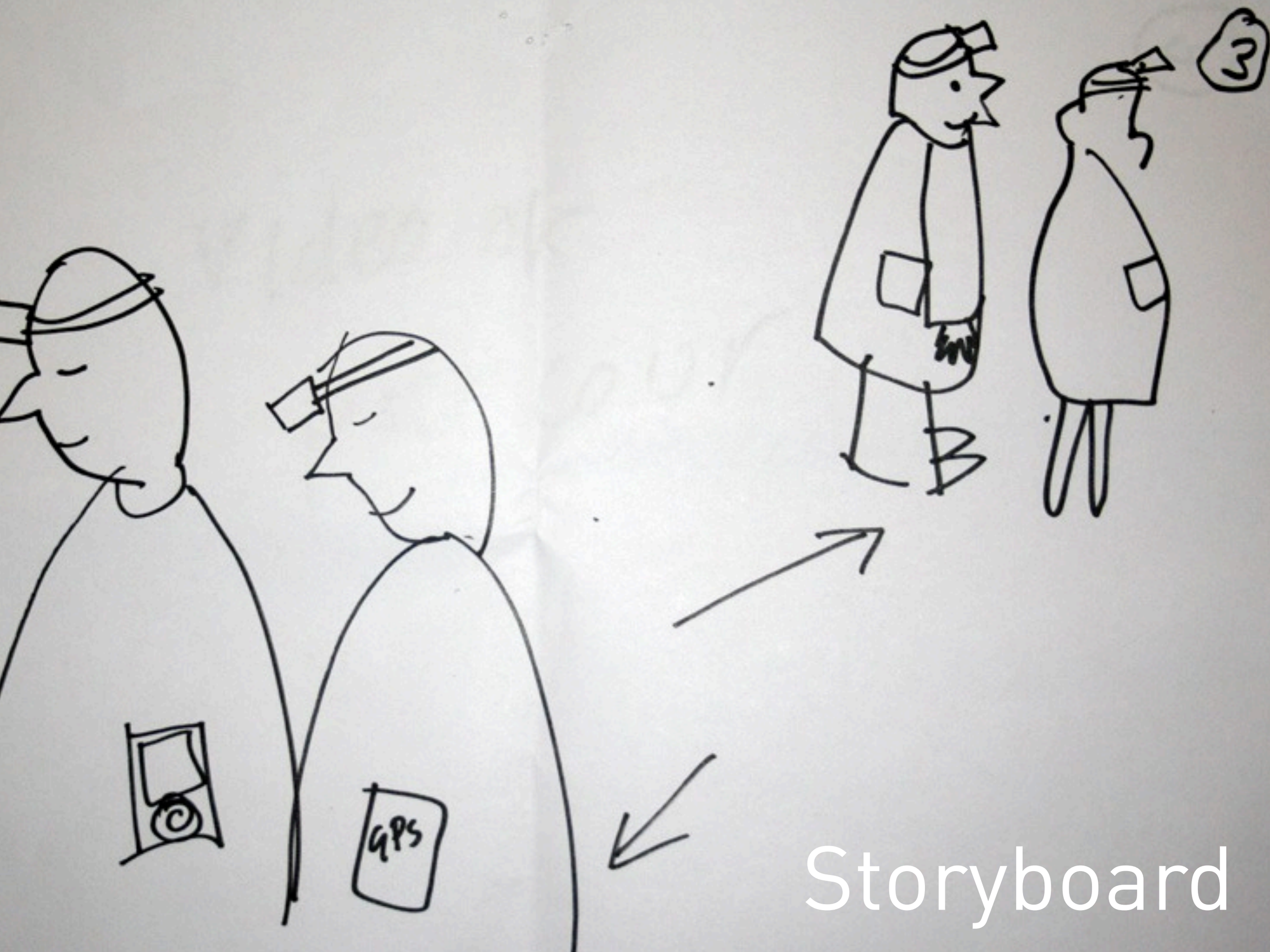
First Step

Scenario generation

Brainstorming

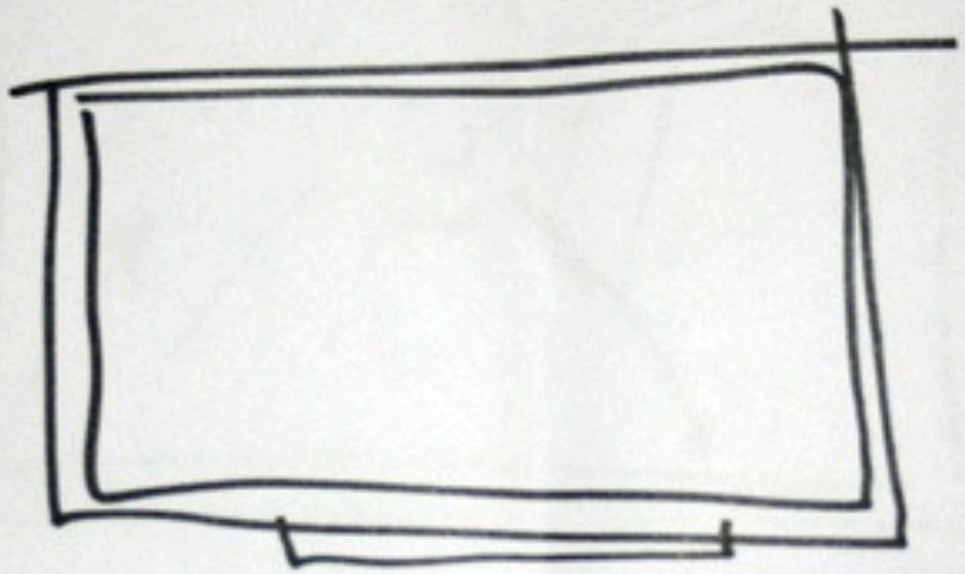


Storyboard

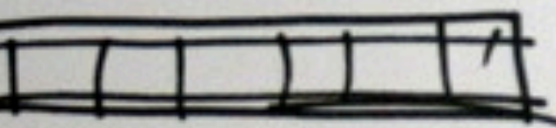


Storyboard

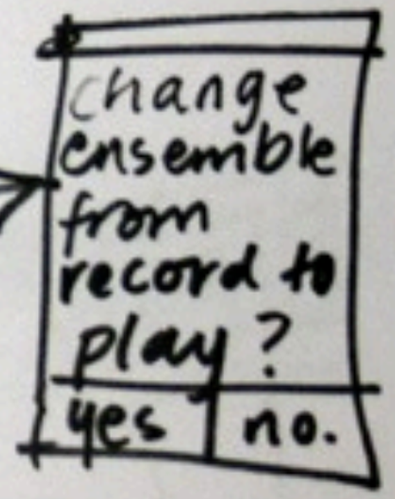
Storyboard

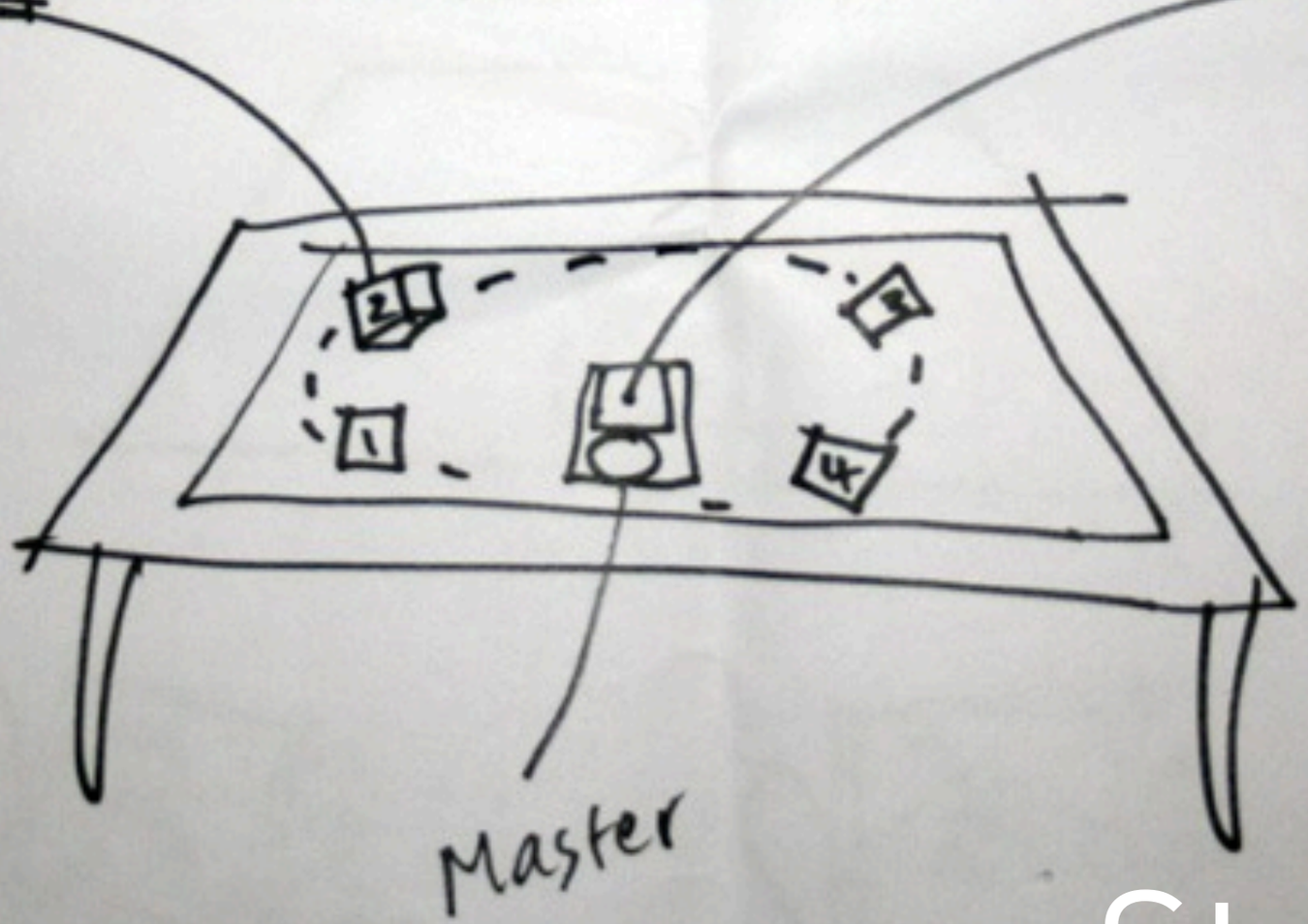


GPS .tagged



data





Master

Storyboard

7

Storyboard

Hard drive
(i-pod)

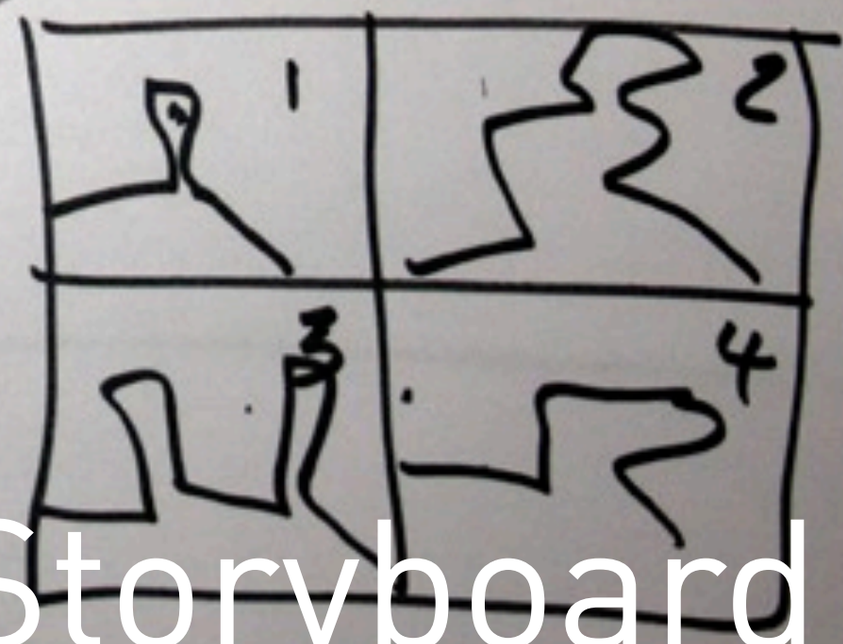
recording live

video feed

i-Pod

master.

tunes



Storyboard

Second Step

Storyboard presentation

Mid-Presentation

Mid-Presentation

Third Step

Shooting the Keyframes

Video Shooting

Video Shooting


DROORS
NO
43

GPS.

1

2

2

ensemble ?

Master.
Esemble ?

gps

3

4

Keyframe

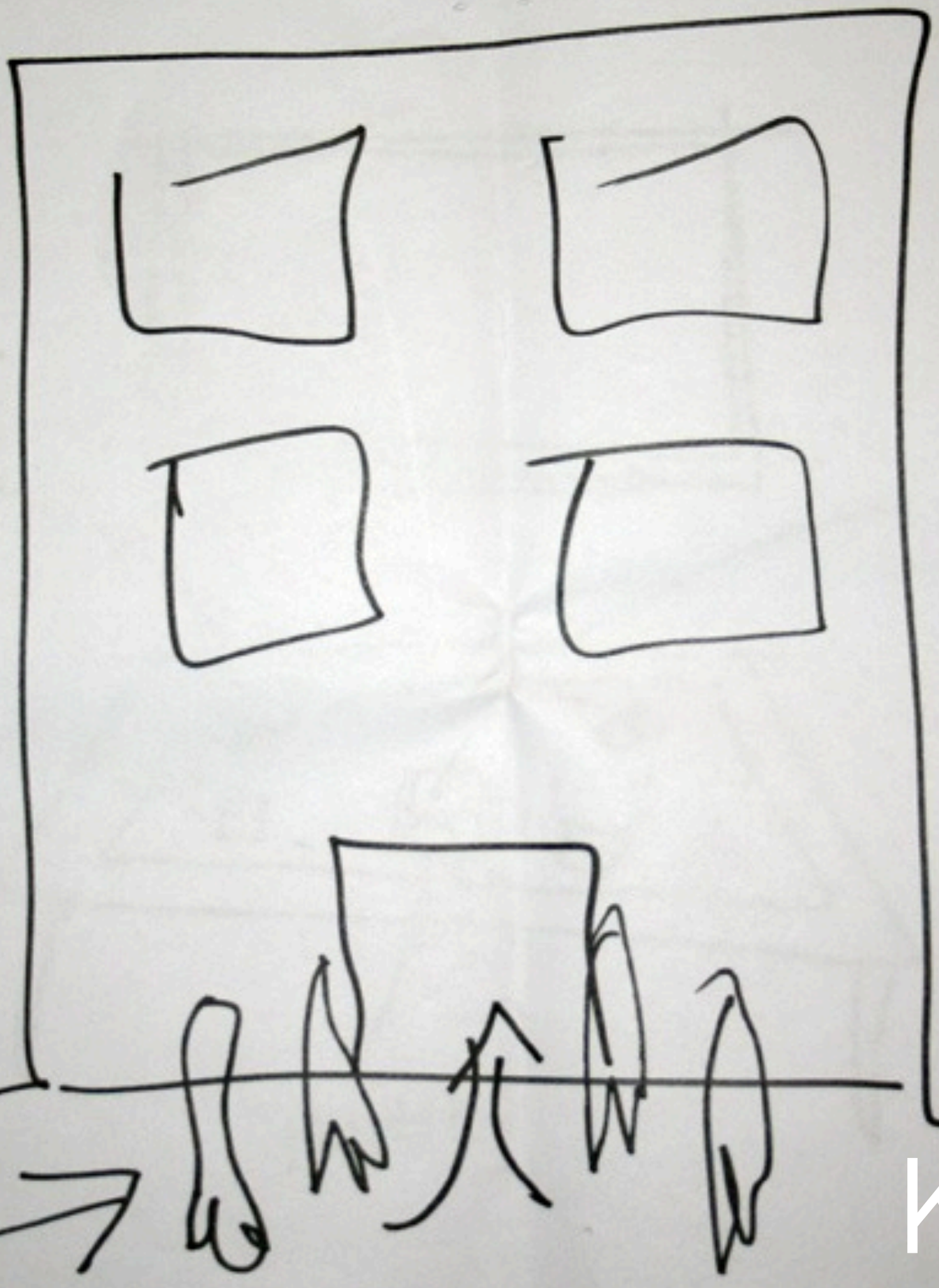
Video Shooting

3

GPS

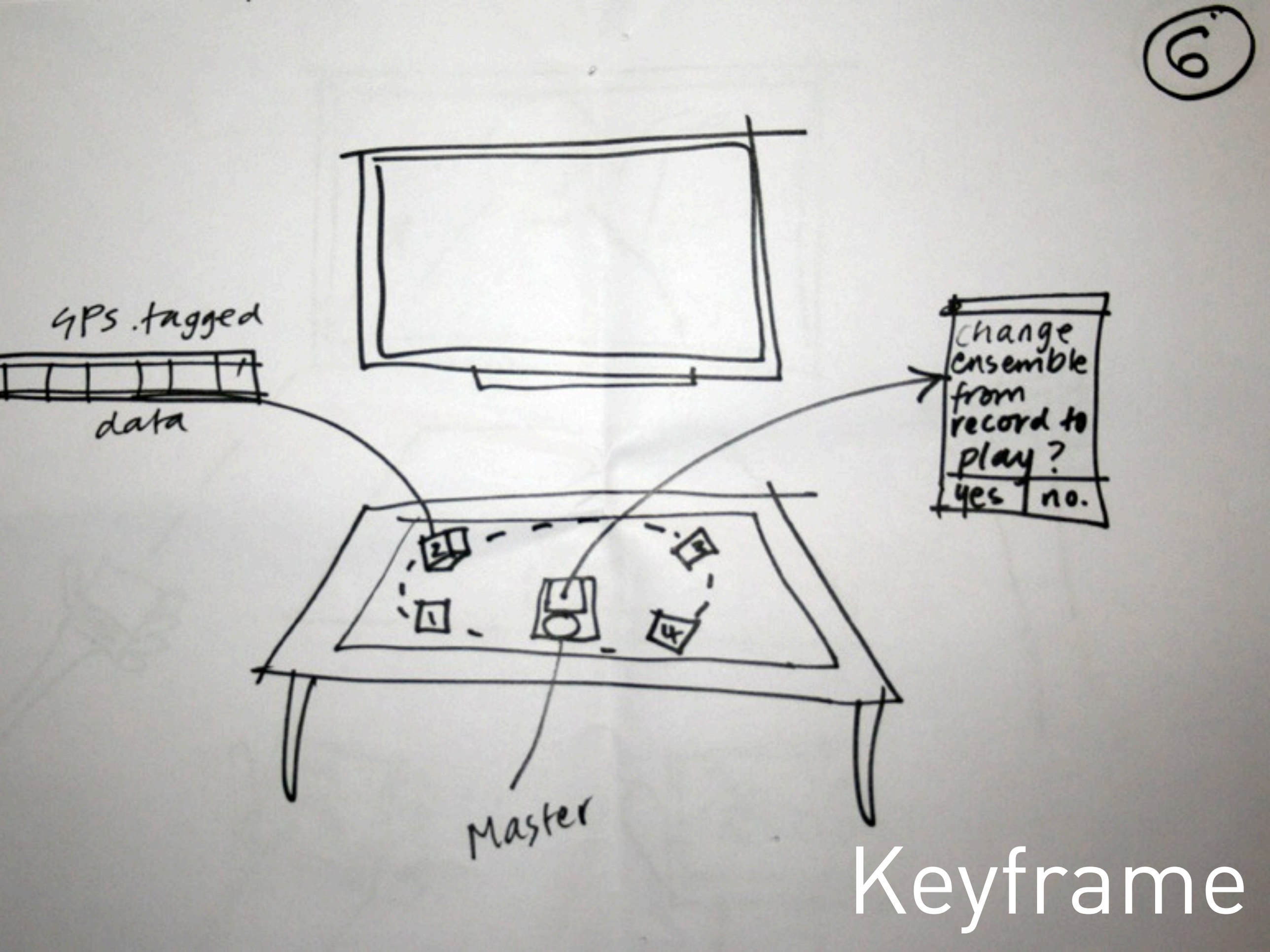
Keyframe

Video Shooting



Keyframe

Video Shooting


GPS tagged
data
Master
change ensemble from record to play?
yes
no.

Keyframe

Video Shooting

7

Keyframe

Video Shooting

Fourth Step

Editing

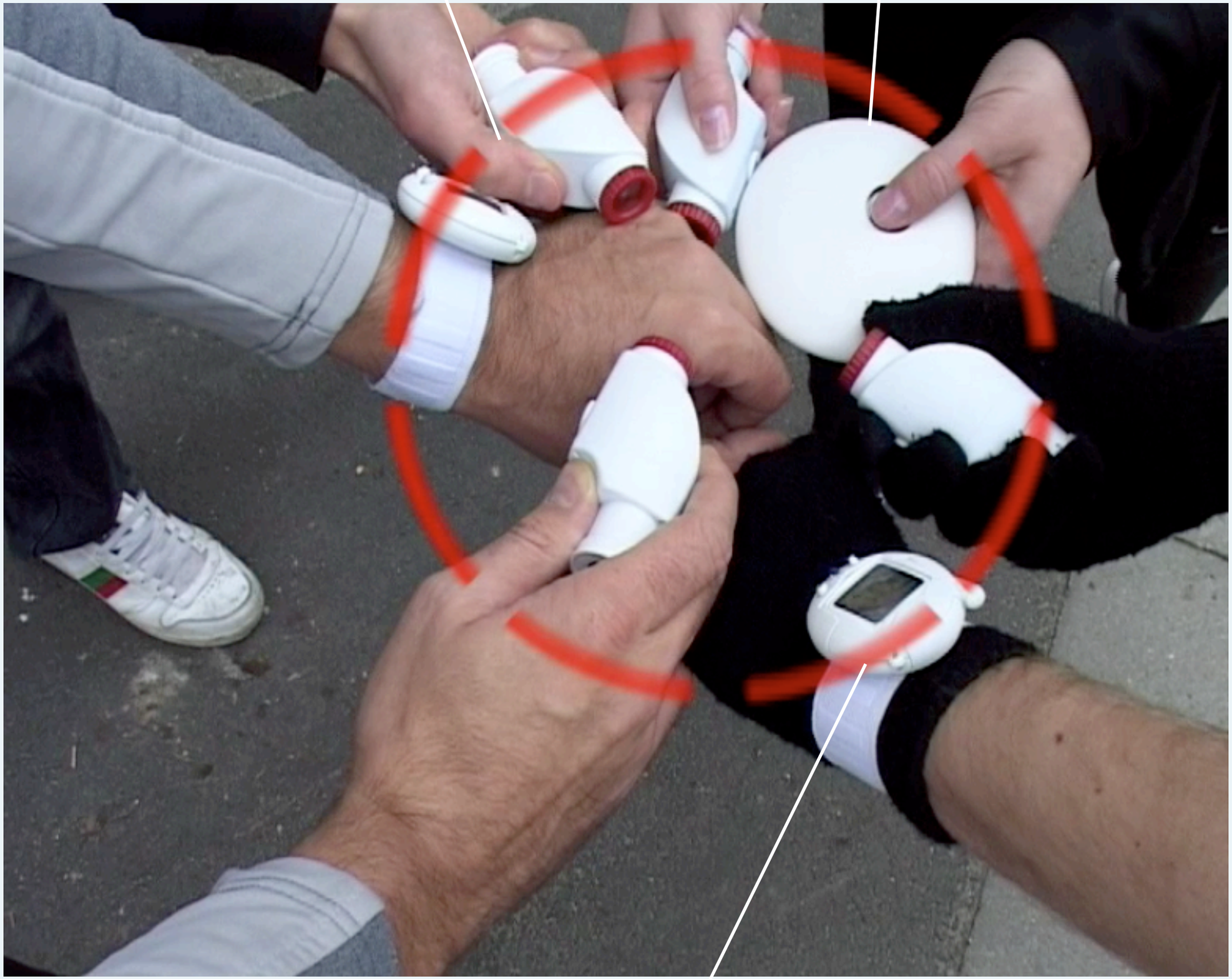
Editing

Fifth Step

Presentation

WiFi video camera

Wireless hard drive



Bluetooth GPS system

Video Prototype

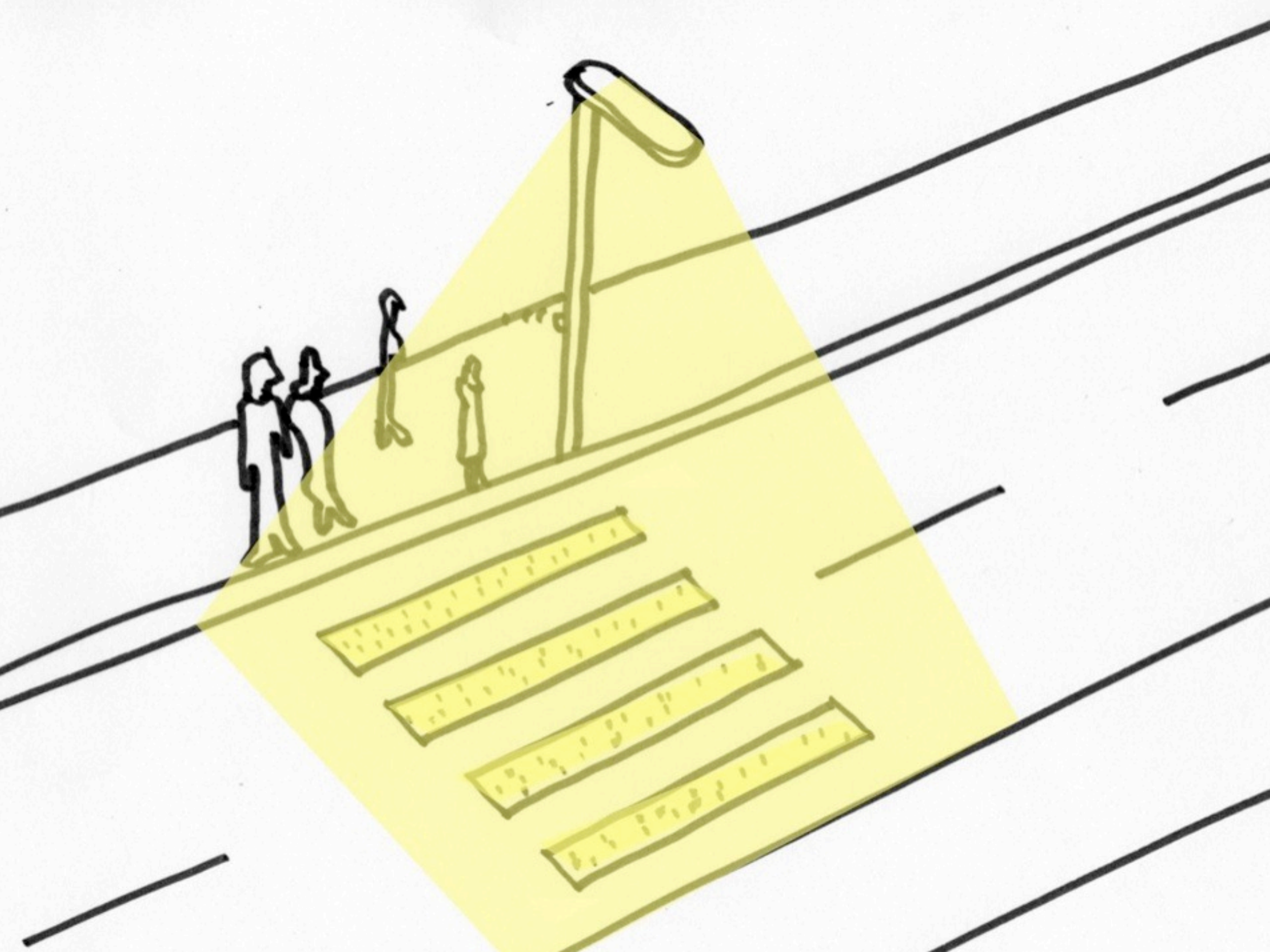
Video Prototype

(2nd Example)

Low resolution

High fidelity

(crossing on demand)



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.

Inspiration from camera shots and film making

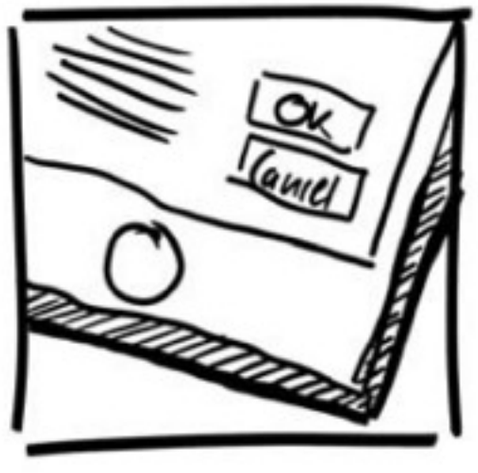
Extreme long shot (wide shot)
A view showing details of the setting, location, etc.

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.

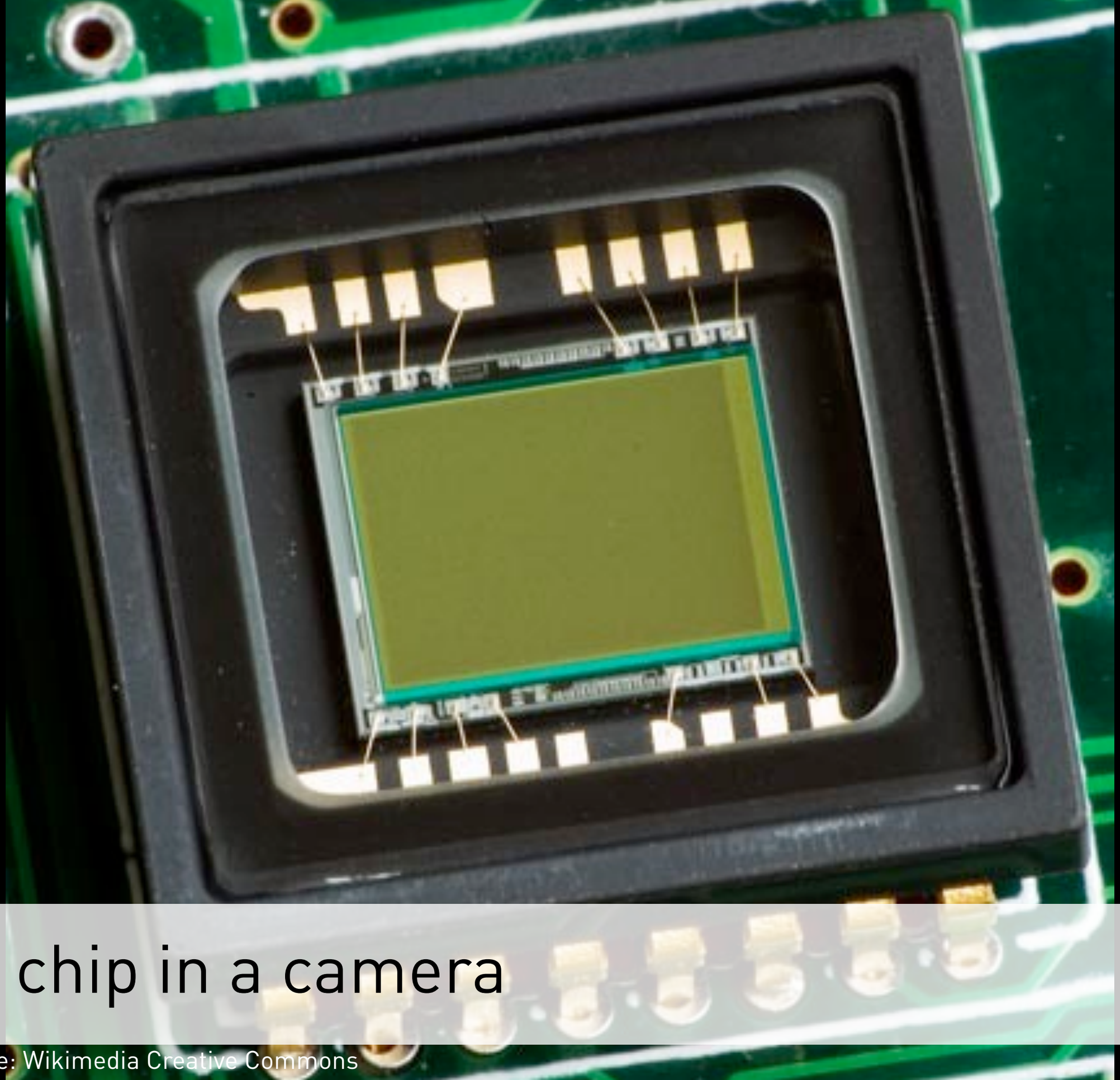
Choosing the right camera

Image Source: CIID

Choosing The Right Camera

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

Image Source: Wikimedia Creative Commons

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

iMovie is a much more powerful program than Movie Maker, but if you decide on iMovie you are forced to buy an Apple computer.

Overall iMovie is a much better beginner editing suite as it has way more effects than Movie Maker.

Windows Movie Maker

File Edit View Tools Clip Play Help

Import Media | AutoMovie | Publish Movie

Tasks

Import
- From digital video camera
- Videos
- Pictures
- Audio or Music

Edit
- Imported media
- Effects
- Transitions
- Titles and credits

Publish to
- This computer
- DVD
- Recordable CD
- E-mail
- Digital video camera

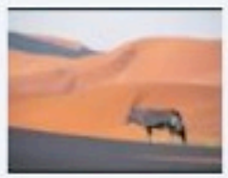
New Folder

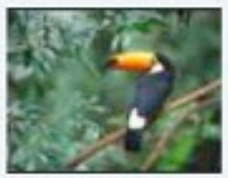

Frangipani Flowers 6/2/2005 3:41 PM


Garden 4/9/2004 8:17 AM


Green Sea Turtle 5/10/2005 10:45 AM


Humpback Whale 11/30/2005 1:20 PM

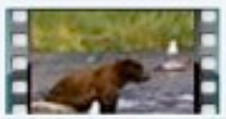

Oryx Antelope 4/22/2005 5:20 PM

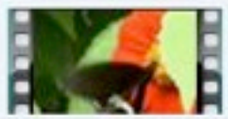

Toco Toucan 6/24/2005 12:22 PM


Tree 9/3/2005 6:40 PM


Waterfall 5/27/2005 8:15 AM


Winter Leaves 1/17/2005 6:43 AM



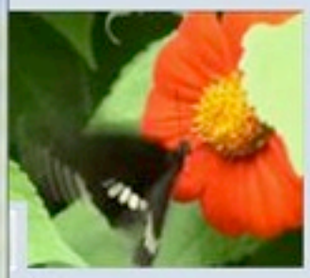


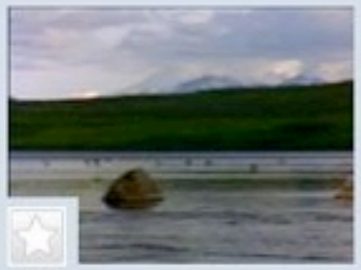
Storyboard: Garden 4/9/2004 8:17 AM

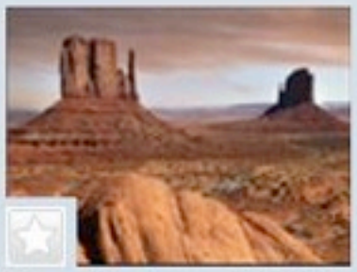
0:00:20.77 / 0:01:24.50

Split

Storyboard


erfly


Lake


Desert Landscape 2/12/20...


Garden 4/9/2004 8:17 AM


Winter Leaves 1

iMovie

Project Library

Project – Touch-Less Interfaces

42s – 53 Royalty Free 053

3s – Touch-le...

42s total

5s

#383838
#3B3B3B
#3D3D3D
#404040
#424242
#454545
#474747
#4A4A4A
#4D4D4D
#4F4F4F
#525252
#545454

Event Library

- Last Import
- iPhoto Videos
- 2011
  - Paperbox3D_BMW
  - Phantom_Station
- 2010
  - sketching with hardware final
  - IRIS_TEST
  - New Event 9-17-09
  - swh_final day
  - Swh_2010_day6
  - SWH_Day2_3 – Day 2
  - SWH_Day2_3 – Day 1
  - SWH2-Concept Day
- 2009
  - sketching with hardware – Day 2

No video clips match the current selection.

Choose a different option from the Show pop-up menu, below.

Show: All Clips

0s total

5s

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”

Editing Rules:

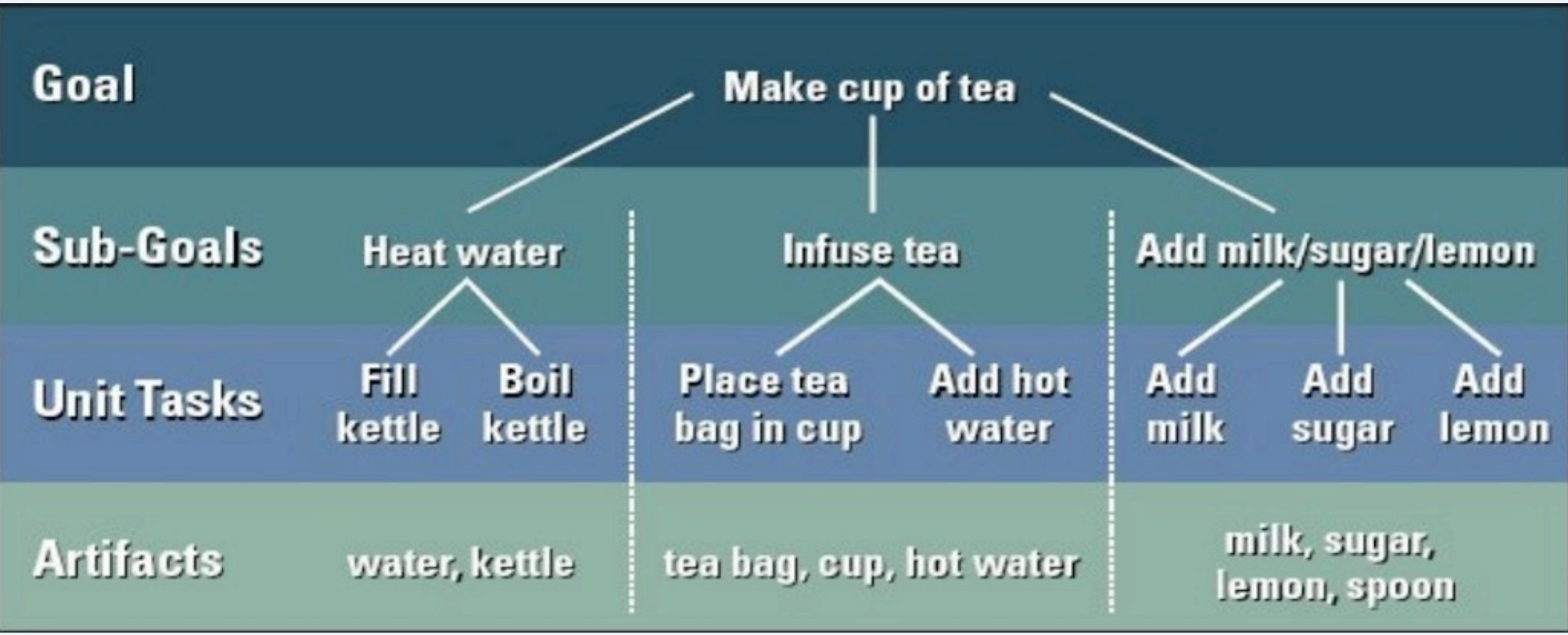
Cut on the beat to match the audio.

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 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

Free Music:

http://www.jamendo.com/en/
or
Album “Royalty Free” on iTunes

Next Steps Today & Friday

- individual group-work : shot and edit
- materials you need : laptop & camera (video & photo)
- feedback and reviews on demand

Next Steps Monday

- Morning: Prepare Presentation
- Afternoon: Deadline 13:30 s.t.
- Formal Individual Feedback
- clean up rooms & bring back materials!

Final Submission (UniWorX): Tuesday 9:00 s.t.

Final Presentation

- 10 Minutes + 5 Q&A
- Elevator Pitch (Abstract)
- User + Problems
- Concept Video (self explanatory)
- Next Steps & Expansions

Blogpost

- 4 Points
- What is it ? 3-4 Sentences
+ Video
- How does it work ?
- Values and Potential
- Next Steps & Future Work

Deadline: 19/03/2013 17:00 s.t.
(Categories: Team x, WS 12/13, Videoprototype)

Video-format and Duration

The video you submit should have the following format:
 -MPEG-4, max 3min.
- 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 when your video is being presented
-upload your video to youtube or vimeo

References

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

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Marion Buchenau and Jane Fulton Suri. Experience Prototype, in the Proceedings of ACM DIS '00, pp. 424–433, 2000.

Michael McCurdy, Christopher Connors, Guy Pyrzak, Bob Kanefsky and Alonso Vera.
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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

Chris Crawford on Interactive Storytelling (New Riders Games) by Chris Crawford (Oct 16, 2004) , ISBN-10: 0321278909