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"

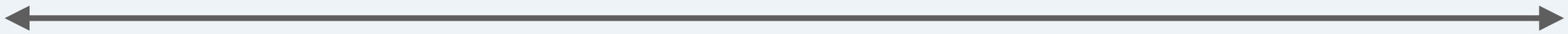
Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

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

Low Fidelity

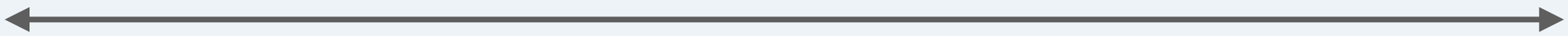
High Fidelity



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“

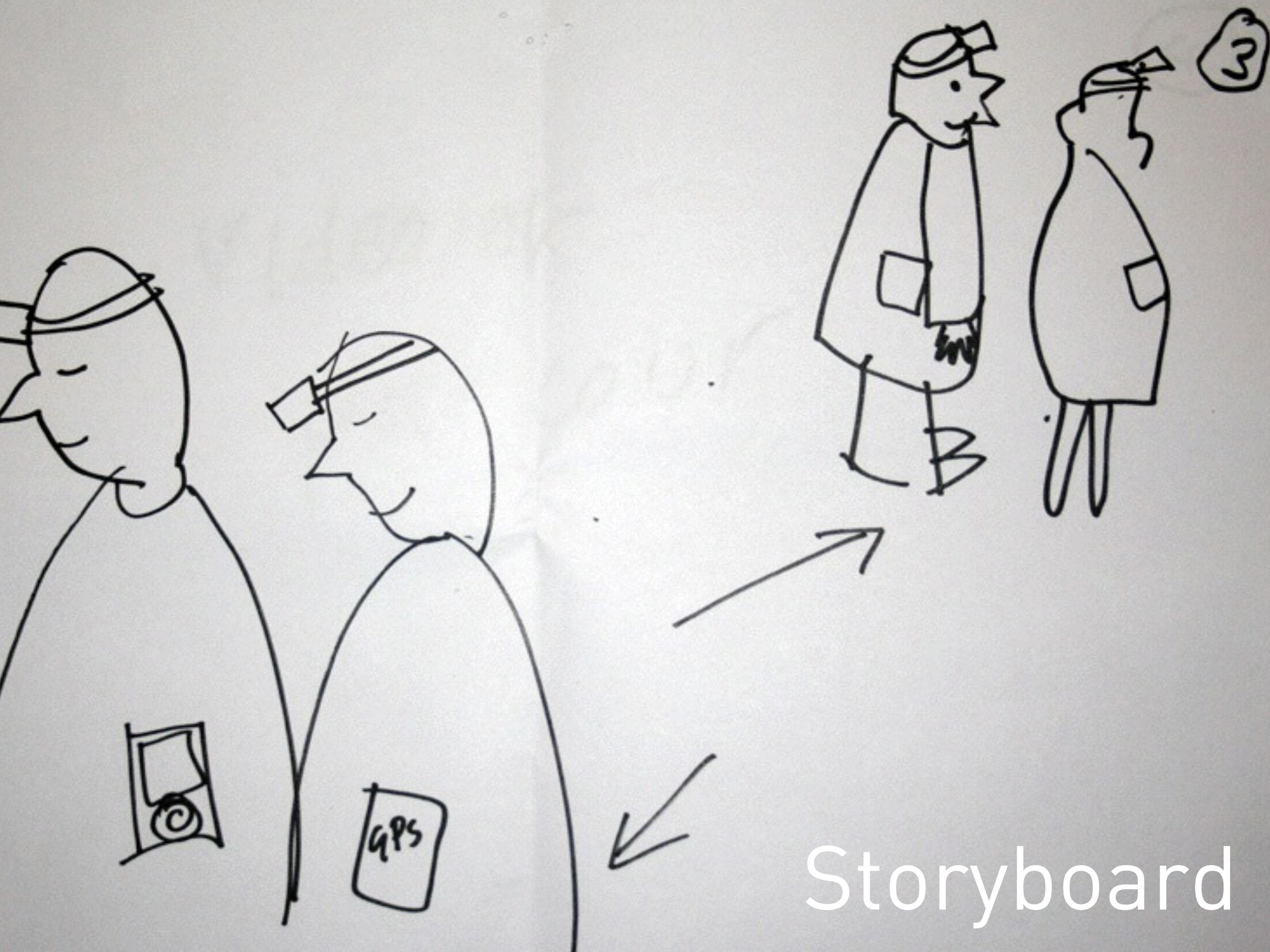
Client : INTEL
Deliverable : 4 High Fidelity Video Scenarios

First Step

Scenario generation

Brainstorming

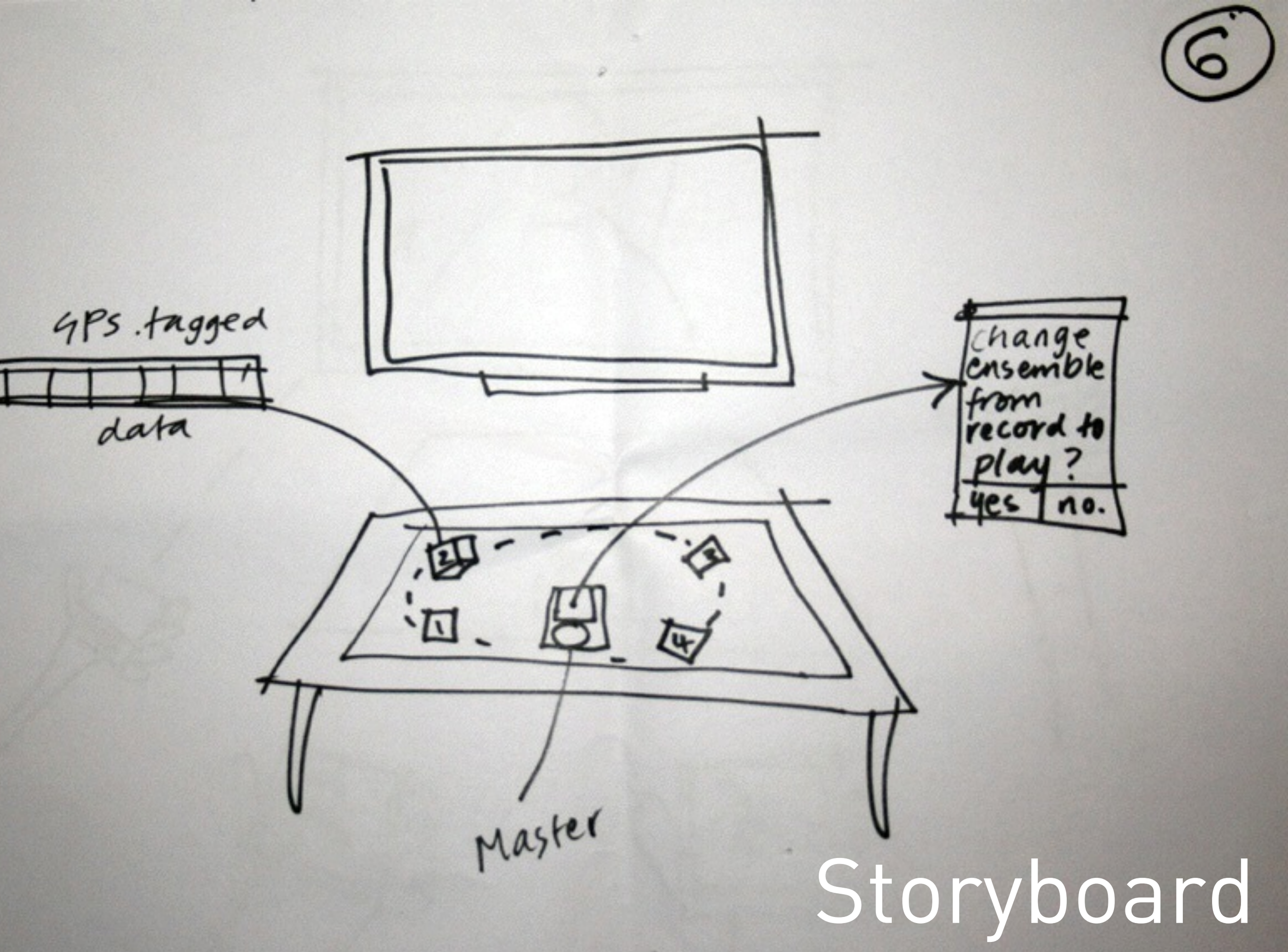
Storyboard



Storyboard

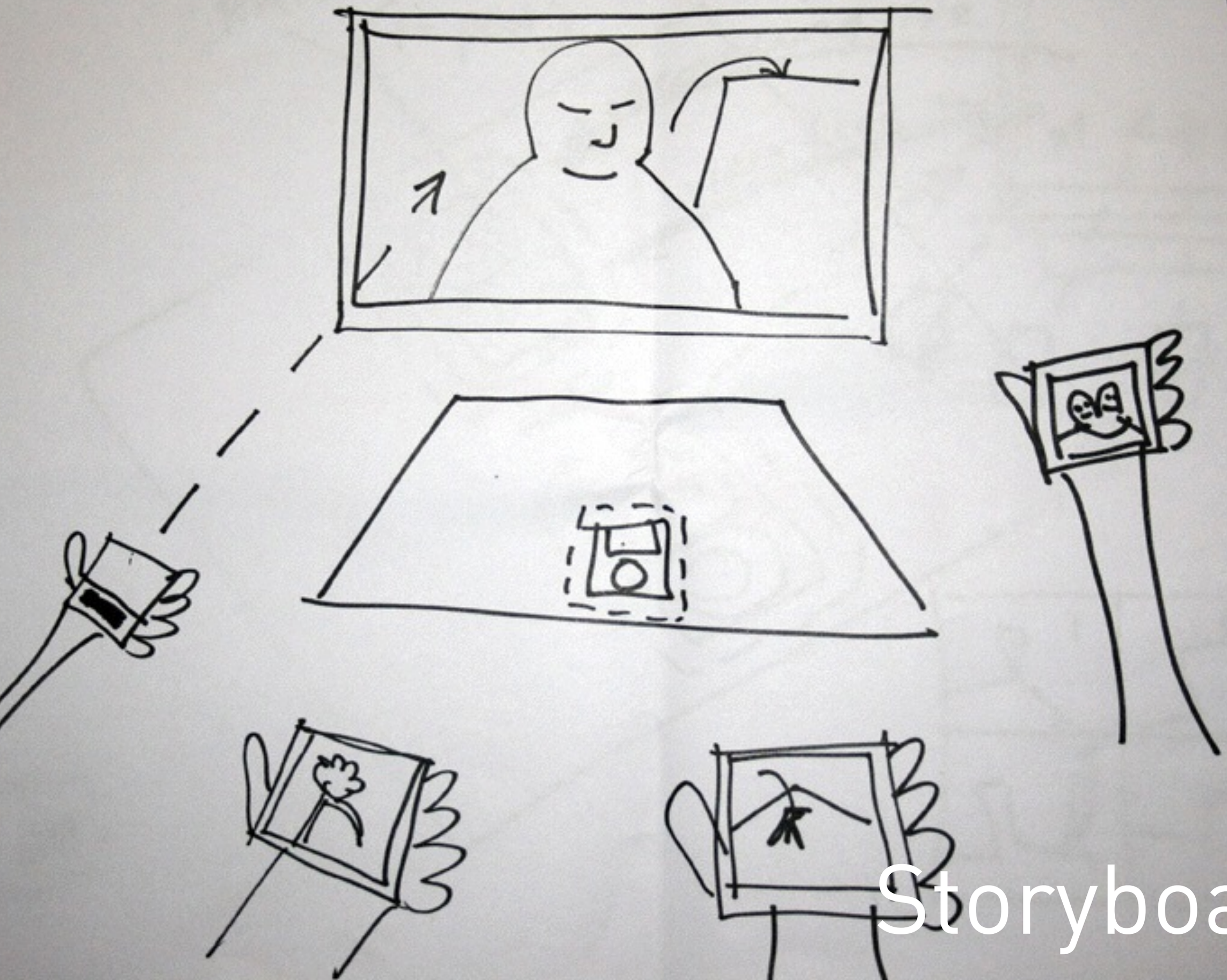
5

Storyboard


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

Storyboard

7



Storyboard

Hard drive
(i-pod)

recording live

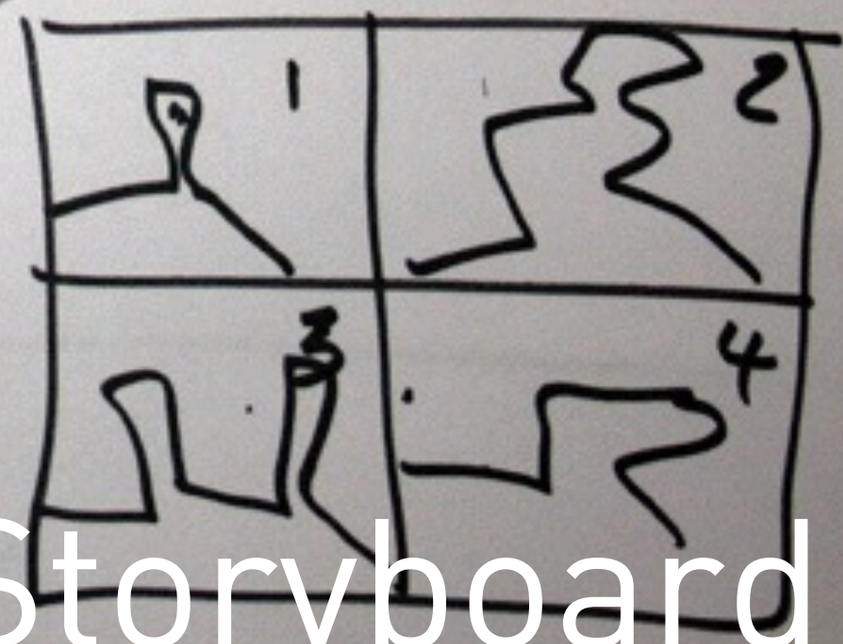
video feed

i-Pod

master.

tunes

8



Storyboard

Second Step

Storyboard presentation

Mid-Presentation

Mid-Presentation

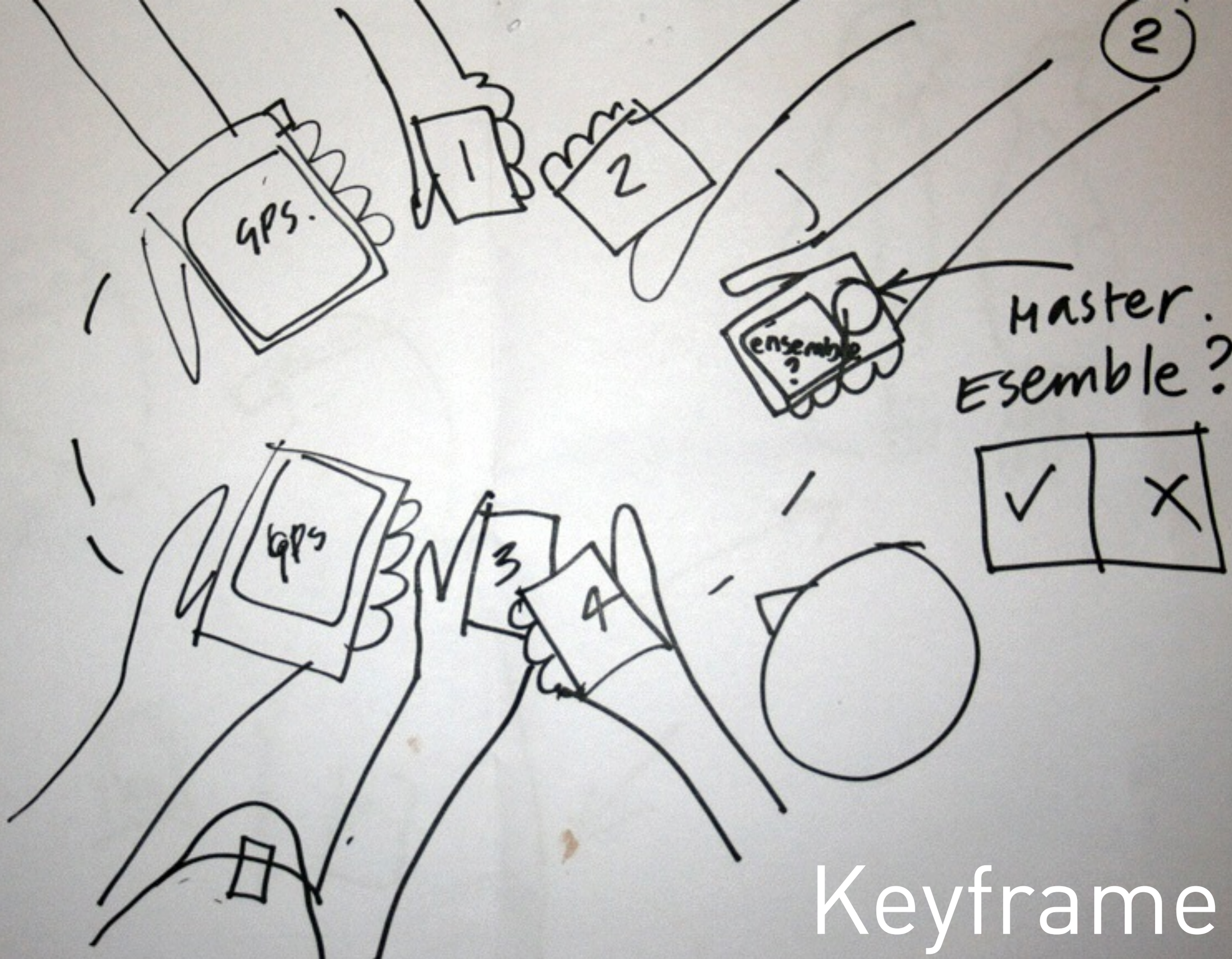
Third Step

Shooting the Keyframes

Video Shooting

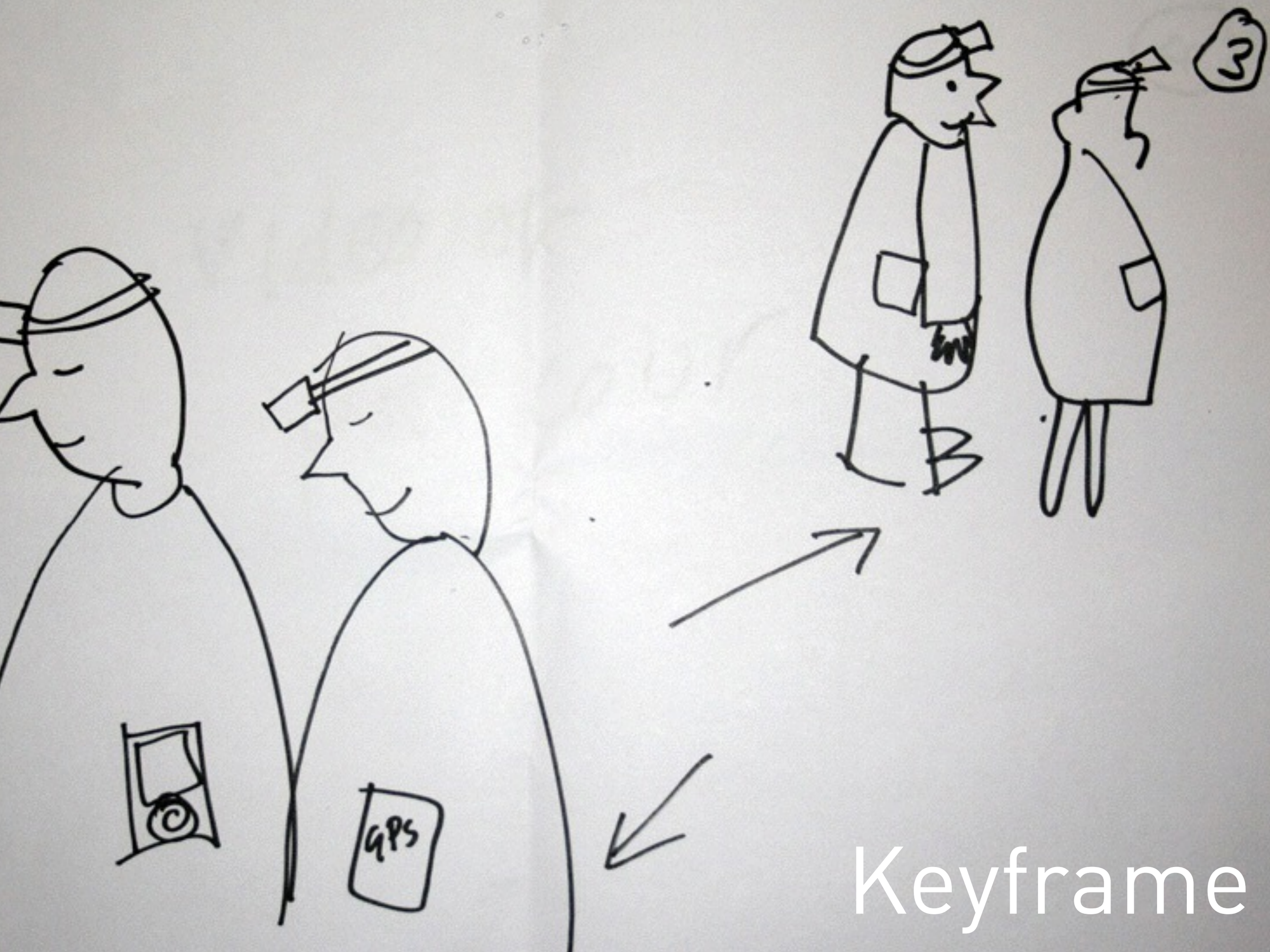
Video Shooting


DROORS
NO
43



Keyframe

Video Shooting



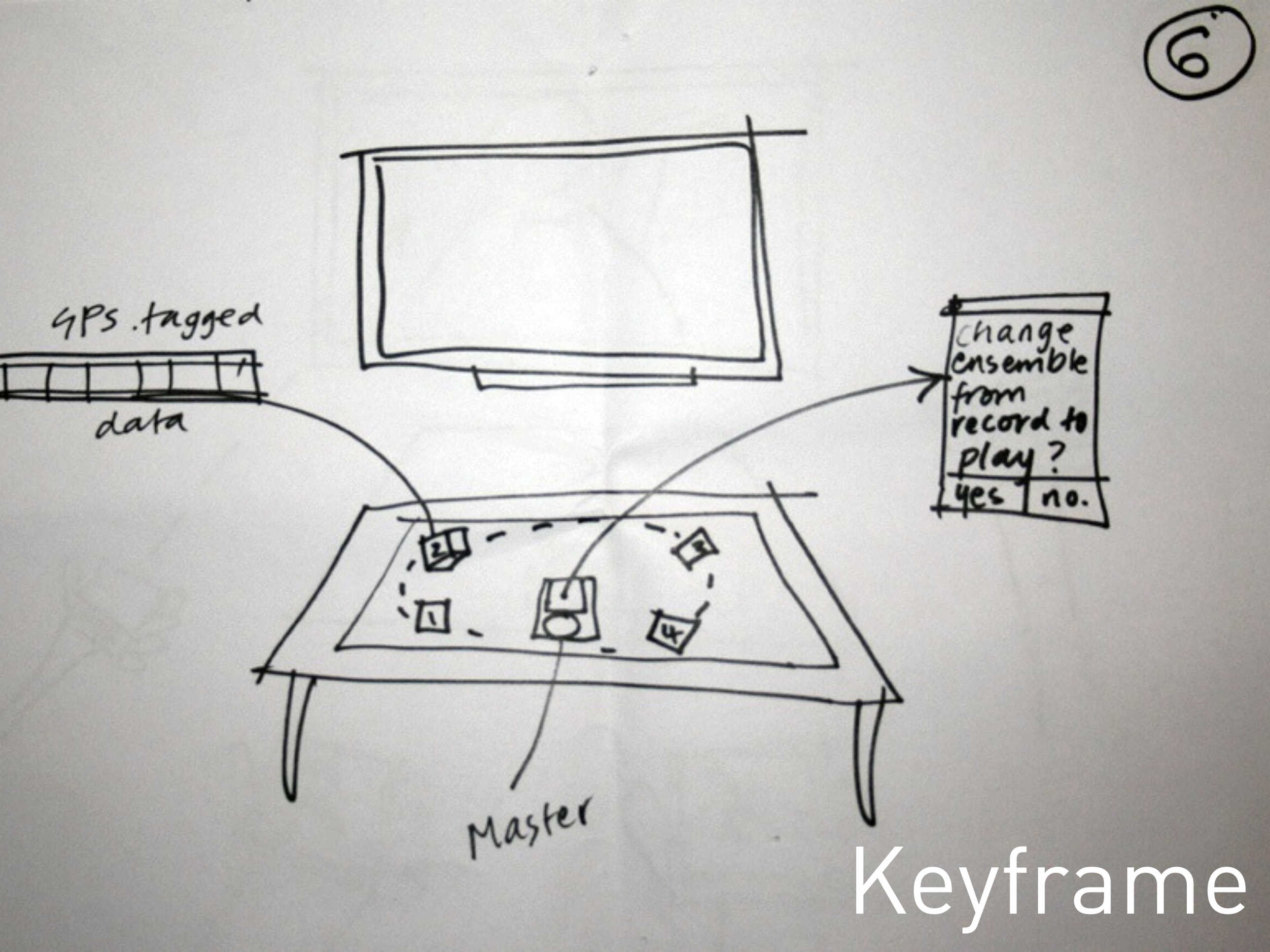
Keyframe

Video Shooting

5

Keyframe

Video Shooting


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

Keyframe

Video Shooting

7

Keyframe

Video Shooting

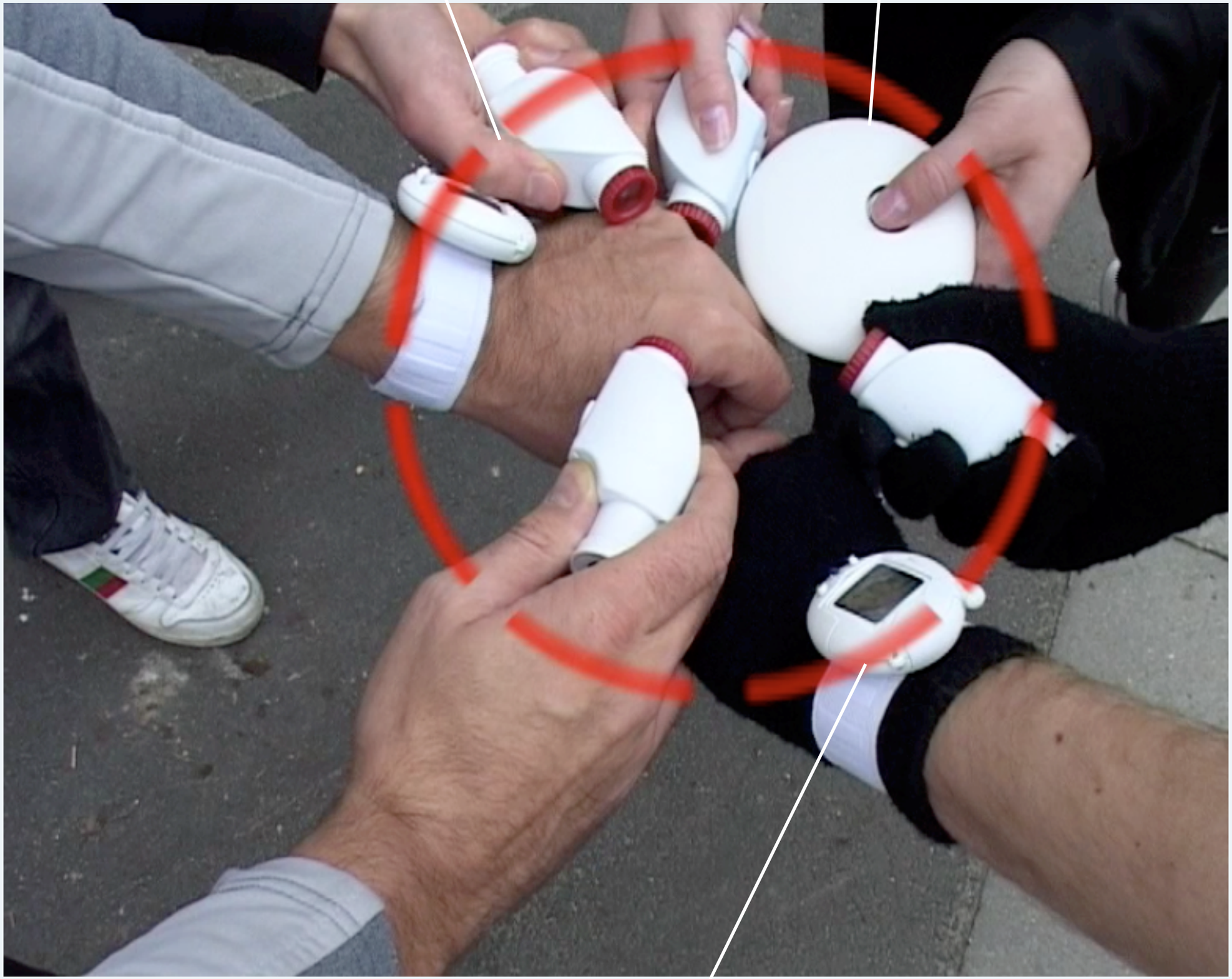
Fourth Step

Editing

Editing

WiFi video camera

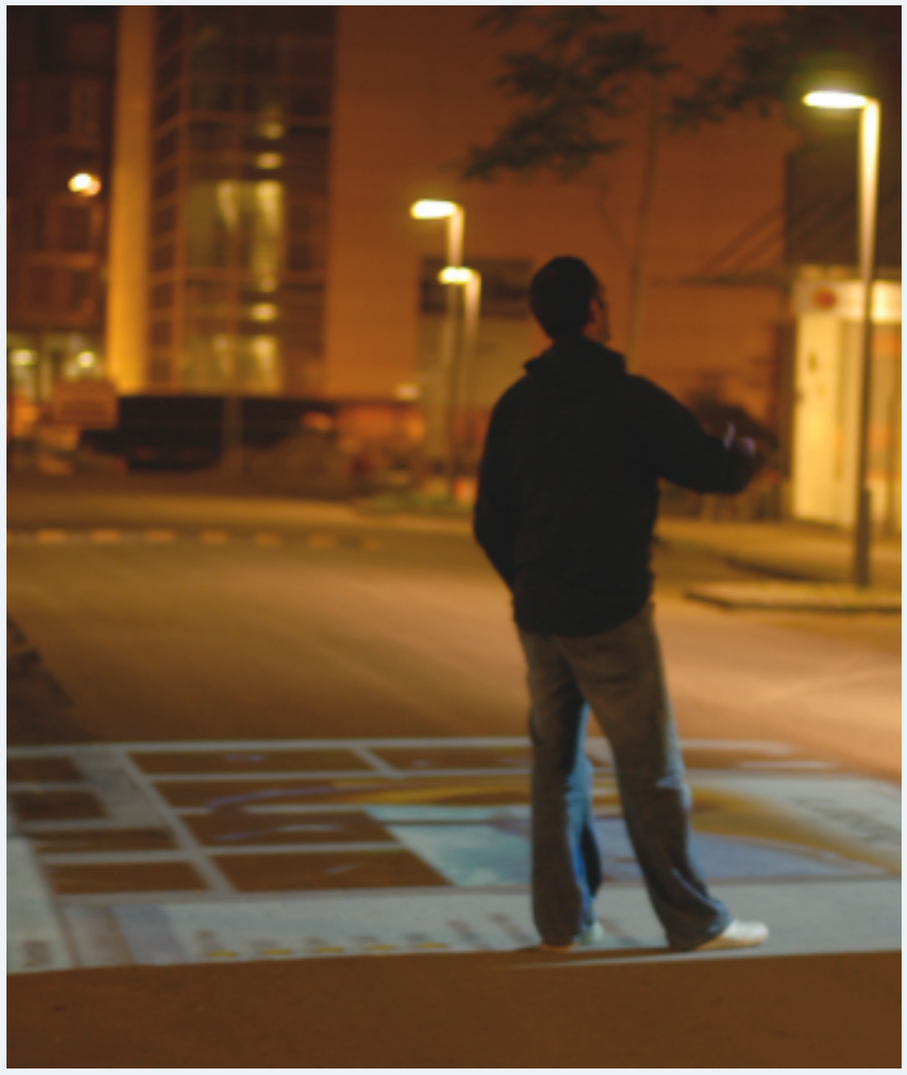
Wireless hard drive



Bluetooth GPS system

Video Prototype

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

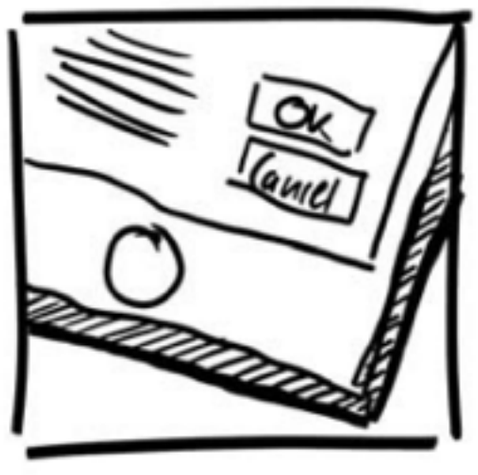
Extreme long shot (wide shot)
A view showing details of the setting, location, etc.

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)

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

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:

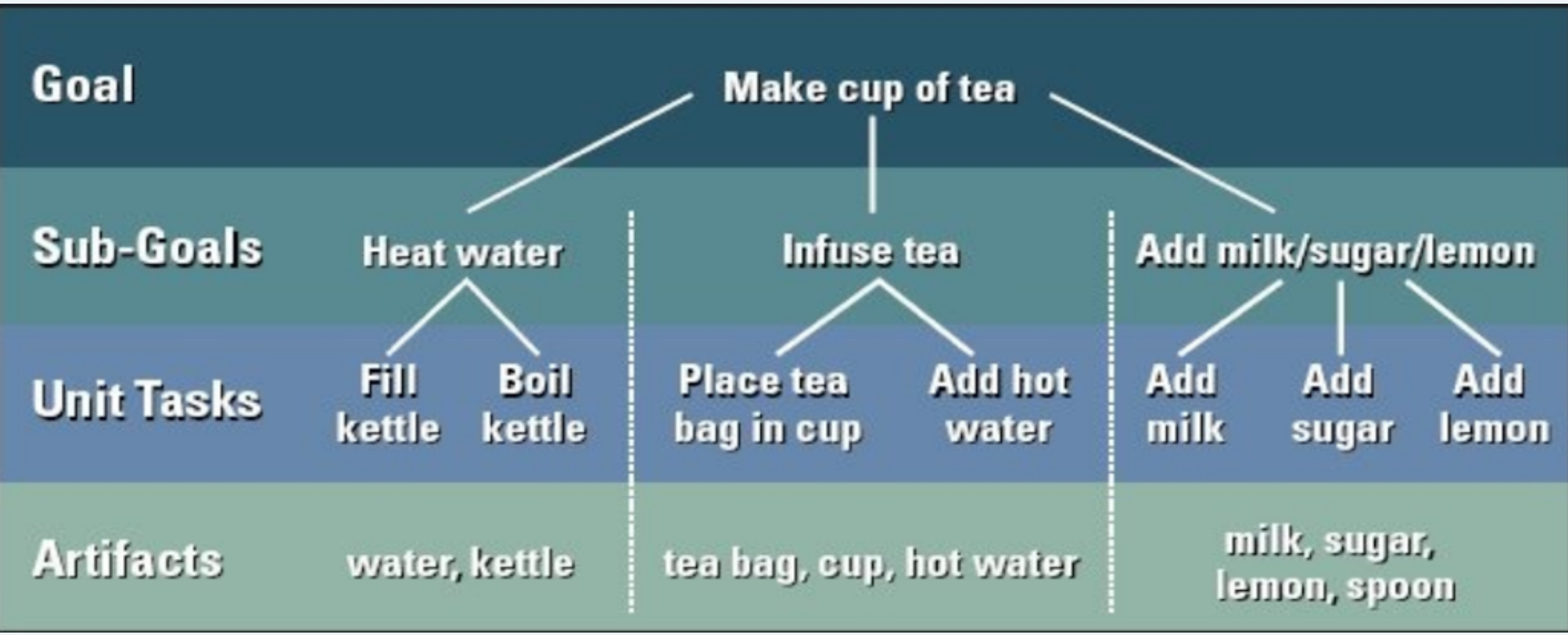
Cut on the beat to match the audio.

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 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

Liv Media

Number	Cut	Type	Visual Content	Sound	Colour	Time	Actors	Drawn by
1			TITLE SEQUENCE					Olivia
2		ELS	DAY: Car enters Rainthorpe, shot from horses field.	Actor on phone Sound of car driving along gravel down the drive. (Music)		8 seconds	Charlotte	Olivia
3		CU	Hand taking Bag from car, meanwhile still on the phone	Girl on phone (Music)		1 second	Charlotte	Olivia
4		CU	Car boot slams	Girl on phone (music)		1 second	Charlotte	Olivia
5		ECU	Front door handle opens door	The clanking of the door handle opening, and girl on phone		1 second	Charlotte	Olivia
6		LS	Door opens – actor enters - shot from inside			2 seconds	Charlotte	Olivia
7		CU	Actor on phone, jammed into shoulder	"see u soon" (phone conversation)		2 seconds	Charlotte	Olivia

Video-format and Duration

The video you submit 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 when your video is being presented

Free Music:

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

Next Steps

Now

- Quick mockup storyboard (6 Key Frames)
- Consider angles and shots
- Film the keyframes with available means
- Edit and combine it with sound/voiceover
- Presentation on Friday 09:15 (s.t.)

Final Presentation

- 5 Minutes + 5 Q&A
- Elevator Pitch (Abstract)
- User + Problems
- Concept Video (self explanatory/ Uploaded via youTube or Vimeo)
- Next Steps & Expansions

Next Steps Till Thursday

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

Gather back here: 15:00 (s.t.)

Next Steps Thursday

- Morning: Prepare Presentation
- Morning & Afternoon: Individual Feedback
- Video 26/03/2015 16:00 s.t.
- Clean up rooms & bring back materials!

References

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

Erickson, T. (1995). Notes on Design Practice: Stories and Prototypes as Catalysts for Communication."Envisioning Technology: The Scenario as a Framework for the System Development Life Cycle" (ed. Carroll,J.). Addison-Wesley.

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.
Breaking the Fidelity Barrier: An Examination of our Current Characterization of Prototypes and an Example of a Mixed-Fidelity Success, in the Proceedings of ACM CHI 2006, pp. 1233–1242, April 22–27, 2006.

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

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