Concept Videos

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Hall of Fame or Shame?

Good
- uncluttered visual design
- key info large (current weather)
- simple understandable icons
- easy to scan week’s weather
- optional details & animations

Bad
- “Precip Map” takes a lot of space
- advertising seems out of place

Outline

- Tasks
- Video Prototypes
- Concept Videos
- Administrivia
- Team Break
- Making a Concept Video
- High-fidelity Video Examples

Task. The structured set of activities or actions required to achieve a higher level goal.
Task Example

Check missed calls and call back

Manny is in the city at a club and would like to call his girlfriend, Sherry, to see when she will be arriving at the club. She called from a friend’s house while he was on the subway, so he couldn’t answer the phone. He would like to check his missed calls and find the number so that he can call her back.

- High level goal – meet up with girlfriend
- Task – check missed calls & call back – task should say **what** but **not how**

Selecting Tasks

- Real tasks customers have faced / will face – collect any necessary materials
- Should provide reasonable coverage – compare check list of functions to tasks
- Mixture of simple & complex tasks – simple task (common or introductory) – moderate task – complex task (infrequent or for power customers)

What Should Tasks Look Like?

- Say what customer **wants to do**, but **not how** – allows comparing different design alternatives

Good

Tony is visiting London and wants to find the pub that his friend told him about. He is walking down the street using his phone to navigate to the place that he has previously looked up.

Bad

Tony clicks on the Charing Cross Pub icon and selects “directions to” as he walks down the street.

What Should Tasks Look Like?

- Say what customer **wants to do**, but **not how** – allows comparing different design alternatives

- Be specific – stories based on facts!
  - say who customers are (use personas or profiles)
    - based on needfinding
    - design can really differ depending on who
    - name names (allows getting more info later)
    - characteristics of customers (job, expertise, etc.)
  - forces us to fill out description with relevant details
    - example: dentists forms

- Some should describe a **complete goal**
  - forces us to consider how features work together
    - examples: phone in bank functions

Tasks Describe a Complete Goal
Tasks Describe a Complete Goal

Using Tasks in Design
- Write up a description of tasks
  - formally or informally
- Write up a description of tasks
  - run by customers and rest of the design team
- Get more information where needed

Check missed calls and call back
Manny is in the city at a club and would like to call his girlfriend, Sherry, to see when she will be arriving at the club. She called from a friend’s house while he was on the subway, so he couldn’t answer the phone. He would like to check his missed calls and find the number so that he can call her back.

Using Tasks in Design (cont.)
- Rough out an interface design
  - discard features that don’t support your tasks
  - or add a real task that exercises that feature
  - major screens & functions (not too detailed)
  - hand sketched
  - at least 30 sketches on the low-fi assignment!
- Produce task flows for each task
  - what customer has to do & what they would see
  - step-by-step performance of task
  - illustrate using storyboards
    - sequences of sketches showing screens & transitions

Task Flows Show How to Do the Task
- Task Flows are design specific, tasks aren’t
- Task Flows force us to
  - show how various features will work together
  - settle design arguments by seeing examples
    - only examples → sometimes need to look beyond
- Show users storyboards of task flows to get feedback

Video Prototypes
- Illustrate how users will interact w/ system
- Unlike brainstorming, video prototyping contracts the design space
- Quick to build
- Inexpensive
- Forces designers to consider details of how users will react to the design
- May better illustrate context of use
Video Prototype Characteristics

1. Paper Prototypes, Existing Software or Projected Images as a background
2. Optional Narration, Conversation preferred – narrator explains events & others move images/illustrate interaction while actors perform movements – viewer expected to understand w/o voice-over
3. Usually fixed prototypes, but also used in open prototypes e.g., live video as Wizard of Oz tool & 2nd camera to capture

With good storyboards, a good short film can be shot in 1-2 hours

Video Prototype Examples

Green Bean
Shop Smart. Shop Green.

(((Tuned)))

Carbon Shopper

Concept + Vision Videos
How to capture an early concept and tell a story
It’s About Stories

It’s About Details

Key Pieces of Successful Concept Videos

Keep it Simple

Concept Video Examples

Use what you know and what you have
Administrivia

- Goal of project presentations this week is to select a project idea for the quarter using feedback from TA & peers
- Project Selection Criteria
  - novelty
  - significant UI component
    - e.g., bad if all smart AI but no UI
  - impact (e.g., frequency, density & pain)
- Selection is not about
  - business feasibility
  - implementation feasibly in 1 quarter
  - need only a way to approximate

Administrivia: Upcoming Workshops

- Design + Prototyping Tools (Sketch/Marvel)
  - Tuesday, Oct 18th, 8 – 9:30 pm
- Responsive Web Design (for your sites)
  - Wednesday, Oct. 19th, 7:30 – 9 pm

Team Break

- Practice Presentations
- Create Presentations
- Write up/Review Report
- Ask the Teaching Staff Questions!

Someone should be able to understand your project simply by watching your film

The Goal of any good conceptual film...

Making a Concept Video

Define
What is the message of the film?
What is the value proposition you offer?
Can you describe it in a few lines?

Make a basic plot
Discuss plot ideas until you get a few that really make sense, decide characters

Storyboard
Turn these into multiple storyboards of scenes to plan how you will film it
* note: not UI storyboards!
Storyboarding

Use sticky notes so scenes can be moved
Include lines to be spoken if necessary
Use appropriate angles

Shoot your Film

Get as many shots (angles, close ups, distance...) as you can! You never know what might be useful later.

If you choose to use music

Now might be a good time to pick some songs. Music can be very powerful if chosen well. (see Vimeo for music you can use free)

Edit your Film

Use your storyboard! This part should be simple if you have storyboarded correctly.

Lighting

Basic 3 Point Lighting Setup

- Back Light
  Low Intensity
  (diffusion)
- Key Light
  Brightest
  (closest to camera)
- Fill Light
  Medium Intensity
  (by key light)

AWI
Vink, Cauchard, & Landay

AWI logo
Use Close-Up shots
Capture emotion
Avoid conversation
(This is the hardest to get right and ends up distracting)
Use the right person for the role—ask friends

Plan your story—Storyboard it.
Is the story believable?
Film multiple angles
Film longer than the shot needs (you can always cut down)

Wow Effect
Show your solution at its best, save the best for last
Subtlety
Show how the solution makes the user feel—subtly
Don’t ‘Sell’ it
Don’t tell people to use your solution, show them why

ChoreoLab (2015 winner)
Dan
San Francisco

Munch (2015 runner up)

Token (Concept Video)
TOKEN
DISCOVER, RELIVE, AND SHARE MEMORIES OVER TIME AND SPACE
High Fidelity Video Examples

Token (hi-fi video)

Cookable
Cooking Made Easy

Final Cookable Video

Final Perspective Video

High Fidelity Concept Videos

Pedro Andrade, CIID
Summary

- Video prototypes allow us to quickly communicate how a user will use a design
- Concept videos set up more of the story of use
- Both techniques are useful
  - your projects are at the concept video stage

Next Time

- Project
  - Define your tasks starting in studio this week
  - Shoot & edit a Concept Video
- Lecture (Tue)
  - Project time (required)
    - meet and shoot/edit videos or write up slides
- Read
  - watch video examples from course web site

Bonus Videos

Tongues
by Anna Yelizarova
Ishita Prasad
Alexander Wu