Task. The structured set of activities or high-level actions required to achieve a high level user goal.

**what** a user wants to do
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 – 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
  
  Good

Tasks Describe a Complete Goal

- 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 (allow getting more info later)
    - characteristics of customers (job, expertise, etc.)
  - forces us to fill out description w/ relevant details
    - example: dentists forms
- Some should describe a complete goal
  - forces us to consider how features work together
    - example: phone-in bank functions
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
- Write up a description of tasks
  - formally or informally
  - 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
With good storyboards, a good short film can be shot in 1-2 hours.

Paper Prototypes, Existing Software or Projected Images as a background.

Optional Narration, Conversation preferred. Narrator explains events & others move images/illustrate interaction while actors perform movements. Viewer expected to understand w/o voice-over.

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.
It’s About Stories

**People**
- (roles)

**Context**
- (scene)

**The Solution**
- (props)

Key Pieces of Successful Concept Videos

- People (roles)
- Context (scene)
- The Solution (props)

Keep it Simple

Concept Video Examples

Use what you know and what you have
The Goal of any good conceptual film…

Adminstrivia

- 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 feasible in 1 quarter
  - need only a way to approximate

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!

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

Storyboarding

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

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

- Key Light: Brightest (90° angle to camera)
- Back Light: Low Intensity (next to subject)
- Fill Light: Mid Intensity (50% of Key Light)

AWI
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 it’s
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)

Munch (2015 runner up)

Token (Concept Video)
High Fidelity Video Examples

Token (hi-fi video)

High Fidelity Video Prototypes

Cookable
Cooking Made Easy

Final Cookable Video

High Fidelity Video Prototypes

Final Perspective Video

High Fidelity Concept Videos

BONES

Pedro Andrade, CID

High Fidelity Concept Videos
High Fidelity Concept Videos

Smart Primer
active learning in the real world

Stanford HCI Group

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 (Mon)
  – Design Exploration
• Read
  – Pg. 135-151 from Buxton’s Sketching User Experience &