Video Prototyping

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Agile Aging
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Why use video?

Some things are tough to imagine.
It’s easily sharable.
You can fake it and be compelling.
It presents a controlled message.
It’s succinct (if done well).
Sound adds richness.
People like it.
Your instructor tells you to.
Things to do with it.

Show the end-to-end consumer experience.
Communicate detailed interactions.
Speed up time.
Set up the problem.
Let users make your point for you.
Side-by-side demo.
Live user reactions.
Juiced up still images.
Tell a complete story.
Some examples.

experiences  prototypes  interfaces

products  scenarios
Creation tips.

Know your audience and intent.

Adjust storytelling and level of detail.
Creation tips.

Storyboard it.
Creation tips.

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Build props not prototypes.

Fake it wherever possible. What can be done quickly and cheaply? A little detail goes a long way.
Creation tips.

Shoot and re-shoot.

Tape is cheap. Don’t be precious.
Shoot the same scene from multiple angles.
Creation tips.

Keep it simple.

Don’t use zoom.
Keep the camera still.
Resist fancy transitions.
Avoid distracting text animations.
Creation tips.

Keep it interesting.

Use close-ups for detail.
Think in terms of short clips.
Edit judiciously.
Use music appropriately.
Creation tips.

Tell the story.

Show, don’t tell.
Set the scene with a wide angle.
Use the space between clips wisely.
Direct your actors.
Consider voiceover.
Creation tips.

Two rules of thumb.

The over-the-shoulder rule.
Rule of thirds.

framing provides “looking room”
Creation tips.

A few more tips.

- For product shots, start with hands out of the frame.
- Give a couple of seconds of roll time on either end of a shot.
- Use subtitles for emphasis or if the audio is weak.
- Avoid in-camera effects.
- Would your mom get it?
Discussion