

Video

Prototyping

May 20, 2008

Agile Aging

Dave Thomsen

dthomsen@ideo.com

Why use video?

Things to do with it.

Some examples.

Creation tips.

Discussion.

Goldfinger.



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.

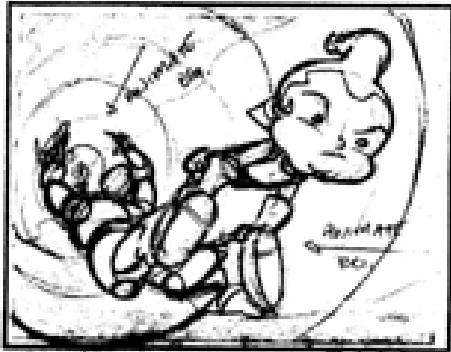
Storyboard it.



Creation tips.

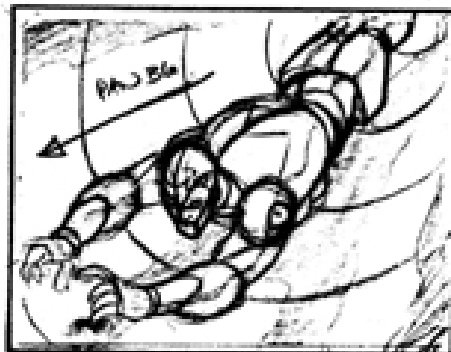
Storyboard it.

POSTY THE BOY BOO SC PNL 1



ACTION ANIMATE EG AS AWBY PULLS SYNTH-DWYNE THROUGH EXIT TUBE BY HIS REET.
DIAL

SC PNL



ON SYNTH-DWYNE.

SC PNL 2



HE SPREADS HIS ARMS OUT, BUTTING HIS HEAD TO THE TUBES SIDE.

<SPARKS> FLY.

SC PNL



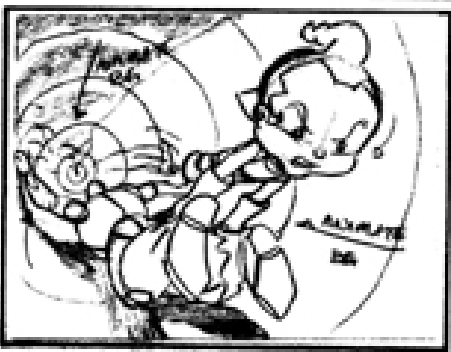
ON AWBY. PAW EG AS HE FLIES.

SC PNL 1



ACTION AWBY PULLS AS SYNTH-DWYNE REETING HIM WITH HIS HANDS. SPARKS ON THE SIDES OF THE TUBES.
DIAL

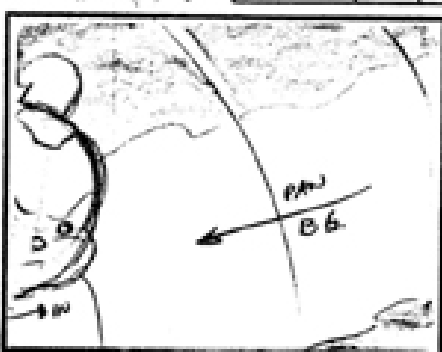
SC PNL 2



AWBY PUTS HERO DOWN. HE STRUGGLES.

AWBY - OH NO YOU DON'T!

SC PNL



PAW EG AS POSTY GAINS INTO SC.

SC PNL 2



AWBY CONTINUES AHEAD.

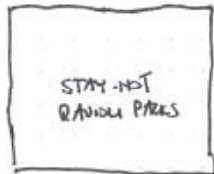
SC PNL

AWBY SHOULD BE SCARED BY EG

Creation tips.

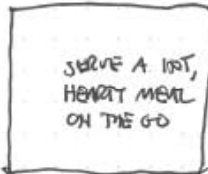
Storyboard it.

- LIST OF BENEFITS FOR EACH CONCEPT (+ FEATURES)
- LOCATION OF EACH CONCEPT IN STORE



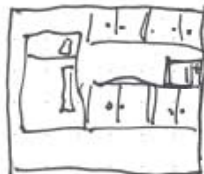
STAY-HOT
RANDOM PAKS

TITLE
OVER BLACK



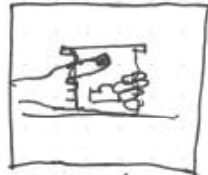
SERVE A HOT,
HEAVY MEAL
ON THE GO

MAIN BENEFIT
SUMMARY



GET ME OUT OF
FEELINGS

"PERFORMANCE COMBO PARTS"

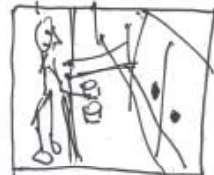


CLAMP - PUT
IT ALL TOGETHER

"GIVE INSTRUCTION OF
CONTENTS"



GET THERMOS
OUT OF CUPBOARD



PUT THERMOS
ON COUNTER



HELLO
SPINNER ON BOTTOM?
OR JUST A DISK YOU
DROP INSIDE?



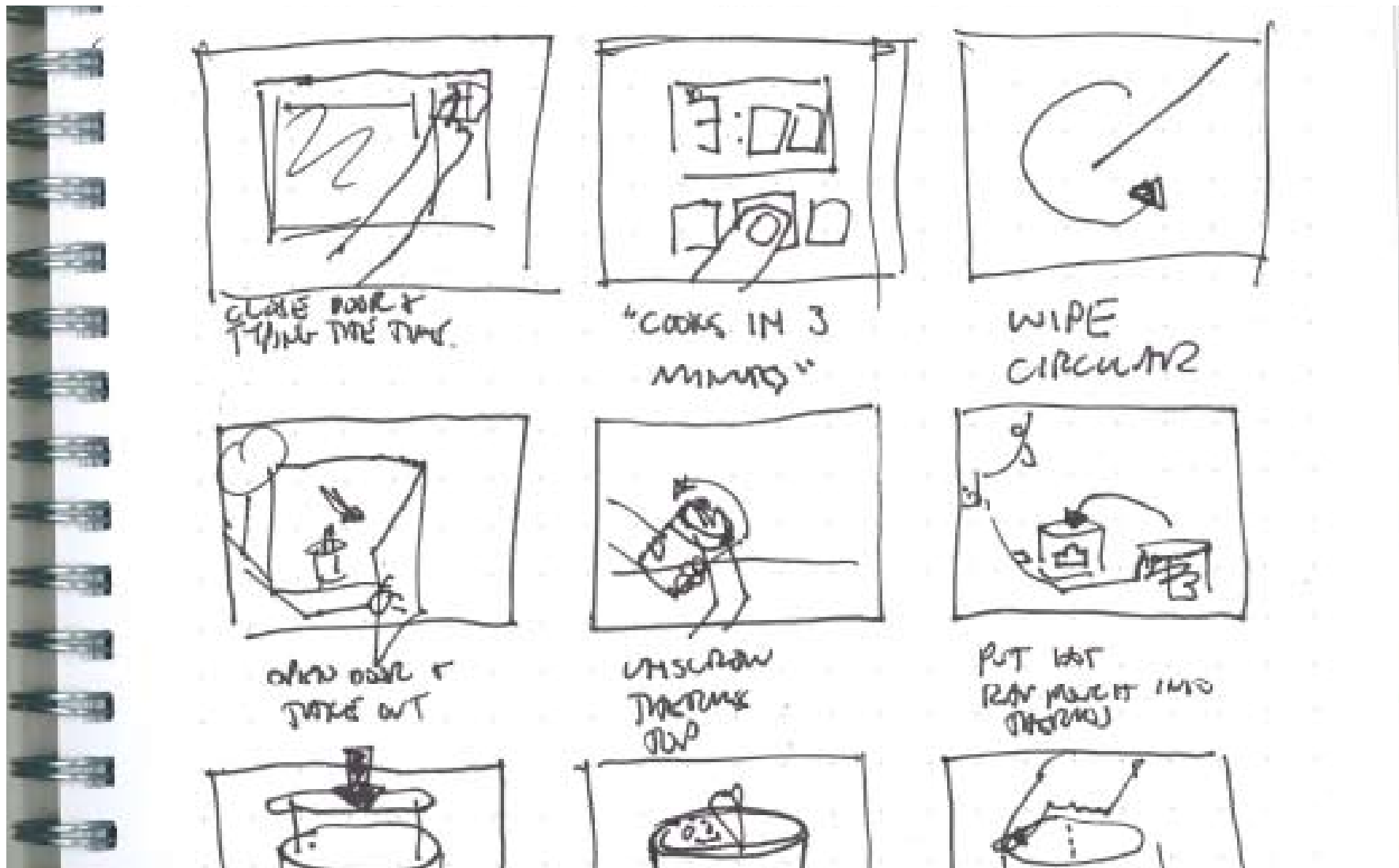
"ARE THEY GO
TO BE USED"



"STURDY PRODUCT"

Creation tips.

Storyboard it.



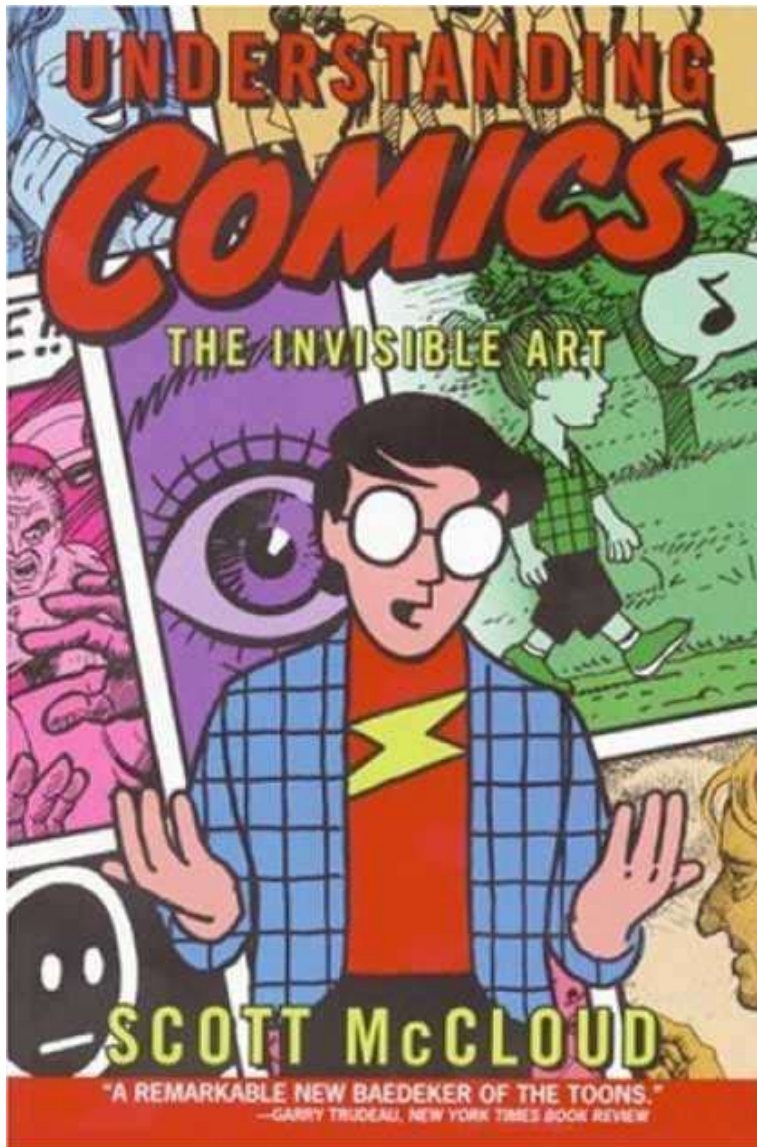
Creation tips.

Storyboard it.



Creation tips.

Storyboard it.



Creation tips.

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.

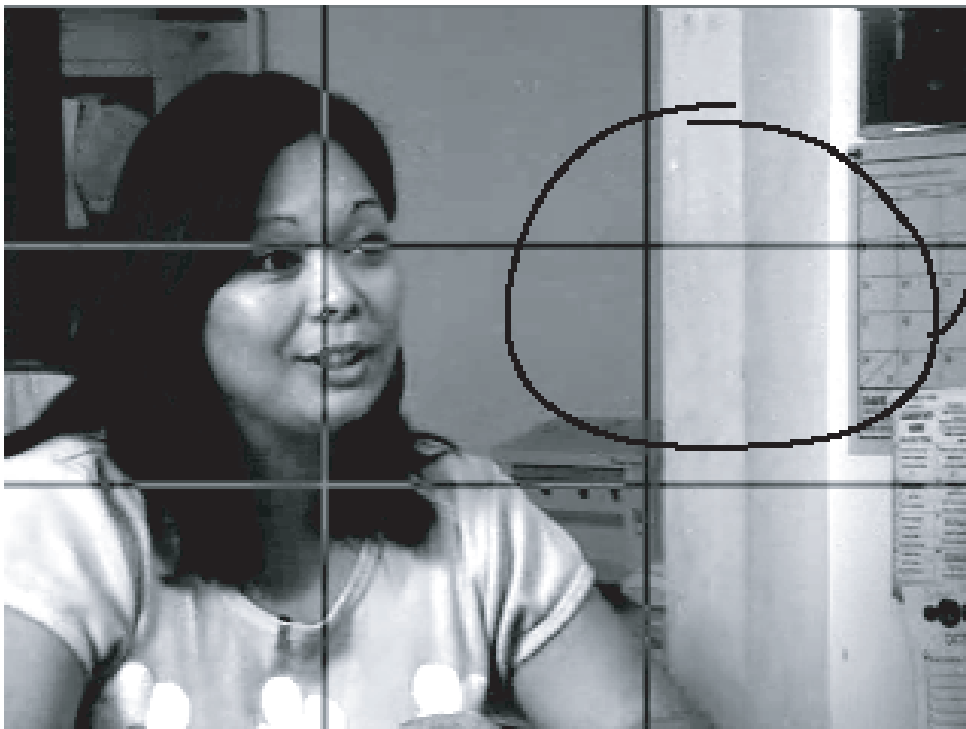
Consider voiceover.

Creation tips.

Two rules of thumb.

The over-the-shoulder rule.

Rule of thirds.



framing provides
“looking room”

1/3

1/3

1/3

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