

Concept Videos

Due: Friday, October 17, 2014 (video due in Studio / write-up due at 11:59 PM)

Overview

The goal of this assignment is to continue to learn how to brainstorm on design ideas and turn these ideas into a concept video. This assignment will help you to learn how to both ideate and better present your design ideas and the *context* of your project to an audience outside of your immediate team.

Project Requirements

UI Sketches & Storyboards

1. **UI Sketches:** Based on your contextual inquiry and task analysis, **sketch** two **very different** user interface designs for your project. The entire interface does not need to be fleshed out, but a few key screens should be there (e.g., 3-5 sketches for **each** of the two design ideas) as well as some transitions between them (i.e., arrows showing relationships between interaction on one screen and movement to another screen or change in state of the 1st screen/object).

These can be improvements on the ones you created/presented in the last assignment, but with more detail filled in. These should still be **rough sketches** (include both sets in the final report) but you should be starting to get at more of the details necessary for your design idea. Please try to account for the critique the CAs have given you based on the CI/TA presentation/write-up. Scan in or take photographs of these sketches.

2. **Design Selection:** Pick the **best** of the two design ideas for continued design. Please give the **reasoning for your choice** from field data and/or design reasoning/intuition.
3. **UI Storyboards:** Given your simple, moderate, and complex tasks from the previous assignment, storyboard a **scenario** for each task, for a total of at least **three scenarios**, that shows (visually) **how** the tasks will be performed using your best proposed user interface from #2. These storyboarded scenarios will show the transitions between screens (i.e., arrows showing relationships between interaction on one screen and movement to another screen or change in state of the 1st screen/object). Make sure these are self-explanatory with any additional notes annotating the sketch to explain. Scan in or take photographs of these UI Storyboards.

Concept Video

4. **Video Planning Storyboards:** Now you need to storyboard **three scenes** where actors will carry out the scenarios (from #3). These are **video planning storyboards** that you will use to shoot your video (these storyboards are different than the UI flow storyboards in #3). Focus on the context and the actors that will be demonstrating your problem area, the dialog, the shots (angle/zoom), and how your proposed solution will fit.
5. **Video:** You will create a concept video illustrating each of the three scenarios. Make sure to set up the story at the start of your video rather than just showing the UI interactions (though the finished video can show some UI, it should **focus mainly on the concept and context** rather than the user interface).

Refer to the lecture slides, MacKay videos and [examples from previous classes](#), for more information on how to create a concept video (as opposed to a video prototype). **Your video must be under 2:30 in length.** Under 2 minutes would be even better.

Deliverables

UI Sketches of 2 different UI ideas

Illustrations of 2 different UI ideas showing 3-5 key screens for each.

UI Storyboards of 3 tasks for the best UI idea

Show Scenarios for 3 tasks – i.e., storyboard how to carry out each task using your best UI idea.

Video Storyboards

Storyboard three different **scenes** (corresponding to your 3 tasks above). Make sure to focus on what would be necessary to use these for organizing your filming for the video (i.e., angles, zoom level, actors, dialog/narration/captions). Try to run these by your CA before you start filming to make sure you are on the right track.

Video

Make sure high-resolution versions of the videos are copied to your project web page. Also upload versions of the video to Vimeo or YouTube. Create a **web page** on your project web site that has links to **both versions** (local & Vimeo/YouTube) of the three video scenarios you created. Put a link to this new web page on your project home page.

Report

You will submit an essay of *no more than 2 pages* of text (11 pt. Helvetica font or equivalent, single spaced) plus as many images as necessary **on your project web page**. Your essay should follow the outline below and will be graded using the guidelines on the next page.

1. Team Name: Value Proposition (short phrase)
2. Each team member's **name and role**.
3. Problem and Solution Overview (short, 1 paragraph)[you should be reusing/rewriting this text]
4. UI Sketches for 2 different interface designs
5. Selected Interface Design (1/2-1 page)
 - Identify which design you chose & reasoning for your choice
 - Functionality summary table (**what** you can do with it)
6. UI Storyboards for 3 Scenarios – example tasks carried out with selected interface design
7. Video Planning Storyboards for 3 Scenarios for shooting video
8. Concept Video Description (1/2 page)
 1. What was difficult?
 2. What worked well?
 3. How long did it take for each phase of design prep, shooting, editing?

Writing Guidelines / Grading Criteria

Value proposition, problem and solution overview, overall writing quality (10 pts)

The value proposition should concisely convey what customers get out of your product in a short phrase (e.g., stripe.com “Payment infrastructure for the Internet”, evernote: “Remember everything!”). Your problem/solution overview should be a concise statement of the problem you are tackling and a brief synopsis of your proposed solution. Check your essay for grammar errors and make sure it is easy to read. First and foremost this means making sure your writing is clear and concise. This also means using bolded section headings, liberally adding whitespace, and including images in the body of the write-up with appropriate figure numbers and captions. Refer to the figures (e.g., “(see Figure 2)”) in the body of your text.

Storyboards (10 pts)

We are looking for *two different interface designs* that seem plausible, but that each take a very different approach. We will be grading on the quality and diversity of these ideas, as well as on the execution (sketches are rough, arrows showing transitions are clear, and that there are enough screens for each to get the idea across).

Selected interface design (10 pts)

We want to have a good understanding of the interface you have chosen to detail further and your rationale for choosing it. Why did you choose it? Any reasoning from data or constraints of the target platform? Given this idea, we need a good description of what it is. What can you do with it? This section should clearly indicate the *functionality* of your artifact (use a table to summarize this information in a clear form). Add more sketches if necessary and annotate them in a different color if that helps us to understand these questions.

UI Scenarios Storyboards (10 pts)

We want to see that you know how to turn tasks into sketched scenarios by adding the details to accomplish your tasks. Scenarios **include the steps** customers will go through to accomplish the task. Your scenarios do not have to detail every little step, but they should be dependent on the design you have chosen. You will be graded on how realistic your scenarios are, if they show a proper balance with respect to reference to the interface, and how well they are written to communicate how a user will accomplish the task. Annotate your sketches in a different color if that helps us to understand this better.

Video Planning Storyboards (10 pts)

We want to make sure you know how to use storyboards to plan your video shooting. You will be graded on how well these video planning storyboards document the scenes in your eventual video.

Concept Video (50 pts)

You will be graded on how well your video illustrates each of the scenarios and sets the context for the problem you have identified and the solution space, as well as implies how your interface will be used (without details of the UI itself). More importantly you will also be graded on whether the video properly shows the **context** of how the interface will be used (the back story). Was the video 2:30 or less? Finally, we will grade you on the description of how you made the video and any issues you dealt with.