

Concept Video

Due: At the start of your studio (Thursday/Friday Oct 15-16)

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 deepen your solution and better present your design ideas and the *context* of your project to an audience outside of your immediate team.

Project Requirements

1. **Brainstorm Tasks:** Analyze new and existing tasks that your application enables. Describe three to five tasks in moderate detail that users will perform with your top application idea. There should be at least one each of simple, moderate, and complex tasks. Note: **tasks do not say how to carry out the activity, but instead say what the user is trying to achieve.** Focus on user behavior, not features. Label each task as simple, moderate, or complex.
2. **Video Planning Storyboards:** Now you need to storyboard **three scenes** where actors will carry out the tasks you have defined. These are **video planning storyboards** that you will use to shoot your video. 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 fits into the story.
3. **Video:** You will create a concept video illustrating all three tasks. Make sure to set up the story at the start of your video rather than just showing the UI interactions. The video should **focus mainly on the concept and context** rather than the user interface. If you feel like you need an interface in the video to convey the story, use paper and pen or a digital sketch to simulate the interaction (see 1:16 in the [Cookable Concept Video](#)).

Refer to the lecture slides and example on the Videos page of the course web site, for more information on how to create a concept video (as opposed to a video prototype). **Your video must be under 2:00 in length.** Under 1:30 would be even better.

Deliverables

Three Slides

1. **Value Proposition, Problem/Solution Overview:** 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 (1-3 sentences) of the problem you are tackling and a brief synopsis of your proposed solution.
2. **Three Tasks:** Capture the core three tasks that your app enables. Together, they should capture the core value prop of your app and address the problem you’re tackling. Label simple, medium, and complex.
3. **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, and 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 downloadable versions of the videos are copied to your project web page. Also upload versions of the video to YouTube or Vimeo. On your site, include links to **both versions** (local & YouTube/Vimeo) of the video you created.

Grading Criteria

We want to make sure you can communicate both the value proposition and the problem/solution overview for your project succinctly. Make sure to also have a catchy name. These items will be graded on clarity and how quickly they get the point across (value propositions are short). Your tasks will be graded on how well they match the needs of your target users, represent real goals they might have, have variety, and are complete tasks (not sub-tasks) with the necessary details. We also 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.

Finally, you will be graded on how well your video illustrates each of the three tasks and sets the context for the problem you have identified and the solution space, as well as implies how your solution will be used (without details of the UI itself). The **context** or backstory is what is crucial here. Quality/variety of shots, rhythm, and overall quality of story will also be considered. We will also grade the video on length (2 minutes or less!)

Slides (100 points):

Value Proposition, Problem/Solution Overview (25 points)

Tasks (50 points)

Video Planning Storyboards (25 points)

Concept Video (100 points):

How well video illustrates the three tasks (15 points)

Sets the context or story for problem & solution space (25 points)

Focuses on how solution used rather than interface details (25 points)

Under 2 minutes in length (10 points)

Overall production values of video (25 points)