Hall of Fame or Shame?

Good
- At first glance, is fun and unique
- Well polished, aesthetically pleasing

Bad
- What does a tapedeck have to do with podcasts? - confused metaphor
- Focus on "retro" means the user has to wait 5 seconds to watch animation of tape loading before anything plays

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**

Say what customer **wants to do**, but **not how**

**Bad**

- Be specific – stories based on facts!
- say who customers are (use personas or profiles)
  - design can really differ depending on who
  - name names (allows 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

Tasks Describe a Complete Goal

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 friends 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 Prototyping

- 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

Video Prototype Characteristics

- 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 can also use 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

Video Prototype Examples

- greenBean
  - Shop Smart. Shop Green.
Carbon Shopper

Carbon Shopper

Balancer

Balancer

It’s About Stories

It’s About Details

It’s About Stories

It’s About Details

Concept + Vision Videos

How to capture an early concept and tell a story
Key Pieces of Successful Concept Videos

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

Keep it Simple

Use what you know and what you have

Concept Video Examples

Cookable
Cooking Made Easy

MicroHealth
A little goes a long way
Musistant

SpeakEasy

Contextual language learning

InvestorScope

SpringBoard

PERSONAL SUCCESS ENABLING SOCIAL GOOD

Tongues

by Anna Yelizarova
Ishita Prasad
Alexander Wu

Administrivia

- Grading for presentation was missing a piece, revised to say
  - Description of new needfinding, revised POVs, HMWs, & brainstorming of selected solutions (25 points)
  - Description of experience prototypes (diversity, innovativeness, appropriateness) (25 points)
  - Description of testing (detailed data, methods, appropriateness of participants) (25 points)
  - Description of the insights from the testing (25 points)

- 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)
Team Break

- Practice Presentations
- Create Presentations
- Write up/Review Report
- Ask the Teaching Staff Questions!

Making a Concept Video

Define
What is the message of the film? 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!

Storyboarding

SCENE 4
Words On Screen: Investigate
Voiceover: The mitochondria are the powerhouse of the cell

SHOT 1
beautiful flower, child’s eyes are wide looking at it head is cocked to the side, inquisitive

SHOT 2
ipad pans into view, image on screen shows the cellular structure of the plant
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

- Front Light
  - Low Intensity
  - (for fill)
  - (diffuse)
- Key Light
  - Brightest
  - (to camera)
- Fill Light
  - Med. Intensity
  - (30-75% of Key Light)

High Fidelity Video Examples

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 its 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

High Fidelity Video Prototypes

Final Perspective Video

High Fidelity Video Prototypes

Final Cookable Video

Token (Concept Video)

Token (hi-fi video)
High Fidelity Concept Videos

Pedro Andrade, CIID

October 8, 2015

High Fidelity Concept Videos

parqtheapp

October 8, 2015

High Fidelity Concept Videos

Smart Primer

active learning in the real world
Stanford HCI Group

October 8, 2015

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

• Lecture
  – Early & Future Visions of HCI

• Read
  – As We May Think by Vannevar Bush
  – Tools For Thought Ch 9 (Engelbart Demo)

• Project
  – Define your tasks starting in studio this week
  – Shoot & edit a Concept Video