Concept Video (Group)

Due: At the start of your studio (Thur/Fri Oct 18-19)

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 product enables. Describe **three to five tasks** in moderate detail that users will perform with your top ideas. 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 (use the large pad of Post-it notes your studio TA gave you). Focus on the **context** and the **actors** that will be demonstrating your problem area by **telling a story**. Also design **dialogue**, 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 (see 1:16 in the [Cookable Concept Video](#)) or very large, simplified text/graphics (see 1:01-1:08 in the [Munch Concept Video](#)) to simulate the interaction.
4. Refer to the lecture slides 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 minutes 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 project enables. Together, they should capture the core value prop of your product and address the problem you're tackling. Label them as simple, medium, and complex.

3. **Video Storyboards:** Storyboard up to three different scenes (corresponding to your 3 tasks above). Make sure to focus on how you would prepare and organize them for your filming (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 **downloadable versions** of the video 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. These items will be graded on clarity and how quickly they get the point across to a reader (value propositions are short). **Make sure to also have a catchy name** for your project/product.

Your tasks will be graded on how well they match the needs of your target user, represent real goals they might have, have variety, and are complete tasks (rather than sub-tasks) that have 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 product 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. Lastly, we will grade the video on length (2 minutes or less -- less is more)!

      ___ Value Proposition, Problem/Solution Overview (10 points)
      ___ Tasks (20 points)
      ___ Video Planning Storyboards (10 points)
      ___ Concept Video (60 points)