Concept Videos

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Computer Science Department
Stanford University
Autumn 2018
October 10, 2018

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Hall of Fame or Shame?

forecast.io
courtesy of William D.

Good
- uncluttered visual design
- key info large (current weather)
- simple understandable icons
- easy to scan week’s weather
- optional details & animations

Bad
- “Precip Map” takes a lot of space
- advertising seems out of place

Outline

- Tasks
- Video Prototypes
- Concept Videos
- Administrivia
- Team Break
- Making a Concept Video
- High-fidelity Video Examples

Task. The structured set of activities or high-level actions required to achieve a high level user goal.

what a user wants to do
Task-based Design & Evaluation

- Real tasks customers have faced / will face
  - collect any necessary materials
- Do your tasks support the problem you are solving?
- 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
  - Tony is visiting London and wants to find the pub that his friend told him about. He is walking down the street using his phone to navigate to the place that he has previously looked up.

What Should Tasks Look Like?

- Say what customer wants to do, but not how
  - allows comparing different design alternatives
  - Tony clicks on the Charing Cross Pub icon and selects “directions to” as he walks down the street.

What Should Tasks Look Like?

- Say what customer wants to do, but not how
  - allows comparing different design alternatives
  - Be specific – stories based on facts!
    - say who customers are (use personas or profiles)
    - characteristics of customers (job, expertise, etc.)
    - forces us to fill out description w/ relevant details
  - Some should describe a complete goal
    - forces us to consider how features work together
      - example: phone-in bank functions

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
- Let my friends know where I am
  Manny is in the city at a club that he wasn’t planning to go to and would like to let his girlfriend, Sherry, know where he is and be notified when she is about to get to the club.

What Should Tasks Look Like?

- Say what customer wants to do, but not how
  - allows comparing different design alternatives
- Be specific – stories based on facts!
  - say who customers are (use personas or profiles)
  - name names (allows getting more info later)
  - characteristics of customers (job, expertise, etc.)
  - forces us to fill out description w/ relevant details
  - Some should describe a complete goal
    - forces us to consider how features work together
      - example: phone-in bank functions

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
- 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
- Show users taskflows to get feedback

Video Prototypes
- 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 to illustrate interaction while actors perform movements – viewer expected to understand w/o voice-over
- Usually fixed prototypes, but also used 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

(//Tuned))
Carbon Shopper

It's About Stories

It's About Details

Key Pieces of Successful Concept Videos

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

Keep it Simple
Use what you know and what you have.

Cookable
Cooking Made Easy

MicroHealth
A little goes a long way

SpeakEasy
Contextual language learning

InvestorScope
**Adminstrivia**

- Goal of project presentations this week is to select a project direction for the quarter using feedback from TA & peers
- Project Selection Criteria
  - novelty
  - significant UI component
  - e.g., bad if all 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?
  - What is the value proposition you offer?
  - 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

**The Goal of any good conceptual film…**

Someone should be able to understand your project simply by watching your film
Storyboarding

Use sticky notes so scenes can be moved.
Include lines to be spoken if necessary.
Use appropriate angles.

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
tablet pans into view, image on screen
shows the cellular structure of the plant

Storyboarding

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 is 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

Key Light Brightest (1 medium) (2 camera)
Back Light Medium Brightest (3 camera)
Fill Light - Low Brightest (4 camera)

Camera
Positive angle (low focus)
Avoid Clutter

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.

**The Solution**

![ChoreoLab](image1)

ChoreoLab (2015 winner)

Dan
San Francisco

![Munch](image2)

Munch (2015 runner up)

![Token (Concept Video)](image3)

Token (Concept Video)

**High Fidelity Video Examples**

![Token (hi-fi video)](image4)

Token (hi-fi video)
High Fidelity Video Prototypes

Cookable
Cooking Made Easy

Final Cookable Video

High Fidelity Video Prototypes

Final Perspective Video

High Fidelity Concept Videos

BONES

Pedro Andrade, CIID

High Fidelity Concept Videos

parqtheapp

High Fidelity Concept Videos

Smart Primer
active learning in the real world

Stanford HCl Group

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

- Project
  - Define your tasks starting in studio this week
  - Shoot & edit a Concept Video
- Lecture (Mon)
  - Design Exploration
- Read
  - Pg. 135-151 from *Buxton’s Sketching User Experience* & Tohidi, Buxton, Baecker, Sellen, “Right Design”, CHI 2006.