

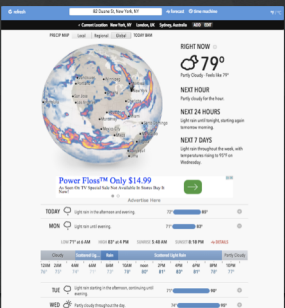
dt+UX DESIGN THINKING FOR USER EXPERIENCE DESIGN + PROTOTYPING + EVALUATION

Concept Videos

Prof. James A. Landay
 Computer Science Department
 Stanford University

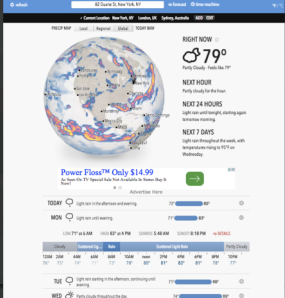
Autumn 2018
 October 10, 2018

Hall of Fame or Shame?



forecast.io
 courtesy of William D.

Hall of Fame!



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

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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

Good (Task)



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

Bad (this is a **Taskflow**)



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)
 - 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
- 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.

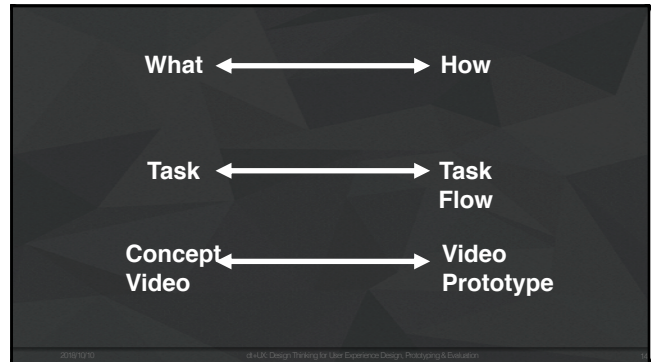
Using Tasks in Design (cont.)

- 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

The diagram shows a sequence of hand-drawn boxes representing task steps. The first box contains 'Save', 'Label', and 'Share'. An arrow points to a second box labeled 'Jupiter' containing 'Stack/Buttons'. Another arrow points to a third box labeled 'Share' containing 'message', 'mail', 'messenger', 'WhatsApp', and 'Notify me'.



Video Prototypes

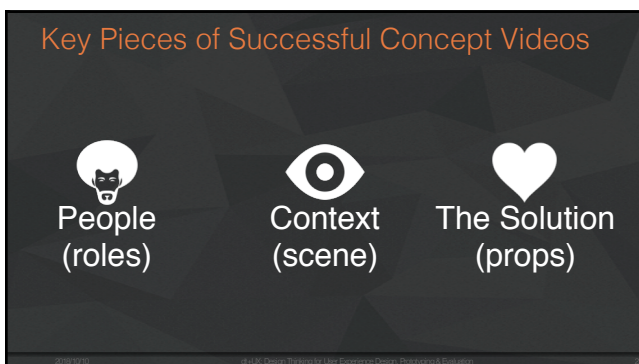
- Illustrate *how users will interact* w/ system
- Unlike brainstorming, video prototyping contracts the design space
- Quick to build
- Inexpensive
- Forces designers to consider details of how users will react to the design
- May better illustrate context of use

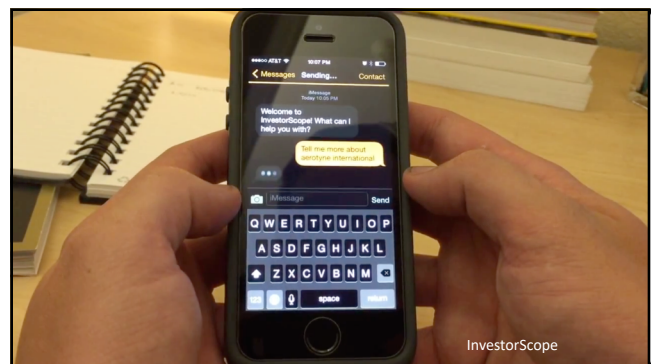
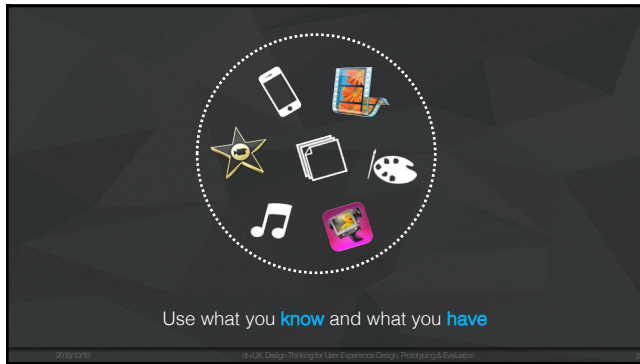
Video Prototype Characteristics

- Paper Prototypes, Existing Software or Projected Images as a background
- Optional Narration, Conversation preferred
narrator explains events & others move images/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

The video player shows a black screen with the text '(((Tuned)))' in red. A small play button icon is visible in the top right corner of the video area. The word 'Tuned' is centered at the bottom of the player.







Administrivia

- 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 smart AI but no UI
 - impact (e.g., frequency, density & pain)
- Selection is not about
 - business feasibility
 - implementation feasibly in 1 quarter
 - need only a way to approximate

Team Break

- Practice Presentations
- Create Presentations
- Write up/Review Report

- Ask the Teaching Staff Questions!

☆☆☆☆

The Goal of any good conceptual film...



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
* note: **not** UI storyboards!

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Storyboarding

1 2
3 4

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

Storyboarding

1 2
3 4

Storyboarding

1 2
3 4

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

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

Front View

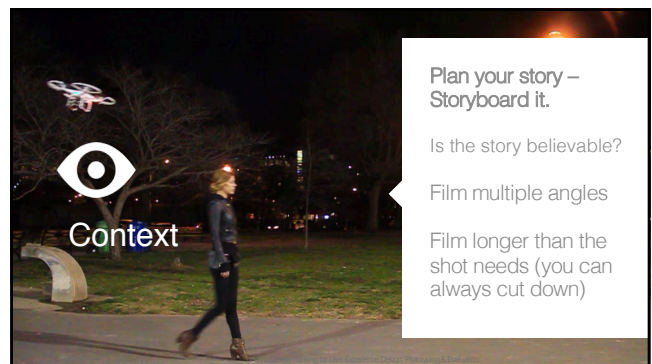
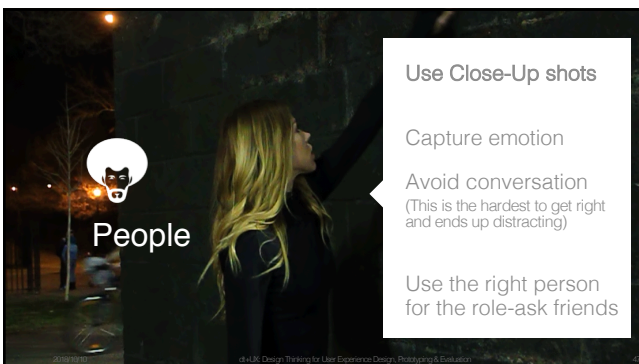
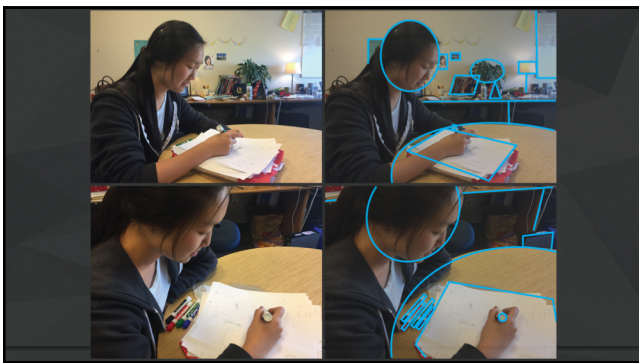
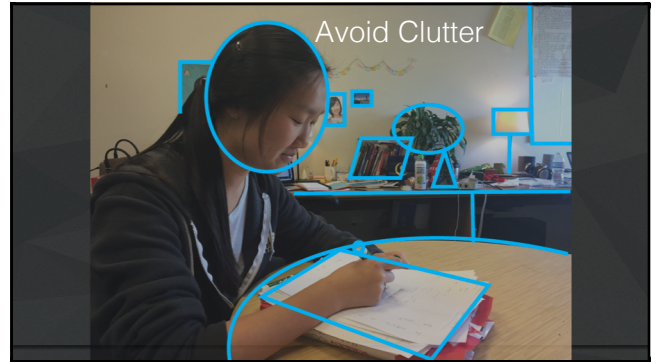
Top View

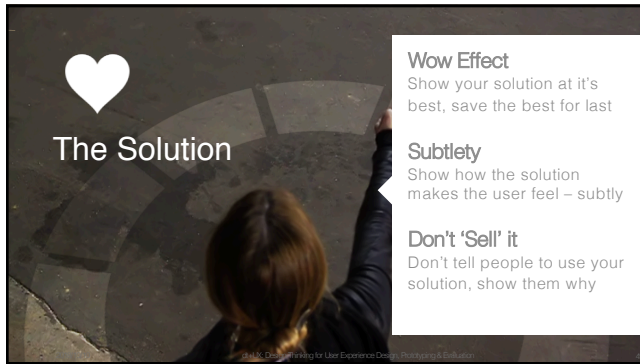
- Back Light
Low Intensity
(Must use Diffusion)

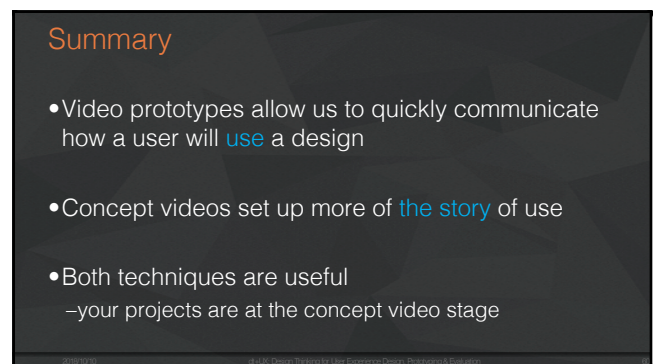
- Key Light
Brightest
(45° angle to camera)

- Fill Light - Med. Intensity
(50-75% of Key Light)

Camera
(Position about eye level)







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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.