Concept Videos

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Stanford University
Autumn 2019
October 09, 2019

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

Hall of Fame!

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Bad
- “Precip Map” takes a lot of space
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Latest version fixes!

In Class Quiz

• Closed notes & no web lookup

• http://bit.ly/cs147-quiz1-20

• 5 minutes

• Do not communicate about this quiz with anyone inside or outside this room

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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
- Be specific – stories based on facts!
  - say who customers are (use POVs or 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
- Tasks should usually describe a complete goal
  - forces us to consider how features work together
    - example: phone-in bank functions

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.

Tony clicks on the Charing Cross Pub icon and selects “directions to” as he walks down the street.
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 (AKA wireframes)
  - 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 interact with & 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

It’s About Stories

Carbon Shopper

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): Kid & parents
- Context (scene): Wants to use force, but failing. Upper middle class - VW land
- The Solution (props): Dad’s car lets you remotely turn it on. The force is alive!

Keep it Simple

Use what you **know** and what you **have**

Concept Video Examples

MicroHealth
A little goes a long way

SpeakEasy
Contextual language learning
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…
Someone should be able to understand your project simply by watching your film.

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.
* make lots of storyboards!

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

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

Avoid Clutter

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

ChoreoLab (2015 winner)

PiggyBag (2018 winner)
Cabana (2017 winner)

Token (Concept Video)

Token (hi-fi video)

High Fidelity Video Prototypes

High Fidelity Video Prototypes
High Fidelity Concept Videos

Storyboarding

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Voiceover: The mitochondria are the powerhouse of the cell

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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