Concept Videos

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Computer Science Department
Stanford University
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darksky.net

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

Google app logos

Good
- colorful
- consistent

Bad
- cannot tell what is what at a glance

Concept Videos

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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)
  - 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.

What Should Tasks Look Like?

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

Recap

HMW: How might we make the wait the most exciting part of the trip?

Solution: An app that leads kids on a scavenger hunt adventure around the airport.

What is a task?

SIMPLE: hunt for treasure

MODERATE: set up a custom scavenger hunt for your kids

COMPLEX: compete against other kids/families

DO IT NOW

In random breakout rooms of 3-4, come up with simple, moderate, and complex tasks for this solution.
**What**

<table>
<thead>
<tr>
<th>Task</th>
<th>Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept</td>
<td>Video</td>
</tr>
<tr>
<td>Video Prototype</td>
<td></td>
</tr>
</tbody>
</table>

**How**

- Illustrate how users will interact with the system
- Unlike brainstorming, video prototyping contracts the design space
- Quick to build
- Inexpensive
- Forces designers to consider details of how users will interact with and 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 without 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

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2021/01/27

*dt+UX – Design Thinking for User Experience Design, Prototyping & Evaluation*  
Winter 2021  
Prof. James A. Landay  
Stanford University
It’s About Stories

How to capture an early concept and tell a story

It’s About Details

Key Pieces of Successful Concept Videos

- People (roles)
  - Kid & parents
- Context (scene)
  - 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

MicroHealth

SpeakEasy
Contextual language learning

SpeakEasy

SpringBoard
PERSONAL SUCCESS ENABLING SOCIAL GOOD

SpringBoard

Buckets
CS147 Film Festival winner 2015

Buckets
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)
  - could this be harmful to individuals & communities? (is it ethical?)

- 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!

Exit Tickets & Attendance

- There will be 1 exit ticket per week. You will have 24 hours from the end of lecture to turn it in.
  - Exit tickets shouldn’t take longer than 5 minutes to complete, and will be based on both lecture and readings.
  - Exit tickets are graded on accuracy and will count towards your participation grade (worth 10% of your grade).
  - There is an optional feedback section at the end of every exit ticket; we encourage you to fill it out! We read every single bit of feedback!
  - Reminder that attendance is recorded at every lecture!

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

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!
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

Basic 3 Point Lighting Setup

Key Light
Fill Light
Back Light
Low intensity
Med. intensity
High intensity

Camera
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)

Munch (2015 runner up)

PiggyBag (2018 winner)

Cabana (2017 winner)

Token (Concept Video)
Off (2019 runner up)

High Fidelity Video Examples

Token (hi-fi video)

Cookable
Cooking Made Easy

High Fidelity Video Prototypes

High Fidelity Concept Videos

Pedro Andrade, CITD
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