Concept Video

Initial Due: Start of Thu/Fri studio (Oct 20-21)

Optional Revision Due: Sun Oct 23 @ 11:59 PM

Goal

Create a concept video that will help you both deepen your solution and better present your idea and the context of your project to an outside audience.

Assignment Overview

1. **Conduct market research.** Have each team member find 1 product operating in a similar problem space and compare this solution to yours. What has (or has not) worked for them? What makes your solution concept unique? What are the implications on your solution?

2. **Brainstorm and define your values in design**.** Reflect on your solution's embedded values. Are there conflicting values? If so, how are you addressing such conflicts? Does this change the direction of your selected solution?

3. **Brainstorm 3-5 tasks.** These tasks should be core/unique to the value proposition of your application. You should have at least 1 simple, 1 moderate, and 1 complex task labeled in your slide deck. Remember, **do not say how to carry out the task**, but instead say **what the user is trying to achieve**. Focus on **user behavior**, not system features.

4. **Develop your concept video storyline.** Start by defining the **context**, **actors**, and **conflict/resolution** that will demonstrate your problem and showcase the power of your solution. Think about how your narrative will **weave together 3 key tasks**.

5. **Sketch your video-planning storyboards.** Now that you have your storyline, design the dialogue, shots (angle, zoom, etc.), sets, and other artistic choices. Sketch a sufficient number of thumbnails to capture each of your tasks. **You should NOT rely on a user interface to showcase your solution***. Send your **plans to your CA for feedback** before filming.

6. **Film your concept video.** Now that you have storyboards, filming should be fairly straightforward! Schedule a time with your team, recruit some actors, and get the footage you need. Check out these videography tips, both general and specific to mobile phones.

7. **Edit your <2 min video.** Refer to the lecture slides and examples from previous classes, for editing inspiration. Your video MUST be under 2 minutes in length. **Under 1:30 is even better!** Remember to **include credits at the end** with your names (first name and last initial), CS 147 2022au, and URL to your project website in the form:
   https://hci.stanford.edu/courses/cs147/2022/au/projects/[studio_theme]/[project_name]

***Note: There will be a half-lecture on values in design on Wednesday, Oct 12 to help you with these questions. Please reach out to your CA as well!*
****Note: If your CA agrees that you need an interface to convey your story, use paper and pen or a digital sketch (see 1:16 in Cookable) or large, simplified text/graphics (see 1:01-1:08 in Munch) to simulate the interactions.*

Presentation Guidelines

These slides are meant to **document your work and will not be presented** in your studio.

Expected Content

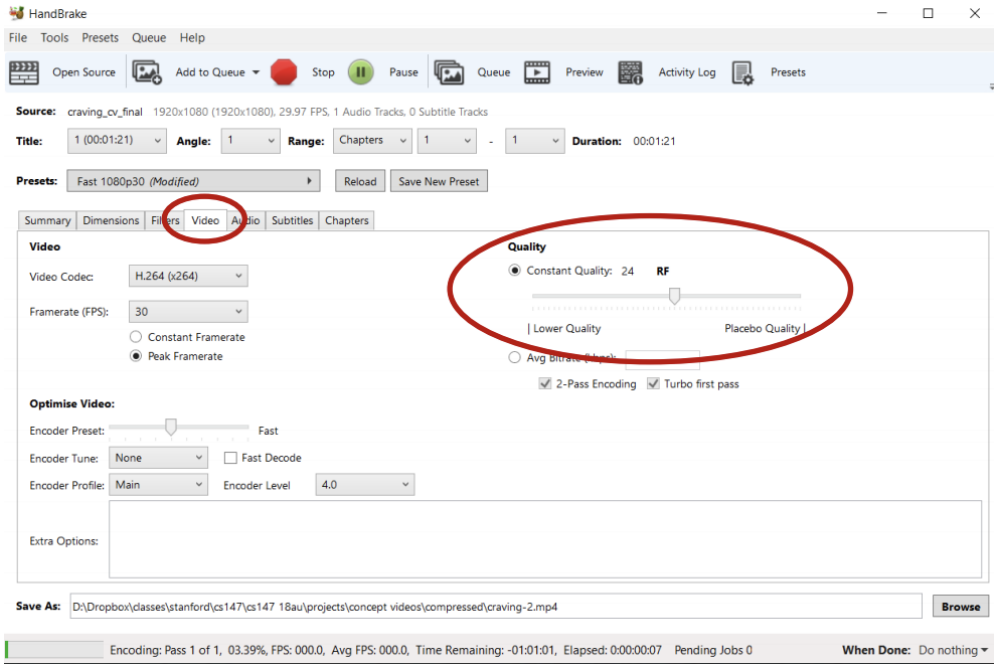
1. Project name and value proposition
    a. How did your team land on the name?
    b. One-liner that conveys what customers get out of your product (e.g., Stripe "Payment infrastructure for the Internet")
    c. Sanity check: could your value proposition be applicable to many other apps or is it particular to yours? You want the latter
2. Problem/solution overview
    a. 1-3 sentences total
    b. Problem you are tackling
    c. Brief synopsis of your proposed solution
3. Market research
    a. One slide per competitor AND/OR
    b. Display your comparisons using one of the methods in this deck (or similar)
4. Values in design
    a. Values embedded in the project and how you intend to encode them
    b. Are there conflicting values? If so, how are you addressing such conflicts?
5. 3-5 tasks
    a. Label them as simple, moderate, or complex
    b. Clear why each is defined as simple, moderate, or complex
6. Video storyboards
    a. Legible, well-annotated images
    b. Capture your video in reasonable detail (so we know the video was well-planned)
7. Link to YouTube/Vimeo upload
8. Appendix, as necessary

Deliverables

Upload deliverables to a subdirectory titled "Assignment 4" in your team's Google Drive folder.

1. **Presentation**
   Google Slides deck for documentation and grading.
2. **Concept Video**
   Upload to YouTube or Vimeo and include the link in your slide deck. Use Handbrake to

compress your video before uploading to your Drive folder. Handbrake settings:



Examples

***Note: this assignment has been modified, so these examples are not perfect mappings to the deliverables; however, much of the quality of the work stands.*

CoCo, grove, Ven, College Companion, ALTogether, Canopy, Thread, Solas, Cabana, Off

Grading Criteria

Your slides and concept video will be graded based on the **clarity of communicating the problem** being addressed and the **power of your proposed solution**. The concept video will also be graded for **production quality**.

Slides (40 pts)

Project Information (10)

____ Project name and value proposition indicative of solution
____ Succinct problem/solution overview
____ Thorough market research and implications
____ Thoughtful discussion of values in design

Tasks (20)

____ Tasks are complete and communicate the goals of your target user
____ Simple, moderate, and complex tasks are labeled appropriately

Video Planning (10)

____ Storyboards are thorough; map to the end video

____ Storyboards have good artistic variety and are detailed, understandable, and legible

Concept Video (60 pts)

Storyline execution (25)

____ Clearly illustrates 3 key tasks
____ Clear, relevant, and captivating problem/solution storyline

Production quality & editing (35)

____ Variety of shots, sound production, lighting, video quality, artistic choices
____ No UI used; limited and pre-approved use of UI-esque elements
____ Video is well-paced; doesn't drag along or rush through the scenes
____ Contents of the credits are as required
____ Length and size of video; at most 2 min, less than 1:30 ideally; used Handbrake