Concept Videos

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Winter 2022
January 19, 2022
Hall of Fame or Shame?

Winter 2022
dt+UX: Design Thinking for User Experience Design, Prototyping & Evaluation

Heavy rain today through Tuesday.

48° 7am → 55° 2pm

Heavy rain throughout the day.

48° 7am → 55° 2pm

7:17am
5:29pm
Rain 1.4 in

MORE DETAILS

49° 51° 51° 49° 49° 52° 53° 53° 53° 53°

49° 51° 51° 49° 49° 52° 53° 53° 53° 53°

49° 51° 51° 49° 49° 52° 53° 53° 53° 53°
Hall of Fame!

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
Hall of Fame or Shame?

Google app logos

Google app logos
Hall of Shame!

Google app logos

Good
- colorful
- consistent

Bad
- cannot tell what is what at a glance
Pioneers in Design

*Loretta Staples*

- One of the early important UI designers
- Although trained at top art & design schools, she didn’t see where she fit in
- As digital design was rapidly changing in the late 80s, she was at the forefront


Sasha Rudensky for The New York Times
Racial Justice through Design

• Only 30% of the tech workforce is non-white
  - products (voice assistants, facial recognition, anonymous posting sites) perpetuate bias
• Learn about Black history and design
  - The push to redefine “good design” amid the Black Lives Matter movement
  - Race After Technology by Ruha Benjamin
  - Designing and Organizing for Black Liberation, a 2021 conference by “Where are the Black Designers?”
  - Anti-Racist Reading List for Designers
“REMEMBER TO IMAGINE + CRAFT THE WORLDS YOU CANNOT LIVE WITHOUT, JUST AS YOU DISMANTLE THE ONES YOU CANNOT LIVE WITHIN”

- RUHA BENJAMIN
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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 Task flow)

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 people in your POVs)
    • 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
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

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 are the tasks?

SIMPLE: hunt for treasure

MODERATE: set up a custom scavenger hunt for your kids

COMPLEX: create teams & compete against other kids/families
DO IT NOW

Work in random breakout rooms of 4-5 to generate a set of simple, moderate, and complex tasks for this HMW/solution pair:

**HMW** make fellow passengers joyful around kids?
**Solution:** An interactive game wall with activities at varied heights that both kids and adults can play with.

Post your best tasks in slack when done.
How

Task

Concept

Video

What

How

Task

Flow

Video

Prototype
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
Carbon Shopper
Concept + Vision Videos

How to capture an early concept and tell a story
It’s About Stories
It’s About Details
Key Pieces of Successful Concept Videos

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

Kid & parents  Wants to use force, but failing Upper middle class – VW land  Dad’s car let’s you remotely turn it on. The force is alive!
Use what you **know** and what you **have** (or can easily **get**)

*Keep it Simple*
Concept Video Examples
microhealth
A little goes a long way
MicroHealth
SpeakEasy

Contextual language learning
SpringBoard

PERSONAL SUCCESS ENABLING SOCIAL GOOD

JULIA ENTHOVEN, GRIFFIN KOONTZ, CLEMENTINE JACOBY, TEJAS SHAH
Administrivia

• Watch
  - *Experience Prototypes Tutorial*
    by Head TA Kristina Inouye (23 min)
    [https://www.youtube.com/watch?v=QAWQIeGon0k](https://www.youtube.com/watch?v=QAWQIeGon0k)

• More workshops coming up led by our great TAs
  - What works better for times?
    Monday at 12 PM (noon)
    Saturday at 1PM
Administrivia: Assignment 1 Feedback

We liked
- “didn’t just follow interview guidelines – asked to dig deeper”
- “good job identifying needs”
- “good job with empathy maps & interview questions”
- “asked interviewee to walk through a task & narrate process out loud”

We wished
- “more interpretation put into insights. Most just observations”
- “developed stronger insights – surprising inferences from observations”
- “deeper inferences”
- “emphasize user perspective / emotions while formulating insights”
- “given couldn’t be situated in context this year, wish more images/audio/video of their environment”
- “more unpacking of interview results in each empathy map (i.e., more reflection)”
- “less slide text” [put extra in notes or appendices at end]
Assignment Grading Buckets

- ✔++
  Far exceeds expectations: Reserved for ~ the top 3 submissions that can be used as examples in class. This is an A+, often a perfect or > 97% score.

- ✔+
  Fulfills the expectations in the spec and some elements exceed expectations. Strong engagement with the design process. Excellent presentation of the work. This is an A range grade (93 - 97%).

- ✔
  Fulfills the expectations in the spec. Students engaged with the design process, though maybe some small issues remain. Presentation understandable. This is a B+/A- range grade (88 - 92%).

- ✔-
  Relatively complete, but there are components of unsatisfactory quality. Presentation may fall short (e.g., poor image resolution, too much text). This is a B range grade (83 - 87%).

- ✔--
  Incomplete or multiple parts are of unsatisfactory quality. Shows sub-par engagement with the design process. Presentation likely falls short in many ways. This is a C+/B- range grade (78 - 82%).

- -
  Missing substantial assignment components and/or mostly poor quality. Does not represent engagement with the design process. This is a C range grade or lower (< 78%).
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 (e.g., with respect to market & past CS147 projects)
  – 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 (high-fi prototypes are functioning apps, but do not have everything in them – e.g., may be missing a backend, a real social network, or help)
Team Break

• Practice Presentations
• Create Presentations
  – make sure to add information in notes/appendices

• 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 (anonymous) 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!
The Goal of any good conceptual 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 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
Storyboarding

**Same boring food every day**
- Sounds: microwave, dish scraping, silverware clatter

**Spice it up**
- *Emotion: look bored*
- *Animation typing:* ding!

**Spicy**
- *Cooking sounds: clap! sizzle, sizzle*
- *Emotion:* happy, excited!!

**Yum, Yum, Yum**
- *Emotion:* yummy, tasty
- *Emotion:* yummy, emotion
Storyboarding

TURNING POINT: INTRO RAMBL

UGH!
Storyboarding

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 storyboards correctly.
Lighting
Basic 3 Point Lighting Setup

- 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
Avoid Clutter
People

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)
The Solution

Wow Effect
Show your solution at it’s 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 runner up)
Munch (2015 runner up)
Cabana (2017 winner)
Token (Concept Video)

TOKEN
DISCOVER, RELIVE, AND SHARE MEMORIES
OVER TIME AND SPACE
Off (2019 runner up)
ALTogether (2021 winner)
High Fidelity Concept Videos

Pedro Andrade, CIID
High Fidelity Concept Videos

parqtheapp
High Fidelity Concept Videos

Smart Primer
active learning in the real world

Stanford HCI Group
High Fidelity Concept Videos

THINKING EGG II

Thinking Egg II
High Fidelity Video Prototype Examples
Token (hi-fi video prototype)
High Fidelity Video Prototypes

Cookable
Cooking Made Easy
High Fidelity Video Prototypes
Summary

• Video prototypes allow us to quickly communicate how a user will use a design

• Concept videos tell the story & context of use

• Both techniques are useful
  – your projects are at the concept video stage
Next Time

- Project & Studio (this week)
  - create/test experience prototypes for top 3 solutions
  - test each prototype with at least 1 target users (new participants!)
  - in presentation, get across what you learned! Were assumptions valid?
  - studio will be used to select the idea to move forward
- Project Assignment 4: Concept Video (due next Thur/Fri)
  - 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 (pw: hcid)
- Assignment 3: Project Web Site
  - online later today
  - not graded until part way check-in & near end of quarter
  - all project assignments need to be linked off this site (relative links)
- Exit ticket (due by 3:30 PM PT, Thursday, 1/19/2022)