Concept Video

Initial Due: Start of Thu/Fri studio (Oct 17-18)
Optional Revision Due: Sun Oct 20 @ 5:00 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. This can be real world products as well as previous CS147 projects. What has (or has not) worked for them? What makes your solution concept unique? What are the implications on your solution?

    Market Research Examples: [house](#), [SendIt](#)

    To access previous CS147 Projects, you will need to hack the URL with the year & quarter (au or wi): [https://hci.stanford.edu/courses/cs147/[year]/[quarter]/projects.html](https://hci.stanford.edu/courses/cs147/[year]/[quarter]/projects.html)

    Example: https://hci.stanford.edu/courses/cs147/2021/wi/projects.html

2. **Brainstorm stakeholders and ethical implications.** Choose one solution you identified in the last assignment. Identify direct stakeholders and indirect stakeholders for your solution (ideally several, but this may vary depending on the scenario). Choose two [Tarot cards of tech](#) to identify and analyze two ethical implications of your solution. Does this ethical implication reflect an underlying value tension? Does it point to any stakeholders you may have previously overlooked? How might you go about addressing these ethical implications in your designs?**

3. **Brainstorm 3-5 tasks.** These tasks should be core/unique to the value proposition of your application (Note that this is different from values in design). 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. Refer to this [handout](#) to sanity check your tasks.

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 the 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. **Make sure your three tasks are clear** – they should be identifiable by somebody who doesn't know the project at all! **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 2024au, and URL to your project website in the form:

   https://hci.stanford.edu/courses/cs147/2024/au/projects/[studio_theme]/[project_name]

   Examples of free video editing software: iMovie (Mac), Capcut, DaVinci Resolve, LightWorks, or start a free trial for subscription-based editors!

**Note: There will be a half-lecture on values in design on Wednesday, Oct 9 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 0:30 in [MemReprise](#)) or large, simplified text/graphics (see 0:22-0:24) to simulate the interactions.

CS 147 Autumn 2024: Assignment 4
Instructor: James Landay

Suggested Timeline
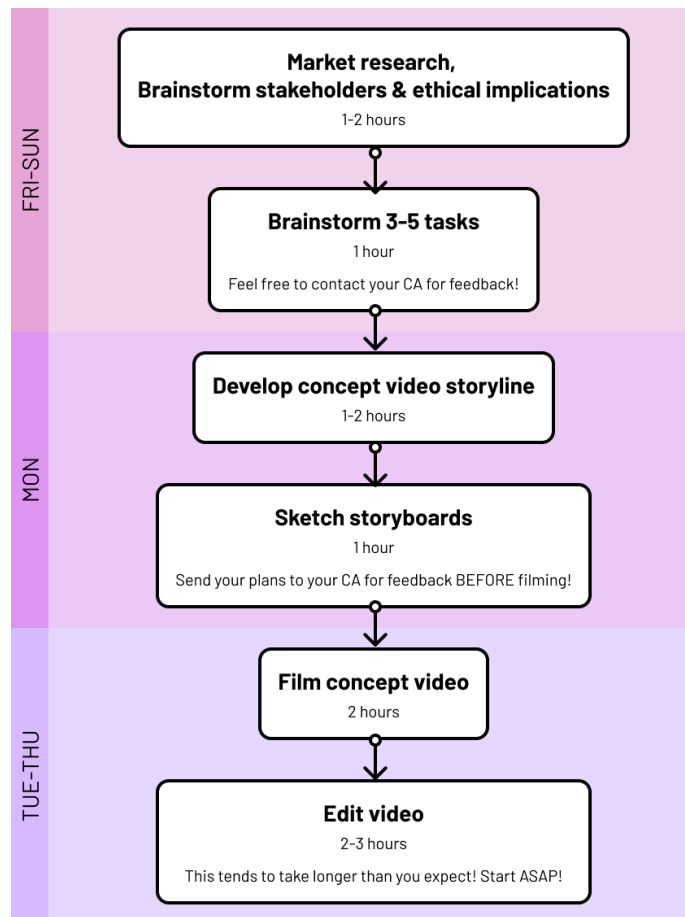
Presentation Guidelines

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 value proposition 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. Who the primary user is
    c. Problem you are tackling
    d. 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)

CS 147 Autumn 2024 website
https://hci.stanford.edu/courses/cs147/2024/au/

4. Values in design
    a. List several direct and indirect stakeholders
    b. Present two ethical implications and your reflections on them
5. 3-5 tasks
    a. Label them as simple, moderate, or complex
    b. Clear explanation why each is defined as simple, moderate, or complex
    c. Time approximation of where in the video each task is being shown
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. Use the below Handbrake settings:

CS 147 Autumn 2024: Assignment 4
Instructor: James Landay
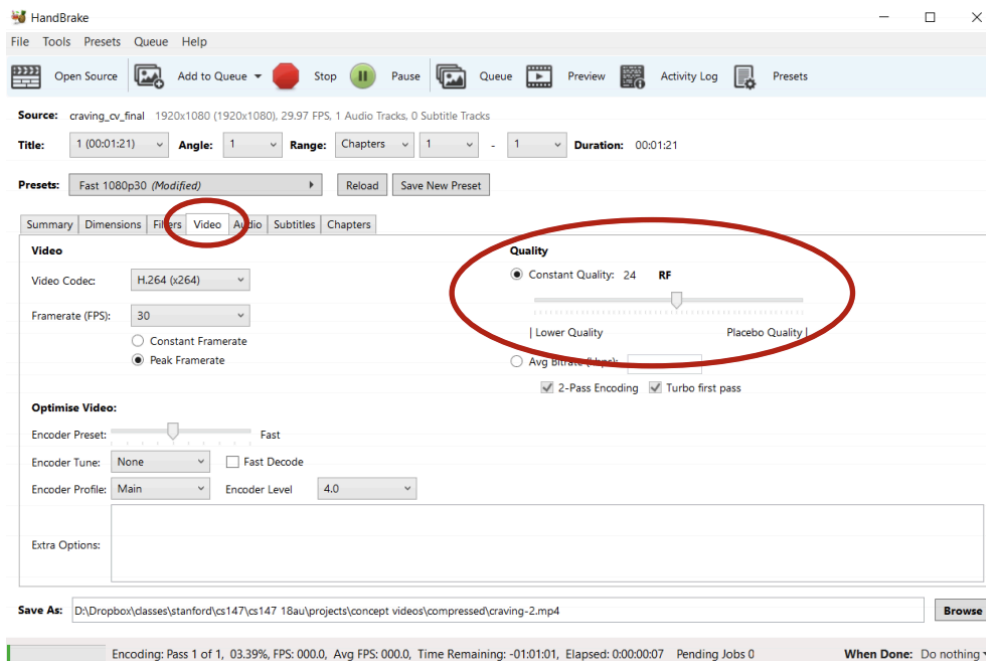
Examples

**Note: this assignment has been modified (ethics section especially), so these examples are not perfect mappings to the deliverables; however, much of the quality of the work stands.
eMotion, Fitbud, daha, MemReprise (slides) budder, 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 stakeholders, values, and ethical implications

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

CS 147 Autumn 2024 website
https://hci.stanford.edu/courses/cs147/2024/au/