

Concept Video

Initial Due: Start of Thu/Fri studio (Oct 16-17)

Optional Revision Due: Sun Oct 19 @ 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 are some similarities and differences between the products? What has (and 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/cs147/2024/au/projects.html>

Consider diagramming your findings (e.g., [Competitive axis diagrams](#)) to demonstrate a comprehensive understanding of the competitive landscape.

2. **Brainstorm stakeholders and ethical implications.** Choose one solution you identified in the last assignment. Identify at least one *direct* stakeholder and one *indirect* stakeholder for your solution. Including *multiple* direct and indirect stakeholders is ideal for demonstrating a full understanding of the involved stakeholders. Choose *at least* two [Tarot cards of tech](#) (more is preferable) to identify, and analyze at least one ethical implication (more is preferable) of your solution for each Tarot card. Does this ethical implication reflect an underlying value tension? Is there a risk of harm against a subgroup of users? Does it point to any stakeholders you may have previously overlooked? How might you go about addressing these ethical implications in your designs? ¹
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. Justify *why* the task was labeled with its corresponding difficulty level. Include timestamps to note where in the video each task is accomplished. Remember, **do not say how to carry out the task**, but instead say

¹ Note: There will be a half-lecture on values in design on Monday, Oct 13 to help you with these questions. Please reach out to your CA as well!

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! Each task should have its own “hero moment”, meaning that they should be clearly delineated and solve a unique problem in the plotline. **You should NOT rely on a user interface to showcase your solution**². 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](#).

Video Tips:

- Select a realistic setting for the video so that the main character is captured in the same context as your problem space.
 - Ensure that the main character displays a clear change of emotion throughout the video.
 - Remember that the solution to the problem should be the concept and the tasks, not UI.
 - Capture a variety of shots and angles
 - Ensure the lighting is good, and avoid cluttered locations/backgrounds
 - The video quality should be in-focus and not shaky
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 2025au, and the URL to your project website in the form:

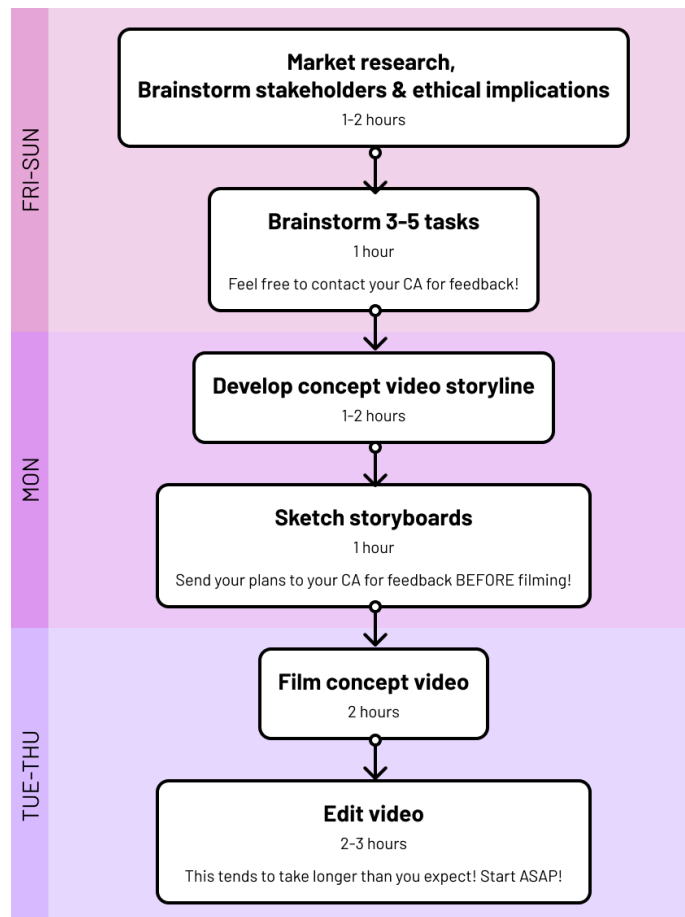
[https://hci.stanford.edu/courses/cs147/2025/au/projects/\[studio_theme\]/\[project_name\]](https://hci.stanford.edu/courses/cs147/2025/au/projects/[studio_theme]/[project_name])

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

Editing Tip: Ensure sound quality is good; include music and sound effects to avoid lulls

² 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.

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)

4. Values in design
 - a. List several direct and indirect stakeholders
 - b. Identify at least two Tarot cards of tech; more than two is considered outstanding
 - c. Present two ethical implications per Tarot card 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

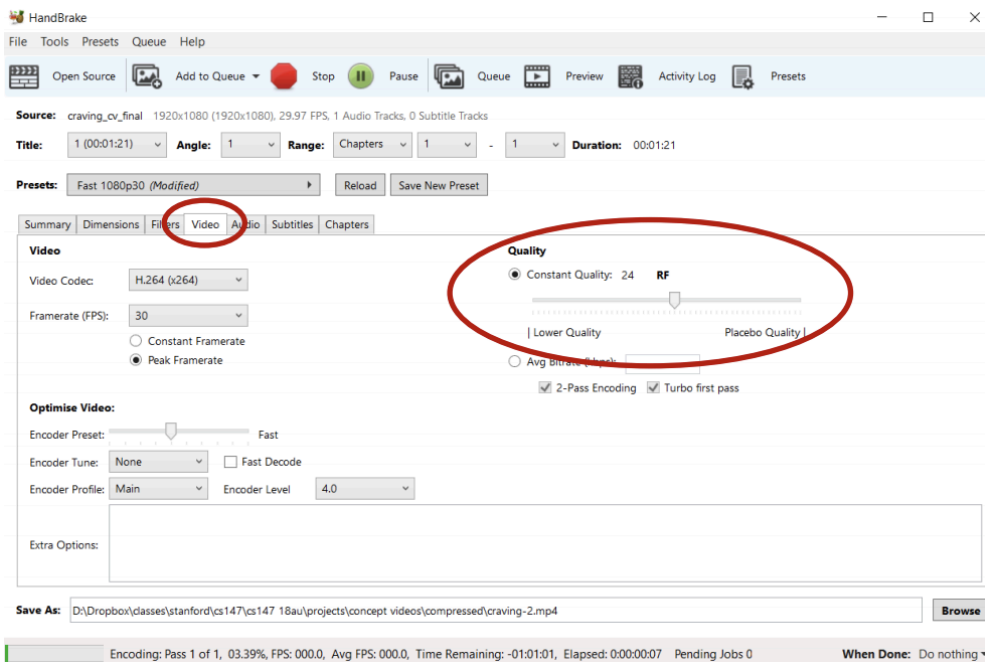
Upload deliverables to a subdirectory titled “Assignment 4” in your team’s Google Drive folder.

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:



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](#), [Solus](#), [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, Tarot cards, 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