

# Video-Prototyping



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LMU - UX III / 2018

# Overview:

- **Intro**
- Video-Prototyping Applied
- Examples
- Editing Video-Prototypes
- Deliverables

# Part I: Introduction

Representing complex relationships, new behaviours and attitudes are an integral part of interaction design.

These can be represented through many means including sketching and making physical prototypes.

However, capturing a journey **over time** requires a linear medium like **video**.

# "Just Enough Prototyping"

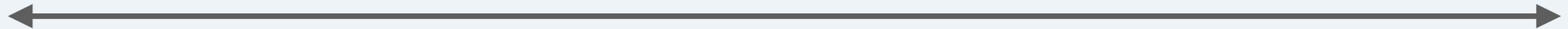
Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

Go for the easiest and simplest track, don't overdo you prototype for a given context.

Low Fidelity

High Fidelity



Open Discussion

Sharp Opinions

Prompting Required

Self Explanatory

Quick and Dirty

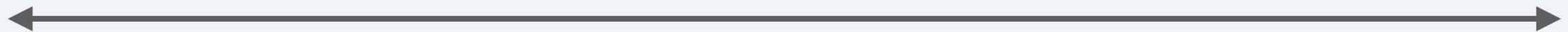
Deliberate and Refined

Early Validation

Concrete Ideas

Low Resolution

High Resolution



Less Details

More Details

Focus on core interactions

Focus on the whole

Quick and Dirty

Deliberate and Refined

Early Validation

Concrete Ideas

# 1.) Video Prototype Outline

Chronological

Shows events in order as they occurred

Narrative

Takes the audience on a journey through a flowing presentation

Problem/Solution

States the problem, the why's, your solution, and a summary

Cause/Effect

States the cause and explains the effect(s)

## 2.) Video Prototype Outline

Introduction

Body

Conclusion



Outline Format

# 3.) General Summary

- Keep it simple
- Be visual
- Highlight the main features
- **Take home message**

# Getting Started

## Things you 'll need:

- 6 Key-frame Storyboard
- Shotlist
- Camera
- **Props and Artefacts**

# 6-Keyframe Storyboard: Inspiration from camera shots and film making



**Extreme long shot  
(wide shot)**  
A view showing details of  
the setting, location, etc.



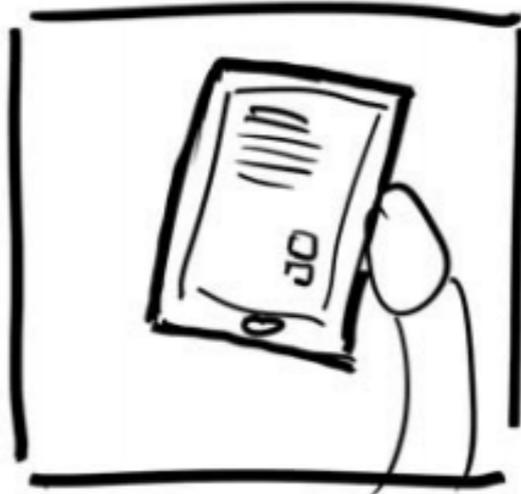
**Long shot**  
Showing the full height  
of a person.



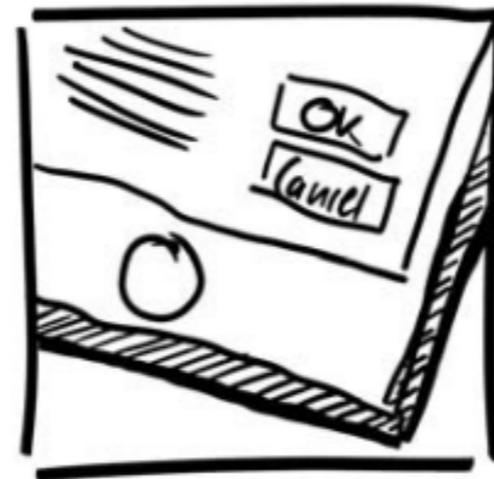
**Medium shot**  
Shows a person's head  
and shoulders.



**Over-the-shoulder shot**  
Looking over the shoulder  
of a person.



**Point of view shot  
(POV)**  
Seeing everything  
that a person sees  
themselves.



**Close-up**  
such as showing details of  
a user interface a device  
the person is holding.

**Camera:**  
For most prototypes a smartphone  
will do the job brilliantly



# Shotlist:

## Gives guidance and structure

### SHOT LIST

Production Title: Memento	Director: Christopher Nolan	Cinematographer: Wally Pfister
---------------------------	-----------------------------	--------------------------------

SHOT #	LOCATION	SHOT TYPE	CAMERA ANGLE	CAMERA MOVEMENT	SHOT DESCRIPTION (subject, action, lighting, etc.)
#1	Ext.	EST-MS	LA	Tilt	Photo Changing hands; Dark, Tilt to move up/down
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#4	Ext.	XCU	TH	Rack Focus	Blood on floor, flowing in reverse
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## Filming Props:

Play a central role in the video-prototype and help to communicate a complex technology relationship



# Part II: Video-Prototyping applied

# Storyboard and **Keyframes**

# Example: „Ensemble Computing“

Client : INTEL

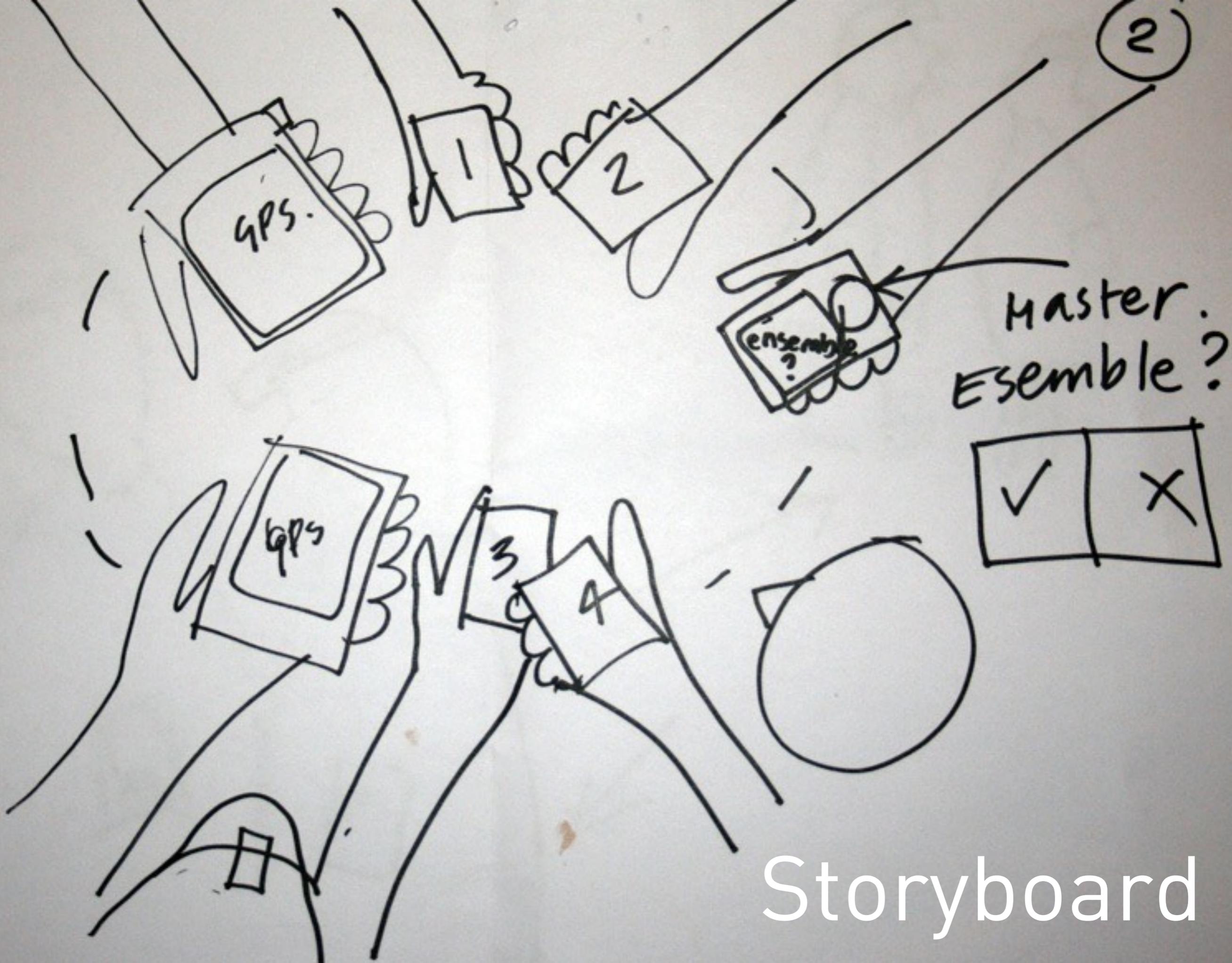
Deliverable : 4 High Fidelity Video Scenarios

**First Step**

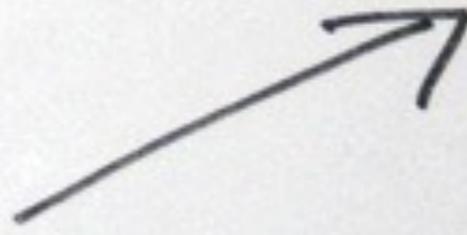
Scenario generation



Brainstorming

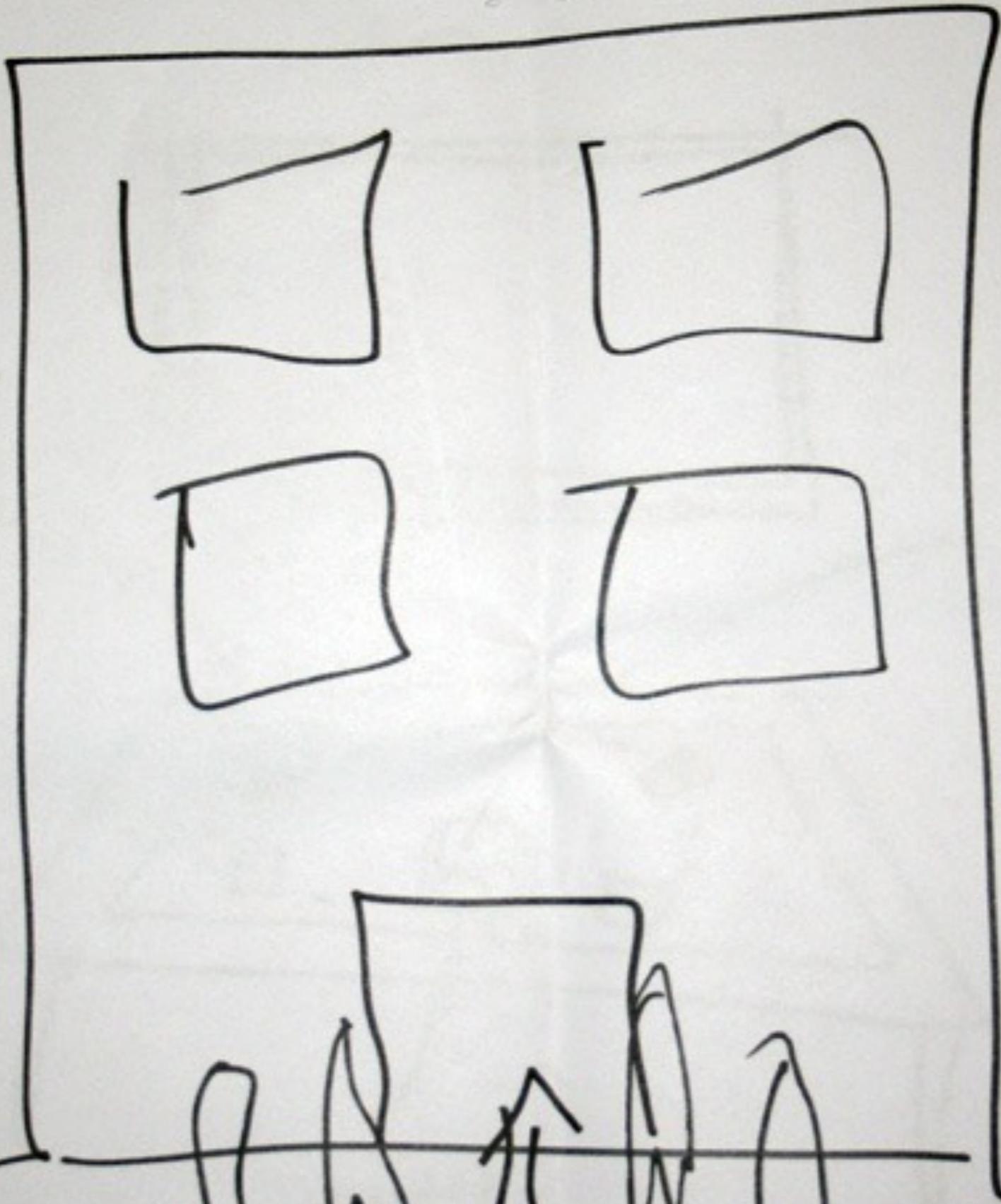


Storyboard

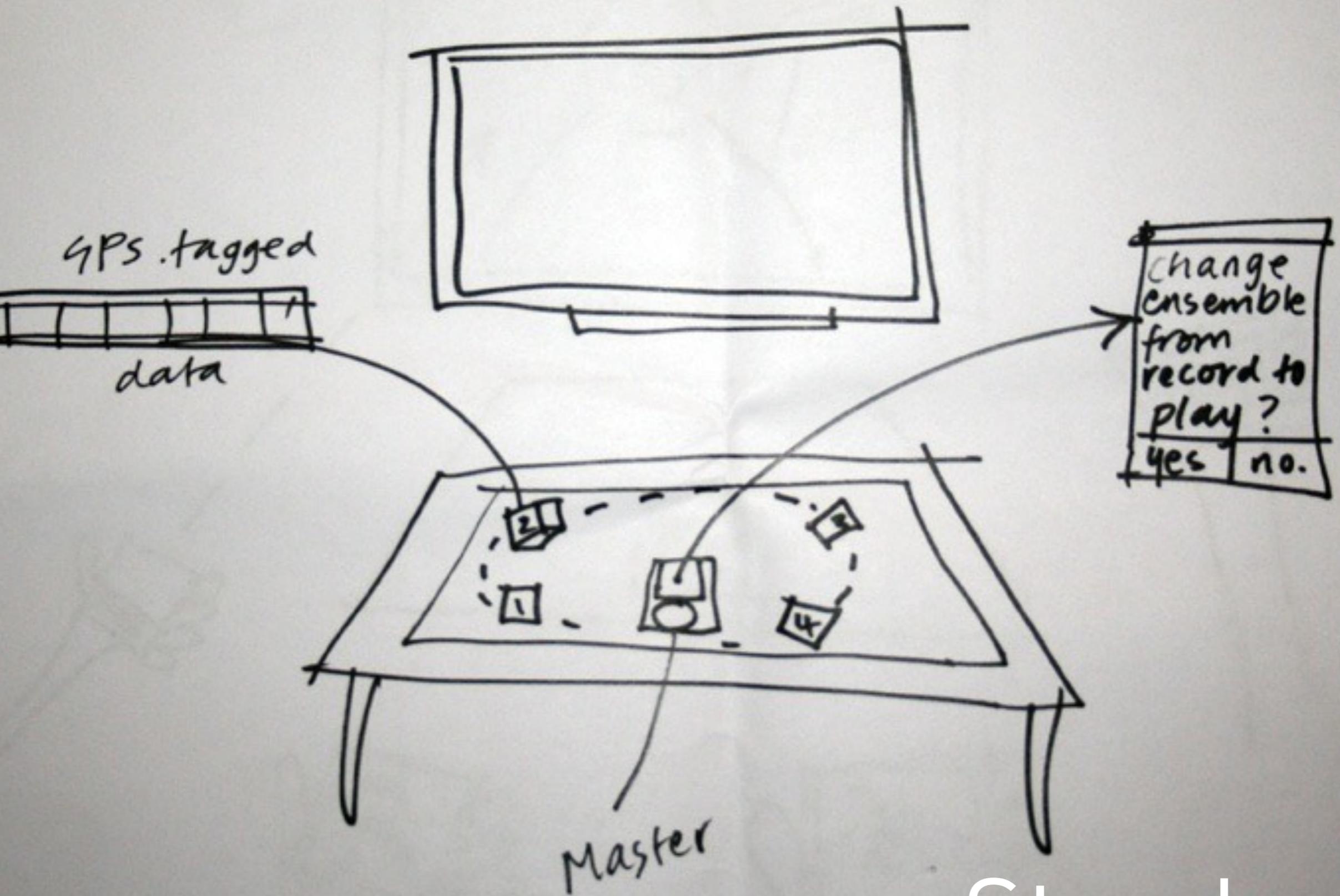


Storyboard

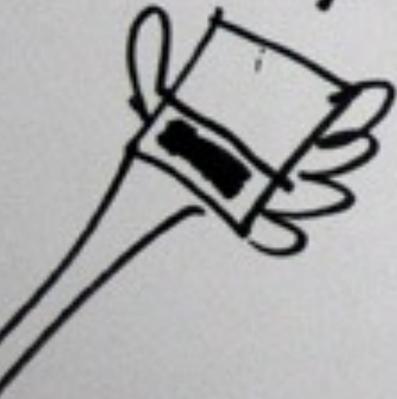
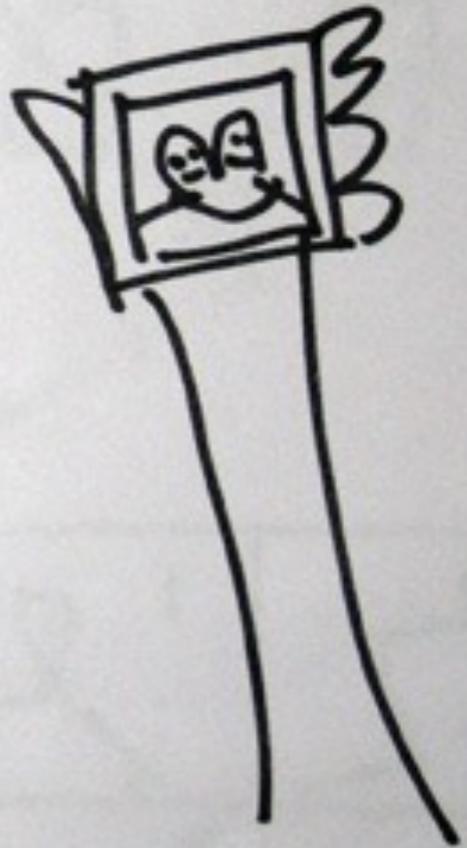
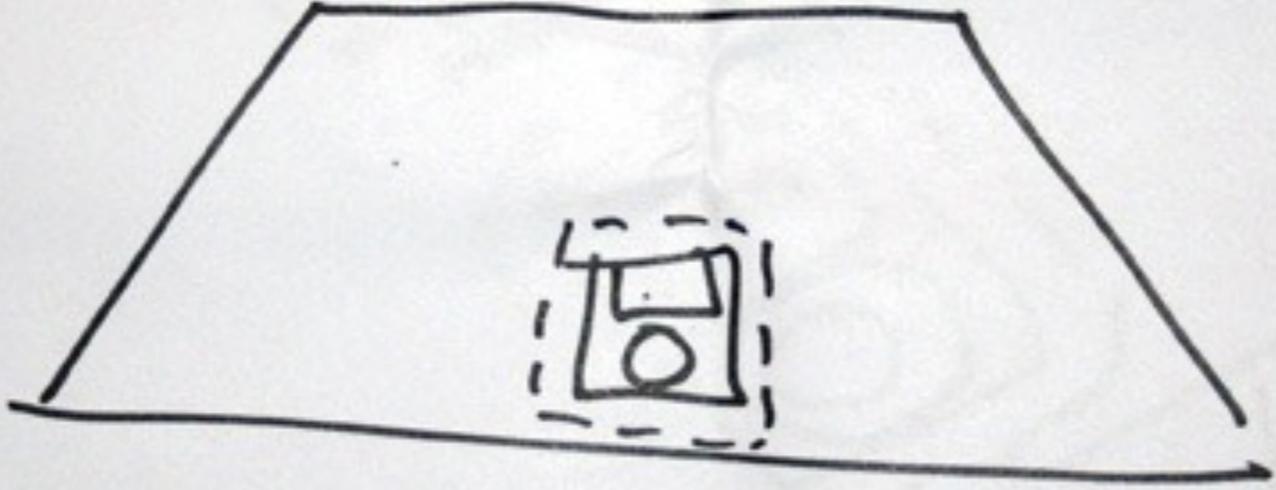
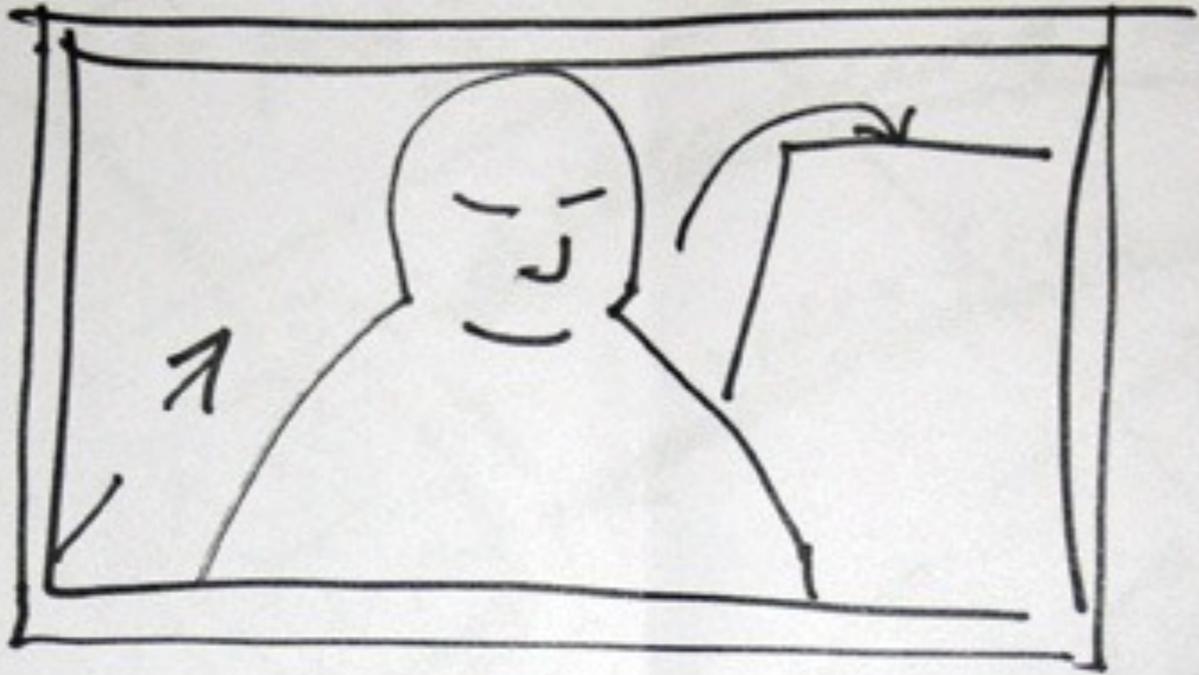
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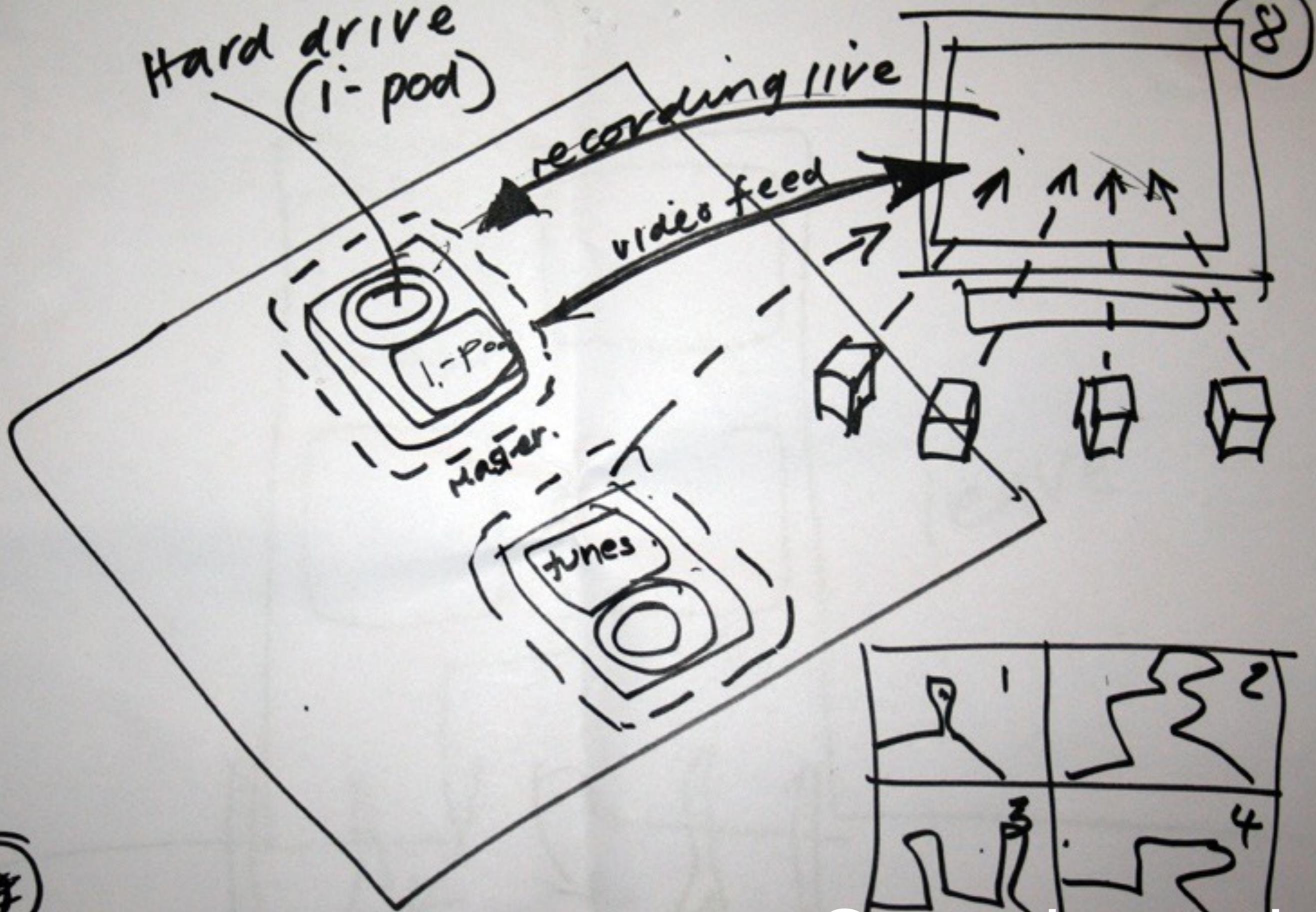
Storyboard



# Storyboard



Storyboard



Storyboard

# Second Step

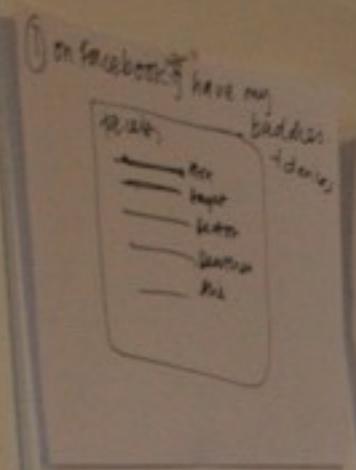
Storyboard presentation



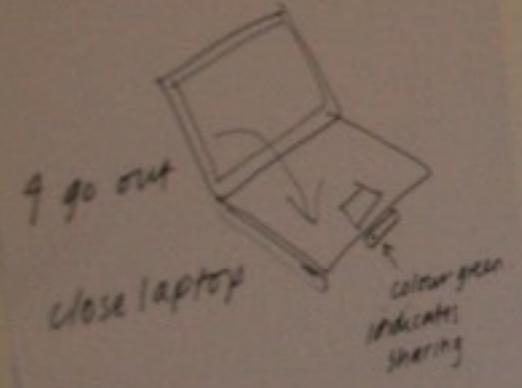
ALIC



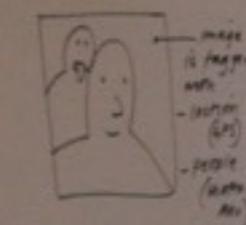
3



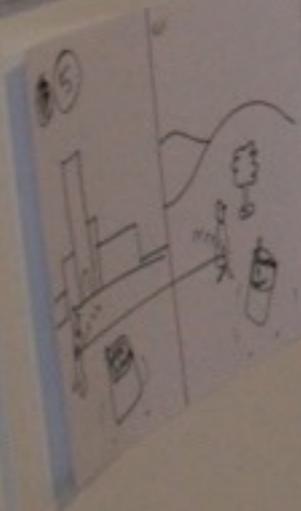
feature



4



6



5

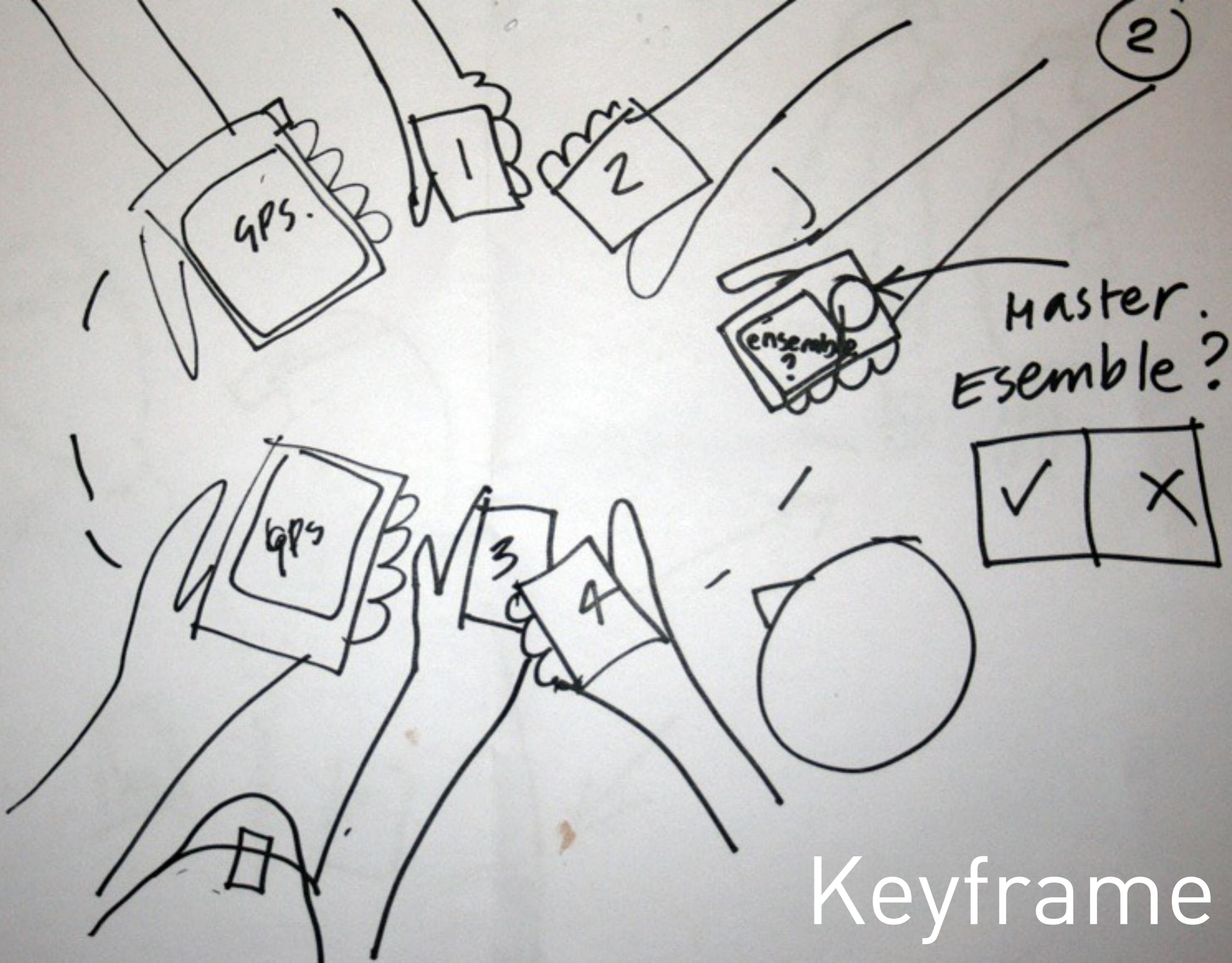
Mid-Presentation

# Third Step

Shooting the Keyframes

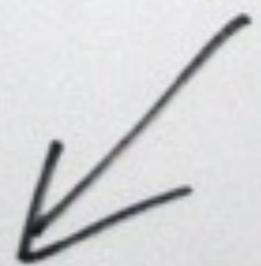
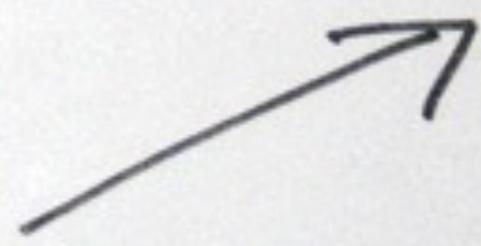


Video Shooting





Video Shooting

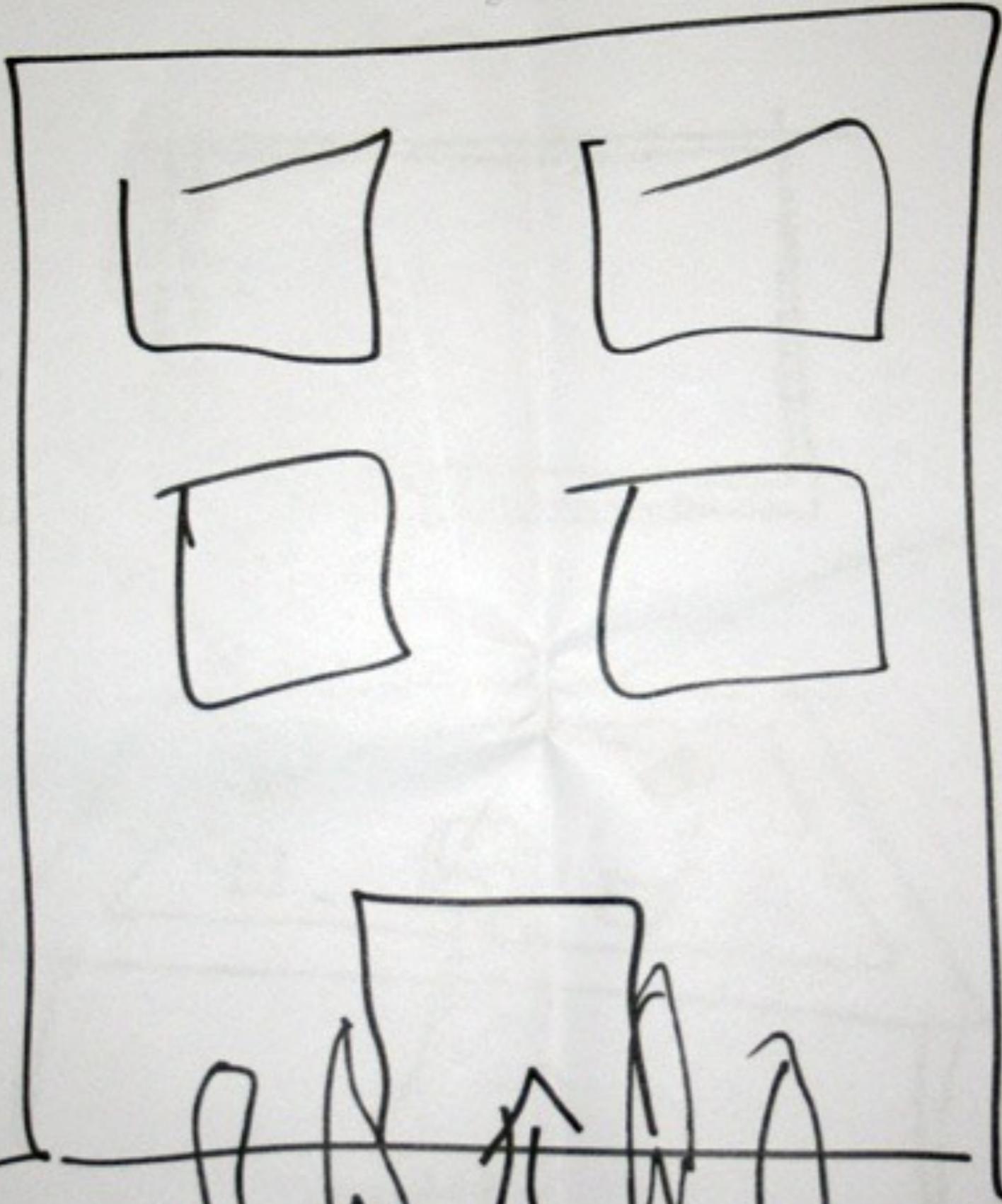


Keyframe



Video Shooting

5

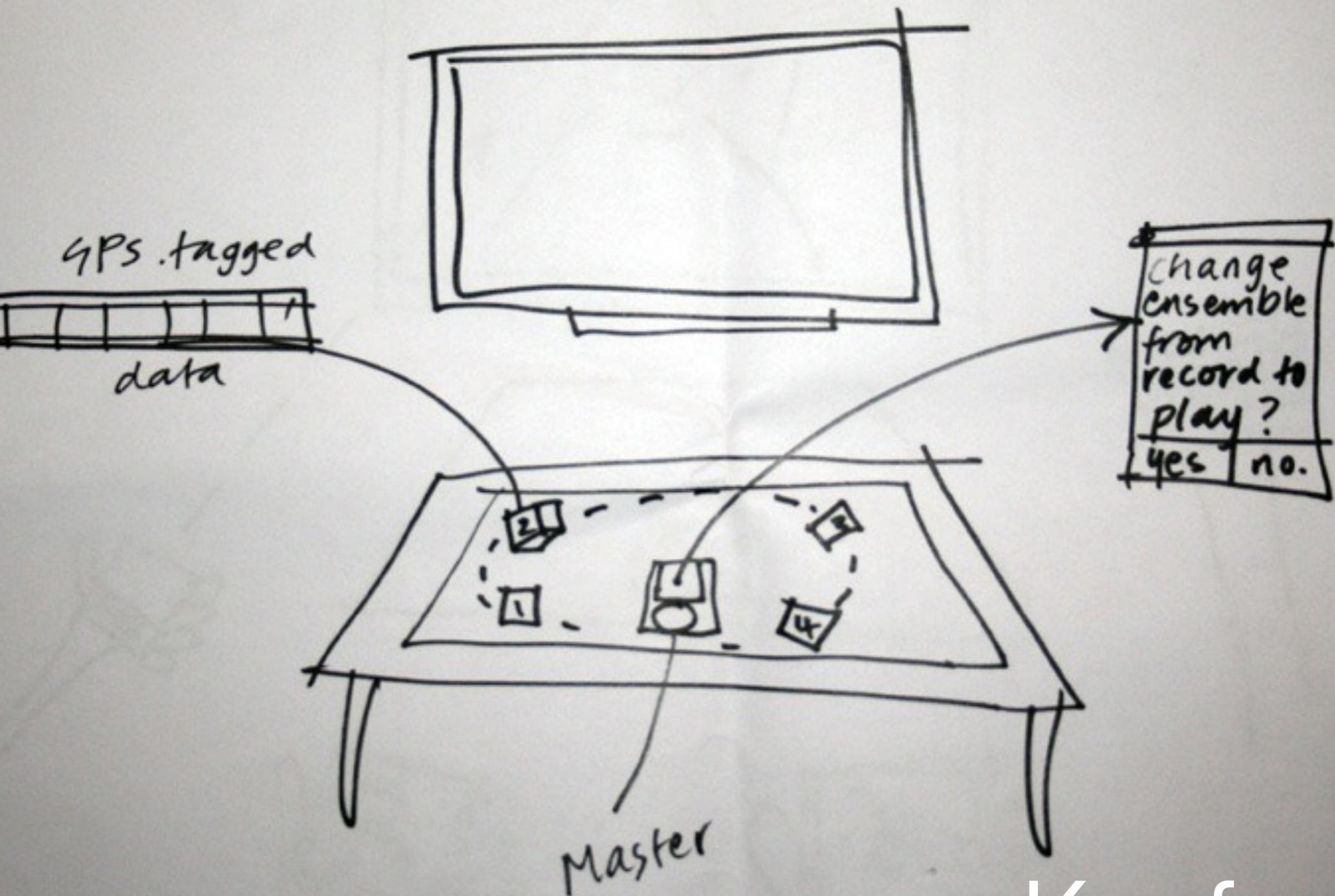


Keyframe

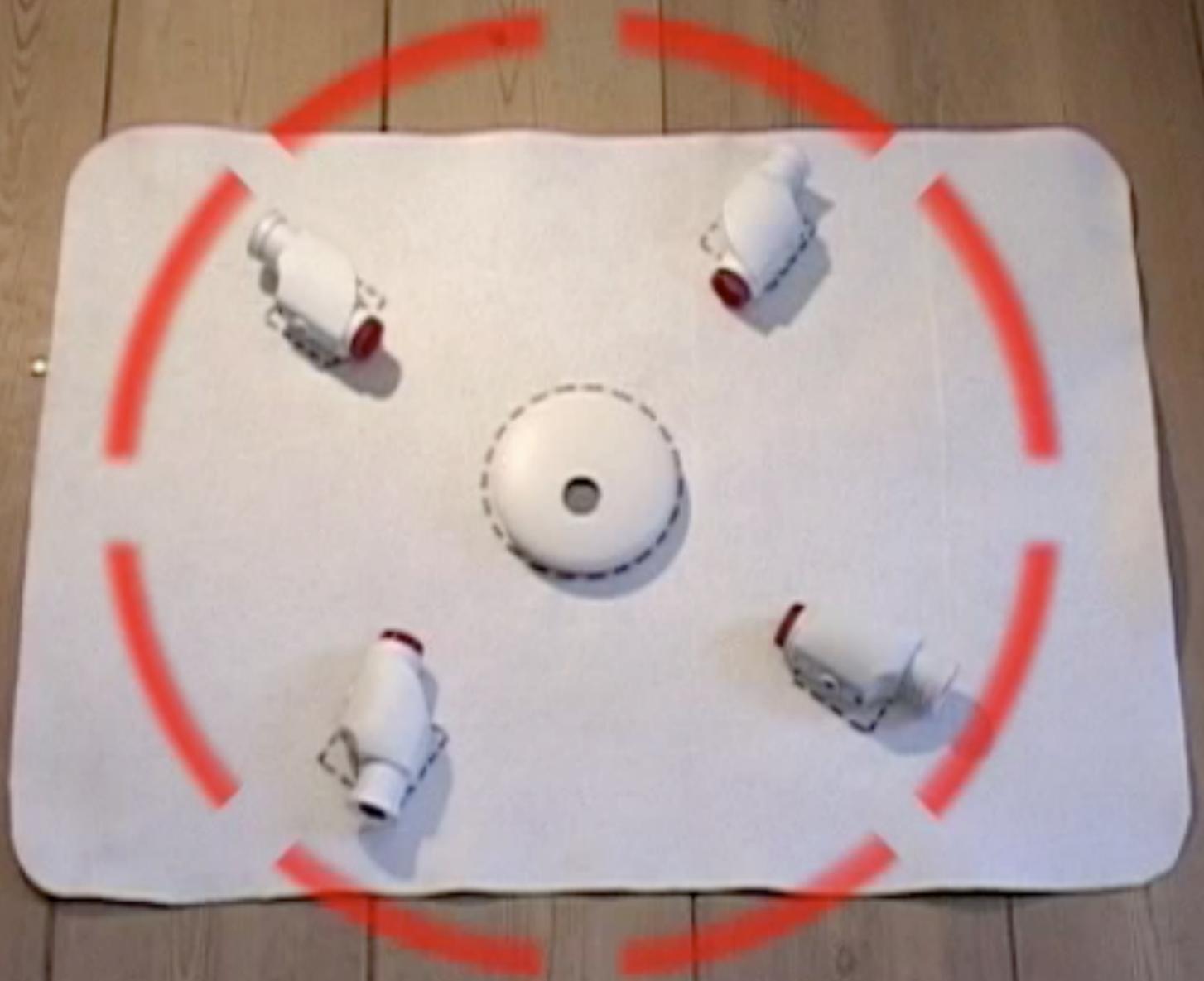


Video Shooting

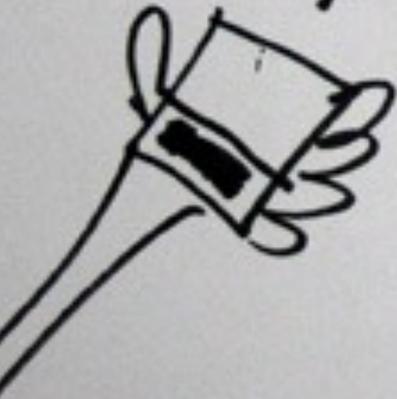
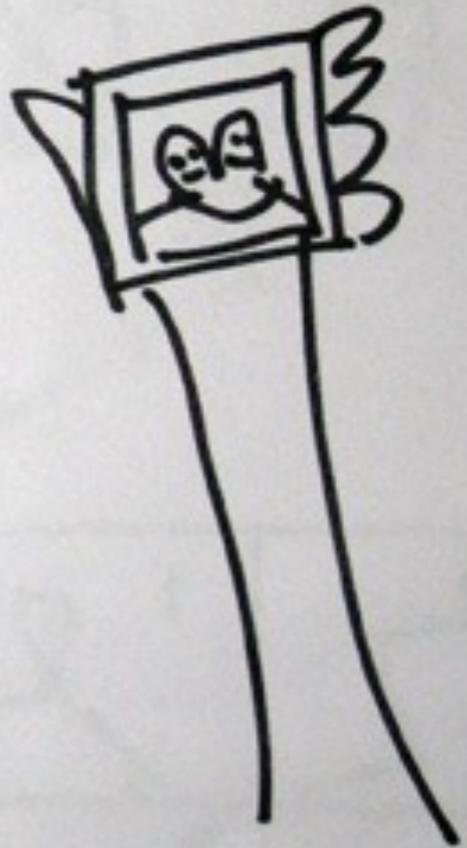
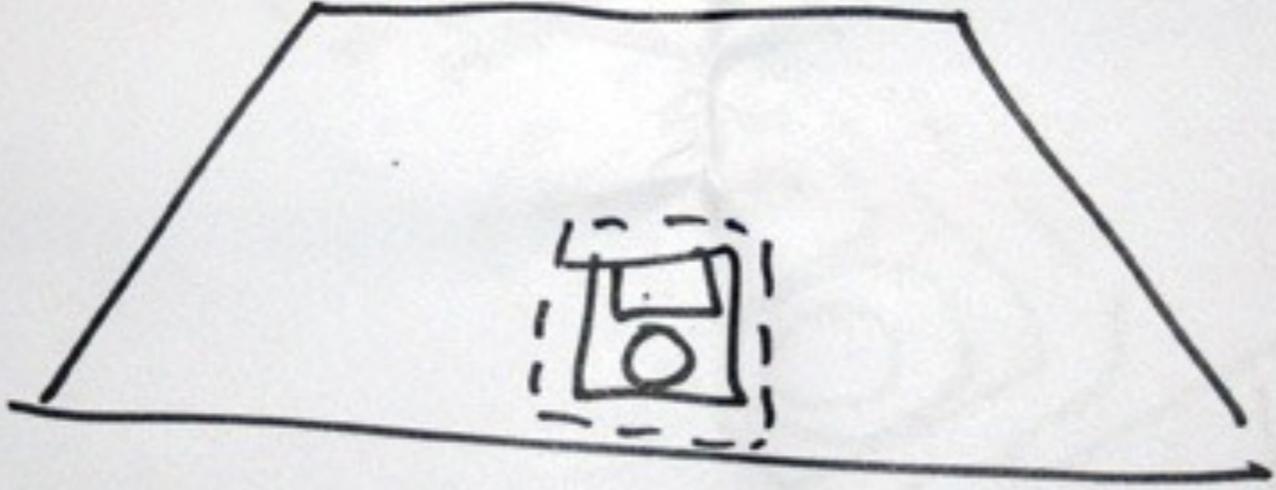
6



Keyframe



Video Shooting



Keyframe



Video Shooting

# Fourth Step

Editing



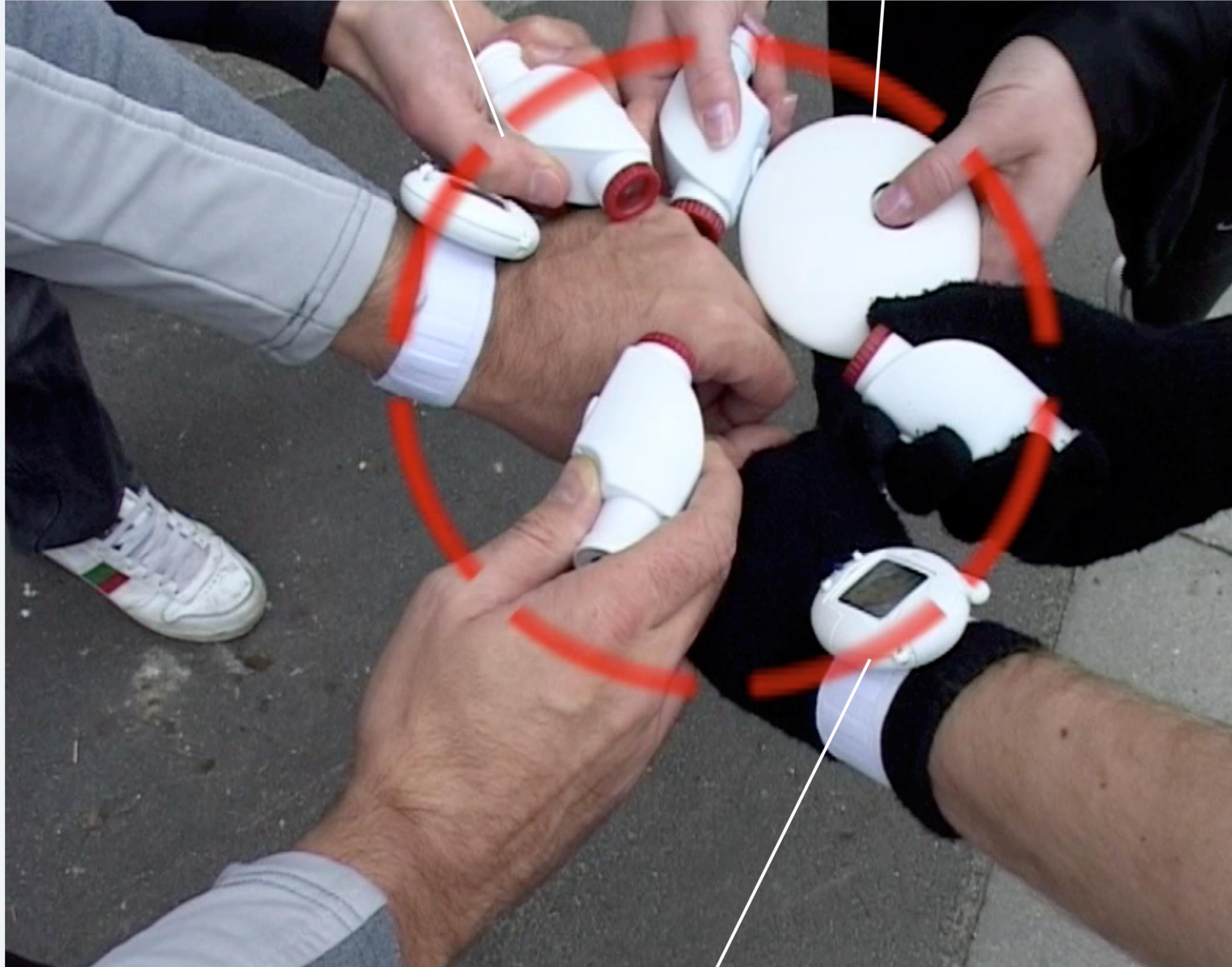
Editing

# Fifth Step

## Presentation

WiFi video camera

Wireless hard drive



Bluetooth GPS system

# Video Prototype



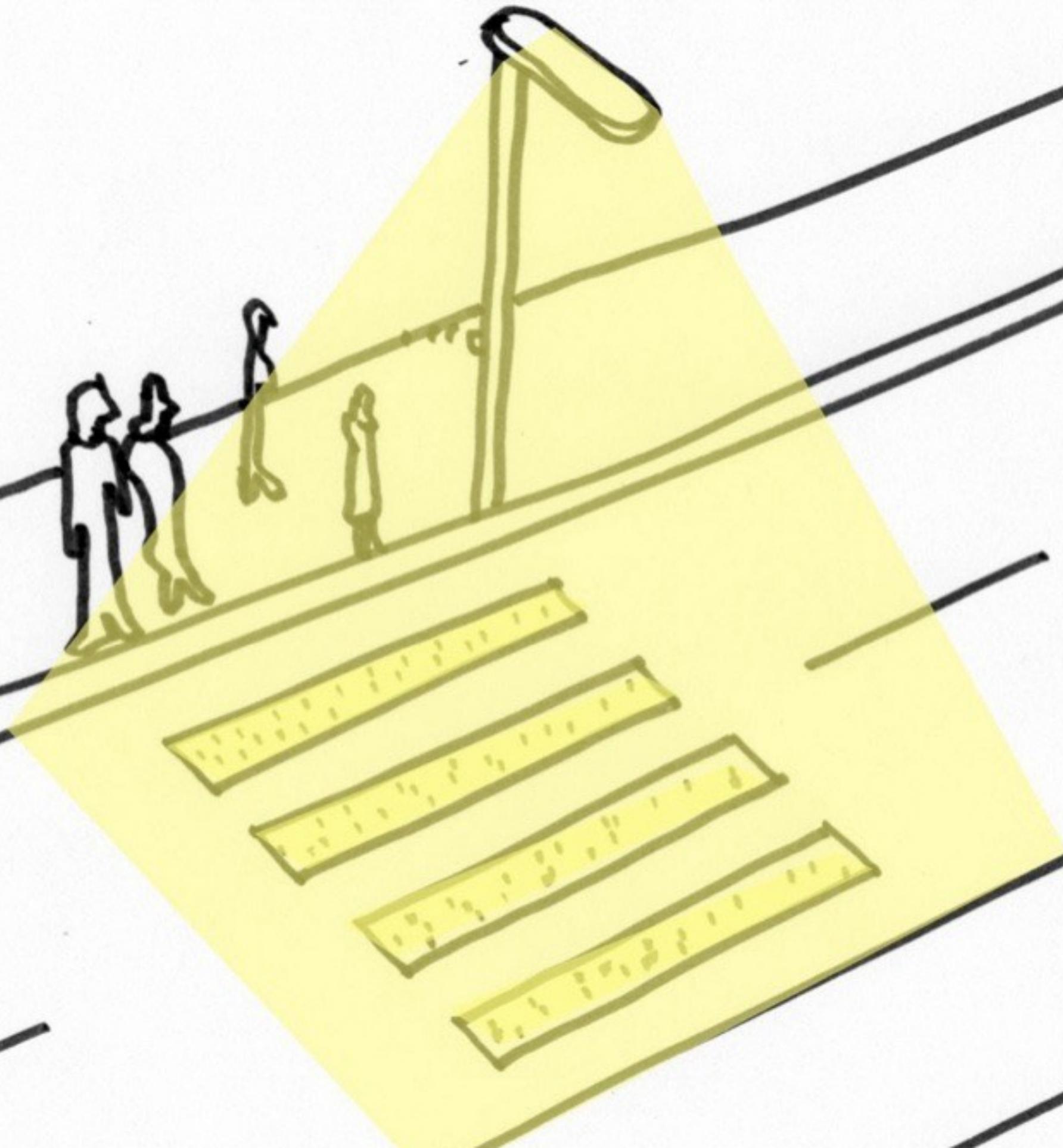
DROOAS  
NO  
43

# Part III: Different Video-Prototyping Examples

# Practical Example

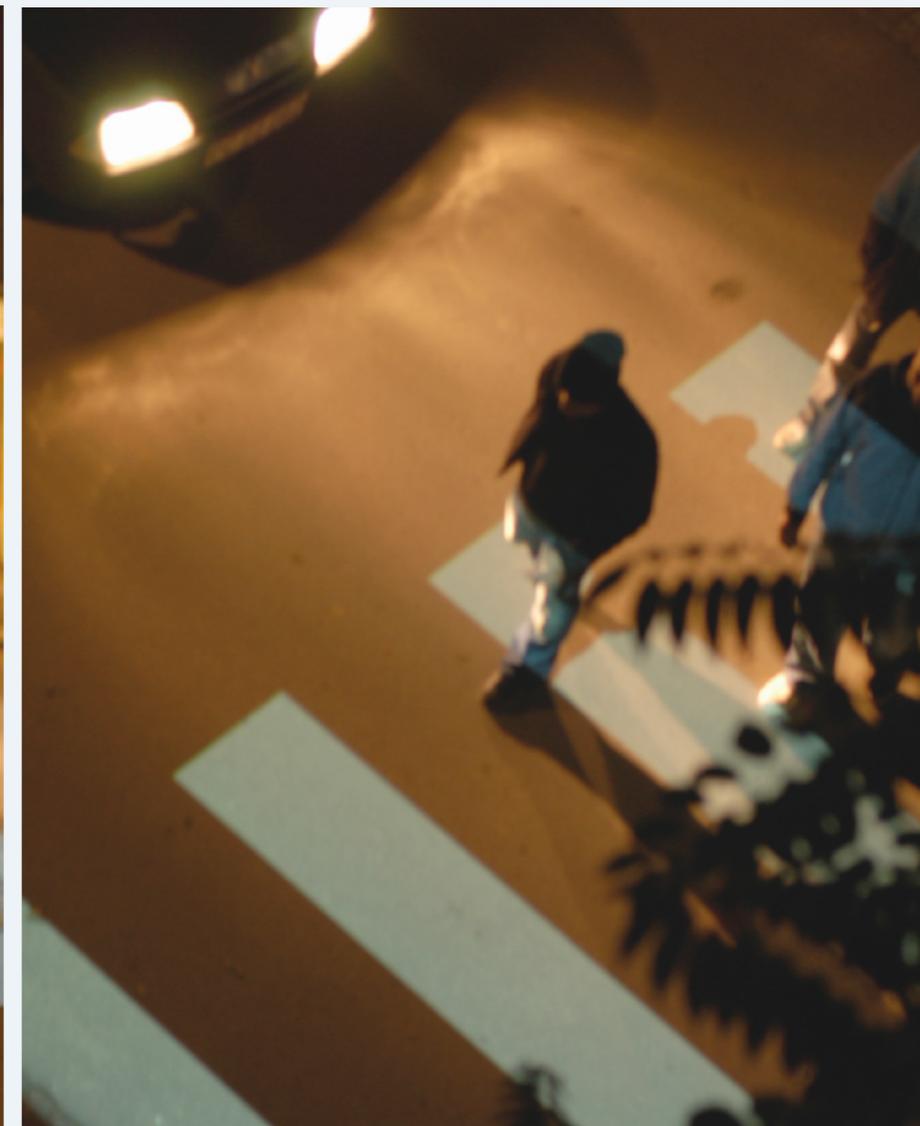
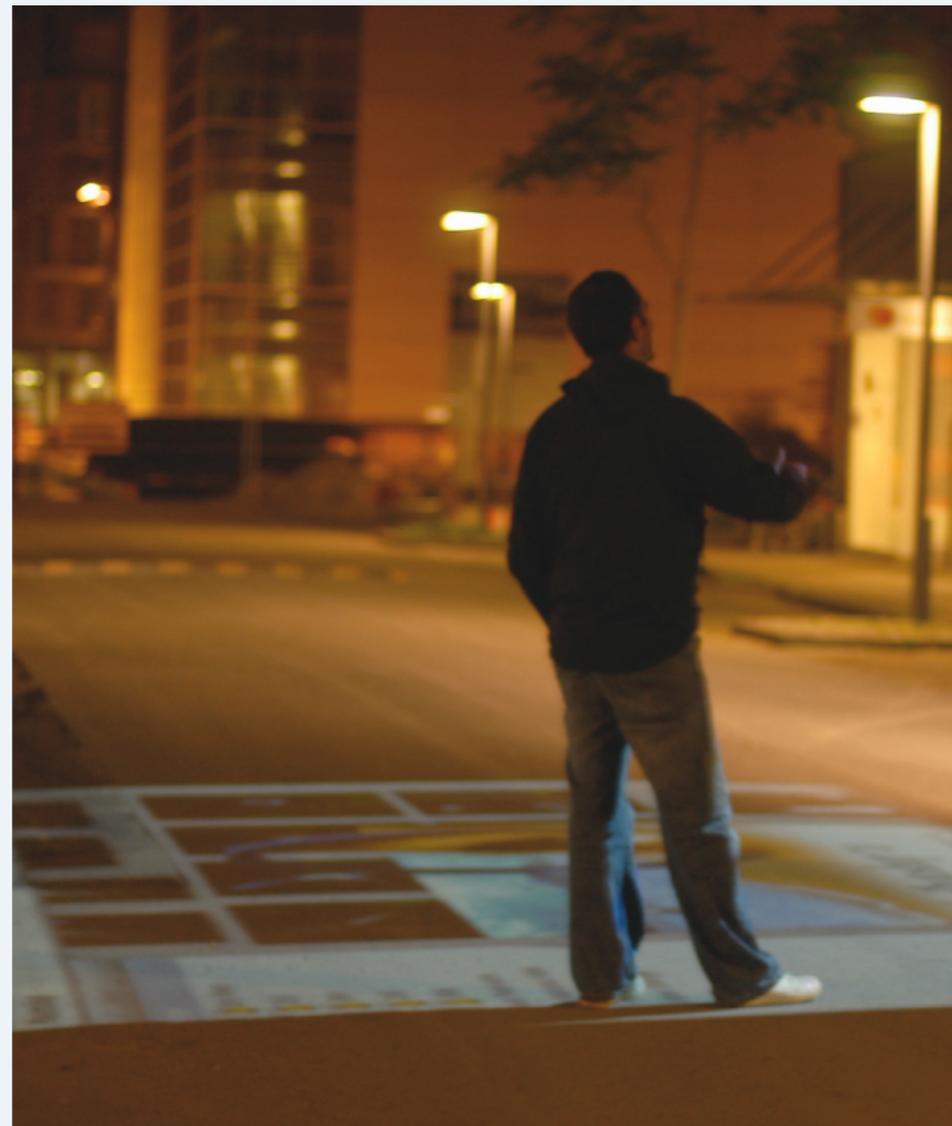
## Zebra Zone:

- Client: Phillips Lighting
- High-Fidelity Prototype
- approx. 1h prep. 2 hours filming 2h editing
- **Self Explanatory**
- **Goal: Communicating an Idea**



# Zebra Zone

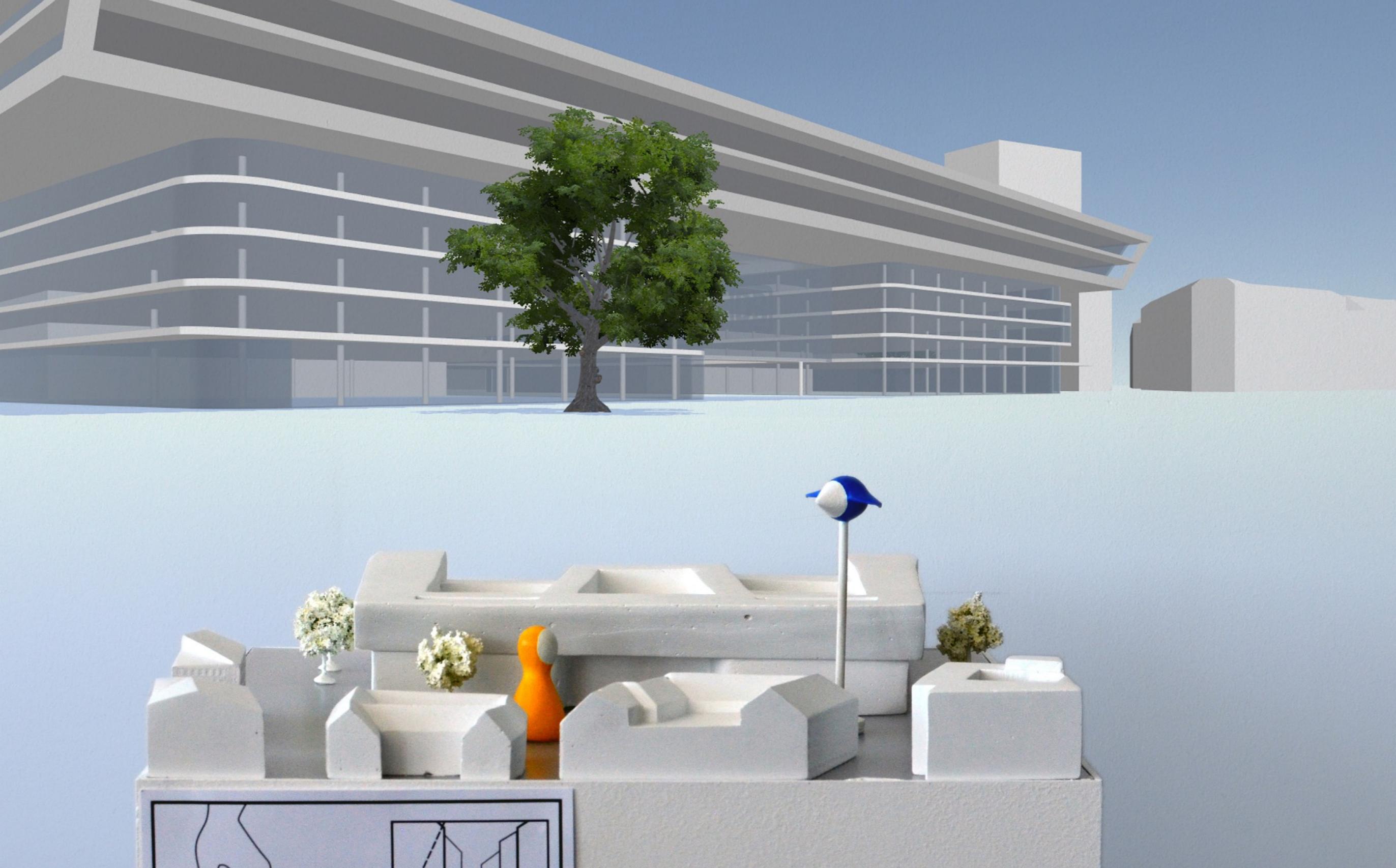
# The Smoke & Mirror Approach



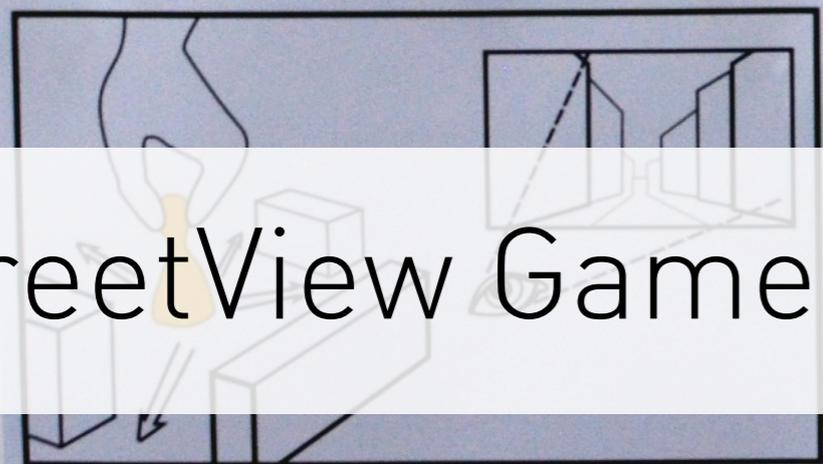
# Practical Example

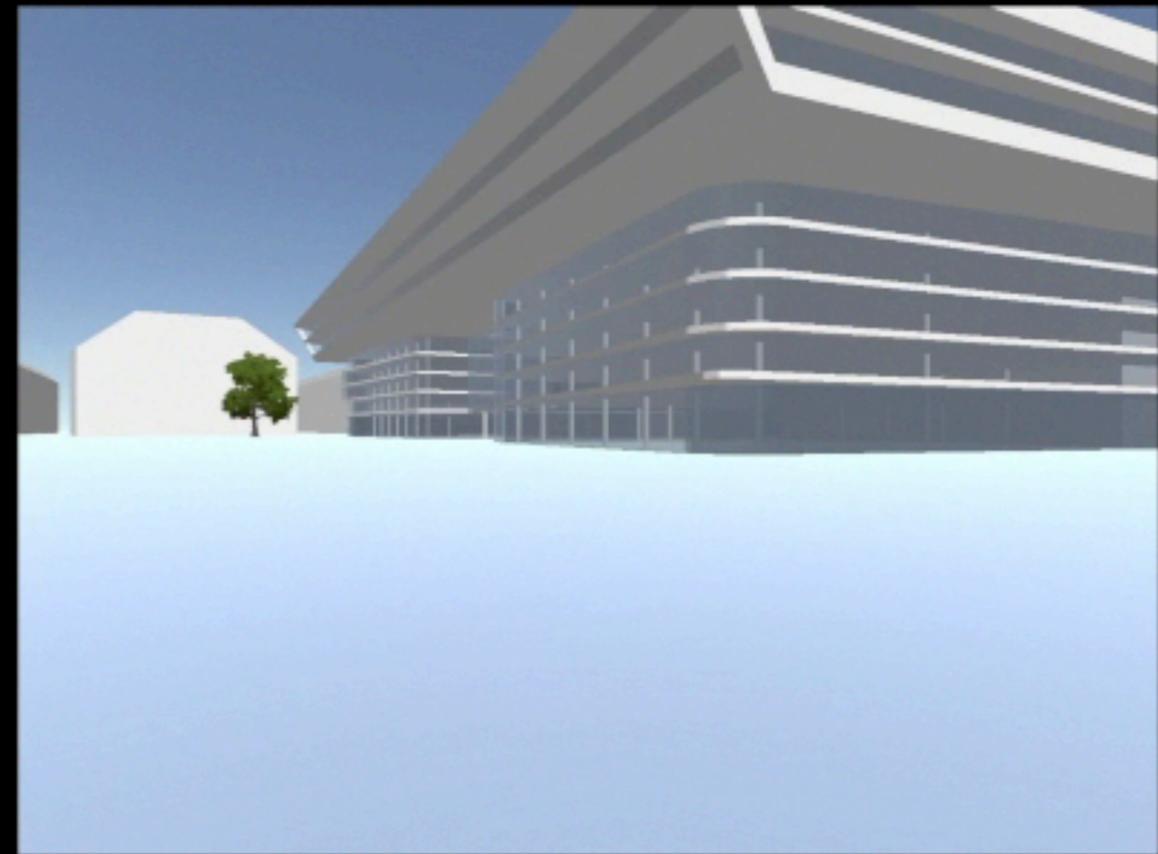
## Streetview Game:

- Client: GEWOFAG
- Low-Fidelity Prototype
- approx. 1h hour filming 3h editing
- (Partly) **Self Explanatory**
- **Goal: Documentation of a Mock-up**



StreetView Game





# StreetView Game

# Practical Example

## Tray:

- Deliverable: Course UX3
- High-Fidelity Prototype
- **Self Explanatory**
- **Goal: Presentation of a Digital Service**



# Part IV: Editing Basics

**Editing Basics :**

**Montage vs. Continuity**

**Example:**

**Continuity**

**Nike Commercial**



NIKE COMMERCIAL - TAKE IT TO THE NEXT LEVEL

Video Source: YouTube



Continuity :

- a logical coherence between shots
- the viewer shouldn't "feel" the cut
- the focus is on the story

# Example: Montage

## Alfred Hitchcock



ALFRED HITCHCOCK - INTERVIEW



Montage :

- new assembly of material to create new meanings
- artistic approach
- the viewer “feels” the effect

# Combining Images and Sound through Editing

**Example: Amateur**

Lasse Gjertsen



■ LASSE GJERTSEN - AMATEUR

Video Source: YouTube

**Example : Star Guitar**

**Michel Gondry**



STAR GUITAR - CHEMICAL BROTHERS

Video Source: YouTube



- material was produced and edited to match the audio
- layout of the compete “sound scape”
- objects (oranges) were used to represent “events”

# General Editing Rules:

- (If sound overlay is used) Cut on the beat to match the audio.
- Be ruthless about the cut's: judge shots critical to filter out the unimportant material
- Rule of thumb : one minute action can be described in max 10 sec

# Part V: Making Tea! & Deliverables

**From the Task Analysis**  
**to Video Shoot:**

# Goal

Make cup of tea

## Sub-Goals

Heat water

Infuse tea

Add milk/sugar/lemon

## Unit Tasks

Fill  
kettle

Boil  
kettle

Place tea  
bag in cup

Add hot  
water

Add  
milk

Add  
sugar

Add  
lemon

## Artifacts

water, kettle

tea bag, cup, hot water

milk, sugar,  
lemon, spoon



# Goal

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## Artifacts

water, kettle

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# Video-format and Duration

The video should have the following format:

- MPEG-4, max 3min.
- resolution 640 x 480, codec: AAC, H.264
- be sure that the video is self-explanatory
  - explain necessary background information in the beginning of the video
- consider that **font sizes** should be big enough and readable (**time**) when your video is being presented

# Shotlist:

## Gives guidance and structure

### SHOT LIST

Production Title: Memento	Director: Christopher Nolan	Cinematographer: Wally Pfister
---------------------------	-----------------------------	--------------------------------

SHOT #	LOCATION	SHOT TYPE	CAMERA ANGLE	CAMERA MOVEMENT	SHOT DESCRIPTION (subject, action, lighting, etc.)
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# Now

- Create a shot list
- Consider screens and artefacts you will need (Props)
- Film Key-Frames
- Distribute tasks among the team
- Gather back **Thursday 1p.m. (c.t.)**

## Second Blog Post

- Storyboard & about 150 words abstract
- categories: WS1718; Concept, Team X
  - deadline: 21/03 11:59 a.m.

# References

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