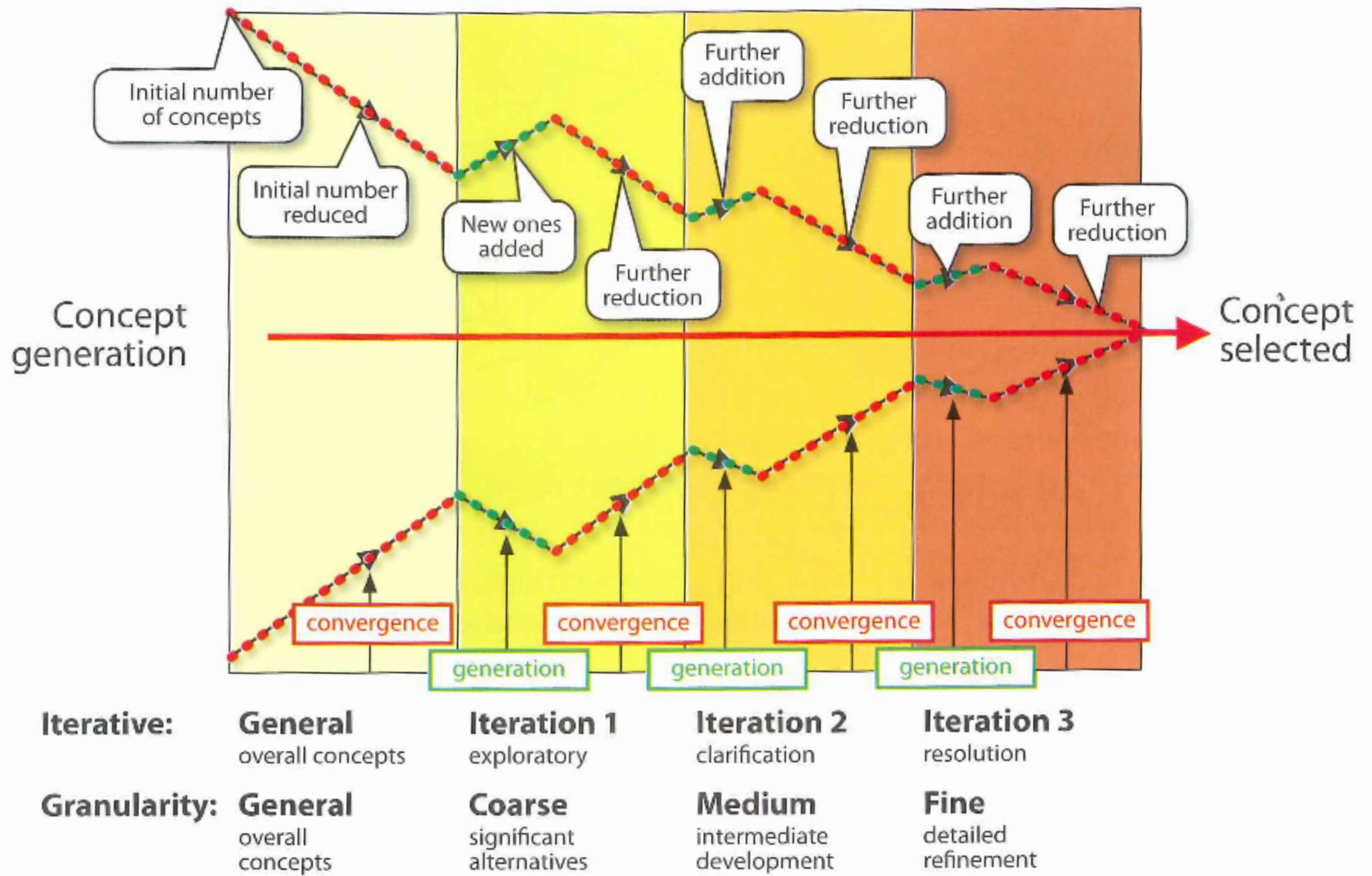# Video-Prototyping UX3 Summer Term 2021

Representing complex relationships, new behaviours and attitudes are an integral part of UX 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.
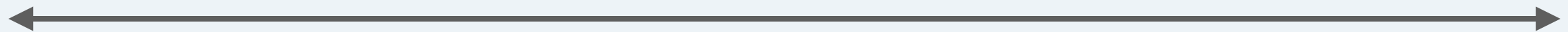
"Just Enough Prototyping"

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

$\longleftrightarrow$

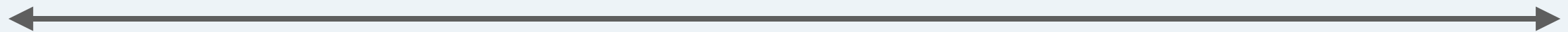|	
Open Discussion	Sharp Opinions
Prompting Required	Self Explanatory
Quick and Dirty	Deliberate and Refined
Early Validation	Concrete Ideas

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

Getting Started
Things you´ll need:

- 6 Key-frame Storyboard
- Shotlist
- Camera
- **Props and/or Low/High-Fidelity Artefacts**

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

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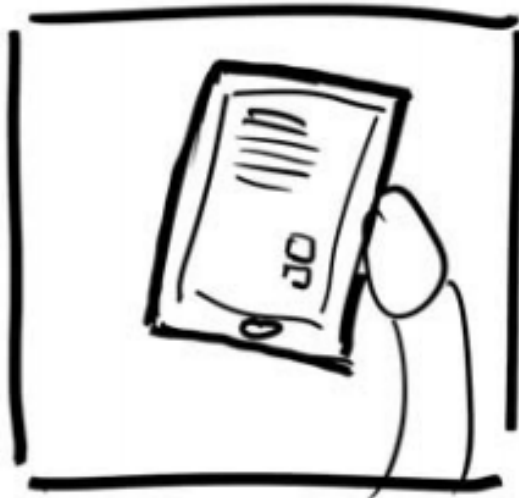A view showing details of the setting, location, etc.

Long shot
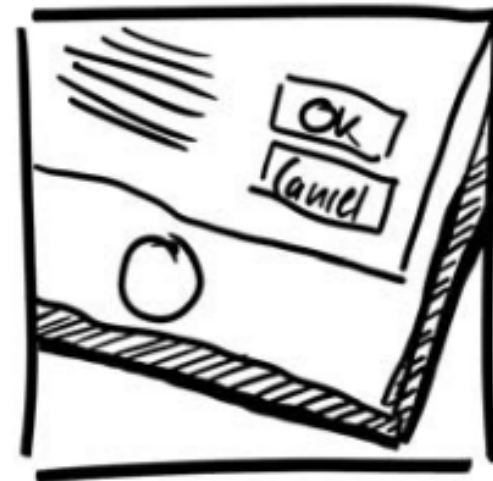Showing the full height of a person.

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
#2	Ext.	MCU	LA	Steadicam	Lower Body, Dark, Replacing something in pocket
#3	Ext.	CU	EL	Steadicam	Face Shown, Half of face it.
#4	Ext.	XCU	TH	Rack Focus	Blood on floor, flowing in reverse
#5	Ext.	XCU	HA	Rack Focus	Bullet on floor
#6	Ext.	XCU	LA	Rack Focus	Glasses on floor, Dimly lit
#7	Ext.	MS	POV-Leonard	Rack Focus	Man on floor, Blood Surrounding him
#8	Ext.	MLS	LA	Tilt	Leonard Retrieving gun backwards, Kneeling down
#9	Ext.	XCU	HA	Rack Focus	Bullet Flowing Backwards, Dark shadows from under
#10	Ext.	XCU	LA	Rack Focus	Glasses falling in reverse, Dark shadows to the left
#11	Ext.	MS	POV-Leonard	Dolly	Man's body falling in reverse, Mixed Light, Shadows
#12	Ext.	XCU	TH	Dolly-in	Close up of Bullet being ejected from gun in reverse, gun in shadow
#13	Ext.	MCU	LA	Dolly-Out	Leonard shooting gun, half shaded, light through window
#14	Ext.	CU	OTS-2S	Rack Focus	Leonard face in shadow, light straining on floor

Filming Props:
Play a central role in the video-prototype
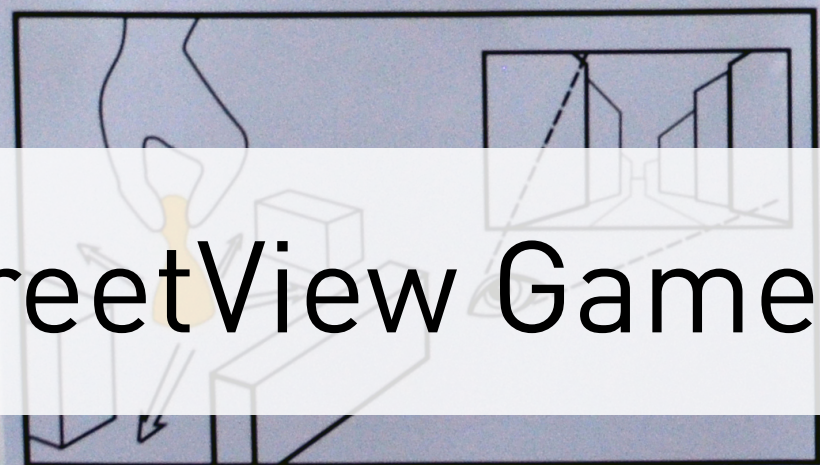and help to communicate a complex technology relationship
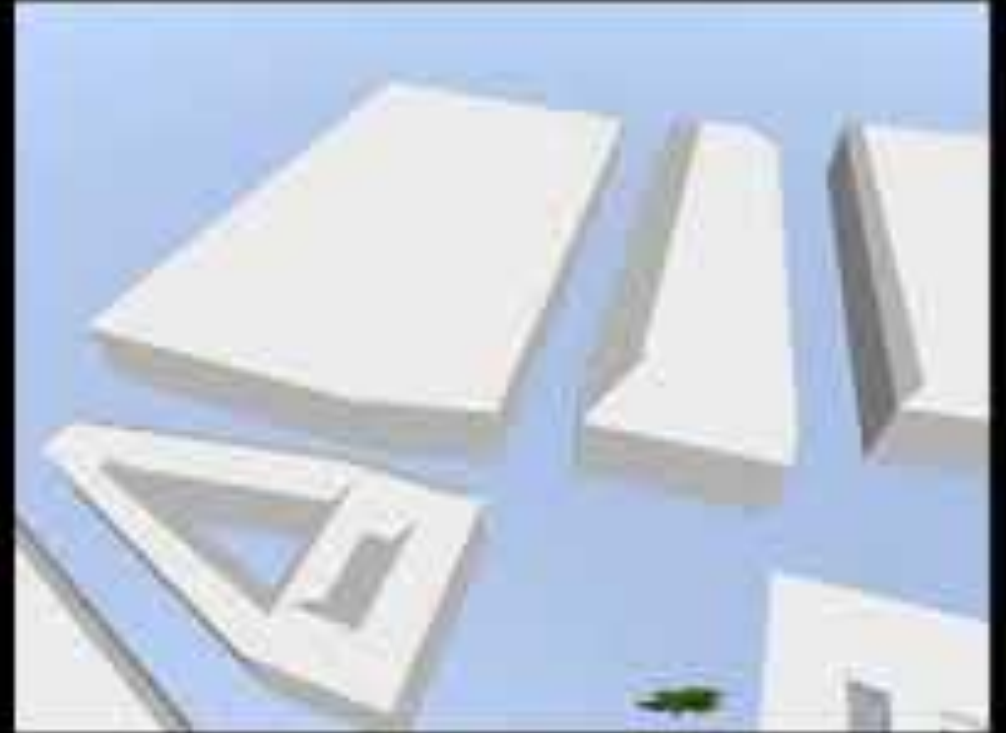
Practical Example Streetview Game:

- 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

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

Video-format and Duration

The video should have the following format:
 -MPEG-4, max 2-3 min.
- be sure that the video is self-explanatory
 -explain necessary background information (if required)
-consider that font sizes should be big enough and readable (time) when your video is being presented

Decide on one concept

- combine your favourite ideas
- kick out least favourite ones
- merge into one final storyboard
-take inspirations from film-making

-be cautious with inspirations from previous years

Now

- Create a shot list
- Consider screens and artefacts you will need (Props)
- Film Key-und Sub-Frames
- Distribute tasks among the team
- Group-Review will be on Thursday (optional, on demand)

Second Blog Post

- Storyboard & about 150 words abstract
- categories: SS2021; Concept, Team X
- deadline: 29/09 11:59 a.m.

Final Presentation
01st of October 9 a.m.

For this meeting please prepare (5-7min per team):
-a short introduction to YOUR interviewed user group
(maybe with an image form the research) and read out the
most prominent insight(s)
-show the video prototype
-reflect on values and potential in the conclusion of your
presentation (i.e. after the video-prototype)

References

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- Marion Buchenau and Jane Fulton Suri. Experience Prototype, in the Proceedings of ACM DIS '00, pp. 424–433, 2000.

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- Jonas Löwgren, Animated use sketches as design representations, interactions, v.11 n.6, November + December 2004

- Raghu Kolli, Using video scenarios to present consumer product interfaces, INTERACT '93 and CHI '93 conference companion on Human factors in computing systems, p.61-62, April 24-29, 1993, Amsterdam, The Netherlands

- Chris Crawford on Interactive Storytelling (New Riders Games) by Chris Crawford (Oct 16, 2004) , ISBN-10: 0321278909