

3D Interaction in Mixed Realities
Computer Science Department - IME/USP

Concept Video

based on CS147 concept video

readings

Tohidi, Buxton, Baecker, Sellen. “Getting the Right Design and the Design Right: Testing Many Is Better Than One”, CHI 2006.

<https://www.billbuxton.com/rightDesign.pdf>

Outline

Tasks

Video Prototypes

Concept Videos

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

What are the real tasks users have faced or will face?

collect any necessary material

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 users)

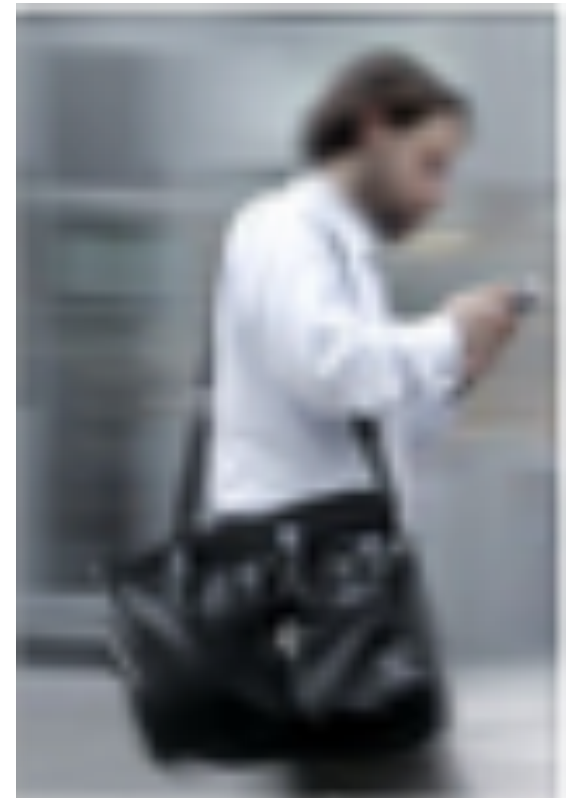
What should task look like?

Say what users “want to do”, but “not how”

allows comparing different design alternatives

John is visiting São Paulo and wants to find the restaurant 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.

(good task)



What should task look like?

Say what users “want to do”, but “not how”

allows comparing different design alternatives



John clicks on the “Restaurant Dev Null” icon and selects “directions to” as he walks down the street.

Bad task

What should task look like?

Say what users “want to do”, but “not how”

allows comparing different design alternatives

Be specific - stories based on facts!

say who users are (use POVs or personas)

design can really differ depending on who

name names (allows getting more info later)

characteristics of users (job, expertise, etc)

Forces us to fill out description w/ relevant details

Tasks

should describe a complete goal, that forces us to consider how features work together.

Using tasks in design

Write up a description of tasks

formally or informally

run by users and rest of the design team

get more information where needed

Example: Let my friends know where I am

Mike is in the city at a bar that he wasn't planning to go to and would like to let his friends, Larry and Boby, know where he is and be notified when they are about to get to the bar.

Using tasks in design

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 the users have 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**

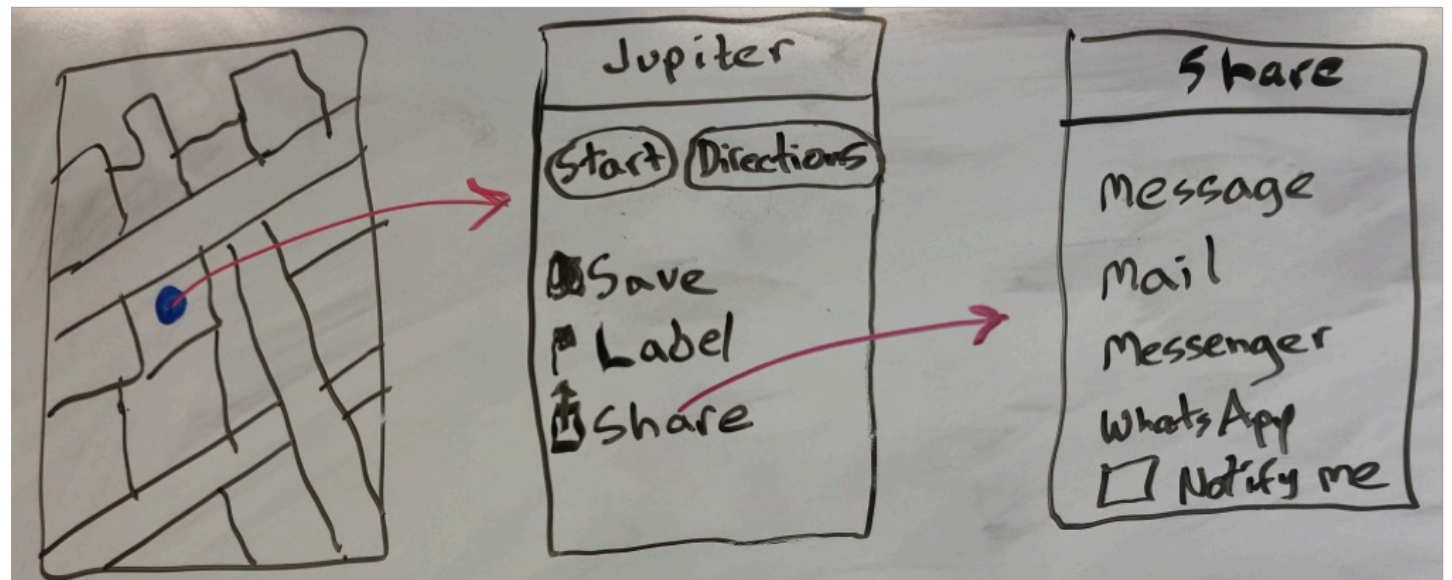
tasks are NOT

Task Flows force us to

show how various features will work together

settle design arguments by seeing examples

Show users task flows to get feedback



What

How

Task

**Task
Flow**

**Concept
Video**

**Video
Prototype**

Video Prototypes

Illustrate **how users will interact** with the 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 example

BURBLE - <https://vimeo.com/7325236>

Concept Video

how to capture an early concept and tell a story

VW Commercial

<https://www.youtube.com/watch?v=0RHCGfZhheM>



It's about stories



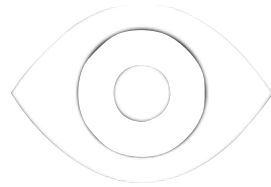
It's about details

Key pieces of successful concept videos



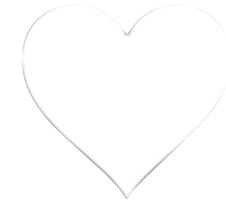
People
(roles)

kid & parents



Context
(scene)

**wants to use force, but failing
upper middle class - VW land**



The Solution
(props)

**Dad's car let's you remotely
turn it on. The force is alive!**

keep it simple



Use what you know and what you have

microhealth video example

<https://vimeo.com/54997639>

buckets video example

<https://vimeo.com/142601825>

Objective

The goal of any good conceptual film is to let someone to understand your project simply by watching your film



Making a concept video

DEFINE

What is the message of the film?

What is the value proposition you offer?

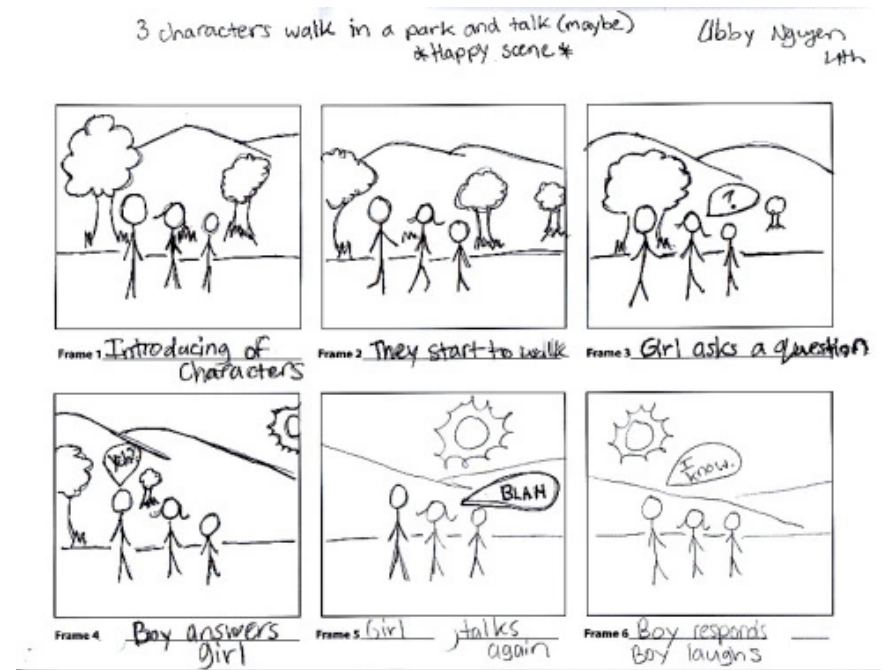
Can you describe it in a few lines?

MAKE A BASIC PLOT

discuss plot ideas til you get a few that really makes sense, decide characters

STORYBOARD

Turn these into multiple storyboards of scenes to plan how you will film it



Storyboarding

Use sticky notes so scenes can be moved

Include lines to be spoken if necessary

Use appropriate angles



Storyboarding

Scene 4

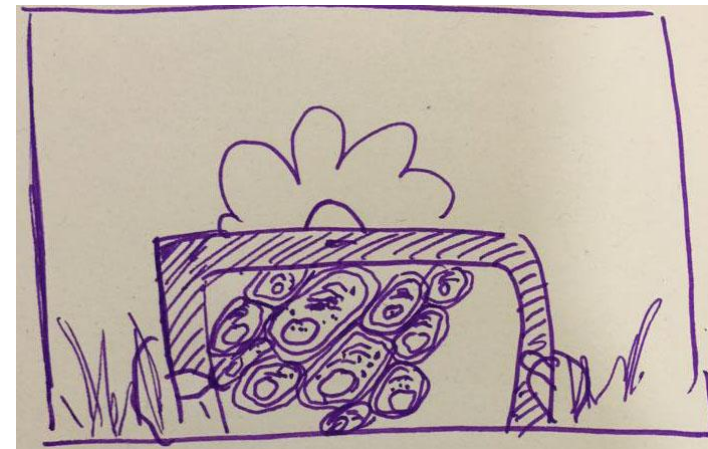
words on screen: investigate voiceover.
The microfone is the powerhouse of
the cell

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 celular 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 for free)

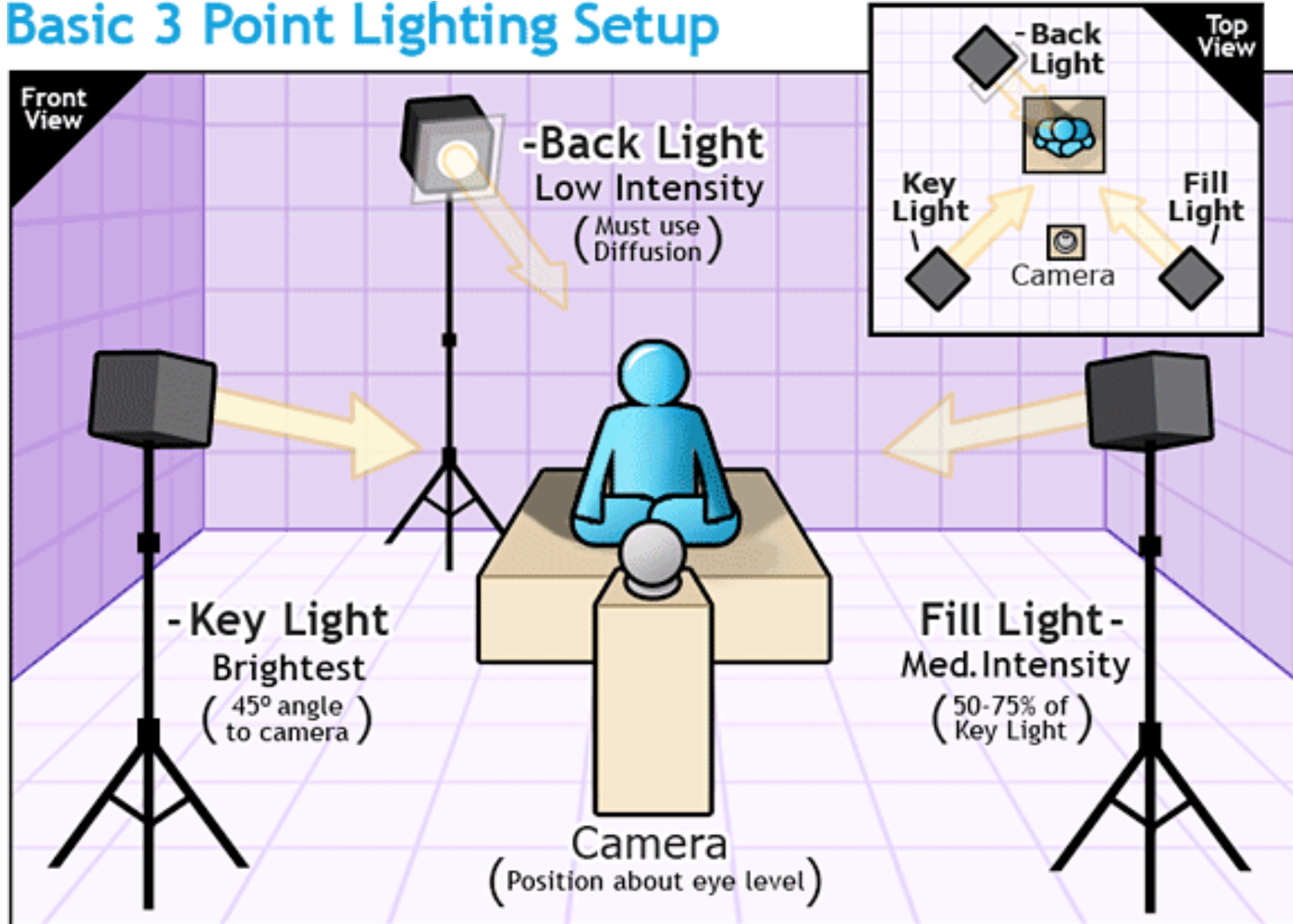
EDIT YOUR FILM

use your storyboard! This part should be simple if you have storyboarded correctly.

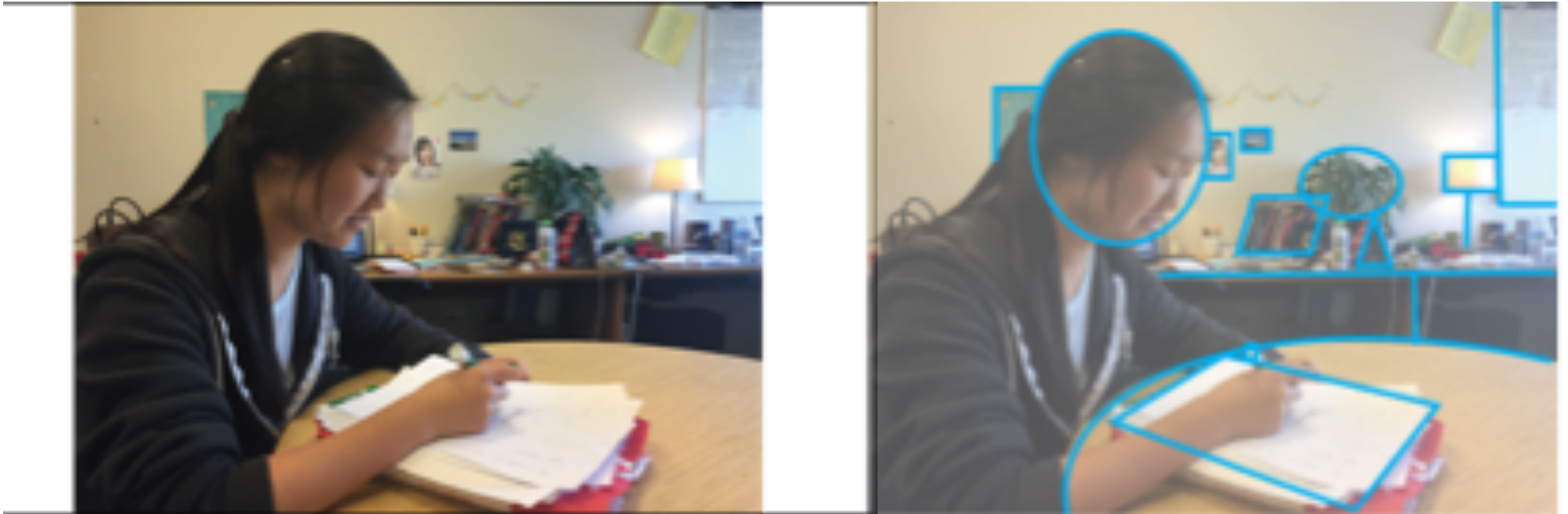
Tips shooting

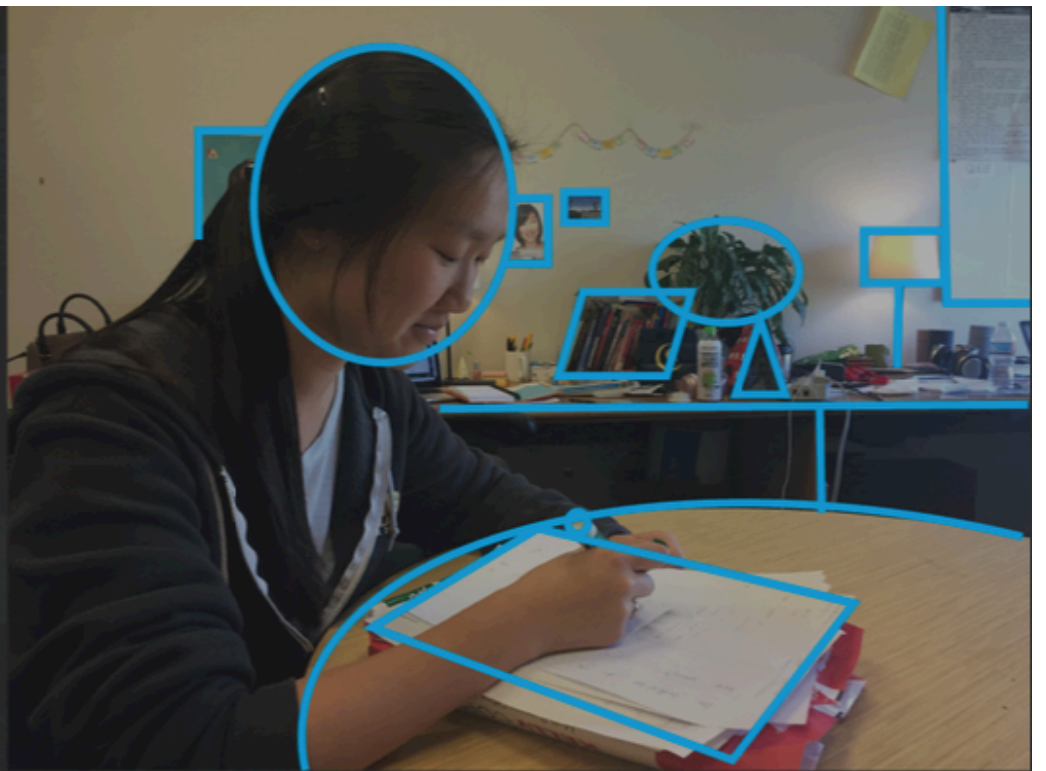
Lighting

Basic 3 Point Lighting Setup



avoid clutter







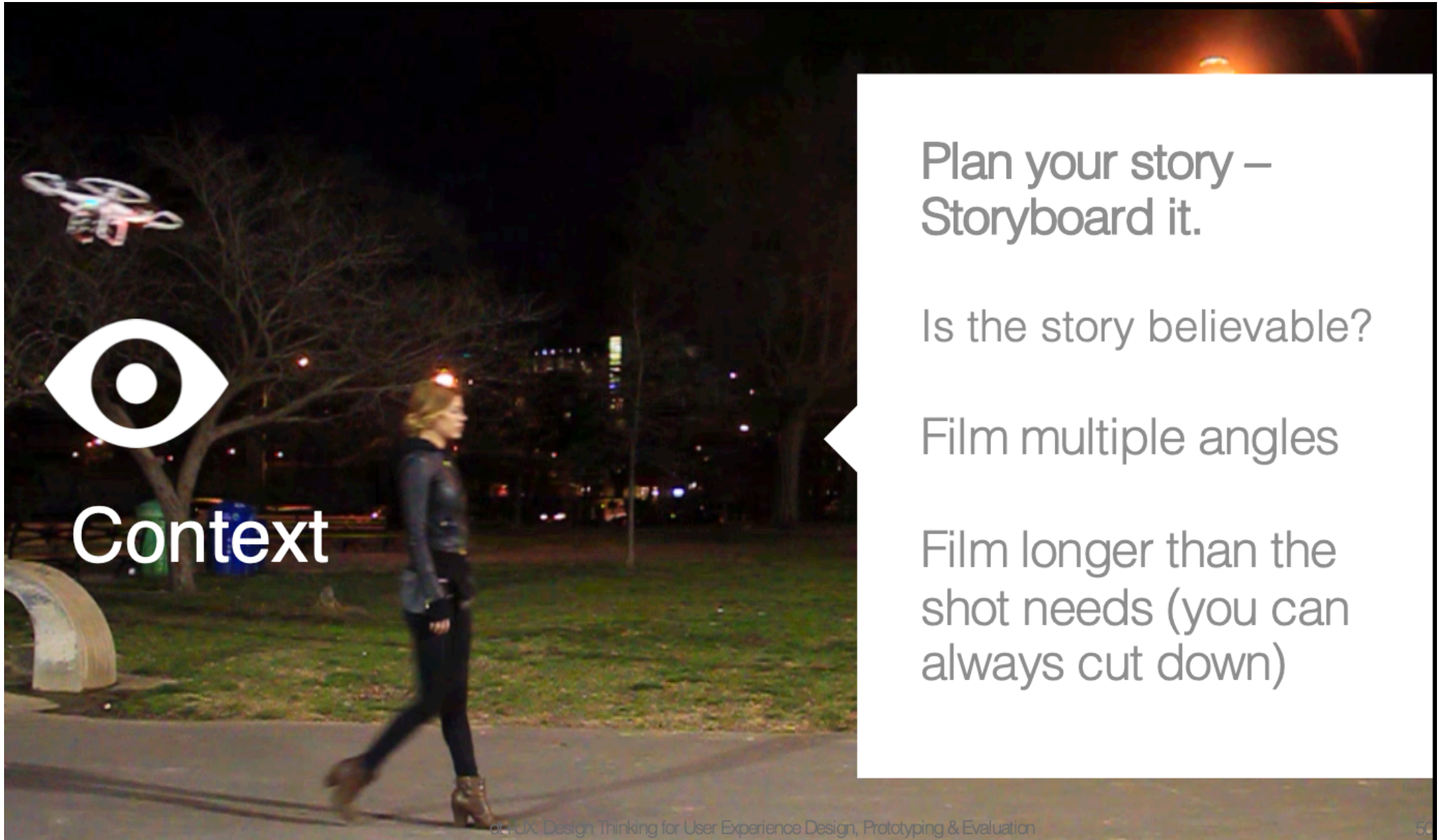
People

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



Context

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 example

<https://hci.stanford.edu/courses/cs147/2015/au/projects/creation/choreolab/#demo>

Summary

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

shows HOW

Concept videos set up more of THE STORY of use

shows WHAT

Both techniques are useful

your projects are at the concept video stage