

Learning Outcome 3: Iterative Design: Group Project 2 – Videos

How we started, taking the clips:

One of the group members mixed a very short “song”, which we decided to use as a base.

“If you don’t know where to go! We help you find your way! Explorebreda.nl”

The next step was to go to Breda. So we hopped on a train and traveled to Breda to make short clips, that we could use later.

We didn’t have a very specific plan, so we just filmed a lot of things and hoped that with some editing it would be enough.

Video editing:

The scenario for the main video that I edited was to tell a short story about a girl who travels to Breda, where she doesn’t know what to do, and because of that she is sad, and here comes the solution – the website, which helps to have fun in Breda.

Editing the clips was very amusing (I used Premier Pro for this), and I managed to find great clips to make it funny and fast-paced.

I took out the music at one part where we spoke, which was a great way to emphasize the whole story.

User testing:

When me, and my other groupmate finished our version of these edits, we did some user testing where we asked 6 people to check both videos and choose one which is more engaging.

The problem with these tests was, that how no one likes to hear a joke 3 times, watching a video like this for the second time it is always gets a bit boring, therefore every time we showed the 2 videos, everyone chose the one which we presented first.

So in the end we decided on a solution, that we should merge the 2 videos into one.

Conclusion:

Overall I think the video is very captivating (just don’t watch it too much), and it was a great way of reaching our target because the feedback that we got was very positive.

I attached my version of video separately.