Video Prototypes

Due: Tuesday, March 14, 2017 (in class)

Overview

The goal of this assignment is to create a high-quality video that demonstrates the value proposition of your final high-fidelity prototype. Unlike in a concept video, showing your user interface clearly and having high quality production values are important at this stage.

Project Requirements

1. Storyboard at least three scenes where actors will carry out the task flows from your key tasks. These are planning storyboards that you will use to shoot your video (these storyboards are different than UI flow storyboards). Focus on the *context/setting*, the *actors* that will be demonstrating your solution, and the *user interface of the solution* you have created.

2. Create a video prototype *illustrating each of the three task flo*ws. The more it feels like one seamless story, rather than 3 segments, the better. Make sure to set up the story at the start of your video rather than just showing the UI. But, make sure the UI comes into this video early on (within say 30 seconds) to show how your product solves the problem you have set up. Use music or other video techniques to make clear how your solution leads to a positive outcome.

   Your video must be under 2:00 in length and under 1:30 would be even better.

Deliverables

Make sure high-resolution versions of the video is copied to your project web page for download. Also upload versions of the video to Vimeo or YouTube for streaming. Put links on your project web site to **both versions** (local download & Vimeo/YouTube). Please show us an early cut of the video for feedback before the final deliverable.

Grading Criteria (100 pts)

You will be graded on how well your video illustrates each of the task flows and sets the context for the problem you have identified, as well as makes clear what your application solution is and how a user interacts with your application's user interface. More importantly you will also be graded on whether the video properly shows the **context** of how the interface will be used (the back story), the user interface to carry out the key tasks, and makes the **value proposition** of your application clear. In addition, we are looking for **better production values** in this video in terms of the shots you make (from different angles and distances), the editing between shots, the pacing, the sound quality (very important), the titles (if any), and simply how well your video tells a story. Finally, you will also be graded on whether the video was 2:00 or less in length.