# Heuristic Evaluation Video Production Process

## Preproduction

1. **Identify audience and goals.** 
   1. **Audience =** Developer or project manager in VA**,** not HF trained
   2. **Goals**
      1. Demonstrate in visual form the concepts discussed on UX Guide site as a way to reinforce teachings.
      2. Increase utility of the site for its audience.
      3. Increase traffic to site.
2. **Define topic, learning objectives,** and **scope** (will this be a one-off video or part of a series?).
   1. Topic: Heuristic Evaluation
   2. Learn how to conduct a heuristic evaluation on a clinical reminder dialog.
   3. Single video – should explain entire process
3. **Research and decide on video style** (how-to, explainer, etc.).
   1. How to – show a step-by-step heuristic evaluation being performed on a clinical reminder dialog.
   2. Do we want to have a person appear on screen, or just show the dialog box as the expert talks about it?
4. **Identify talent, resources, and locations**.
   1. Expert = Dan? Blake?
   2. Who will narrate?
   3. It should be possible to do this from the office of expert/narrator. If the narrator will appear on screen, could use a greenscreen. Proper lighting and good sound could be a challenge.
   4. Need to hire video editor. Would be best to do this best we get too far along in the process.
   5. Will need a high-quality microphone, software to record narration, screen capture software (?), 4k camera and lighting kit if we decide to show a person on screen.
5. **Draft script** using the script template (see below).
   1. Michael and Dan?
6. **Get expert to review script**.
   1. Internal BAC team review.
   2. Need to identify who should review script from the VA HFE team.
   3. Should also have Stephanie review, if she isn’t the VA HFE team reviewer.
7. **Revise script**.
   1. Michael to revise based on all feedback.
8. **Storyboard script**.
   1. Include descriptions of visuals that will go with the audio.
   2. Determine the order in which the scenes will be shot.

## Production

1. **Film video** based on approved script/storyboard. **Record primary audio**. **Develop animations** if needed.
   1. Record ambient audio, if appropriate.
   2. Coordinate between animator and audio recording, if appropriate.
2. **Edit video** to improve flow of story and include any graphics.
   1. Add music and other audio as needed.
3. **Revise edit** as needed based on feedback.
4. **Prepare video for web distribution** (will depend on platform).
   1. Caption the video.

## Sample Script Template

# Title

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Story Element | Time Code | Visual | Audio | Notes |
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