# Heuristic Evaluation Video Production Process

## Preproduction

1. **Identify audience and goals.** 
   1. **Audience =** CAC or similar experience level**,** not HF trained
   2. **Goals**
      1. Demonstrate in visual form the concepts discussed on UX Guide site as a way to reinforce teachings.
      2. Improve performance of this method for its audience.
      3. Increase user satisfaction with site.
2. **Define topic, learning objectives,** and **scope**.
   1. Topic: Heuristic Evaluation
   2. Learn how to conduct a heuristic evaluation.
   3. One of a series exploring heuristic evaluation.
   4. 3-5 minutes
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. Use the method how-to as the basis for the script. Include a specific example (Emergency Medicine?).
   2. Narration only (no person on-screen); show screens from CRDT and instruments; text emphasize key points.
4. **Identify talent, resources, and locations**.
   1. Expert = Dan
   2. Who will narrate = Dan
   3. Dan will record the video via Webex or a similar technology.
   4. Dan will edit the video.
5. **Draft script** using the script template (see below).
   1. Dan will draft, Michael will edit.
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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