Slide 1 - 4 Michael

Hello and good morning everyone, I would like to introduce myself. My name is Michael and the rest of the group, beginning with Aidan, Jacob, and Chris. **End of slide 1(Cue)**

The outline of our presentation will be as follows, a history of our work, a description of our user group, Assumptions made, changes from peer feedback and final project demo.

To segway into a brief history of our work **(Cue) End of slide 2**

Every great design begins with an even better story Lorinda Mamo **End of Slides 3-4.**

Slide 5 - Chris

For the critique portion of our research stage, we focused on the softwares Adobe Premier Pro and Blender, two well known and frequently used video editors in the media industry.

From these critiques, we came across many important aspects which helped influence our software. First, we realized that both of these softwares had many features available on the main view page, which offered experienced users many powerful tools, but only served as a factor of confusion and complication for new users. Many users who have never used a video editor before would have to do extra research into how to use the software. For our software, we made a note to keep the main interface simple, while still offering all the useful main tools a user would expect from a video editor.

Additionally, there are many shortcuts and advanced tools offered to users of Adobe Premier Pro and Blender, which are helpful for very advanced users but only add to confusion and complexity for beginners.

Finally, we noticed that both video editors made sure to stick to their own theme. Utilizing buttons and menus of similar type, having a dark theme option, and keeping similar features grouped together, it is clear that professional thought and user design was put into creating these interfaces. This is an important feature of any software, so we made sure to also pay attention to these details when designing our software interface. **End of Slide 5(Cue)**

Slide 6 - Chris

Based on our HTA analysis of Adobe Premier Pro, we wanted to ensure that users were able to edit their video as fast as possible. In order to do this, developing an accurate and efficient HTA was key to the designing of our software. Before designing the software, we calculated how long it would take users to perform actions on both Adobe Premier Pro and Blender. Using these timings, we created two HTA graphs which showed an estimate as to how long different actions would take during a typical user's uploading, editing, and publishing of a video.

After this was accomplished, we realized that compared to the professional video editing software, we wanted to have fewer features with a more streamlined interface so new users would not be overwhelmed with features.

One important design feature we noted and used in our software was the proper positioning of features and sections. We designed our interface to logically flow from left to right, with the import clips section, to the viewport and timeline in the middle, and ending with the clip transitions, settings, and export video function to the far right. This reduces user confusion, makes features readily available, and brings down the total HTA time compared to a software which has features scattered all over the interface. **End of Slide 6(Cue)**

Slide 7 - 8 Michael

The survey begins with 22 questions, starting with age, education, then proceeding to ask about social media use, and varying personality questions. These questions must be asked in order to build our personas and user groups. **End slide 7(Cue)**

Age and education are relevant because this is the bread and butter of our user group. This shares the most information about a person regarding, when they grew up and what type of education system a person may have gone through if any at all. We have found a group of people aged 50 plus and a University degree as their highest education, to have the least social media use, accounts and interactions. This is important to us because a simple system must be designed to incorporate this group of people with relative ease. The age group 20 - 29 is our most current generation, this generation is currently freshly graduated or about to graduate. This group would be using the most technology such as iPhones, laptops, iPads, desktops, and etc. This group is the most intriguing because we can explore what kinds of platforms this group uses. Another thing to consider is how well they deal with new kinds of software, and if they become easily frustrated or not. All of which provides information for the interface software prior to developing.

End Slide 8 (Cue)

Slide 9 - Jacob

In the survey we asked users if they used social media and what social media they used. This is because we felt many people would be using video editing software to make videos that they would then post to social media and if that were the case, we would need to consider that when designing the interface and designing the features that would be available. We also asked if they used social media to edit their videos because social media video editors are usually very limited with only the most basic tools available to the user. We wanted to see if users were using social media to edit their videos or if they were editing their videos elsewhere first. **End of Slide 9(Cue)**

Slide 10 - Jacob

First, learning to use a new program is often the most difficult part of the learning process, so we asked people how likely they are to seek assistance online. This was to gauge how simple the design of the interface should be and whether we should include more advanced features, potentially in dropdown menus. Based on the results, we wanted to make our interface relatively simple. Based on feedback from phase 3, we decided to simplify the design even more. **End of Slide 10(Cue)**

Slide 11 - Aidan

When creating the storyboard we used what we learned with the survey and the main persona, which we will talk about later, in order to plan out our interface. From our survey and personas, we discovered that our main user was not an expert, a simple yet effective layout would be the ideal layout, our interface was to be built around the core video editing functions (import, edit, and export). We didn't want to incorporate too many features. While having lots of features is ideal for experts, we wanted to focus on the essence of a video editing software. With our critiques we noted that having multiple features often ended up feeling cluttered or overwhelming for new users, our main user doesn't have much experience and therefore we wanted to create an interface suited to them. We wanted to group the features we did offer into logical groupings, working from left to right is a common theme in reading and writing. And we kept with that theme, so that users will work from the left to the right of the interface (importing on the left, editing in the middle, and exporting on the right) which provided cultural constraints for the user. **End of Slide 11 (Cue)**

Slide 12 - Aidan

After all was said and done, this was our first draft. As was mentioned in seminar with creating an alarm clock, we had gotten away from what we had set out to make. Adding too many features, we deviated from the essence of the video editor. Our buttons had lacked consistency, both with feedback and with look. The first draft also provided us with a solid foundation. We kept the left to right workflow and used icons such as the trash can with drag and drop features making good use of direct mapping techniques. As mentioned with the 8 UI requirements, we provided shortcuts so that as our user base advanced, they could become experts and save time. The gulfs of both evaluation and execution were minimized, users could look at the buttons and interface and understand through logical, cultural, or semantic constraints what the system could do. Buttons provided the user feedback on hover, changing color and shape. Overall, our first draft provided us with a good foundation on which we could improve and refocus on what we sought to be the more important features. **End of Slide 12 (Cue)**

Slide 13 - Aidan

As was mentioned, to create these interfaces we had created personas and a main persona. Using the answers received from the survey we had created 4 distinct users, and further narrowed that selection down to one main user. **End of Slide 13 (Cue)**

Slide 14 - Aidan

Bill Apple a 21-year-old college student, Anna White and 22-year-old university student, Jeffrey Joe a 53-year-old product manager, and Joey Hargreaves a 21-year-old university student were users we had uncovered from our survey. The vast majority of our survey takers were currently in some form of higher education. Jeffery Joe was an exception to that, as he is currently an older gentleman working a 9-5 job and only interested in technology if he must use it (tax reasons or for his job). The other users all had some knowledge of technology, each having a different level of experience. Joey is very fluent with technology; he uses it whenever he can, and he even goes out of his way to customize the software that he uses to his preference. Bill and Anna, however, were simpler in their approach. While they still use technology, they used the mainstream applications with simple and fully fleshed out interfaces. Snapchat, Instagram, and YouTube are all widely used. Apple and Windows, more simplistic OS were preferred over Linux or other OS. One thing was common amongst all personas however, simplicity was king! We looked at each persona and found a common ground. A university or college student, with not much experience with new technology, still knows their way around an interface but prefers a simple UI. With that information, Anna White took the stage. **End of Slide 14(Cue)**

Slide 15 - Michael

Anna White is our lowest common denominator. As previously mentioned, she uses a Macbook for the simplest of tasks, such as keeping up on her Sakai page at Brock to watching Youtube, Netflix and Disney plus. She also uses all the social media platforms such as TikTok, Snapchat, Instagram, Youtube and Twitter - all of which have video editing capabilities, and very simple UI design. This choice in persona allowed us to create a UI that was simple, easy to learn and able to share or upload videos without the complications that come with professional video editing software such as Adobe premier and Blender. She has a great understanding of technology because she is a young intelligent woman, however, she is easily frustrated by new subjects and doesn't put too much effort into learning new software. This is crucial because the interface must be able to explain what Anna White can do in the software unconsciously so she can seamlessly navigate and work without becoming upset. **End of Slide 15 (Cue)**

Slide 16 Michael

The assumptions made by the group are as follows **(Cue)**

Slide 17 - Chris

Our main assumption for our survey was that we had offered enough questions in order to categorize all the people who it was sent to correctly. A survey that does not offer enough options will not be able to display proper results. Our survey did offer enough questions, but there were a few outliers, such as ones who did not complete education or did not fit the descriptions about technology, such as not owning a phone or not experienced enough with technology to influence our product. Additionally, we had to make sure survey takers were honest with their answers. (Sometimes in surveys inaccurate or impossible answers must be removed, we did not have this problem luckily) **End of Slide 17 (Cue)**

Slide 18 - Chris

Our UI design assumptions were based on a combination of information we learned from Adobe Premier Pro and Blender, as well as information from our surveys and personas. We came to the conclusion that for our main Persona, Anna White, we would keep UI simple, yet with sufficient features to satisfy the majority of new user's needs. We decided not to include features that were too complex for new starting users, as our survey determined the majority of our users would only need basic video editing features.

A second assumption we made about our UI was the fact that users will try to follow a logical pattern while navigating the software. We ensured that our software was clear to read and in logical groupings to improve efficiency. Additionally, keeping buttons

and features in order reduces possible user frustration, as they can predict where features may be located instead of constantly searching for features they need.

Lastly, we made sure that our software did not contain any unnecessary extensive features that new users would not know how to use or ever have a need for. We stuck to basic, fundamental features that any video editing software should have, to ensure new users could learn quickly, and familiar or previously experienced users would recognize features and be able to adapt to our software with ease.

End of Slide 18 (Cue)

Slide 19 - Chris

Now, Jacob will present the changes we decided to make based on the peer feedback we received from two other groups. **End of Slide 19 (Cue)**

Slide 20 - Jacob

Based on the peer feedback we received from stage 3 we received a number of good recommendations on how we could improve the design of our interface to be more intuitive and user friendly.

In the phase 2 version of our project we had both a pause and play button visible at the same time which would have been somewhat confusing for new users and it was ultimately not necessary to show both of them at the same time so we removed the pause button so only the play button would be visible when the user has paused the video. **(Cue)**

We also added a reset video button so the user would be able to reset the video to the very beginning of the video without having to waste time sliding the cursor all the way to the start time of the video.

For increased consistency we changed the upload button so it would be more in line with what the rest of the interface looks like. **(Cue)**

The timeline was also significantly improved. Originally it was too small and didn't include timestamps so we made the timeline larger **(Cue)** and added timestamps for easy time estimates. The toolbox to the left of the timeline was also adjusted to be a bit larger, more visible and improve ease of use for users. **(Cue)**

The edit video sidebar on the right was a little cluttered so we removed the trim options from the sidebar and added the trim option to the timeline toolbox. We also reduced the available colour correction options in the sidebar to only include brightness

to simplify it as we felt the brightness option would be the most important of the colour correction options. **(Cue)**

Finally on the top navigation bar, we removed some redundant options such as; the zoom in and zoom out options to prevent potential confusion since those were also available in the toolbox and single clicking to zoom each time could quickly become annoying to do. **(Cue)** We also added a help menu to give assistance to new users.

End of Slide 20 (Cue)

Slide 21 - Jacob : Now we move to the Final Project demo **(Cue) CTRL+Tab**

Slide 21 - Group Memos

Jacob:

Overview: The interface is designed to have a left to right workflow where the user starts on the left sidebar where they select and import the clips they will be using. Then they move to the center with the viewport and the timeline below it. Next to the timeline is the toolbox which contains the most important editing tools. Lastly the user will switch to the right side bar where they will have the option to add transitions, clear gaps in the timeline and look at the options to export their video. The interface uses a dark colour scheme since it is easier on the eyes.

Nav bar: The navigation bar is relatively similar to other navigation bars in other programs so the user will have some familiarity with what most of the options are **(Cue Edit)** , such as undo, redo, cut, copy and paste, which are usually found under the Edit tab . There is also a help tab **(Cue Help)** which provides new users with tutorials if they need it and support for users if they encounter issues with the software.

Chris:

Upload: We have an “upload” button **(Cue Hover over Upload)** for users to upload files or media from their computer, as well as a quick access thumbnail viewer (**Cue Hover over Thumbnails)** in order to select recently viewed files. This button located to the left of the interface is enlarged for a user to see quickly. Once a user becomes accustomed to the software it is easy for the user to locate the button and swiftly upload clips from their computer. **End.**

ViewPort: Our viewport is centered in our software to provide a clear and easy working space for our users. All features revolve around this viewport, and changes can be seen immediately after editing by selecting a time on the timeline and clicking play.

Additionally, we have multiple buttons tailored to theViewport. (**CUE: swipe over buttons)** Reset, Skip Backwards, Rewind, Play and Pause, Fast Forward and Skip Forward.

Aidan:

Edit: The edit features are all features that are simplistic enough to keep the UI uncluttered, and provide enough power so that the user is able to still edit the video to their liking. Users are able to add transitions **(Cue: click cip transitions)** or remove gaps in the videos with the click of a button. Every important feature is front and center, while the more advanced features **(CUE: click advanced options)** are hidden away. More experienced users can still access these features. However, they are hidden for the inexperienced user as these features may be overwhelming.

Timeline: The timeline follows all other editing software layouts and is located on the bottom of the screen. The timeline has been enlarged for ease of use and so that users may see their video clips more easily. Timeline markings provide the user the knowledge of how long their video is at a glance. Different colors in the timeline and the time markings allow the user to more easily distinguish between separate timelines and times. Shortcuts for the cursor **(Cue hover cursor)**, Eraser **(Cue)**, Text box **(Cue)**, Magnify **(Cue)**, and scissors **(Cue)** are all present right beside the timeline to provide easy access to these functions.

Michael

Buttons: Taking the attention to the buttons, as you can see when a user hovers over a button, feedback is immediately shown. The button enlarges so the user can see transparently what button is hovered over and primed for selection. When the user remains hovered over a timeline button a shortcut key is shown. This indicates what key strokes a user may execute to achieve the same effect without the click of a mouse. Each shortcut is localized around the keyboard, by using F, G and H with combinations of Ctrl and Shifting make it easier for the user to reset, skip back, rewind, pause and play, fastforward, and skip forward.

The trash bin button takes the same effect as the timeline buttons, it is able to enlarge to show clarity of what is being selected and when hovered over for a short period of time, a short cut is shown. Videos and interface objects can be dragged or by the use of shortcuts, able to delete.

Outro (Aidan):

Thank you for following along with our presentation. If you have any questions, we would be more than happy to answer them