

Year: **2016**
 Project: **Video-prototype Workshop**
 Theme: **Screenless Internet or Collaborative Interactions**
 Individual/Group: **Group**
 Duration: **One week**
 Tutor: **Liliana Rodriguez**



Introduction

The XXI century has seen a fundamental transformation in the product design world. From being entities purely physics and tangibles, products have evolved to become mix entities, with physical and intangible attributes. The products of this century have interactive properties that make possible the exchange of information between them and their users.

These artifacts and services also facilitate communication between users and other people (Norman, 1986). Furthermore, products are being designed not only as interactive products but also as part of a bigger system and services. Those products are tangible touch points (Howard, 2007).

There is the need for a different design communication tool to communicate and help to design of services, interactive systems and the development of user experiences: Video –prototyping.

Project Brief



VP = PROPS x STORY-boards

the theme to explore in this workshop is:
SCREENLESS internet
 OR
Collaborative Interactions

Aalto University
 School of Art and Design

Video-prototype (V-P) is a tool specifically developed for the communication of user experience and interaction designs. The workshop aims to make students familiar with the process, elements and basic steps of video-prototyping. It shows examples of V-Ps and includes a V-P exercise.

Video-prototype investigates the application of technology such as Augmented Reality within a context (time and location) in which relevant interactions, experiences and services take place.

The theme to explore in this workshop is **screenless internet or collaborative interactions**

Key Words: Video-prototype, experience, interaction, design, communication

Workshop Activities & Timetable

Mon October 17, 10:00 am workshop launch Day 1: Presentation and start

- Workshop presentation and briefing
- Research and brainstorming session on different applications for Augmented Reality
- User experience ideation + research into adequate technology
- Presentation of ideas peers review
- **Presentation and feedback**

Tues October 18, 2:00 pm to 4:00 pm Day 2: Production of props and shooting

- Storyboards (scripts) generation
- Production, coordination and definition of individual roles meeting
- Construction of props
- Start shooting

Weds October 19, all day Day 3: Production of props and shooting

- Production and coordination and plan of action - tutor meeting
- Continue shooting

Thurs October 20, 2:00 pm to 4:00 pm Day 4: Editing

- Editing and coordination – tutor meeting
- Editing

Friday October 21, 10:00 to 03:00 pm Day 5: Final Review Editing and presentation

- Final editing meeting and presentation

Project Deliverables - Learning Outcomes – Assessment Criteria

Deliverables	Learning outcome	Assessment Criteria	Mark %
Technology + User needs Research	Apply a user-centred design process, appropriate user research methods; synthesise research to generate user insights. Apply research methods; synthesise research to understand the technology leading to the experience design concept proposals.	Has a user-centred design process and technology research been applied in an appropriate and competent manner?	15 %
Brainstorming, Storyboards and script	Refine design concepts through their evaluation against user requirements and technology opportunities.	Is there evidence of a range of design concepts developed and evaluated against user requirements and relevant technology?	15 %
An Experience Design concept	Develop a design proposition of a user experience which responds to defined user requirements and that considers relevant aesthetics and technological parameters.	Does the design proposition create a user experience that is justified by the user requirements and the technology research?	15 %
Team & Individual work	Work effectively in a team as well as individually, exercising initiative and taking account of your own as well and responsibilities.	Has the project outcome been developed effectively as a team; have you shown evidence of individual engagement and been able to contribute to your group?	15 %
Video-prototype Aprox. 1 minute	Present and communicate a design project clearly and concisely through a Video-prototype.	Has your project been communicated clearly and concisely through the Video-prototype and your presentations?	40 %
			100 %