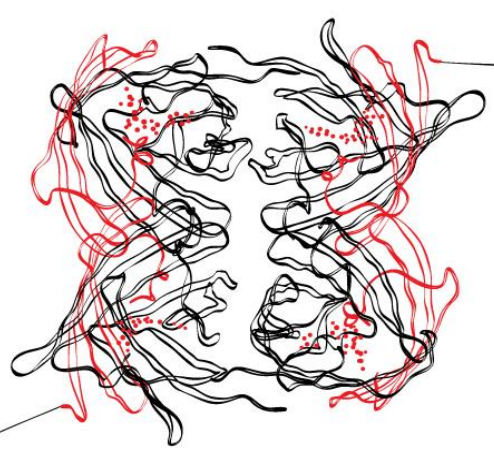
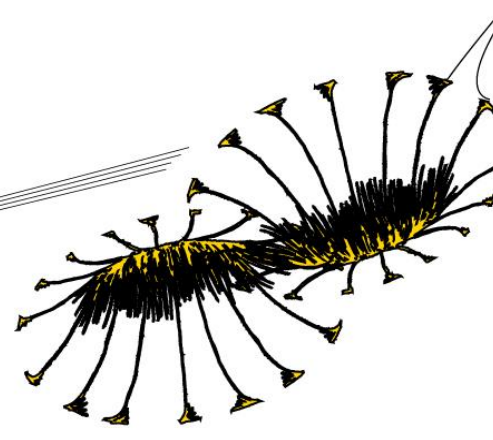


HCI DESIGN

Concept video, values, persona and scenario

Module ID: 202001032
Bachelor Technical Computer Science / Business & IT
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Goal

The goal of this assignment is to learn to make a concept video. This video should present the problem that should be solved, the current solutions (and their shortcomings), your concept, the stakeholders and value aspect, and what is novel and interesting about your concept. The video should be understandable by itself. To help you with telling your story in your video, you need to write a persona and scenario's that help you to make a shot list. Finally, you will record your video.

Format (Persona)

Give a description of half a page on a realistic fictional character(s) that represent your type(s) of stakeholder(s). Base your persona on literature you have found in the tutorial of week 1. What are their typical characteristics? What are the different (direct and indirect) stakeholders involved? Think about possible relations between these stakeholders to identify missing roles; organizations can also be indirect stakeholders. What are typical user characteristics that are important for your concept? Probably you need more than one persona for your scenario. You can use [this](#) template to write your persona.

Format (Scenario)

You will write your scenarios including the following parts.

1 - Give a scenario in half a A4 (font size 10pt) page of the current situation, the current context, and the current solution(s) (without your proposed system). Give a narrative description of how your target direct stakeholders *and* indirect stakeholders are working/solving/coping with its problem.

2 - Give a scenario in half a A4 (font size 10pt) page where the use of your proposed intelligent assistant is concretely described. Give a narrative description of envisioned usage by your target direct stakeholders *and* indirect stakeholders. How will a potential end user use your intelligent assistant in their daily life?

3 – Adapt the scenario (but also keep the original version for the deliverable) of Step 2 to support the identification of values that may be affected through your technology, by explicitly taking into account the following dimensions (as far as they were not already included in the scenario of Step 2):

- (a) - include *indirect* as well as *direct* stakeholders;
- (b) - include nefarious and unusual uses of the technology, thinking also of worst-case scenarios;
- (c) - include implications of widespread use of your technology by imagining use by a single stakeholder, 100, 1000, and maybe even 100.000 or more users.
- (d) - consider different effects for different user groups (biases), and use by vulnerable groups (e.g. children, people with mental illnesses, disabilities, etc.).

Identification of values

Based on the potential benefits and harms of your technology as illustrated in your scenario, generate a list of as many potentially implicated values as possible. Possibly extend by checking the lists of commonly used values presented during the (video)lecture.

- Deliberate and choose at least **three primary** values that the system would ideally support.
- Give a short description for each of these three values; for each explain what they mean in the context of your envisaged system.
- Motivate the choice of these values by linking them to the aspects identified in the scenarios of the previous step.

Format (Shot list):

Write up a shot list. In a shot list you describe all the scenes that are included in the video.

For each shot/scene write an explanation of the general picture and message you want to communicate. Make sure the content will include the information about the persona(s), scenarios ("before" (scenario 1) and "after" (scenario 2) your solution) and the primary values that you support.

For example (Probably you need to deviate from it):

Shot A) We present [NAME, GROUP], a concept of a rotational bevel keyboard for smartwatches [(Working) Title].

Shot B) Past work in smartwatch text entry uses the touchscreen. This can be problematic because of the small displays on smartwatches. *Show wide view of actor touching screen of a smartwatch and text citing exciting work from literature.*

Shot C) Rotational bevels don't require users to touch small areas of a smartwatch.

Shot D) Users rotate the watch bevel to get to a character ... then press to select it ... they can also select an entire word. *Show close-up of actor's fingers moving the watch and the watch display changing ... selecting a character ... selecting a word*

Shot E) They can delete a word by shaking. *Show actor's hand shaking and then display deleting character.*

Shot F) Summarize the concept

Format (video):

- The video should be 1:30 to 3:00 minutes in length
- Resolution must be 1080p (1920 x 1080)

The video should start with an opening title

- You must include Title, Project Members, Project Number and Course Name and Year
- Either as a title shot (just text) or overlay text (text put over video footage)
- **Include captions:**
- From <https://chi2021.acm.org/for-authors/presenting/papers/technical-requirements-and-guidelines-for-videos-at-chi> (ignore the file size and the time limit from these instructions; focus on the "Captions" and "Accessibility Considerations" sections)

"The following examples demonstrate good practices for captions and subtitles: bottom banner (e.g.

<https://www.youtube.com/watch?v=jJ9SKdEcloQ> , top banner

(e.g. <https://www.youtube.com/watch?v=mIDHjLM4r9Q> and full part of the visual support

<https://www.youtube.com/watch?v=qwlpIRTuSs>)

YouTube provides free tools for generating closed captions ([instructions for using YouTube](#)), either starting from a transcript of the dialog (recommended), or using their automated speech recognition and correcting the result. YouTube will add the timings to sync it to the audio. Download the .sbv or .srt file and delete your video when you are finished.

"Important note: Your captions do not necessarily have to stick to the voice over. Importantly, your video must be understandable without the sound. Here is an excellent example <https://www.youtube.com/watch?v=mEaUa1sdYZM> of a video preview that is equally understandable with or without the sound, while the captions are not subtitles."

What to deliver (on Canvas)

1. A document (with your names and group number on it) containing all personas, three scenarios, list of at least three primary values and explanations, your shotlist and a link to the video (make sure we can access the video!)

Peer-review

The feedback from the peer-reviews is given by students who do an alternative assignment for the project. Feedback is indicative. If you have questions or doubts on the reviews, please contact your tutorial leader to discuss the review.

Area	Comments
Is the current problem clearly explained and presented in the video?	

Are the current solutions and their shortcomings presented in the video?	
Does the video show the proposed concept in a clear way?	
Shot list – give the shotlist a clear overview of the scenes in the video	
The three scenarios are clear and concretely present the current situation and your future intelligent assistant. They present a narrative description of envisioned usage.	
The scenario that describes the use of your proposed technology also identifies potential nefarious or unusual usages. It takes into account direct and indirect stakeholders, potential effects for different user groups, and effects of widespread use.	
At least three primary values are identified. These values are connected with potential harms and benefits of the technology as identified in the scenario.	
The personas give a description of fictional characters that represent typical end users. What are typical user characteristics that are important for your concept?	