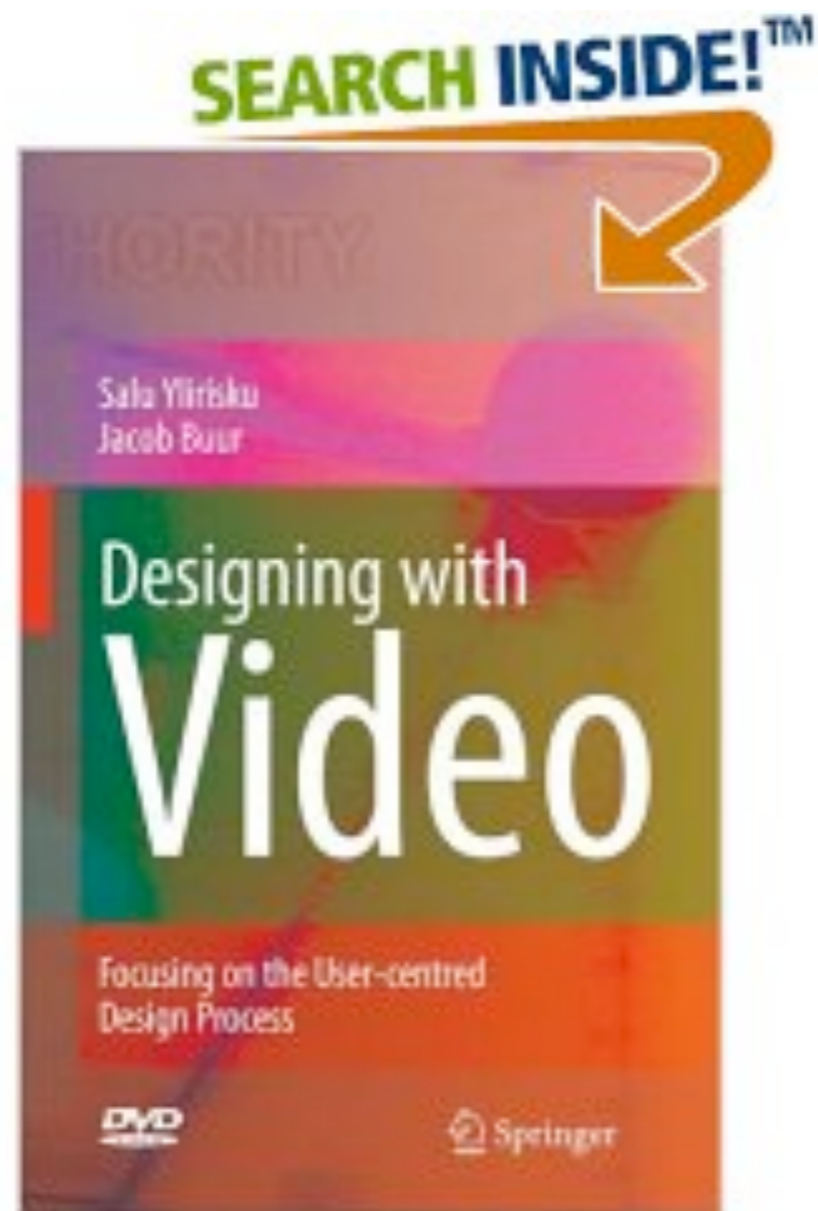# Designing with video,
by Salu Ylirisku & Jacob Buur

First background....

Why video…

- Seeing is about consciousness and interpretation

- Moving from perceiving design as a problem solving to understanding it as construction of new opportunities

- Users are co-developers

Definitions...

- Design

  - Is the field of design studies

  - Conceptual proposal

  - A concrete product

  - An activity to do something

What we do…

- Is to introduce new design into environment - the practices of the people in the environment change

- Evaluation (usability) **is the process of perceiving the character of change**

- Evaluations distils and verbalises the merit, worth, and **signification** of the change

Context…

- The context of something consists of the ideas, situations, events, or information that relate to it and make it possible to understand it fully (Collins 1987)

- Dialogue between designers and materials of the situation is fundamental to designing (Schön 1983)

- Attempt is to discover the valuable and meaningful issues for people involved

- Thus, the design process is to make sense of things

- Need of collaborative design (hidden assumptions)

Video in use…

- **Usability and design in parallel= user experience**

- Process:

  - Exploring (past, present, future of practices, materials, spaces)

  - Relating (connecting the above)

  - Creating (forming new concepts)

- Use video to explore the reality of the users

- Describe the process users are involved

- Envisioning new ways of doing

Traditions of video in use

- Design ethnography
  - Study the practices of potential users
  - User are informants
  - To discover opportunities of design
  - To questions the "take for granted assumptions" (Anderson, director of Rank Xerox research centre at Cambridge; Anderson 1994: 170)
- Benefits:
  - Different observers can contribute when watching the video
  - Video provides details that one might miss in traditional observing
  - It allows an easier integration of the social dimension of the context

Traditions of video in use

- Participatory design
  - Developed in Scandinavia 1970 - 80
  - Increase of ownership of the ideas to be integrated into the practices of users and adaptation of new tools
  - Methods include: mock-ups, stories, photos, acting, game-playing and Videos (remember the example of Gas-station)
- Scenarios (Pöyry Virtual mill - Video as means to create scenarios)
- Traditional usability
  - Video taping user tests, with think aloud, interviews, creating **highlights of the problems to communicate** these further for developers

Video as designers clay

- To start with the questions to tackle (ponder about):
  - Who are the expected users, what do they do, what do they like?
  - Which core themes should the conceptual design pursue?
  - How will new product proposal fit into the user's environment and practice?
  - How will the users interact with the product?
- First capture the actual use
- Then the vision of future
- (read from the book Designing with video at least the case study Kitchen design pages 28-34).
- **Preparation must be done well!**

Studying what people do

- Participant observation: Interviews, observations
- Being there in the natural setting
- What is practice that designers and usability experts have to study:
  - Practice is something that people construct themselves, which becomes part of their identity
  - It is bound to conditions and context
  - Practice is **social** in nature
  - It is **tacit** (i.e., unarticulated background
  - It is **not stable** (i.e., it changes)
- Formalised described practices of manual, guidelines, etc., are too rigid they never capture the actual practice what people do

Studying what people do

- "The moment-by-moment mutual checking of 'what was going on' by the various members of the team has been missed by earlier cognitive and task analytic approaches..." (Hughes et al. 1994: 432)

- Merits of video:

  - It is suited for analysing interaction between people

  - Video enables easy share of data and discussion on it

  - Video enables good display of the findings to all in understandable way

  - **Q: How much designers need to know about current practices to be able to improve system/tools?**

Studying what people do

- **Two (2) ways to use video:**
  - A provocative way to make people interact with the video
  - An observational where the users do not pay attention to the video
- These have different purposes:
  - **Provocative tells more what people think and feel** and how they perceive their work and practices - can be bring surprising details to designers and usability experts
  - Observational **brings the practices as other see them** - often needs interviews or workshops afterwards to make clear the events seen in the video

Studying what people do

- **Pre-formulated schema** / plans make it easier for the designers to focus on relevant issues and to describe their findings in understandable way

- Three fundamentals to help:

  - Study fewer but better chosen people and activities,

  - Use interactive observations

  - Use collaborative analysis methods

- Methods: situated interviews, simulated use, acting out, shadowing

- (Read analysis example of Kitchen in page: 110)

Studying what people do

- To invoke change and improvements in the tools:
    - Think about the context where to capture...
    - Enable dialogue - e.g. interviews / workshops to get to know:
        - What should be changed and what to preserve
        - Try to capture the tacit knowledge (read page 57)

Studying what people do

- What to do before shooting:
  - Inform the participants of the study
  - Attain permission to shoot
  - Be open and sincere
  - Explain the procedure
  - Inform others (if there are others in view)
  - Avoid making a fool of anyone

Method:Situated interview

- Situated means that you have direct access to the details of the practice within the interview moment

- Guidelines:

  - Start with easy questions

  - Use your observation to help reflection (for making questions that ask more details)

  - Ask open questions

  - Ask concrete questions

  - Get a real practitioner

  - Ensure good sound quality

  - Prepare some questions before hand (read page 65)

Method: Situated interview

- Interview videos can be about:
  - Person's background
  - Today's activities
  - Future opportunities
  - Personal message for the future activities

Method: Shadowing

- Observed people while they move in their work

- people know that they are observed (remember the previous list before shooting)

- Guidelines:
  - Keep person in picture all the time
  - Follow what the user is doing and where **his/her attention moves**
  - Use your feet to zoom
  - Keep up with the **pace of the user**
  - Remember that if you cannot hear, neither can the camera
  - **Let video run continuously**
  - Allow the users to control what cab be videotaped

Method: Shadowing

- Use multi-camera shadowing if there are more people than one

- If multi-camera use, remember to synchronise the camera clocks to enable easier analysis afterwards!

- Check batteries and tapes of the cameras before hand!

- Never stop the camera even if surprised - you cannot anticipated what might come - it might be the important moment

Method: In-situ acting

- Allows designers and users experiment situations and developed tools

- Aims at constructing the context and situation as accurately as possible

- Guidelines:

  - Frame the situation in a proper environment with appropriate tools

  - Prepare props if future-oriented acting is desired

  - Establish a relevant orientation: When, who, and what...

  - Use video in the same manner as in shadowing

Method: Self-recording

- Users record their own activities in a diary such as: manners

- Requires interviews afterwards to make sense what the users want to say with their recordings

- Guidelines:

  - Instruct the person on the use of the camera

  - **Provide focus:** describe the kinds of issues the project is interested in

  - Explain how to deal with other people that may come into tape (hand out for instance, a brief outline of the project that helps user to explain the project to outsiders easily)

  - Inform user how the videotapes may be utilised later

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Editing…next power point…