Creating Worlds: Exploring Animated Videos as a Tool for Contextualization in User Research

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ABSTRACT

Research indicates that personal adoption of emerging ubicomp technologies is being notoriously hampered by a variety of critical issues including trust, privacy and security. Issues such as these cannot be studied and understood by evaluating computer systems in isolation, but rather by taking a 'big picture' approach and examining their synergy with the broader social context. Traditional low-fidelity prototyping methods, such as interface mockups, are however poorly equipped to convey such broader settings. Video-based scenarios on the other hand are uniquely qualified to portray rich socio-technical ecosystems. By creating a set of provocative video scenarios that contextualize and provide a backdrop for prospective technologies, we thus seek to draw attention to the potentially important role that worldbuilding strategies might play in the future of low fidelity prototyping.

CHI'19 Extended Abstracts, May 4-9, 2019, Glasgow, Scotland, UK.

ACM ISBN 978-1-4503-5971-9/19/05. DOI: https://doi.org/10.1145/3290607.3311776

Figure 1: All our animated videos revolved around the fictional character Donald living his daily life in a world teeming with futuristic autonomous technology.

Figure 2: Each of the depicted visions featured a distinct level of automation. One video, for instance, postulated fully autonomous food reordering, whereas another video had Donald order his food manually.

CCS CONCEPTS

• **Human-centered computing → Interaction Design**

KEYWORDS: Scenario-based design, videos, user research, worldbuilding, design fiction

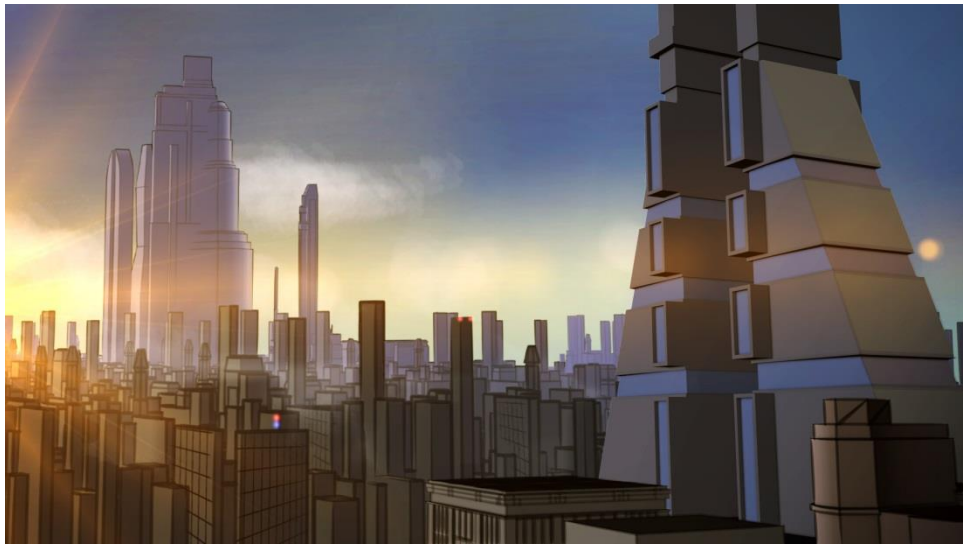

Figure 3: All videos had a rich backdrop, featuring a fictional city and corporations.