

A Great Storyboard

← As simple or elaborate as you'd like →

Story Title: Action		Subtitle: Pain point addressed	
Shows sequence / timeline			
1	2	3	4
Sketch player, product, & interaction			
Describe the dialog, interaction, mood, reactions, timing			

Creating a Storyboard

1. Start with one key scenario
2. Tell the story of how the person and your product meet
 - ▶ How, where do they meet?
 - ▶ What is the person's first reaction? How does it compare to others?
 - ▶ What is he thinking, feeling? What does each say?
3. Sketch out the person, environment, product, any tools, **dialog**
4. Include timing, sequence, special features, other people
 - ▶ Include updates along the way
5. Describe how the scenario ends, how the person feels

Storyboard Tips

▶ Start simple

- ▶ Stick figures, smily faces, and a black box to represent your product work
- ▶ Don't get caught up in the screen details, *yet*

▶ Use any tool or means possible

- ▶ Paper & pen, Post-its & whiteboards, Wireframes & narrative...
- ▶ Make it modular - able to reorder, move / remove screens

▶ Focus on the **interaction and the dialog**

- ▶ Think about mood, reactions.
- ▶ How do they interact with the product? How does the product respond?
- ▶ *How would the conversation between the person and product go?*

Raise questions, assumptions

- ▶ What type of technology would we need for this to work on that device? (e.g., no Flash on iPads)
- ▶ How do we get the address to Linda and other practitioners?
- ▶ How big do we need to make these buttons to be mobile friendly?
- ▶ Does everyone have access to the tools / information needed?

Create a Storyboard

1. Think of one scenario for the app and look back at your persona.
2. Envision and sketch out:
 - How this person finds out about the app and gets to it
 - Design elements and wow factors that address pain points
 - What s/he sees, reactions
 - His/her interactions with the app and flow through it
3. Think of how you will tell this story and communicate the design to your team.
4. Use the storyboard template slide to capture this.

Create a Storyboard: Details

Scenario & pain point it addresses	
How person finds out / it	
Other people	
Design elements & wow factors	
Mood setting elements (color, textures, images, etc.)	
Things with similar moods / elements	
Person's interactions	
Dialogue between person / product	

Create a Storyboard: Template

Story Title / Pain Point			
1	2	3	4