

Storyboard

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EPFL

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A storyboard is a set of (hand-drawn) *illustrations* to visually show the important steps of the user experience. It's used in the early stage of design to communicate ideas between designers (also among themselves), and users.

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John moved to Chicago last week to start school. He's away from home for the first time and homesick for the young lady he left behind. He decides to take a walk downtown while he still has time in these last days before the semester starts. Meandering over a bridge from the lakefront to Millenium Park, he's reminded of the playground where he kissed his girlfriend for the first time, on top of a miniature bridge they were too big for. He pauses to record the memory in this spot. He choses to record audio because he thinks it sounds more personal and he can dictate it as a love letter. John delights to think that when Jenny visits in December, he'll bring her here and show her the message he left. When he finishes recording, he checks the map view for his area and notices a few other messages have been left in the park. With time to kill, he walks toward a spot on the map. He's eager to learn more about the city, feeling comfortable heading in this new direction.

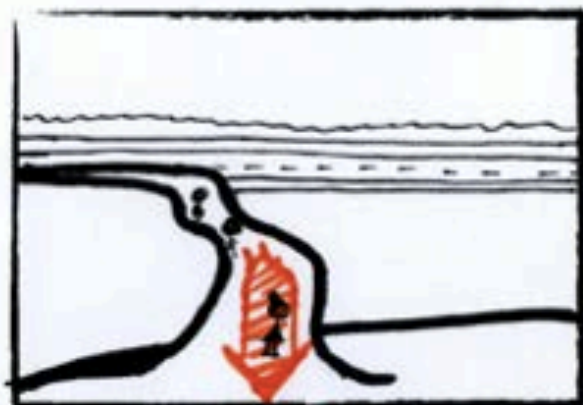
Attribution: this story and the storyboard are from Georgia Tech.
<http://homes.lmc.gatech.edu/~agrosz3/masters/design/scenarios-and-storyboards/>

Class Discussion “Storyboard”

- Find a partner
- Discuss the pieces of the story you believe to be worth illustrating in your storyboard
- Draw the storyboard



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1 Feeling homesick, John takes a walk through a park in his new city



2. He takes note that the bridge he's walking reminds him of the playground bridge where he first kissed his girlfriend



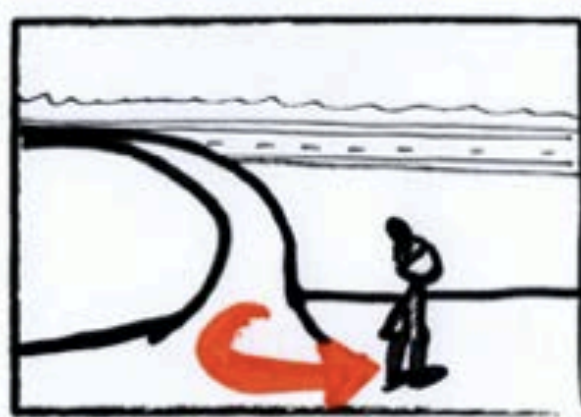
3 He records the memory as a dictated love letter to her



4 He saves the message, eager to return and show her the message when she visits in December



5 Returning to the app's main view, John sees other messages left nearby in the park



6 He heads in the direction of the landmark, happy with this raw sense of direction and accomplishment



ELEMENTS OF A STORYBOARD

- Title
- Plot
 - setting (emotion, pain points, conflicts)
 - geo-location setting if necessary
 - design solution: transformation from pain points to joyful experiences (user experience journey)
 - conclusion: personal reactions

- Number of panels: 6 - 20
- A vague solution is proposed (not just an insight)
- But the solution focuses on goals/tasks, rather than interface details
- The task is mainly about how users will experience new things



- Draw the storyboard for VirtualGraffiti
 - you are waiting for a bus/metro to come; you are bored
 - you want to draw a graffiti, but that may get you in trouble
 - you take out your phone and start drawing a virtual graffiti
 - you can sign it, save it, and retrieve it later
 - you can also see someone else's graffiti at that location