

Define

STORYBOARDS

Storyboards are sequential illustrations that represent the journey that the user goes through before, during and after using the product or service.



| PEOPLE | PREP. TIME | TIME | DIFFICULTY LEVEL |
|--------|------------|--------|------------------|
| 2 - 3 | 30 min | 60 min | ● ● ○ |



USE THIS METHOD / TECHNIQUE TO

Storyboarding in UX is a tool which helps you visually predict and explore a user's experience with a product. It's very much like thinking about your product as if it were a movie in terms of how people would use it. It would help you to understand how people would flow through the interaction with it over time, giving you a clear sense of how to create a strong narrative.

THIS IS WHY YOU NEED IT

Stories are the most powerful delivery tool for information

Visualization. Pictures are worth a thousand words. Illustrating things works best for understanding of any concept or idea. The images can speak more powerfully than just words by adding extra layers of meaning.

Memorability. Stories are 22 times more memorable than plain facts.

Empathy. It's possible to tell a story that everyone could see and relate to. We often empathize with characters who have real-life challenges similar to our own.

Engagement. Stories capture attention. People are hardwired to respond to stories: our innate sense of curiosity draws us in and we engage more when we can sense a meaningful achievement about to be had.

MATERIALS

- White board
- Markers
- Sticky notes
- Pen & Paper

WHO SHOULD BE INVOLVED

- UX Research
- Product Owner

TOOLS

- Sheet of paper
- Pen & Paper
- Sketch / Illustrator

Starting the storyboard can be a little daunting, especially if you're not confident in your drawing skills. But don't worry, the guideline mentioned page 2 will help you turn out a better scenario storyboard.



STEP 1 - Start with a plain text and arrows

The main thing is to break the story up into the moments (context, trigger, the decisions a character makes along the way, and ends up with the benefit or the problem).

STEP 2 - Add emotions to your story

Add emoticons to each step, to help others get a feel for what's going on inside the character's head. Remember to illustrate any reactions to success/ pain points along the way (what is the character expecting to happen, and how does the result affect him/her?) Try drawing in each emotional state as a simple expression.

STEP 3 - Translate each step into a storyboard frame

Emphasize each moment, and think how your character is feeling about it.

STEP 4 - Design clear outcome

Make sure your storyboard leaves your audience with no doubt about the outcome of the story: if you're describing an unfavorable situation—end with the full weight of the problem, if you're presenting a solution—end with the benefits of that solution to your character.