

# Storyboard

## What is a Storyboard?

A storyboard (see figure 2.34) is a valuable aid to the designer, because it provides a visual description of the use of a product that people from different backgrounds can 'read' and understand. A storyboard not only helps the product designer to get a grip on user groups, context, product use and timing, but also to communicate about these aspects with all the people involved. With a storyboard the powerful aspects of visualisation are exploited. At a glance the whole setting can be shown: where and when the interaction happens, the actions that take place, how the product is used, and how it behaves, and the lifestyle, motivations and goals of the users. Storyboards allow you to literally point at elements, which helps during the discussion.

However, the visualisation style of the storyboards influences the reactions, e.g. open and sketchy storyboards elicit comments, sleek and detailed presentations can be overwhelming. Storyboards used for analytical purposes, to map situations, problems and feelings, typically have a factual style of visualisation. Storyboards used to conceptualise ideas have a rough visualisation style. Storyboards used to evaluate design ideas are often open, bringing together different points of view. They have a sketchy, incomplete style of visualisation in order to invite reactions. Storyboards intended to transfer or present concepts often look polished.

## When Can You Use a Storyboard?

Storyboards can be used throughout the entire design process, from ideas about the interaction with a product to ideas and concepts and also for product concept evaluations (see for example 'Product Usability Evaluation' in section 2.4).

## How to Develop a Storyboard?

### Starting Point

Used as a tool for developing ideas, a storyboard starts with a first idea about the interaction between product and user.

fig. 2.34 Example of a Storyboard (from student report)



### Expected Outcome

The outcome of a storyboard is a good conceptual idea about the interaction, as well as visualisations or written descriptions of the interaction. Both visualisations and written descriptions can be used for communication and evaluation purposes.

### Possible Procedure

- 1 Start from the following ingredients: ideas, simulations, a user character.
- 2 Choose a story and a message: what do you want the storyboard to express? Limit your story to a clear message (e.g. 12 panels).
- 3 Create sketchy storylines. Don't build the story one panel at a time. Design the time line before detailing. Use variations in panel sizes, white space, frames, captions, for emphasis and expression.
- 4 Create a complete storyboard. Use short captions to complement (not repeat) the images. Don't make all the panels the same: use emphasis.

### Tips and Concerns

- Comics and movies are a great source of expressive techniques. Some of these can be applied to product design scenarios and storyboards, whereas others are less suitable. Think about camera position (close-up versus overview), sequence and the style in which you visualise the storyboards.

### References and Further Reading

Stappers, P.J. (2004) 'Storyboarding', In: Stappers, P.J., (August 2004) *Context and Conceptualisation*.

Jacko, J., et al. (2002) *The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications*, New York: Erlbaum and Associates.

# Written Scenario

## What is a Written Scenario?

To write a scenario (or story), you need a basic understanding of the tasks to be performed by the user. You also need to have an understanding of the users and the context of use. Scenarios can be derived from data gathered during contextual enquiry activities.

In simple language describe the interaction that needs to take place. It is important to avoid references to technology. You should also have the scenario reviewed by users to ensure that it is representative of the real world. Use scenarios during design to ensure that all participants understand and agree to the design parameters, and to specify exactly what interactions the system must support.

## When Can You Use a Written Scenario?

A written scenario can be used throughout the design process, for developing ideas about the interaction with a product idea. Scenarios can also be used for

presenting ideas and concepts, and are used in product concept evaluations and product usability evaluations (see 'Product Usability Evaluation' in section 2.4).

## How to Use a Written Scenario?

### Starting Point

Used as a tool for developing ideas, a written scenario starts with a first idea about the interaction between product and user.

### Expected Outcome

The outcome of using a written scenario, is a good conceptual idea about the interaction. Written descriptions can be used for communication and evaluation purposes.

### Possible Procedure

- 1 Determine the actors. The actor has an active role in the scenario. In case of several actors, more scenarios should be set up.
- 2 Determine the goals the actor has to complete.

- 3 Determine a starting point of the scenario: a trigger or an event.
- 4 Identify stakeholders and their interests.
- 5 Determine the number of scenarios that you will create, based on the number of actors and their goals.
- 6 Write the scenario. Work from starting point towards completing the actors' goals. Be specific about tasks, subtasks, context and the actors' motivations to complete the goals.

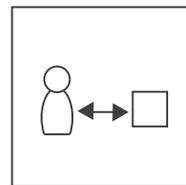
### Tips and Concerns

- Comics and movies are a great source of expressive techniques. Some of these can be applied to product use scenarios.

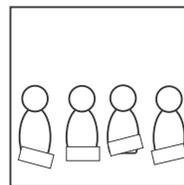
### References and Further Reading

Jacko, J., et al. (2002) *The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications*, New York: Erlbaum and Associates.

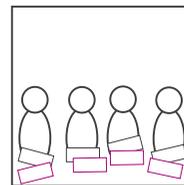
## How to Written Scenario



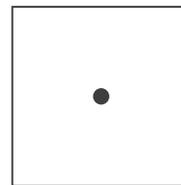
determine interaction



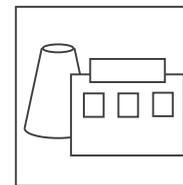
determine actors



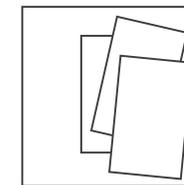
determine goals of actors



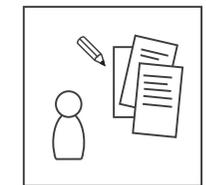
determine starting point



identify stakeholders and their interests



determine the number of scenario's



write the scenario's