Storyboarding

Interaction design SoSe 2016
Goals of Today

1. Share your sketches and get feedback in teams of 4
2. Choose your favourite idea
3. Build a storyboard (5 - 6 frames)
From single sketch to storyboard

The interface only at a **single moment** in time

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Storyboards: A Long Tradition in Animation

Key Elements: Annotations
Key Elements: Annotations

Image from: www.michaelborkowski.com/storyboards/images/big_bigguy1.gif
Key Elements: Annotated Actions
Key Elements: Transitions
Creating Storyboards
Step-by-Step
The goal

1. Person passing by an advertisement banner.
2. Notices an announcement and is interested in more information.
3. Taking a photo of a barcode on the poster.
4. The mobile phone downloads detailed information about the new product.
5. The person puts away the phone and turns around.

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Begin with 5 empty frames
Begin with 5 empty frames

why 5 frames?
Begin with 5 empty frames

why 5 frames?

- range between 3 and 7
- if more: try to split it up

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Develop a story
Write script: 1 sentence per frame

1. Person passing by an advertisement board
Write script: 1 sentence per frame

1. Person passing by an advertisement board.

2. Notices one announcement and is interested in more information.

3. Taking a photo of a bar code on the poster.

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Sketch the individual frames

1. Person passing by an advertisement board
Sketch the individual frames

**Remember:** use sketching vocabulary and other sketching techniques we learned earlier

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Select appropriate camera shots
(learning from film making)
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(learning from film making)

- **Extreme long shot (wide shot)**
  A view showing details of the setting, location, etc.

- **Long shot**
  Showing the full height of a person.

- **Medium shot**
  Shows a person's head and shoulders.

- **Over-the-shoulder shot**
  Looking over the shoulder of a person.

- **Point of view shot (POV)**
  Seeing everything that a person sees themselves.

- **Close-up**
  such as showing details of a user interface a device the person is holding.

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Extreme long shot (wide shot)
A view showing details of the setting, location, etc.
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Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Over-the-shoulder shot
Looking over the shoulder of a person.

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Point of view shot (POV)
Seeing everything that a person sees themselves.
Close-up such as showing details of a user interface a device the person is holding.
Select appropriate camera shots

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Select appropriate camera shots (learn from film making)
Key Decisions

• should I show the user in the scene?

• **what key frames** should I use to create the sequence?
  – capture the essence of the story
  – people can ‘fill in’ the rest

• **what key transitions** should I show?
  – actions to get from one frame to the next?
Emphasize actions and motions

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Add annotations to emphasize people’s actions or thoughts, or changes happening in a device’s user interface.
The final storyboard

1. Person passing by an advertisement board.
2. Notices an announcement and is interested in more information.
3. Taking a photo of a barcode on the poster.
4. The mobile phone downloads detailed information about the new product.
5. The person puts away the phone and turns around.

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Case study (Kevin Cheng): The Square

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Source: Kevin Cheng
Shortcuts and other methods for creating storyboards
Photo-based storyboards:
Take 5 photos of key moments

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Print out (50% transparency)
Add annotations

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Add storyline and comments

① Person is passing by an advertisement board

② Notices an announcement and is interested in more info.

③ Takes a photo of the barcode on the poster.

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Overlays

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Overlays

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Overlays

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Result

1. Person is passing by an advertisement board.
2. Notices one particular announcement and is interested in more info.
3. Takes a photo of the barcode on the phone.
4. Detailed information appears on the phone’s screen.
5. Person turns around and leaves.
Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011
Branching storyboard
(state-transition diagram)
The sequence of images sketches out a potential design for interacting with a mobile calendar agenda application.

Source: Sketching User Experiences: The Workbook, Morgan Kaufmann, 2011