Workshop
User Experience Design III
Day 6 - UX Tools & Methods
Session 1 - Storyboarding

Lecturer: Alexander Wiethoff
Tutorials and Organization: Fiona Draxler & Steeven Salazar
External Lecturers: Marin Zec (TUM)
Agenda Day 6

09:15 - Storyboarding Intro
09:30 - Storyboarding Breakout Session
11:00 - Storyboard Presentation
12:00 - Lunch Break
13:00 - Video Prototyping Intro
13:45 - Idea Refinement & Video Prototyping
The creative process.
SKETCHING IS...

EXPLORATORY

Design
"Branching Exploration"

Prototyping
"Incremental iterative refinement"

Bill Buden, Sketching User Experiences.
USE STAGE APPROPRIATE TOOLS

FIDELITY

TIME

DIGITAL MOCK-UPS
PAPER PROTOTYPE
STORYBOARDING

DYNAMIC HTML(STATIC)
... AND STAMPS ON HIS SPECIAL G.E.M PEDAL

THIS TRANSFORMS SEX BOB-OMB'S WARFORMS INTO A GIANTIC GREEN EYED MONSTER.

THE TWO AUDIO DEMONS SQUARE UP

THE TWINS' MOOD DESPANS

SEX BOB-OMB PLAY HARDER
1. EXT. NIGHT - Law unto himself shot (LLO) from below. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

2. EXT. NIGHT - Close-up CU of the law's head (LLO). He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

3. EXT. NIGHT - Law unto himself shot (LLO) from below. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

4. EXT. NIGHT - Mid-shot MS of law's hand. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

5. EXT. NIGHT - Mid-shot MS of killer's hand. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

6. EXT. NIGHT - Law unto himself shot (LLO) from below. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

7. EXT. NIGHT - Close-up CU of killer's head (LLO). He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

8. EXT. NIGHT - Mid-shot MS of killer. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.

9. EXT. NIGHT - Mid-shot MS of killer. He's the law now. He's the law.
   HOOK: "I'm the law now. I'm the law.
Methods from Movie-making….
MISHA'S FIRST LESSON

STORYBOARDS

FOLLOW

ACTION: walk to door

SHOT TYPE: close up

TIME: 2 seconds

SHOTS/DURATION: 1 second

DARKEN LIGHT (optional)

PAN DOWN

ACTION: hand comes OFF frame

SHOT TYPE: close up

TIME: 4 seconds

SHOTS/DURATION: 1 second

DARKEN LIGHT (optional)

ACTION: "be right there?"

SHOT TYPE: close up

TIME: 2 seconds

SHOTS/DURATION: 1 second

DARKEN LIGHT (optional)
.... in Current UX Practice
**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.
Examples:
7) Aaron enters the date into his tablet version of the app, and sends it out to his wife. There, now they won’t miss it.

8) Aaron travels to the Excelsior home office, and 15 minutes before the marketing meeting Aaron’s app beeps and let’s hear 1 know that it’s time to get starting.

9) The marketing meeting was a dancing success, everyone is very excited for the next one.

10) Aaron agrees to set up the time, and compares calendars to see what time works.

11) It’s time for T-ball. Aaron has never been to this field before or he had his calendar link to his GPS app. And off we go.

12) Aaron successfully arrives early and cheers on his daughter as she plays T-ball.

Tiredly accomplished.
*Try it out*

**FIGURE 5.16**
An example of a storyboard.
Storyboards

What?
Storyboards are the basis to understand a solution within the world of your users. It adds real-world contexts that involve place, people, and other potentially informative ambient artefacts to an identified process of your solution.
Storyboards

Why?
Storyboards enable you to learn about unexpected things, and embedding that context into your design efforts helps keep them grounded in the reality of the users’ lives.

Further it lets you focus on the core aspects of a process.
## 1. Storyboard Outline

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronological</td>
<td>Shows events in order as they occurred</td>
</tr>
<tr>
<td>Narrative</td>
<td>Takes the audience on a journey through a flowing presentation</td>
</tr>
<tr>
<td>Problem/Solution</td>
<td>States the problem, the why’s, your solution, and a summary</td>
</tr>
<tr>
<td>Cause/Effect</td>
<td>States the cause and explains the effect(s)</td>
</tr>
</tbody>
</table>

Source: [1]
2. Storyboard Outline Format

- Introduction
- Body
- Conclusion

Source: [1]
Storyboards

Guidelines
Be simple! Use your Storyboard as a basis and sketch out six key aspects (frames) you need to show.

Communicate what your idea is about. Focus on one or two core solutions and tell your audience about the impact your idea has and when it will be used best.
BREAKOUT SESSION
now-11:00
prepare 3 Storyboards based on your Ideas in split teams of 2-3
Give a short presentation at 11a.m. (5min) on your ideas and get feedback from your peers (6 Thinking Hats)
De Bono’s 6 Thinking Hats let team members slide into specific roles

<table>
<thead>
<tr>
<th>COLOURED HAT</th>
<th>THINK OF</th>
<th>DETAILED DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Hat</td>
<td>White paper</td>
<td>The white hat is about data and information. It is used to record information that is currently available and to identify further information that may be needed.</td>
</tr>
<tr>
<td>Red Hat</td>
<td>Fire and warmth</td>
<td>The red hat is associated with feelings, intuition, and emotion. The red hat allows people to put forward feelings without justification or prejudice.</td>
</tr>
<tr>
<td>Green Hat</td>
<td>Sunshine</td>
<td>The yellow hat is for a positive view of things. It looks for benefits in a situation. This hat encourages a positive view even in people who are always critical.</td>
</tr>
<tr>
<td>Black Hat</td>
<td>A stern judge</td>
<td>The black hat relates to caution. It is used for critical judgement. Sometimes it is easy to overuse the black hat.</td>
</tr>
<tr>
<td>Yellow Hat</td>
<td>Vegetation and rich growth</td>
<td>The green hat is for creative thinking and generating new ideas. This is your creative thinking cap.</td>
</tr>
<tr>
<td>Blue Hat</td>
<td>The sky and overview</td>
<td>The blue hat is about process control. It is used for thinking about thinking. The blue hat asks for summaries, conclusions and decisions.</td>
</tr>
</tbody>
</table>