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

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Tutorials and Organization: Steeven Salazar
External Lecturers: Marin Zec (Amazon)
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
Storyboards

The creative process.
USE STAGE APPROPRIATE TOOLS

FIDELITY

DYNAMIC
HTML (STATIC)

DIGITAL MOCK-UPS
PAPER PROTOTYPE
STORYBOARDING

TIME
Methods from Movie-making....
Tinseltown Films

MISHA'S FIRST LESSON

STORYBOARDS

POV/SHOT TYPE: street/pan follow
ACTION: walk to door
KEY DIALOGUE: 
TIMING: 12 seconds
EDIT/SOUND: humming

POV/SHOT TYPE: close up
ACTION: wild hands play
KEY DIALOGUE: 
TIMING: 4 seconds
EDIT/SOUND: piano (poorly)

POV/SHOT TYPE: static close up
ACTION: 
KEY DIALOGUE: 
TIMING: 2 seconds
EDIT/SOUND: 

POV/SHOT TYPE: close up
ACTION: 
KEY DIALOGUE: 
TIMING: 
EDIT/SOUND: Doorbell (musical)

POV/SHOT TYPE: sliding pan down
ACTION: 
KEY DIALOGUE: "Be right there!"
TIMING: 4 seconds
EDIT/SOUND: Music stops

POV/SHOT TYPE: FULL BACK/UP
ACTION: 
KEY DIALOGUE: both singing
"when a man loves a woman"
TIMING: 15 sec
EDIT/SOUND: fade2black/music
…. 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 lets him know that it’s time to get moving.

9) The marketing meeting was a smashing 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 so he has 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.

Tuesday accomplished.
"Try it out"

Lisa heard about Equilibrium from a co-worker, who mentions that it's a cool way to see how you spend your time.

She checks it out and is intrigued by the idea of a report based on her own schedule.

She sees an interesting picture of how she's really spending her time.

You spend a lot of time on email, studies, work, and work. You can track how much you do in a few days. A day.

Men can even track their sleep, and that can easily "try it out" Equilibrium's features.

The next day, she gets interesting and timely reminders.

She signs up to receive other reminders for good-for-her things throughout the day.

**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.
Why?
Storyboards enable 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.
# 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

Outline Format

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 and conduct a short 5-minute presentation via MIRO
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><strong>Blue Hat</strong></td>
<td><strong>Process</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Red Hat</strong></td>
<td><strong>Feelings</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Yellow Hat</strong></td>
<td><strong>Benefits</strong></td>
<td></td>
</tr>
<tr>
<td><strong>White Hat</strong></td>
<td><strong>Facts</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Green Hat</strong></td>
<td><strong>Creativity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Black Hat</strong></td>
<td><strong>Cautions</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>White paper</strong></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></td>
<td><strong>Fire and warmth</strong></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></td>
<td><strong>Sunshine</strong></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></td>
<td><strong>A stern judge</strong></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></td>
<td><strong>Vegetation and rich growth</strong></td>
<td>The green hat is for creative thinking and generating new ideas. This is your creative thinking cap.</td>
</tr>
<tr>
<td></td>
<td><strong>The sky and overview</strong></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>