Viral Video Storyboard (modified due to location)

Shot 1
Note: Zoom out as cyclos come down the hill.

Shot 2
Note: As the cyclist walk thier bike around us filming.

Shot 3
Note: Close up of the flag carrier following the car.
Zoomed Out vs. Zoomed In

Holistic

User

Technology
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 artifacts to an identified process of your solution.
Storyboards

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.
Storyboards

**Guidelines**

*Be simple!* Use your Scenario as a basis and reduce it to **six key aspects** 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.
## Storyboards

### Concept Development

#### Storyboard

<table>
<thead>
<tr>
<th>Problem (2 Frames)</th>
<th>Solution (3 Frames)</th>
<th>Benefit (1 Frame)</th>
</tr>
</thead>
</table>

Be simple. You don’t need to be able to draw. Stickman and camera movements will do the job!
BREAKOUT SESSION 6
13:15-15:00
prepare 3 Storyboards in Teams of 2 and send Slides to hanna.schneider@ifi.lmu.de (no later than 14:55)
Mid Review

5 Minutes + 5 Q&A with Guests

Concept & 6 Keyframe Storyboard (all effects allowed)