Workshop Concept Development

Lecturer: Alexander Wiethoff & Hanna Schneider
Tutorials and Organization: Hanna Schneider
External Lecturers: Veronika Ritzer (BMW Group)
Marin Zec (CDTM)
Week 2

Storyboard & Mid Presentation

Monday
Week 2

Prototyping Lecture & Planning

Monday
Week 2

Video Prototyping
Week 2

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

Final Presentation
Storyboards
Agenda Day 6

09:15 - 09:45  Storyboarding Intro
09:45 - 11:30  Storyboarding Exercise
11:45 - 12:30  Storyboard Presentation I
13:00 - 14:00  Lunch Break
14:00 - 14:30  Storyboard Presentation II
14:30- 15:30  Concept Refinement
15:30 - 16:30  Video Prototyping
16:30- 17:00  Shot-List Preparation
The Challenge:
SKETCHING IS...
EXPLORATORY

Design
“Branching Exploration”

Prototyping
“Incremental iterative refinement”

Bill Buxton, Sketching User Experiences
Zoomed Out vs. Zoomed In

Holistic

User

Technology
Solution: Methods from Movie-making....
.. AND STAMPS ON HIS SPECIAL G.E.M PEDAL

THIS TRANSFORMS SEX BOB-O'MB's WAVEFORMS INTO A GIGANTIC GREEN EYED MONSTER

THE TWO AUDIO DEMONS SQUARE UP

THE TWINS' MOOD DEEPENS

SEX BOB-O'MB PLAY HARDER
EXT. NIGHT: Low angle long shot (LS).
Deserted street. Joe sits by street lamp. A rough voice breaks the silence.
DIALOGUE: “Been looking for ya kid” CUT TO

EXT. NIGHT: Close shot (CS).
Joe turns his head. City looms behind. Rubbish blows across street.

EXT. NIGHT: Low angle. Cam pans left to reveal Joe framed between Killer’s legs
DIALOGUE: “we have some unfinished business!” CUT TO

EXT. NIGHT: Mid shot of Joe (MS).
Cam pans right. Killer’s hand comes into view. Switchblade flicks open.
CUT TO

EXT. NIGHT: Mid Shot (MS) of Killer, brandishing blade
Dolly into an Extreme Close Up (ECU) of his face.
CUT TO

EXT. NIGHT: Cam pans around Joe. He is sweating nervously.
CUT TO

EXT. NIGHT: Extreme Close Up (ECU) of Killer.
DIALOGUE: “Time to die!”
CUT TO

EXT. NIGHT: Mid Shot (MS) of Killer. He lunges forward, moving to left of frame.
CUT TO

EXT. NIGHT: Overhead Shot (OHS) of right. Sound of switchblade as he swipes the air and misses Joe.
CUT TO
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: hand comes into frame
KEY DIALOGUE:
TIMING: 1 sec
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: PULL BACK/UP
ACTION:
KEY DIALOGUE: both singing
“when a man loves a woman”
TIMING: 15 sec
EDIT/SOUND: fade2black/music
.... in Current UX Practice
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 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.
Examples:
Sam continues by saying "Play some Rolling Stones" and the 2-in-1 on her kitchen table replies and plays the band.

While making a sandwich and pouring a cup of coffee, he remembers that it is his father's birthday. He decides to acknowledge this special event and says "OK, computer" when the system beeps, he continues, "Post on Facebook that I am celebrating the greatest dad in the world." The device confirms the post with Sam before it lands on his wall.

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**Business Segmentation**

<table>
<thead>
<tr>
<th>Target</th>
<th>Friends</th>
<th>Beyond Creative</th>
<th>Reversing Relationship</th>
<th>Cross-Ownership of Devices</th>
<th>Scanning of Personal Data</th>
<th>Emerging Capabilities</th>
<th>Flexible Use</th>
<th>Location Independence</th>
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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"

Linda hears 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.

FIGURE 5.16
An example of a storyboard.
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.
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
09:45-11:30
prepare 1 Storyboard in Split-Teams and send Slides (one frame per slide) to hanna.schneider@ifi.lmu.de (no later than 11:30)

Suffix: team10A-storyboard.pdf
11:45-14:00 Mid Review (Storyboard Presentation I+II)

2-3 Minutes + Q&A

6 Keyframe Storyboard
(all effects allowed)
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>
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<tbody>
<tr>
<td>Blue Hat</td>
<td>Process</td>
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<tr>
<td>White Hat</td>
<td>Facts</td>
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<td>Red Hat</td>
<td>Feelings</td>
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<td>Green Hat</td>
<td>Creativity</td>
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<td>Black Hat</td>
<td>Benefits</td>
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<td>Yellow Hat</td>
<td>Cautions</td>
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<td>White paper</td>
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<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>
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<td>Fire and warmth</td>
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<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>
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<td>Sunshine</td>
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<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>
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<td>A stern judge</td>
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<td>The black hat relates to caution. It is used for critical judgement. Sometimes it is easy to overuse the black hat.</td>
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<tr>
<td>Vegetation and rich growth</td>
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<td>The green hat is for creative thinking and generating new ideas. This is your creative thinking cap.</td>
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<tr>
<td>The sky and overview</td>
<td></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>
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