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

Lecturer: Alexander Wiethoff & Beat Rossmy
Tutorials and Organization: Beat Rossmy
External Lecturers: Marin Zec (Celonis)
Agenda Day 6

09:15 - 09:30  Storyboarding Intro
09:30 - 11:00  Storyboarding Breakout Session
11:00 - 12:00  Storyboard Presentation
12:00 - 13:00  Lunch Break
13:00 - 13:45  Video Prototyping Intro
13:45 - 17:00  Idea Refinement & Video Prototyping
Storyboards
Use stage appropriate tools

Fidelity

Digital mock-ups
Paper prototype
Storyboarding

Dynamic HTML (static)

Time
Methods from Movie-making....
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:

POV/SHOT TYPE: full back/up
ACTION: both singing
“when a man loves a woman”
TIMING: 15 sec
EDIT/SOUND: fade2black/music

http://akvis.com/img/examples/sketch/create-storyboard/ready-storyboard.jpg
.... 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 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"

Liza 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.

She spends a lot of time on email. Studies show you can work more efficiently if you do just a few emails a day.

She sees that she can get simple suggestions based on her real calendar, and that she can easily try 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.
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.
<table>
<thead>
<tr>
<th>Storyboard Outline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chronological</strong></td>
</tr>
<tr>
<td>Shows events in order as they occurred</td>
</tr>
<tr>
<td><strong>Narrative</strong></td>
</tr>
<tr>
<td>Takes the audience on a journey through a flowing presentation</td>
</tr>
<tr>
<td><strong>Problem/Solution</strong></td>
</tr>
<tr>
<td>States the problem, the why’s, your solution, and a summary</td>
</tr>
<tr>
<td><strong>Cause/Effect</strong></td>
</tr>
<tr>
<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 1 Storyboard based on your Ideas and send Slides (e.g. one frame per slide) to
beat.rossmy@ifi.lmu.de
(no later than 10:50)

Suffix: team10A-storyboard.pdf