

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

Tuesday

Wednesday

Thursday

Friday

Week 2

Prototyping Lecture & Planning

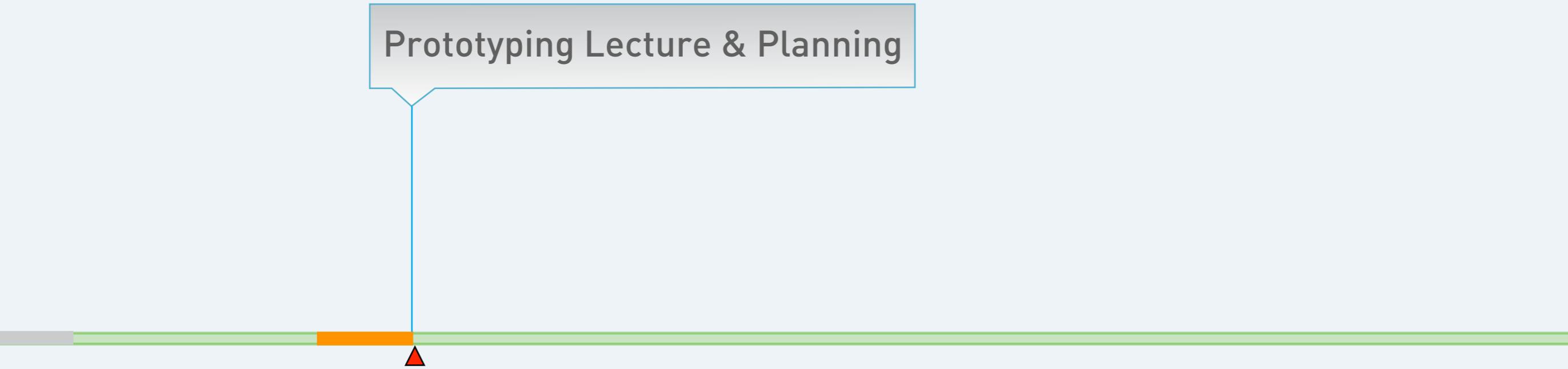
Monday

Tuesday

Wednesday

Thursday

Friday



Week 2

Video Prototyping



Monday

Tuesday

Wednesday

Thursday

Friday



Week 2

Final Presentation



Monday

Tuesday

Wednesday

Thursday

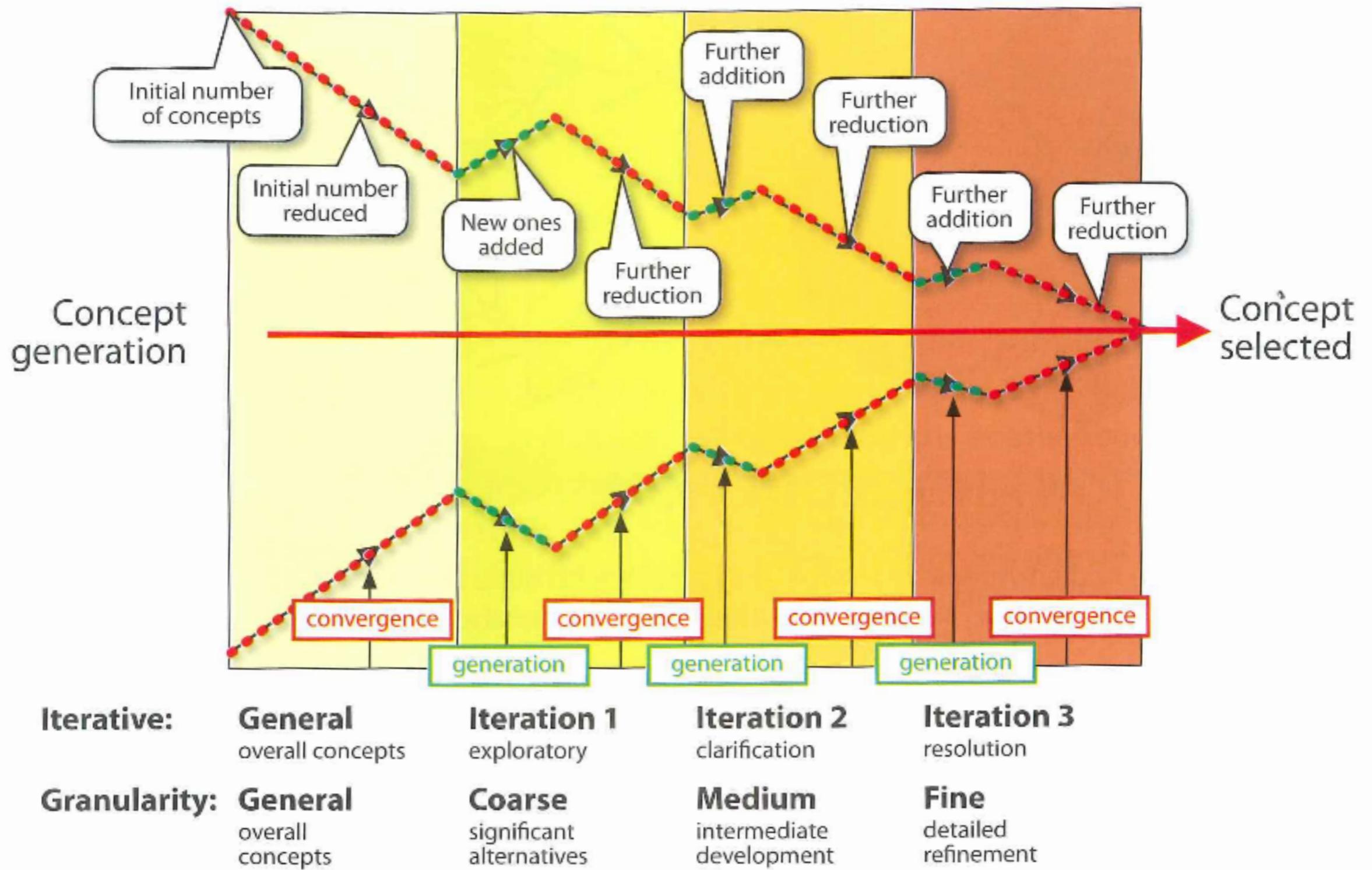
Friday



Storyboards

Agenda Day 6

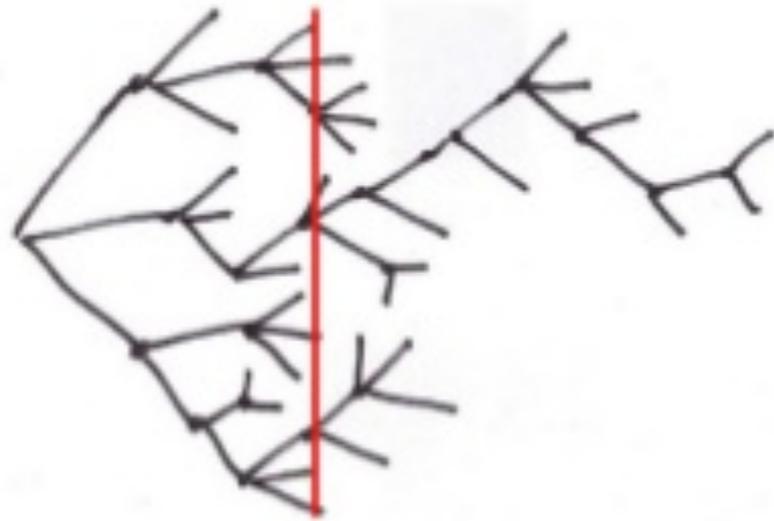
09:15 - 09:45	Storyboarding Intro
09:45 - 11:30	Storyboarding Exercise
11:45 - 12:30	Storyboard Presentation I
13:00 - 14:00	Lunch Break
14:00 - 14:30	Storyboard Presentation II
14:30 - 15:30	Concept Refinement
15:30 - 16:30	Video Prototyping
16:30 - 17:00	Shot-List Preparation



The Challenge:

SKETCHING IS...

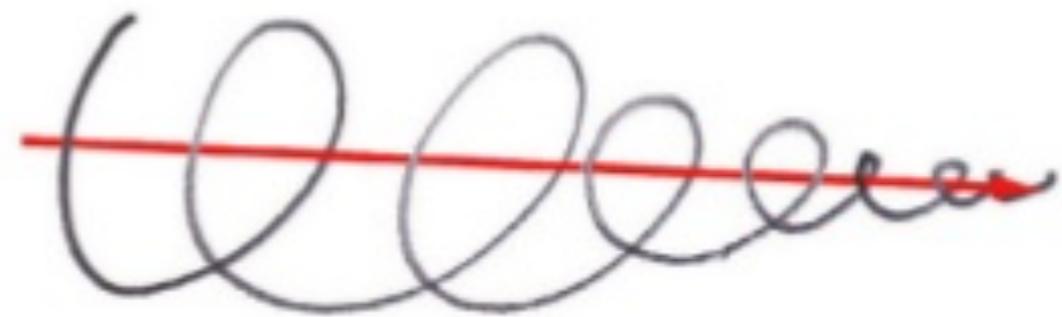
EXPLORATORY



Design

“Branching Exploration”

v

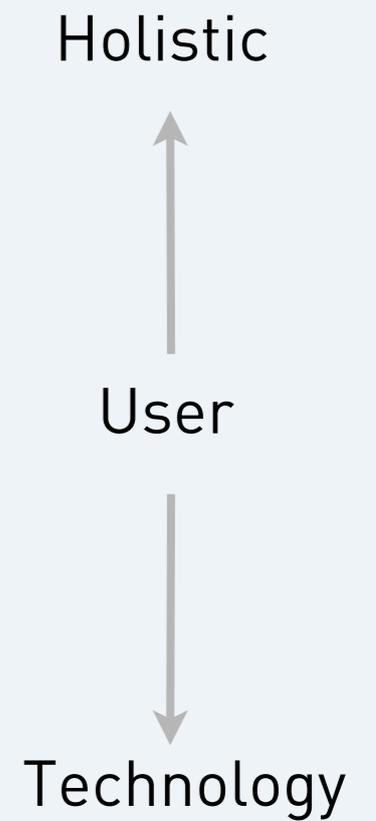


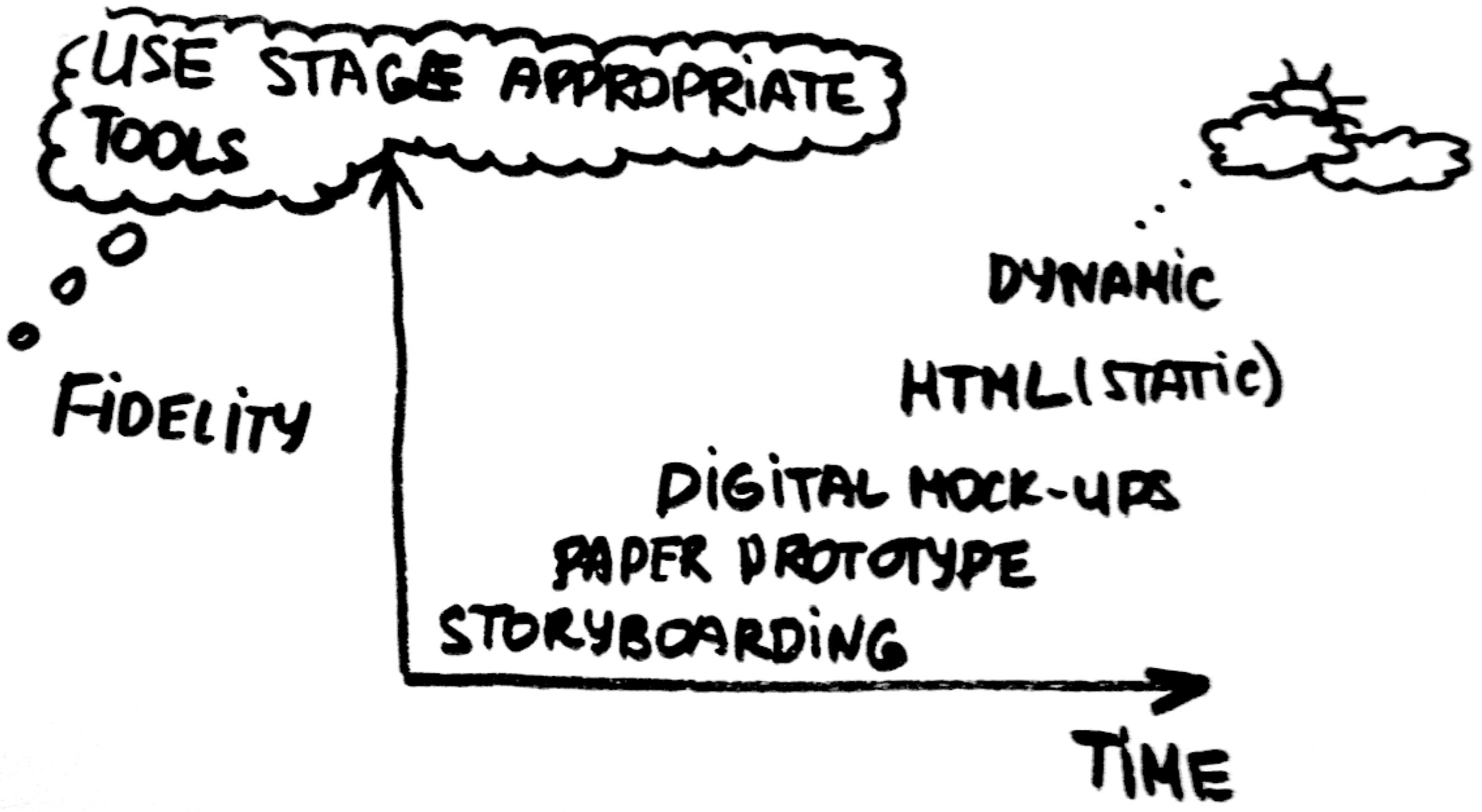
Prototyping

“Incremental iterative refinement”

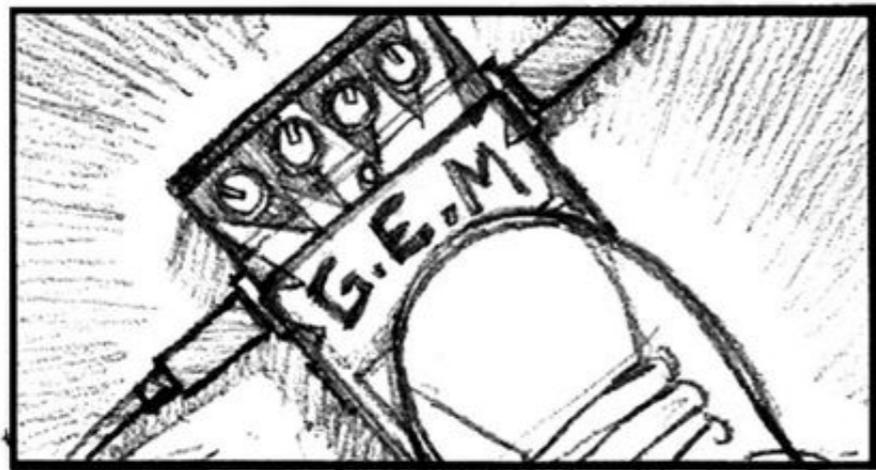
Bill Buxton, Sketching User Experiences

Zoomed Out vs. Zoomed In





Solution: Methods from
Movie-making....



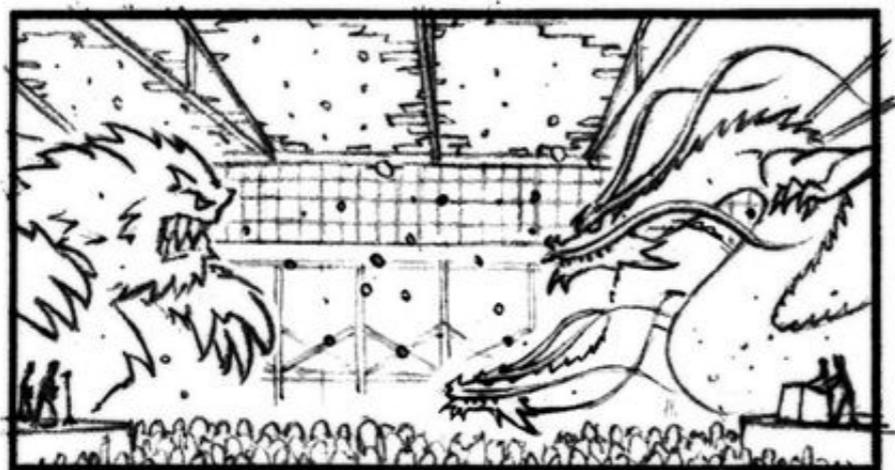
.. AND STAMPS ON HIS SPECIAL
G.E.M PEDAL



THIS TRANSFORMS SEX BOB-OMB'S
WAVEFORMS INTO A GIGANTIC
GREEN EYED MONSTER



Cont'd



THE TWO AUDIO DEMONS
SQUARE UP

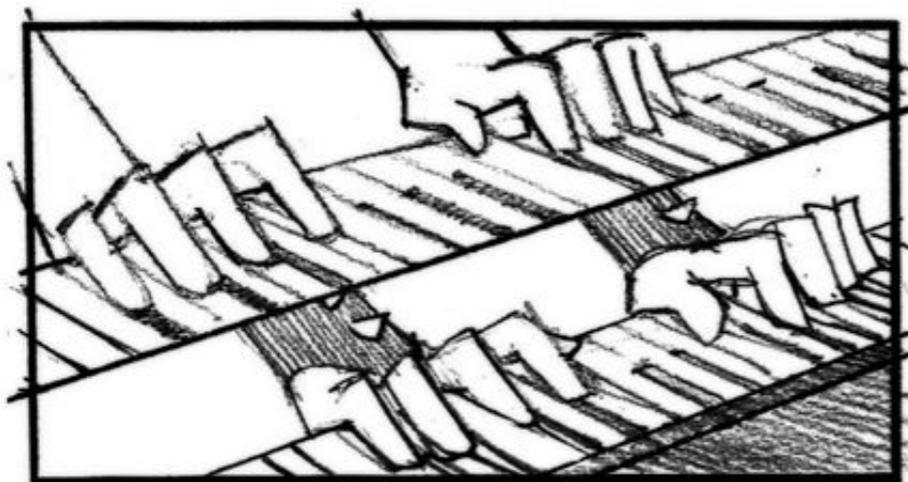


Scene:

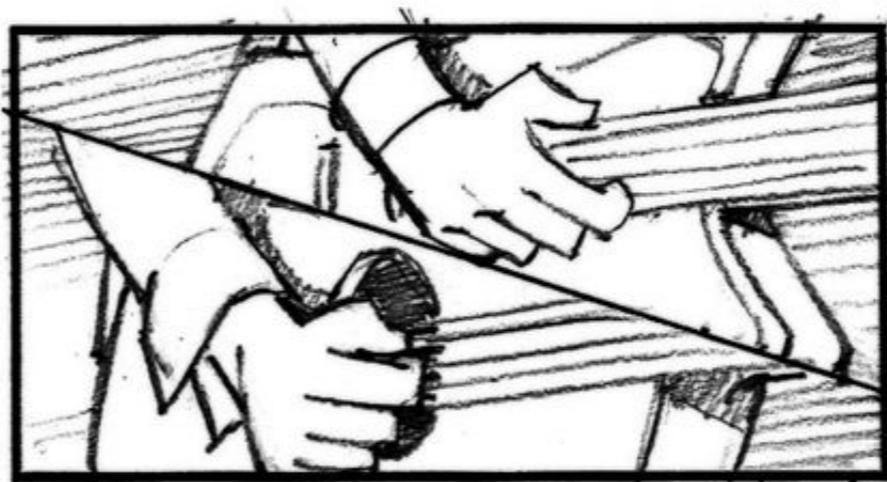
85

Page:

20



THE TWINS' MOOD DEEPENS



SEX BOB-OMB PLAY HARDER



1 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



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



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



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



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



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



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



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



9 EXT.NIGHT: Overhead Shot (OHS) of fight. Sound of switchblade as he swipes the air and misses Joe.
CUT TO

MISHA'S FIRST LESSON

SCENE 7A-8C
INFO
page # 5

STORYBOARDS



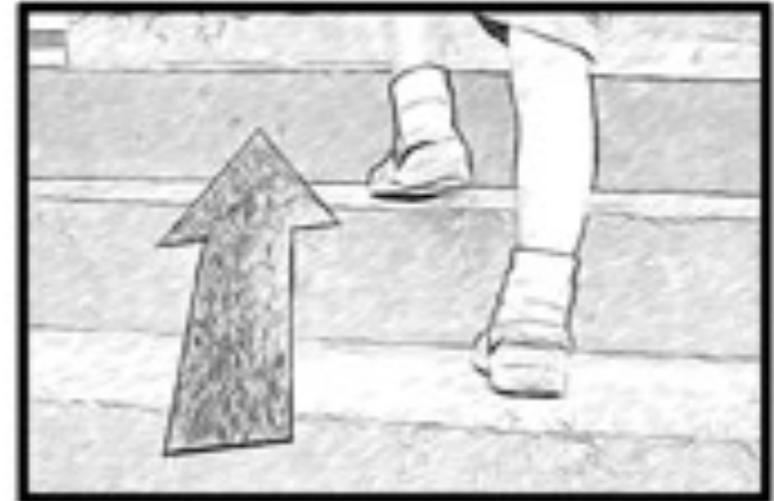
POV/SHOT TYPE: street/pan follow
ACTION : walk to door
KEY DIALOGUE :

TIMING : 12 seconds
EDIT/SOUND : humming



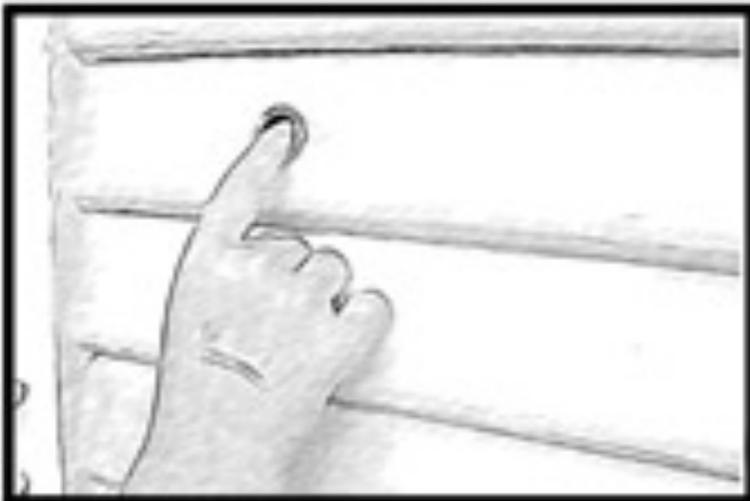
POV/SHOT TYPE: close up
ACTION : wild hands play
KEY DIALOGUE :

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

CONFIDENTIAL

.... 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.

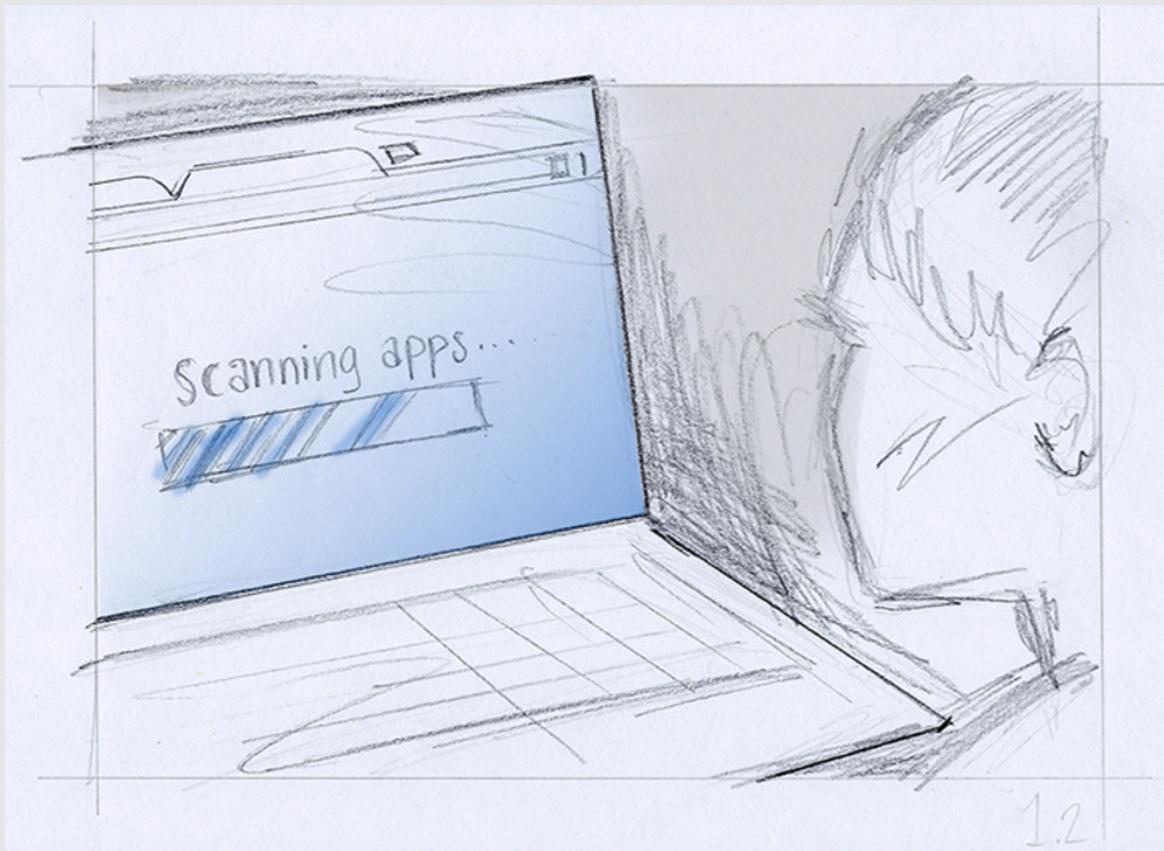
Examples:



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.



Business Segmentation

Targets / Trends	Beyond Creative	Powering Relationships	Cross-Ownership of Devices	Economy of Personal Data	Emerging Capacity	Flexible Use	Location Independence
Globe Trotter Felicia							
Mobile Metro Kelly							
Office Techie Ricardo							
Tech Enthusiast							



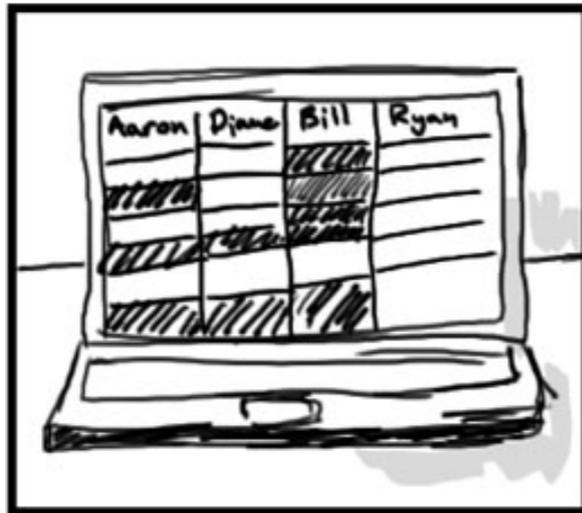
7) Aaron enters the date into his tablet version of the app, and sends it out to his wife. There, now they won't miss it.



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"



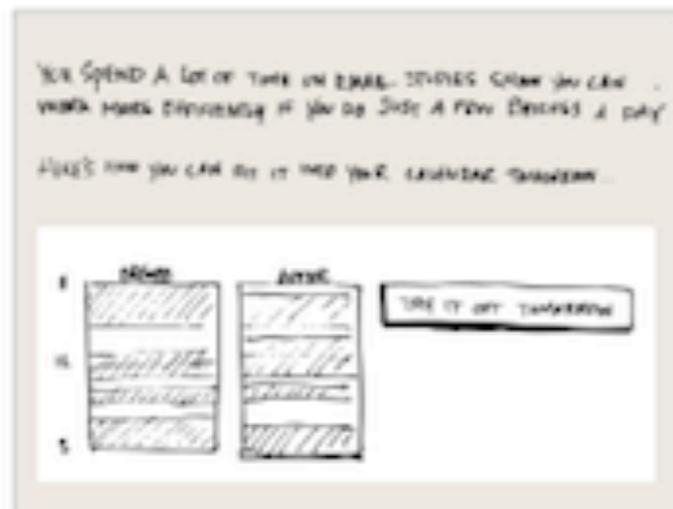
Lisa hears about Equilibrium from a co-worker, who mentions that it's a cool way to see how you spend your time.



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.



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.



**Extreme long shot
(wide shot)**

A view showing details of the setting, location, etc.



Long shot

Showing the full height of a person.



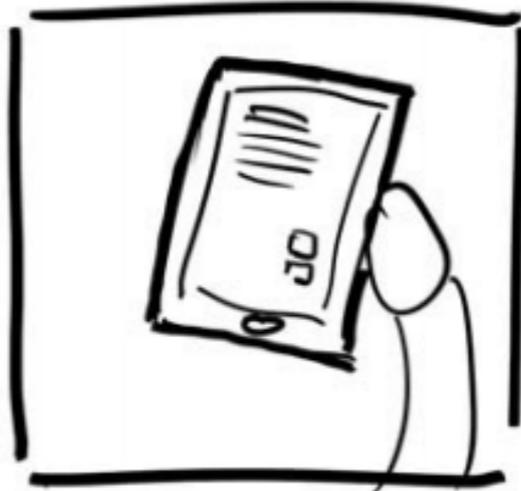
Medium shot

Shows a person's head and shoulders.



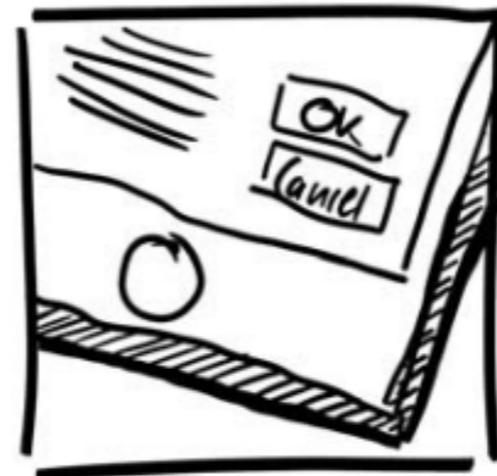
Over-the-shoulder shot

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

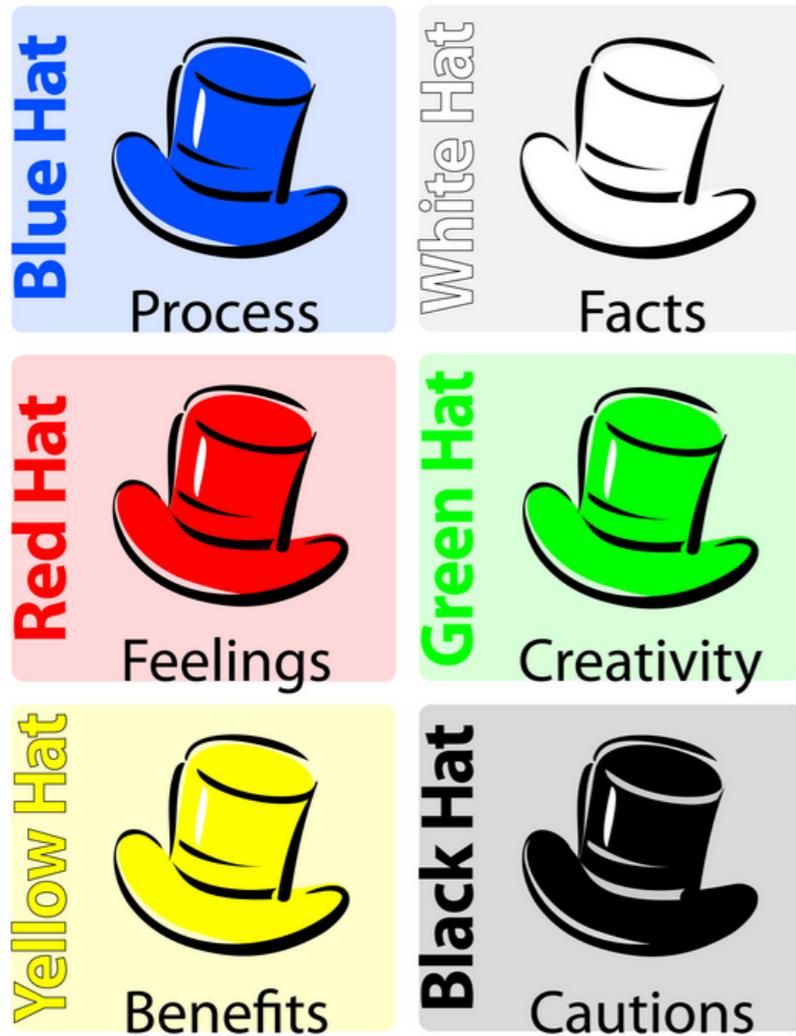
prepare 1 Storyboard in Split-Teams and send Slides (one frame per slide) to hanna.schneider@difi.lmu.de (no later than 11:30)

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



COLOURED HAT	THINK OF	DETAILED DESCRIPTION
	<i>White paper</i>	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.
	<i>Fire and warmth</i>	The red hat is associated with feelings, intuition, and emotion. The red hat allows people to put forward feelings without justification or prejudice.
	<i>Sunshine</i>	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.
	<i>A stern judge</i>	The black hat relates to caution. It is used for critical judgement. Sometimes it is easy to overuse the black hat.
	<i>Vegetation and rich growth</i>	The green hat is for creative thinking and generating new ideas. This is your creative thinking cap.
	<i>The sky and overview</i>	The blue hat is about process control. It is used for thinking about thinking. The blue hat asks for summaries, conclusions and decisions.