

Storyboards

Fundamentals

A storyboard is a method for upsampling written scenarios into visual stories.

Experience

The things and pressures on people that define and shape their interactions

Emotional Insight

Finding meaning in data by looking at it from the perspective of people

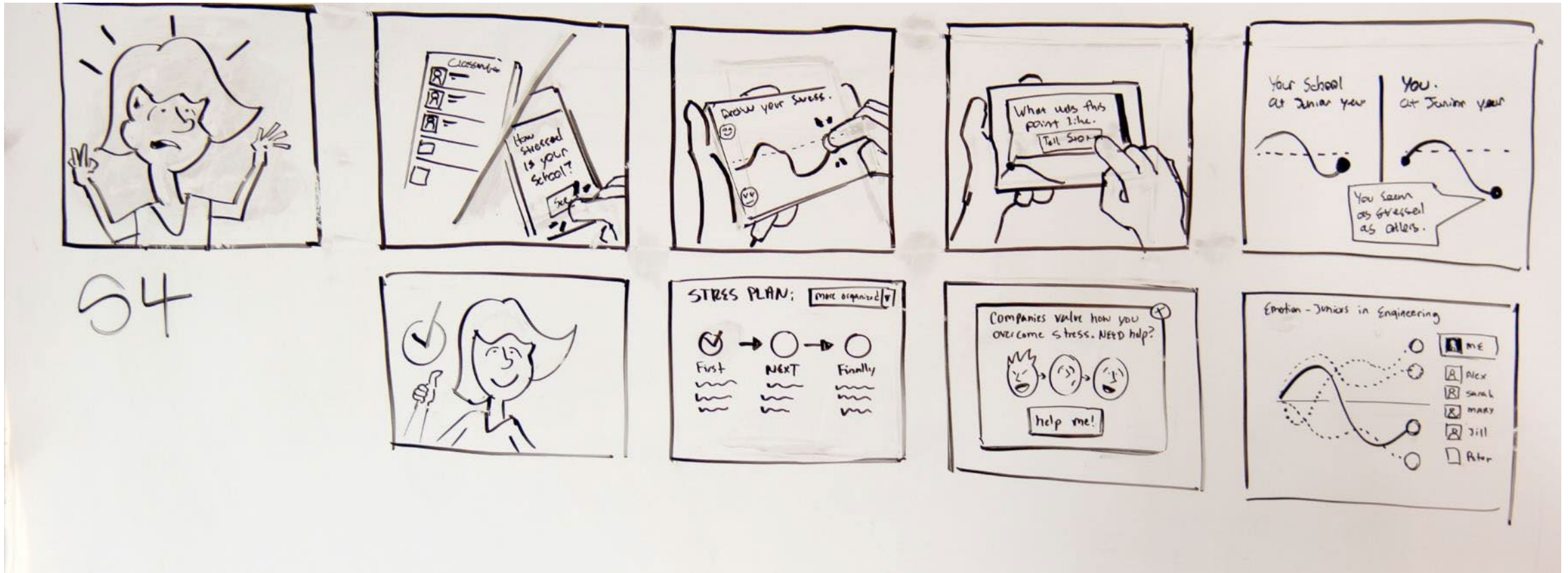
Narrative, Stories & Value

Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

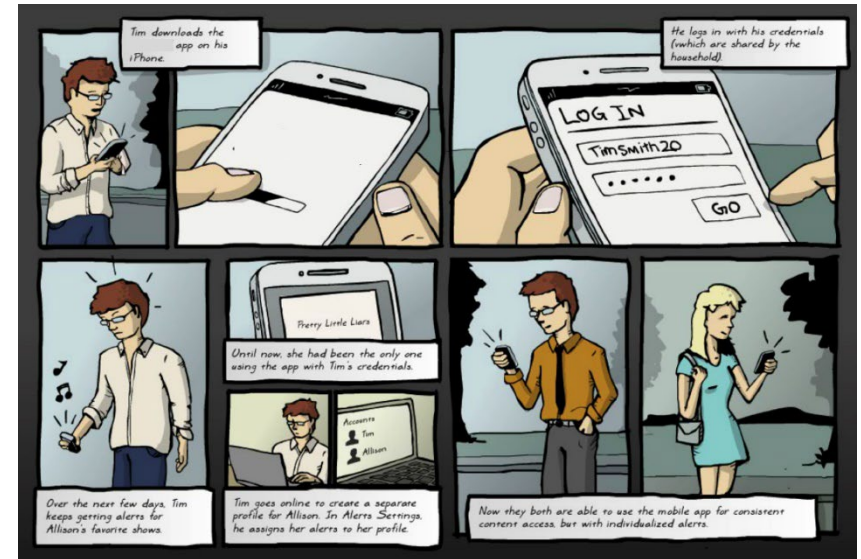
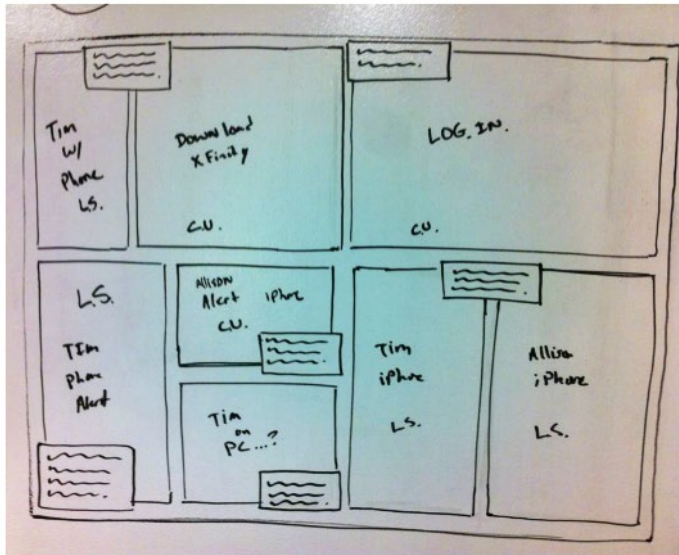
Examples

Storyboards usually start very loose.



Examples

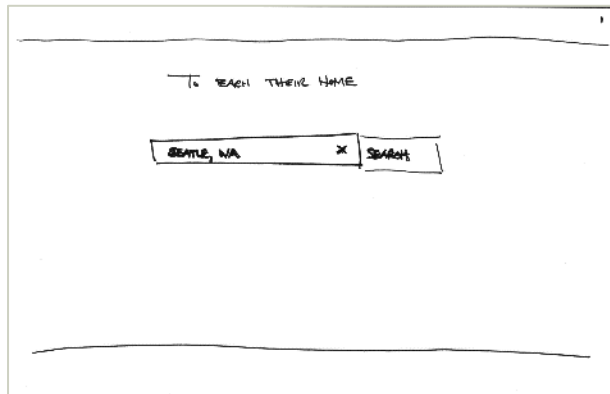
They get refined through several iterations.



Examples

A quick sketch, combined with the scenario text, brings the idea to life.

1



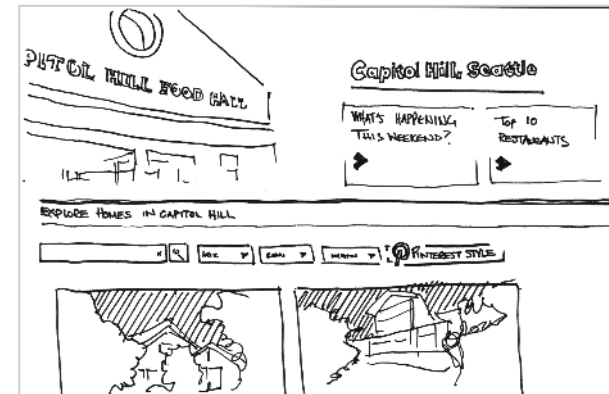
Taijana is moving from Chicago to Seattle for a new job. She's visited the city twice before, but didn't really gain a strong understanding of the communities. She visits FindAHouse and sees a link to explore by neighborhood.

2



She sees a map; as she clicks on the map, she sees further information about each area.

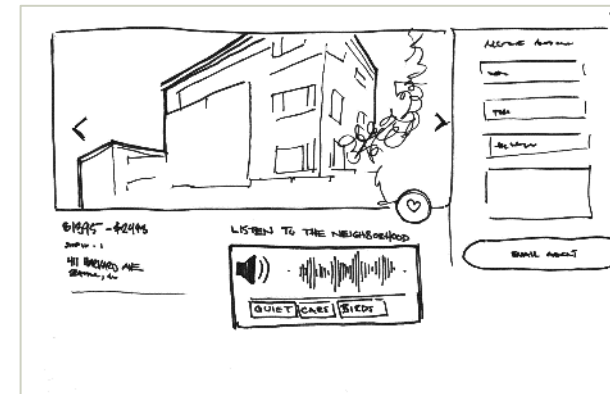
3



Taijana sees an overview of the Capitol Hill community, with articles and podcasts from locals. She also sees search results with familiar filters and facets.

She clicks to zoom in on a street view.

4

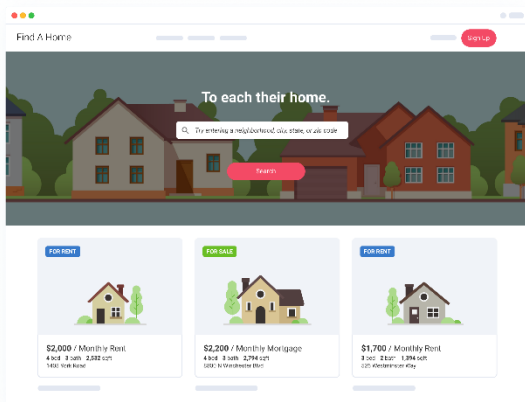


It looks perfect. She sees that she can hear a preview of the street in front of the house and catch a glimpse from the nearest public camera; she clicks to listen and watch. She hears a bustling, but not overwhelming, sense of street liveliness. Most important for her: no honking buses.

Examples

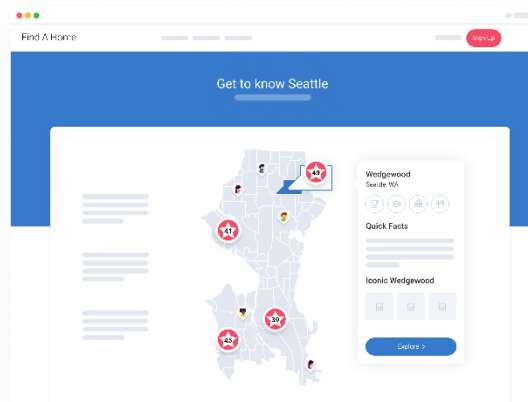
Realism can be selectively applied.

1



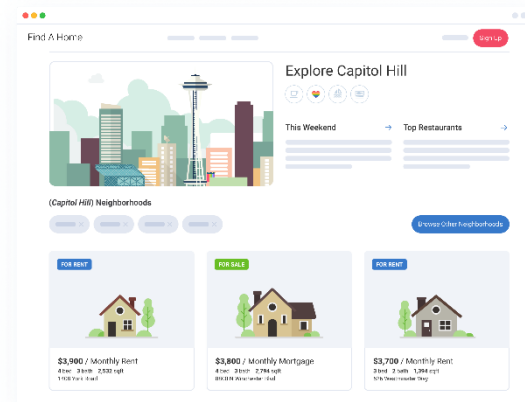
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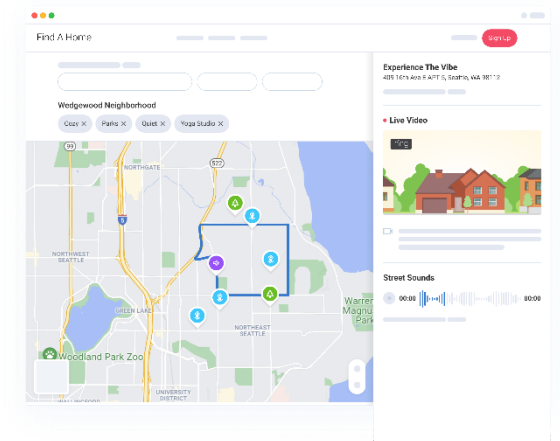
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Fundamentals

Storyboards begin a subtle shift towards details.

Written scenarios are the start of crafting a new idea, but they often lack the precision and clarity required to advance the idea into detailed interface design.

Illustrating a concept forces us to *take a stand* with respect to how a concept presents itself over the course of continued interaction.

Comic-book style storyboards are an inexpensive way to capture and iterate upon a future facing concept:

- Use a style that allows you to paint a vivid future, but move quickly (3 -5 min per frame)
- As little lorem ipsum as possible. Use real text and button labels
- Omit any interface elements that are not part of the scenario
- Make actual and pragmatic interface decisions

How to create storyboards

Create your plan.

Written Scenario

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How to create storyboards

Create your plan.

Written Scenario	Key Features To Highlight
Taijana is moving from Chicago to Seattle for a new job. She's visited the city twice before, but didn't really gain a strong understanding of the communities. She visits FindAHouse and sees a link to explore by neighborhood.	<ul style="list-style-type: none">• Explore by neighborhood
She sees a map; as she clicks on the map, she sees further information about each area.	<ul style="list-style-type: none">• Different styles of searching based on location
Taijana sees an overview of the Capitol Hill community, with articles and podcasts from locals. She also sees search results with familiar filters and facets. She clicks to zoom in on a street view.	<ul style="list-style-type: none">• Overview of a community• Rich media content• Filtering• Zooming
It looks perfect. She sees that she can hear a preview of the street in front of the house and catch a glimpse from the nearest public camera; she clicks to listen and watch. She hears a bustling, but not overwhelming, sense of street liveliness. Most important for her: no honking buses.	<ul style="list-style-type: none">• Visual preview• Audio preview

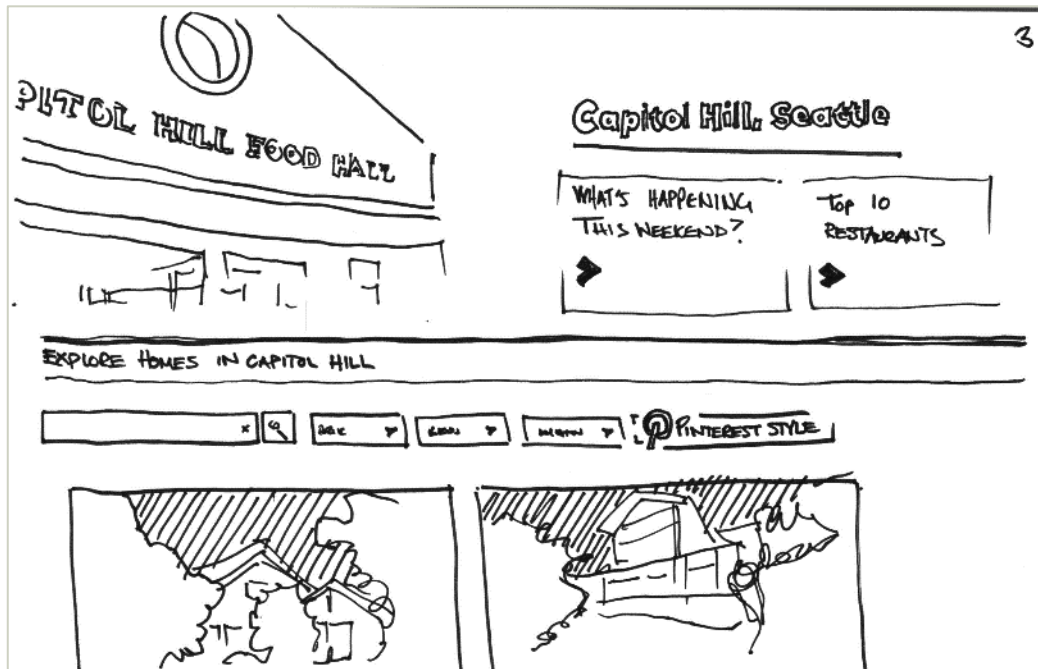
How to create storyboards

Create your plan.

Written Scenario	Key Features To Highlight	Art Direction for Sketching
Taijana is moving from Chicago to Seattle for a new job. She's visited the city twice before, but didn't really gain a strong understanding of the communities. She visits FindAHouse and sees a link to explore by neighborhood.	<ul style="list-style-type: none"> Explore by neighborhood 	<ul style="list-style-type: none"> Large search box in the middle of the screen Instructional text indicating that search by neighborhood is available
She sees a map; as she clicks on the map, she sees further information about each area.	<ul style="list-style-type: none"> Different styles of searching based on location 	<ul style="list-style-type: none"> Map view of the community Content panel to describe a selected area
Taijana sees an overview of the Capitol Hill community, with articles and podcasts from locals. She also sees search results with familiar filters and facets. She clicks to zoom in on a street view.	<ul style="list-style-type: none"> Overview of a community Rich media content Filtering Zooming 	<ul style="list-style-type: none"> Highly visual view of a community, with lots of photos, videos, and exploratory feel
It looks perfect. She sees that she can hear a preview of the street in front of the house and catch a glimpse from the nearest public camera; she clicks to listen and watch. She hears a bustling, but not overwhelming, sense of street liveliness. Most important for her: no honking buses.	<ul style="list-style-type: none"> Visual preview Audio preview 	<ul style="list-style-type: none"> Google street view style explorer (pan left/right) Audio clip showing the "wave" of an audio, with play button

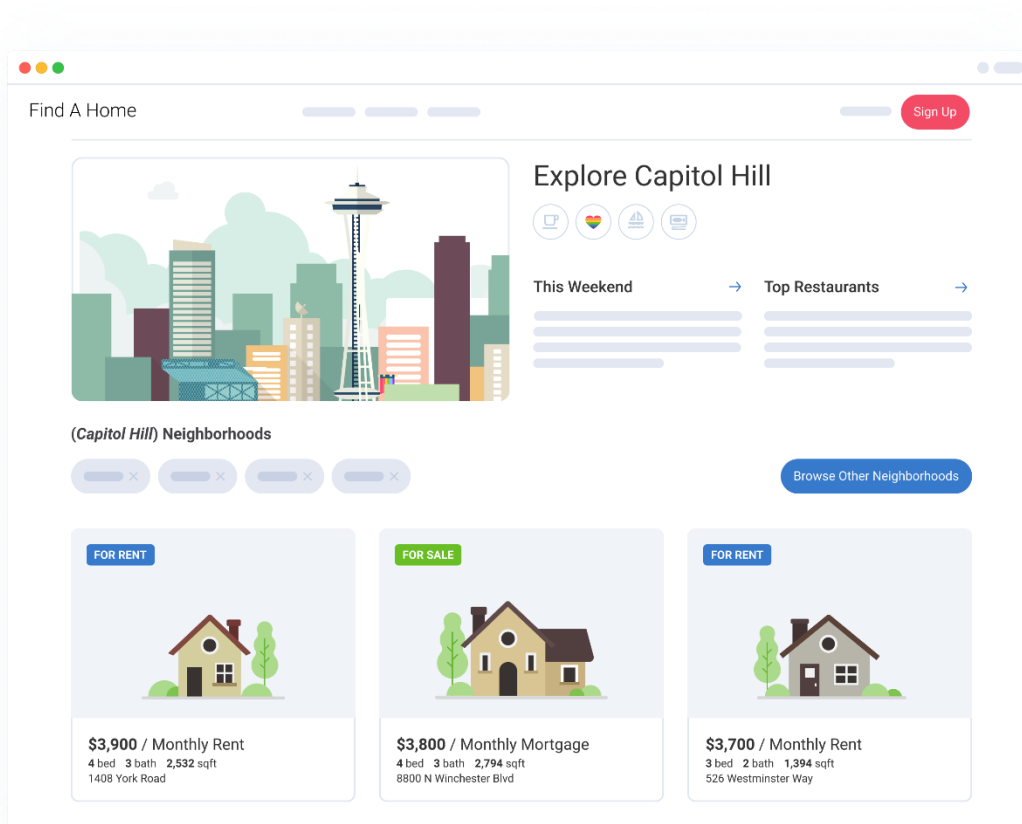
How to create storyboards

Draw each step at a low level of fidelity (like our early vignettes).



How to create storyboards

Draw each step at a high level of fidelity (more detailed than our completed vignettes).



Summary

A storyboard is a method for upsampling written scenarios into visual stories.

Experience

The things and pressures on people that define and shape their interactions

Emotional Insight

Finding meaning in data by looking at it from the perspective of people

Narrative, Stories & Value

Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

Thank you!

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