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

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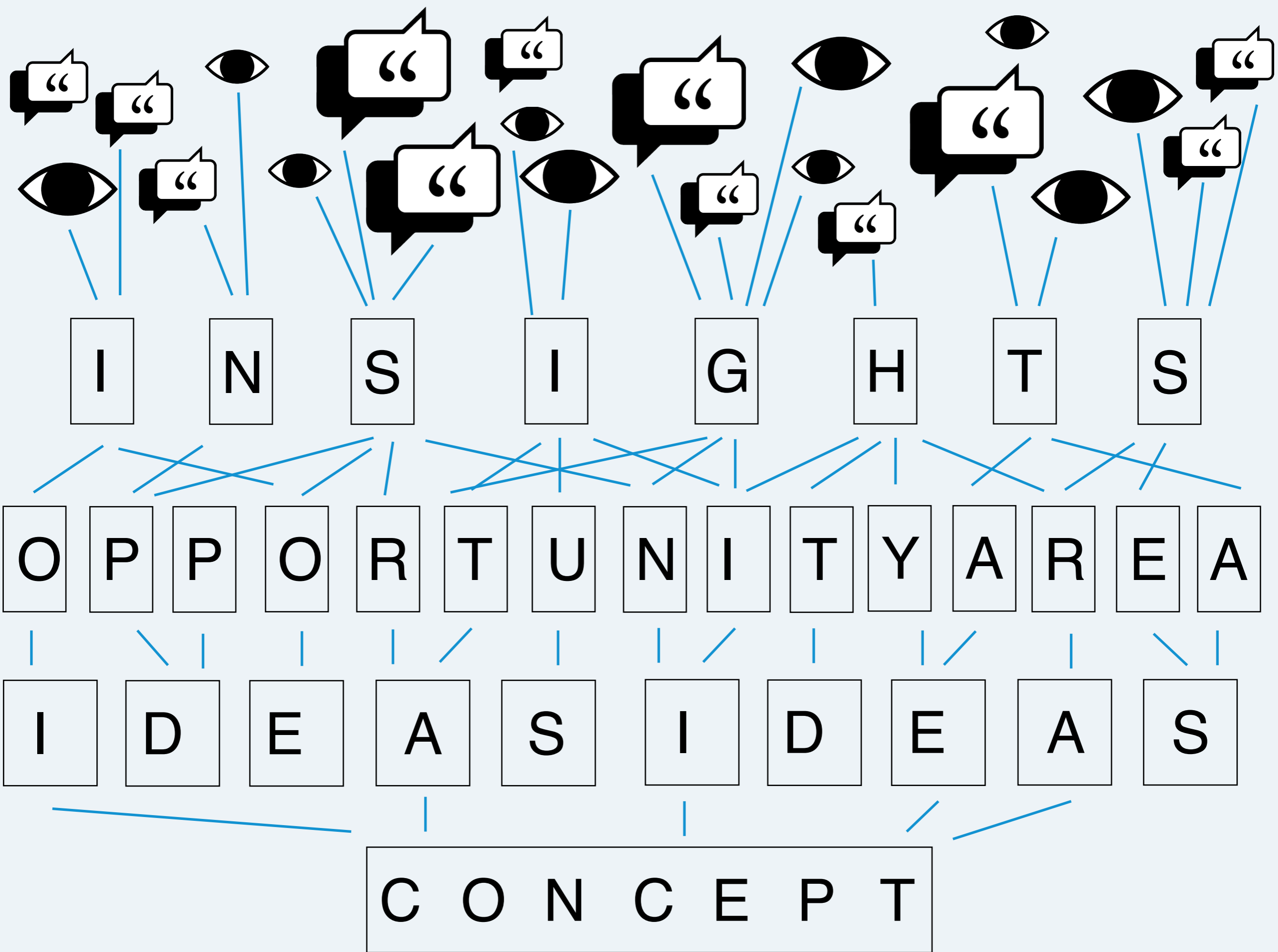Tutorials and Organization: Beat Rossmy
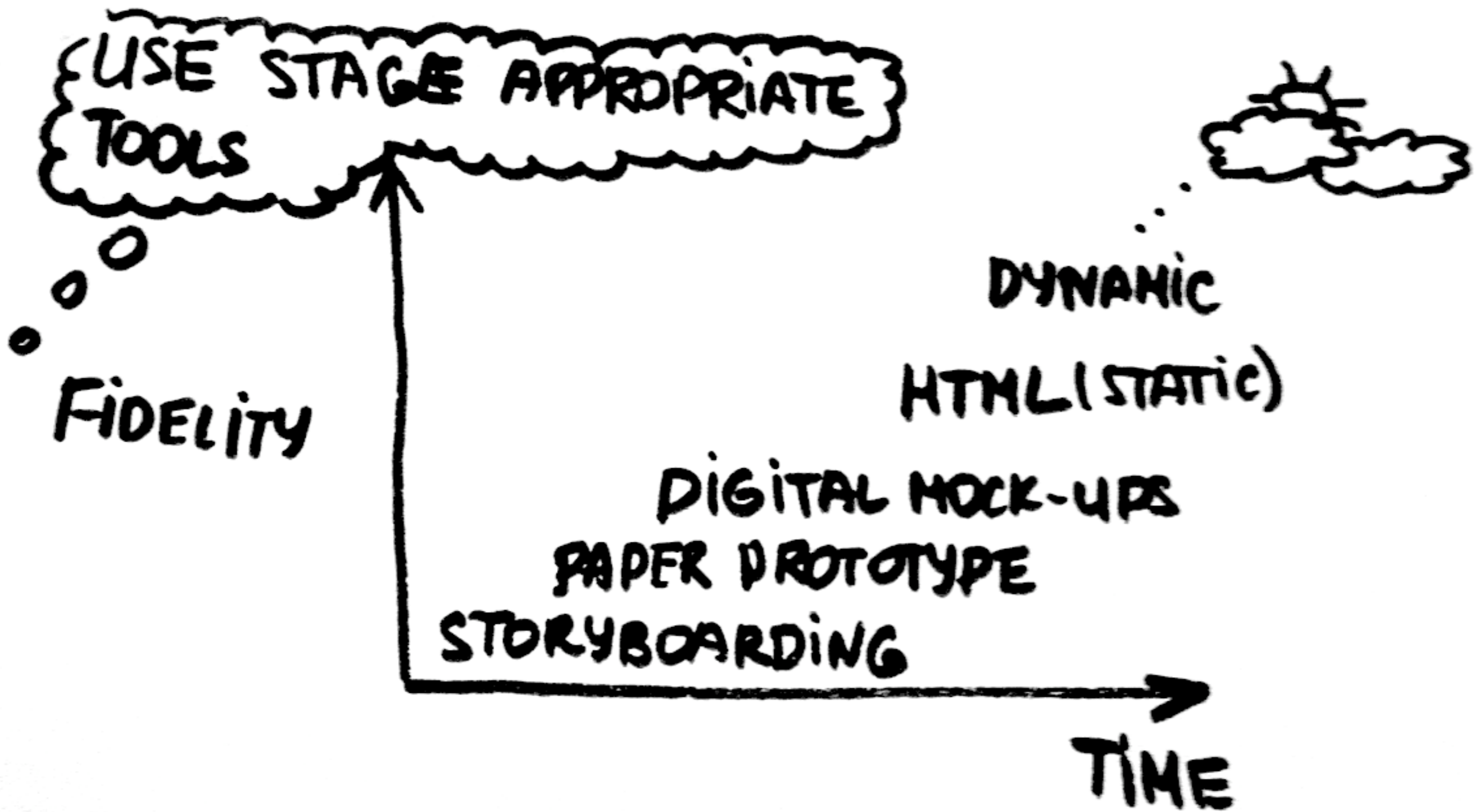External Lecturers: Marin Zec (Celonis)

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MÜNCHEN

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

INSIGHTS

OPPORTUNITY AREA

IDEAS IDEAS

CONCEPT

Storyboards

USE STAGE APPROPRIATE TOOLS

FIDELITY

DYNAMIC
HTML (STATIC)
DIGITAL MOCK-UPS
PAPER PROTOTYPE
STORYBOARDING

TIME

Methods from Movie-making....

MISHA'S FIRST LESSON
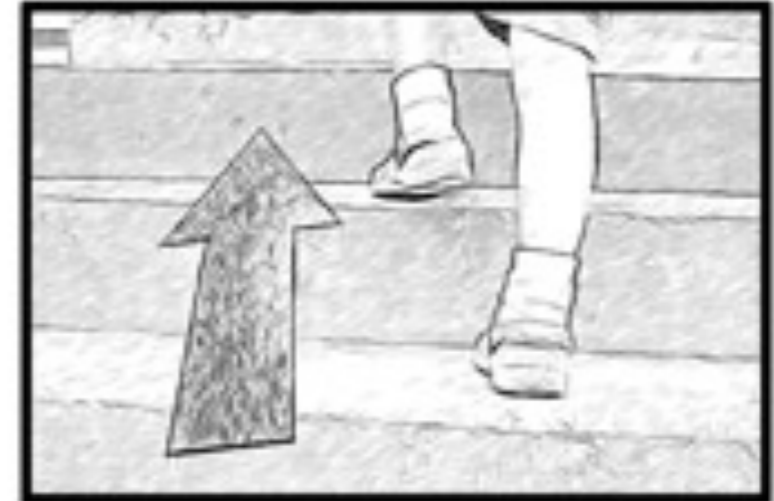
STORYBOARDS

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

TIMING   :12 seconds
EDIT/SOUND   :humming
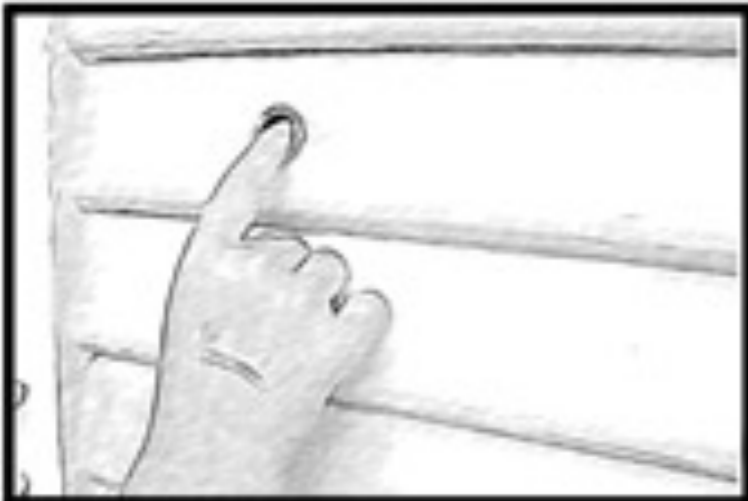

POV/SHOT TYPE:close up
ACTION   :wild hands play
KEY DIALOGUE :

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   :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

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.
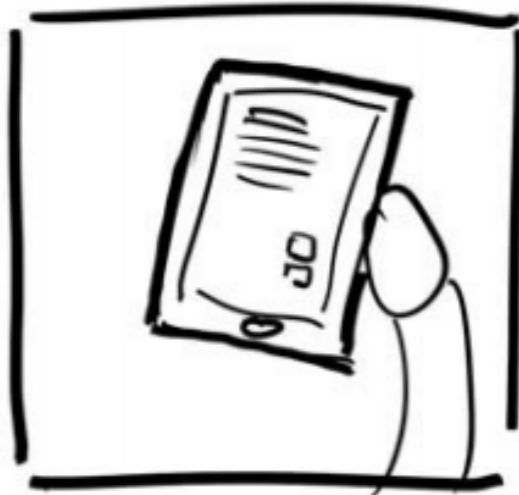
Long shot
Showing the full height of a person.

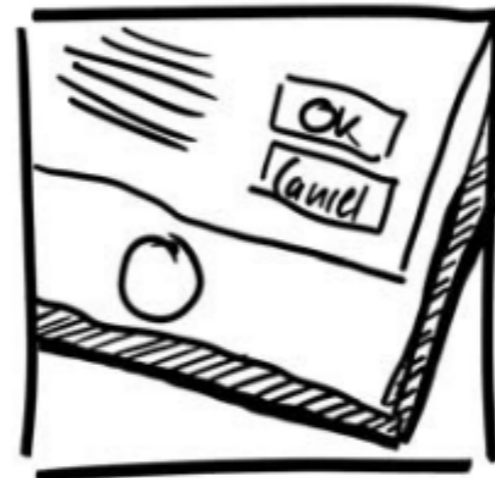**Medium shot**
Shows a person's head and shoulders.

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.
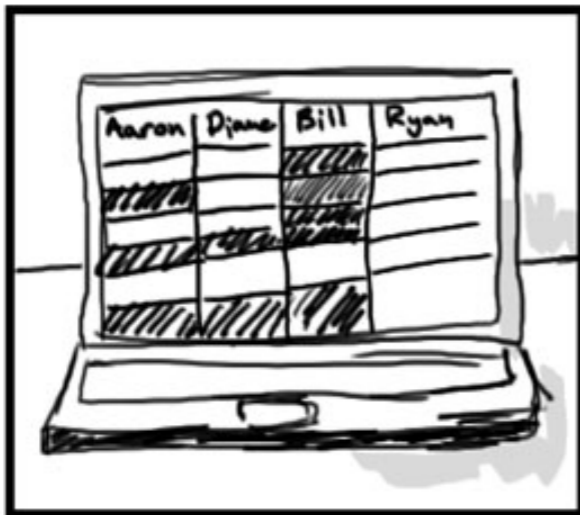
Examples:

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.

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.

1.) Storyboard Outline

Chronological	Shows events in order as they occurred
Narrative	Takes the audience on a journey trough a flowing presentation
Problem/Solution	States the problem, the why´s, your solution, and a summary
Cause/Effect	States the cause and explains the effect(s)

Source: [1]

2.) Storyboard Outline Format

Introduction

Body

Conclusion

} Outline Format

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