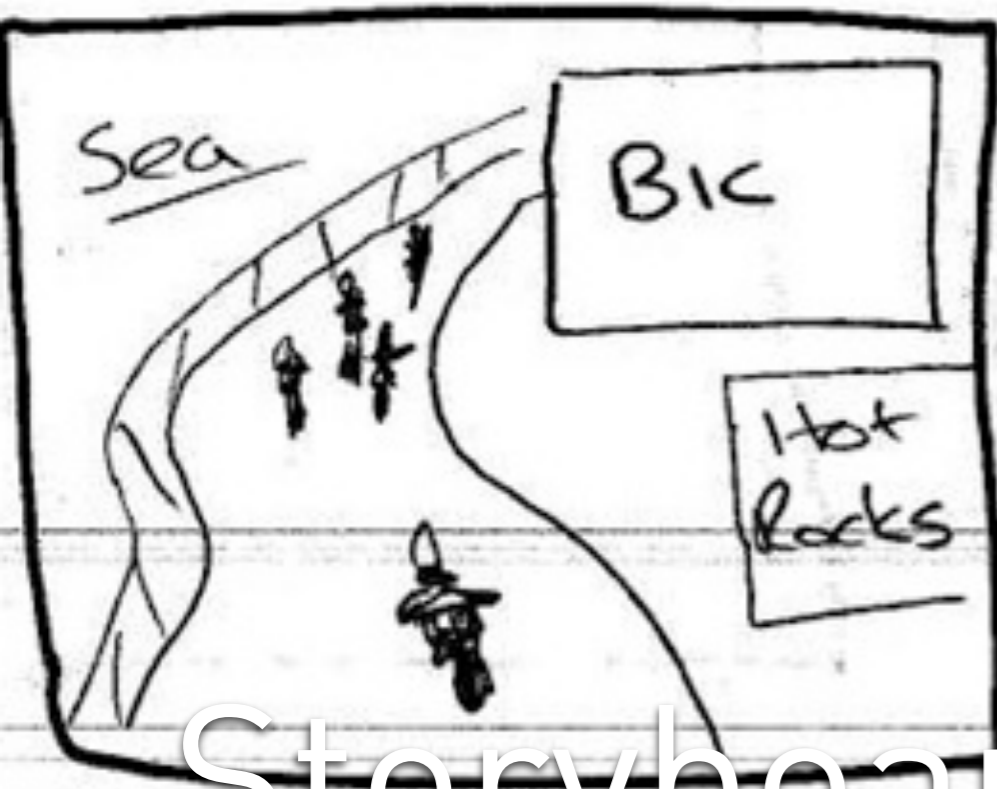
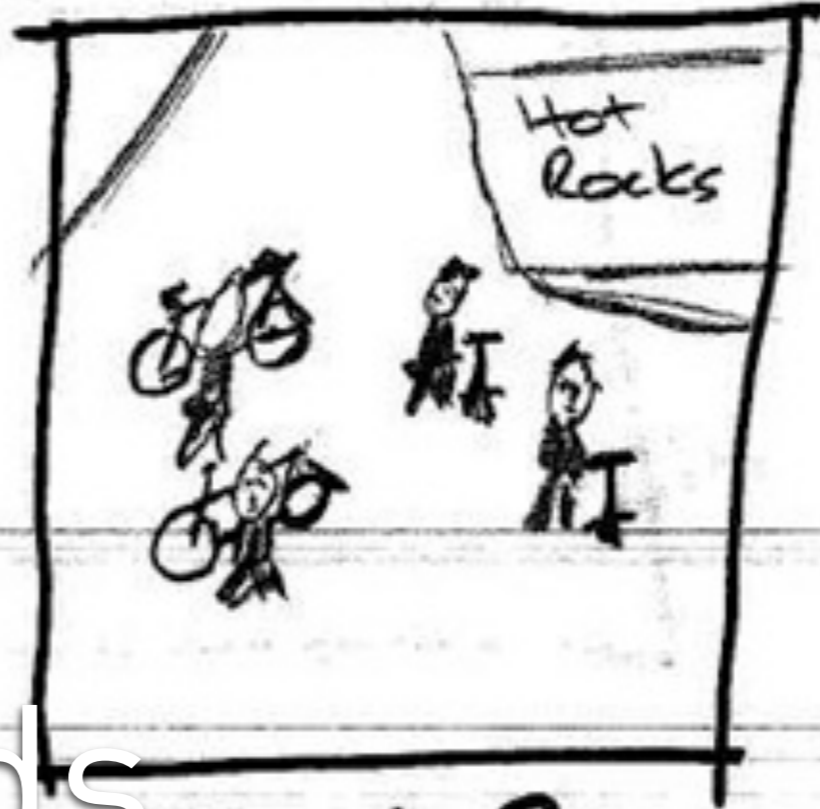


# Viral Video Storyboard (modified due to location)



Shot 1

Note: Zoom out as cyclists come down the hill.



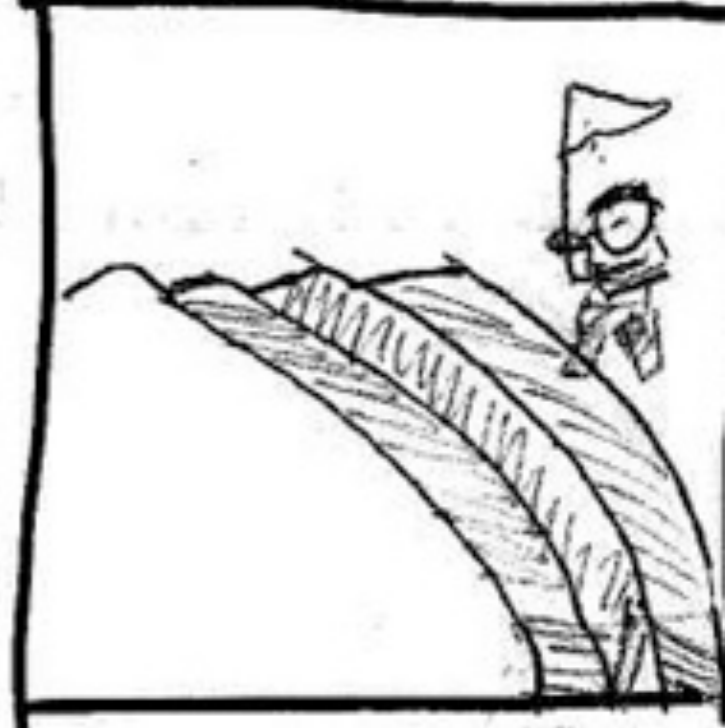
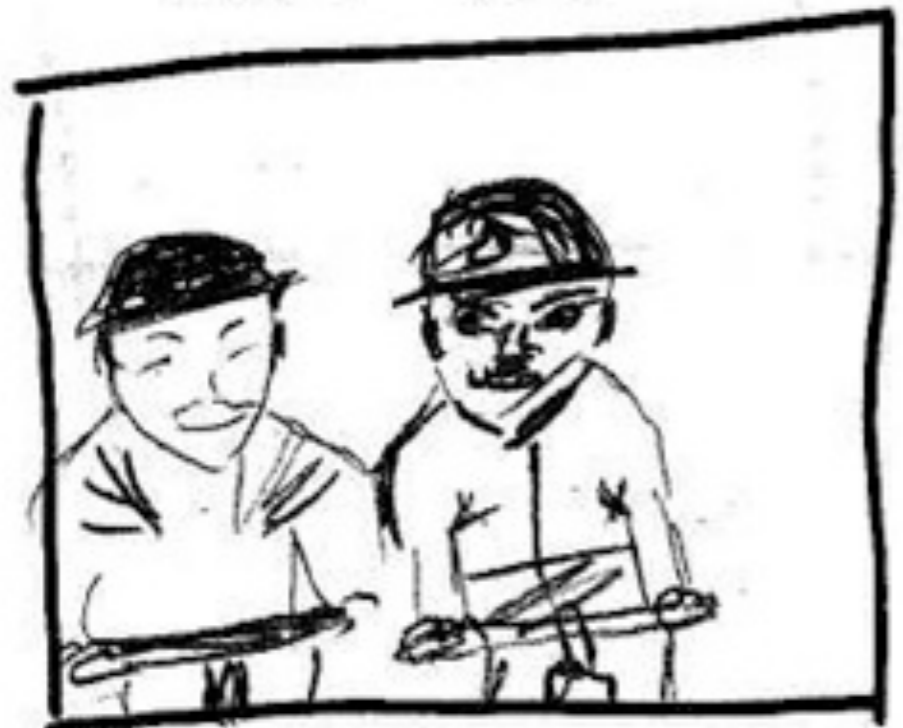
Shot 2

Note: As the cyclist walk thier bike around us filming.

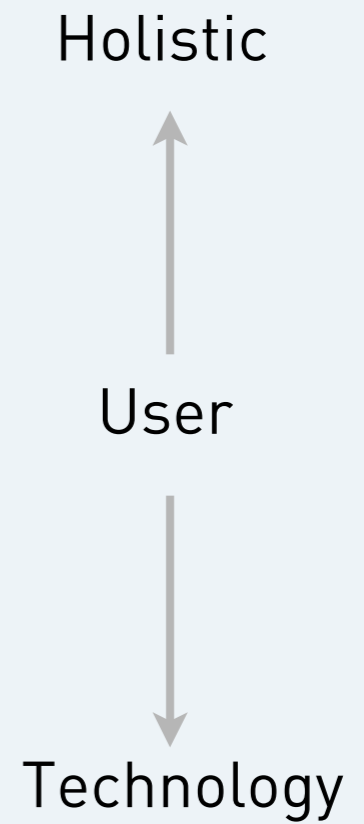


Shot 3

Note: Close up of the Flag Carrier following the car.



# Zoomed Out vs. Zoomed In



# 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 artifacts 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.

# Storyboards

## Guidelines

**Be simple!** Use your Scenario as a basis and reduce it to **six key aspects** 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.

# Storyboards

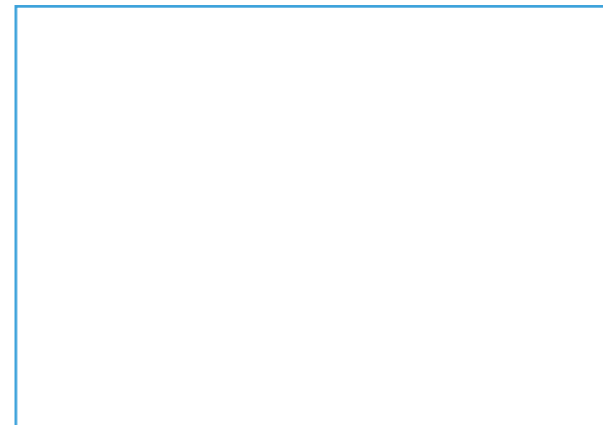
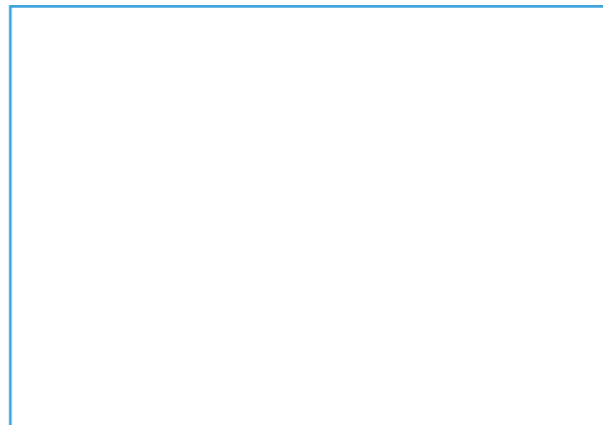
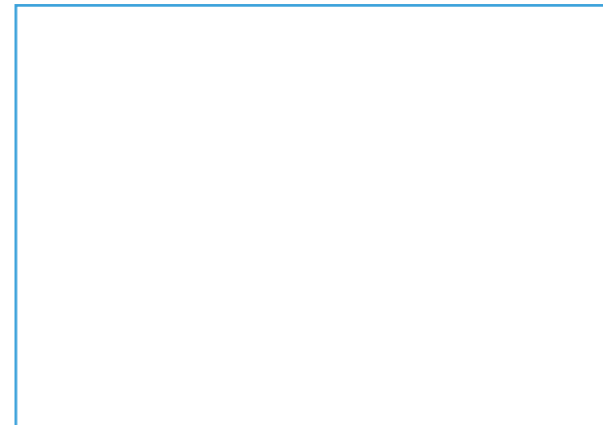
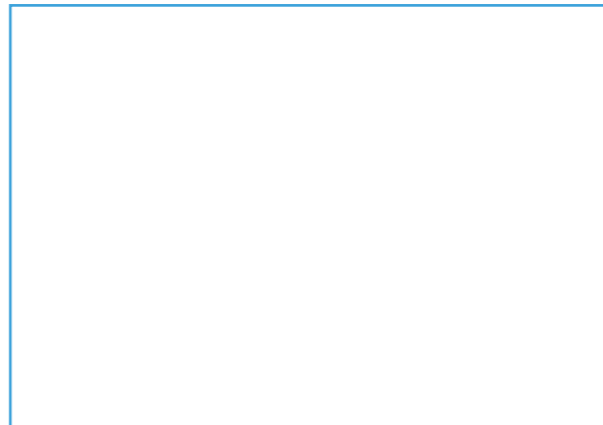
## Concept Development Storyboard

---

Team

Problem (2 Frames) - Solution (3 Frames) - Benefit (1 Frame)

Be simple. You don't need to be able to draw. Stickman and camera movements will do the job!



# BREAKOUT SESSION 6

13:15-15:00

prepare 3 Storyboards in  
Teams of 2 and

send Slides to

[hanna.schneider@difi.lmu.de](mailto:hanna.schneider@difi.lmu.de)  
(no later than 14:55)

# Mid Review

**5 Minutes + 5 Q&A with Guests**

Concept & 6 Keyframe Storyboard  
(all effects allowed)