

# Workshop

## User Experience Design III

### Day 6 - UX Tools & Methods

#### Session 1 - Storyboarding

Lecturer: Alexander Wiethoff

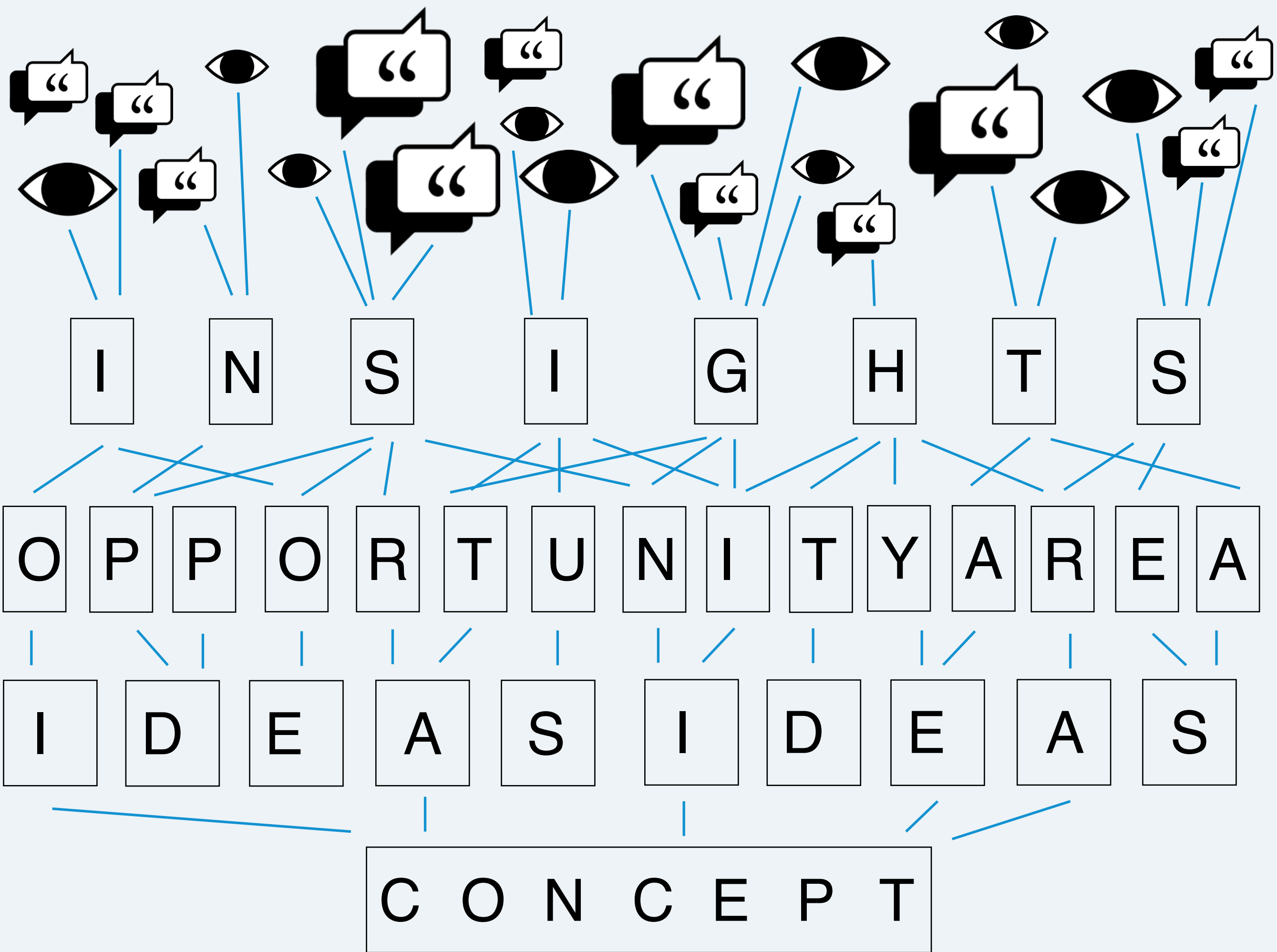
Tutorials and Organization: Fiona Draxler & Steeven Salazar

External Lecturers: Marin Zec (TUM)



# Agenda Day 6

- 09:15 - Storyboarding Intro
- 09:30 - Storyboarding Breakout Session
- 11:00 - Storyboard Presentation
- 12:00 - Lunch Break
- 13:00 - Video Prototyping Intro
- 13:45 - Idea Refinement & Video Prototyping

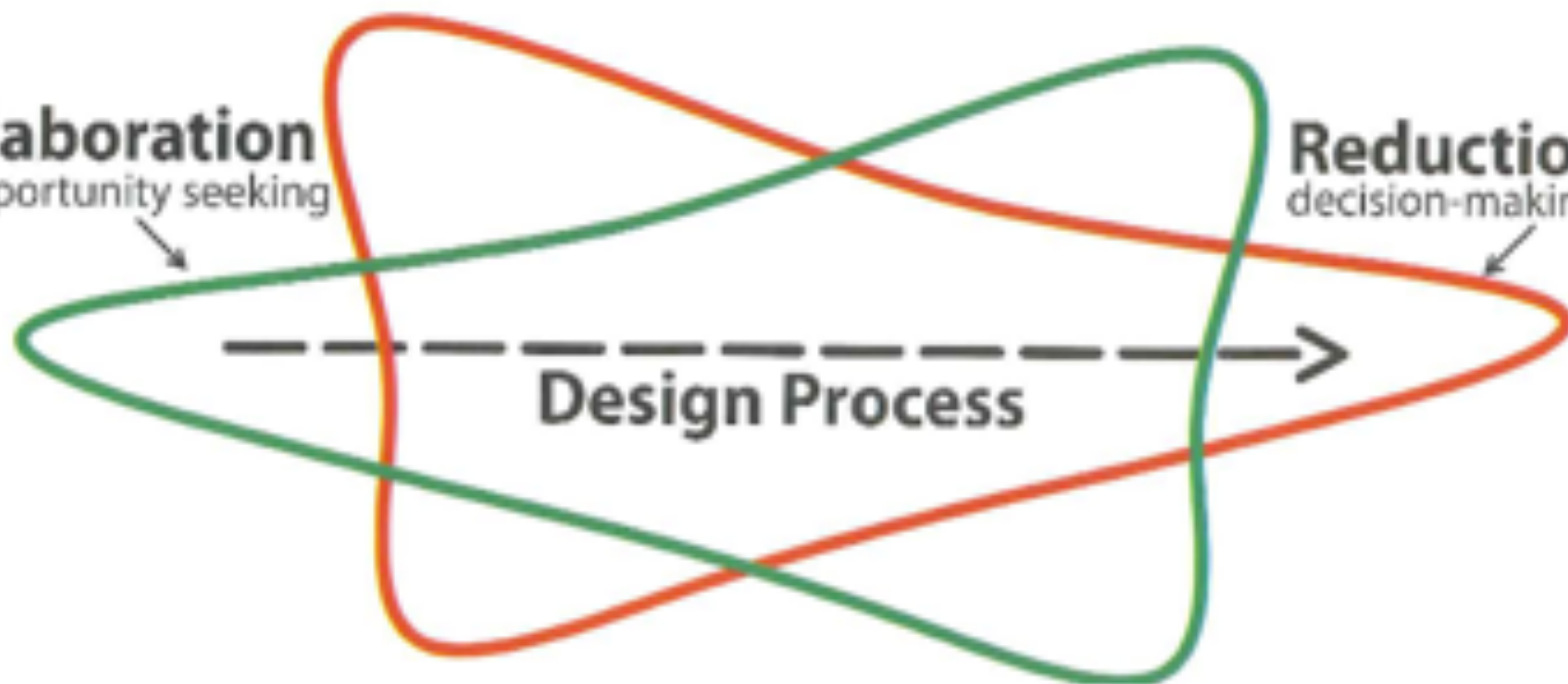




# Storyboards

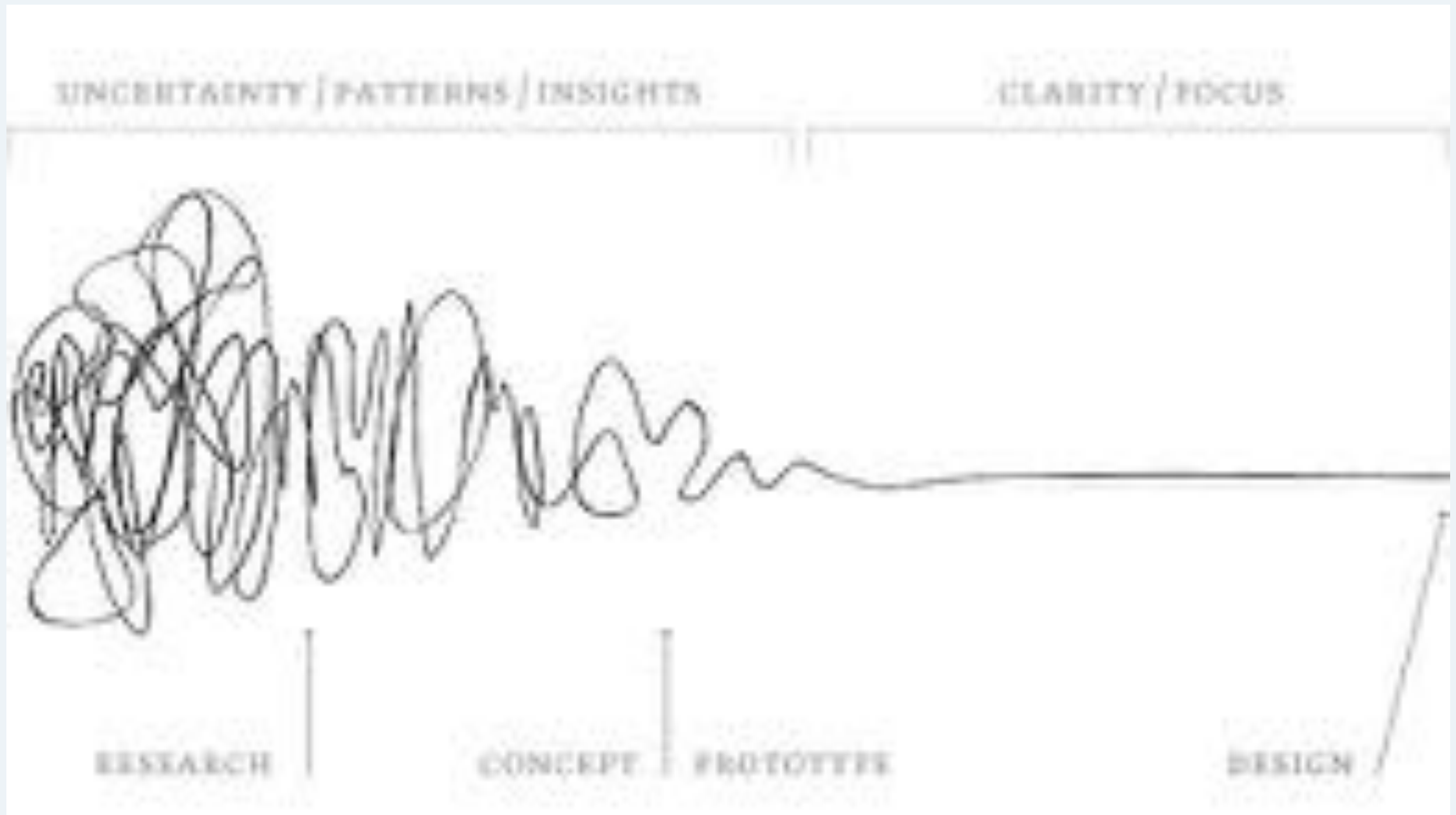
**Elaboration**  
opportunity seeking

**Reduction**  
decision-making

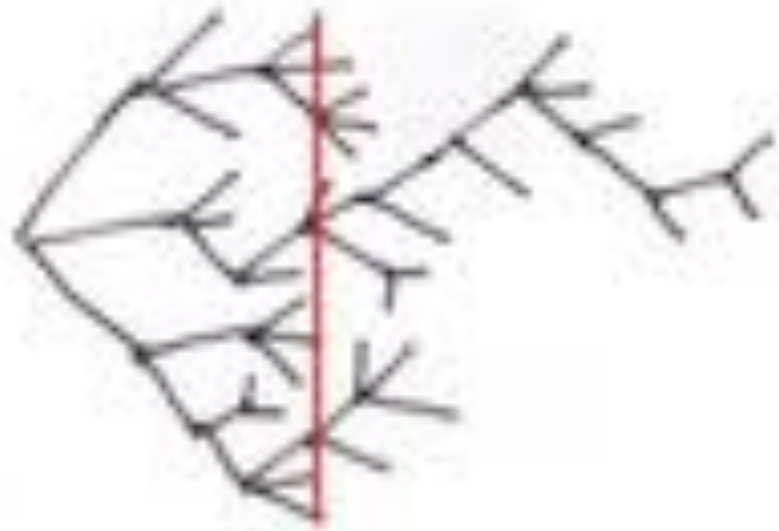


**Design Process**

# The creative process.



# SKETCHING IS... **EXPLORATORY**



**Design**

"Branching Exploration"

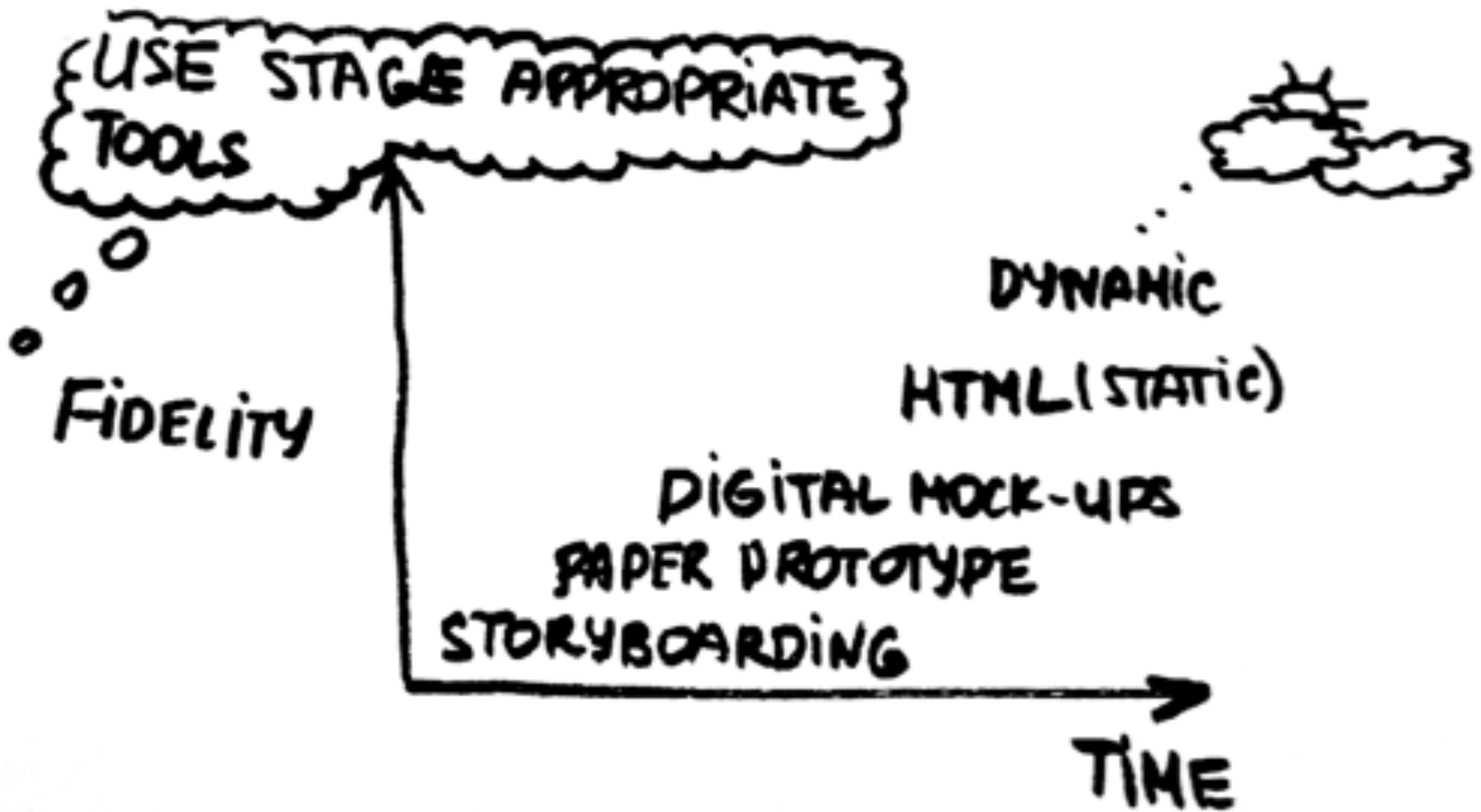


**Prototyping**

"Incremental iterative refinement"

Bill Budon, Sketching User Experiences







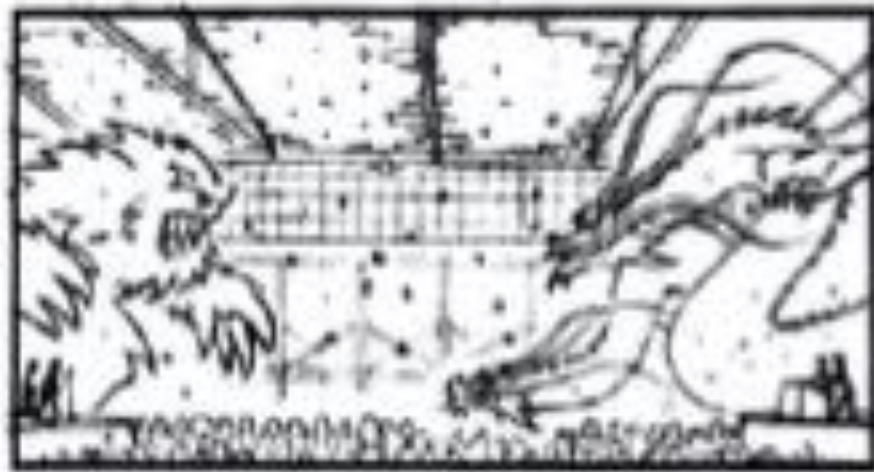


... AND STAMPS ON HIS SPECIAL  
G.E.M. PEDAL



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

# SCOTT PILGRIM



THE TWO AUDIO DEMONS  
SQUARE UP



Scene:

85

Page:

20



THE TWINS' MOOD DEEPENS



SEX BOB-OMB PLAY HARDER





**1** EXT. ROOFTOP - Low angle long shot (L.S.)  
Distorted view, see the top crane legs & enough view below the crane  
BRAUNER: "Been waiting for you!" CUT TO



**2** EXT. ROOFTOP - Close-up (C.U.)  
See SUBJECT'S HEAD (S) by crane leg(s)  
BRAUNER: "Been waiting for you!"



**3** EXT. ROOFTOP - Low angle - Crane leg (L.S.) viewed via crane  
between (S) & (S)  
BRAUNER: "You have some unfinished business!" CUT TO



**4** EXT. ROOFTOP - Mid shot (M.S.) of (S)  
Face pans right (S)'s hand comes into view. (S) looks at (S)  
CUT TO



**5** EXT. ROOFTOP - Mid shot (M.S.) of (S) - Intensity (S)  
Cuts into an Extreme Close-up (E.C.U.) of his face  
CUT TO



**6** EXT. ROOFTOP - Close-up (C.U.) of (S) looking intensely  
CUT TO



**7** EXT. ROOFTOP - Extreme Close-up (E.C.U.) of (S)  
BRAUNER: "There you are!"  
CUT TO



**8** EXT. ROOFTOP - Mid shot (M.S.) of (S) - He looks forward, moving to  
left of frame.  
CUT TO



**9** EXT. ROOFTOP - Overhead (O.H.) (C.U.) of (S) hand of sword blade as he  
crosses (S) and (S) and (S)  
CUT TO

Methods from Movie-  
making....

# MISHA'S FIRST LESSON

## STORYBOARDS

SCENE 1A-1C  
INFO  
page 4 of 5



MOVEMENT TYPE: street/pan follow  
ACTION: walk to door  
KEY BEATINGS:

TIMING: 12 seconds  
EDIT/TRANS: tracking



MOVEMENT TYPE: close up  
ACTION: child hands play  
KEY BEATINGS:

TIMING: 4 seconds  
EDIT/TRANS: quiet (quietly)



MOVEMENT TYPE: static close up  
ACTION:  
KEY BEATINGS:

TIMING: 3 seconds  
EDIT/TRANS:



MOVEMENT TYPE: close up  
ACTION: hand moves left from  
KEY BEATINGS:

TIMING: 15 sec  
EDIT/TRANS: (neutral) (neutral)



MOVEMENT TYPE: sliding pan down  
ACTION:  
KEY BEATINGS: "be right there?"

TIMING: 4 seconds  
EDIT/TRANS: music stops



MOVEMENT TYPE: still shot/TV  
ACTION:  
KEY BEATINGS: both singing  
"what a man, look a woman"

TIMING: 15 sec  
EDIT/TRANS: (fade) (fade)

CONFIDENTIAL

.... 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 Executive home office, and 15 minutes before the marketing meeting Aaron's eye bleeds and all's his 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 call up the limo, and compares calendars to see what time works.



11) It's time for T-ball. Aaron has never been to the 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 on the pitch T-ball.

13) Day accomplished.

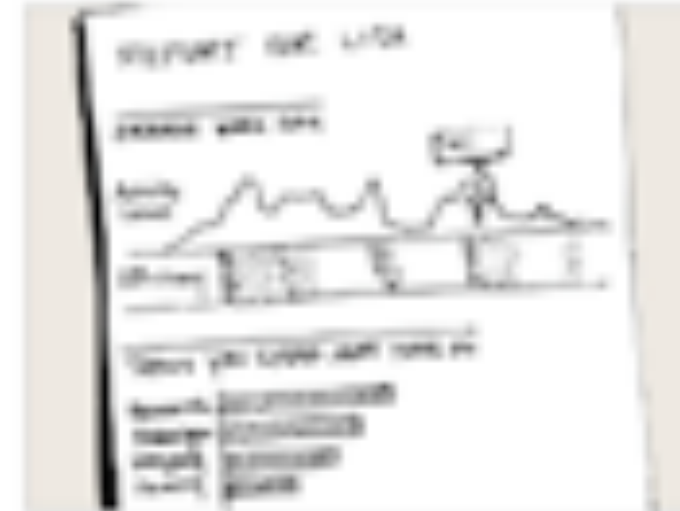
# 'Try it out'



The woman shares about Experiences from a co-worker, who discovered that it's a cool way to see how you spend your time.



The spirit of Jeff and is intrigued by the idea of a report based on her job activities.



The user sees an interesting picture of how she's really spending her time.



The user sees that she can get some suggestions based on her real activities, and that she can really 'try out' Experiences' features.



The next day, she gets interesting and timely reminders.



The user is 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.

# 1.) Storyboard Outline

Chronological

Shows events in order as they occurred

Narrative

Takes the audience on a journey through 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)

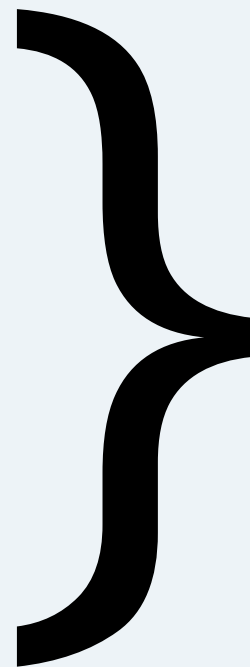


## 2.) Storyboard Outline Format

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 3 Storyboards based on your Ideas in split teams of 2-3

Give a short presentation at 11a.m. (5min) on your ideas and get feedback from your peers (6 Thinking Hats)

# 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.