

Workshop

User Experience Design III

Day 6 - UX Tools & Methods

Session 1 - Storyboarding

Lecturer: Alexander Wiethoff

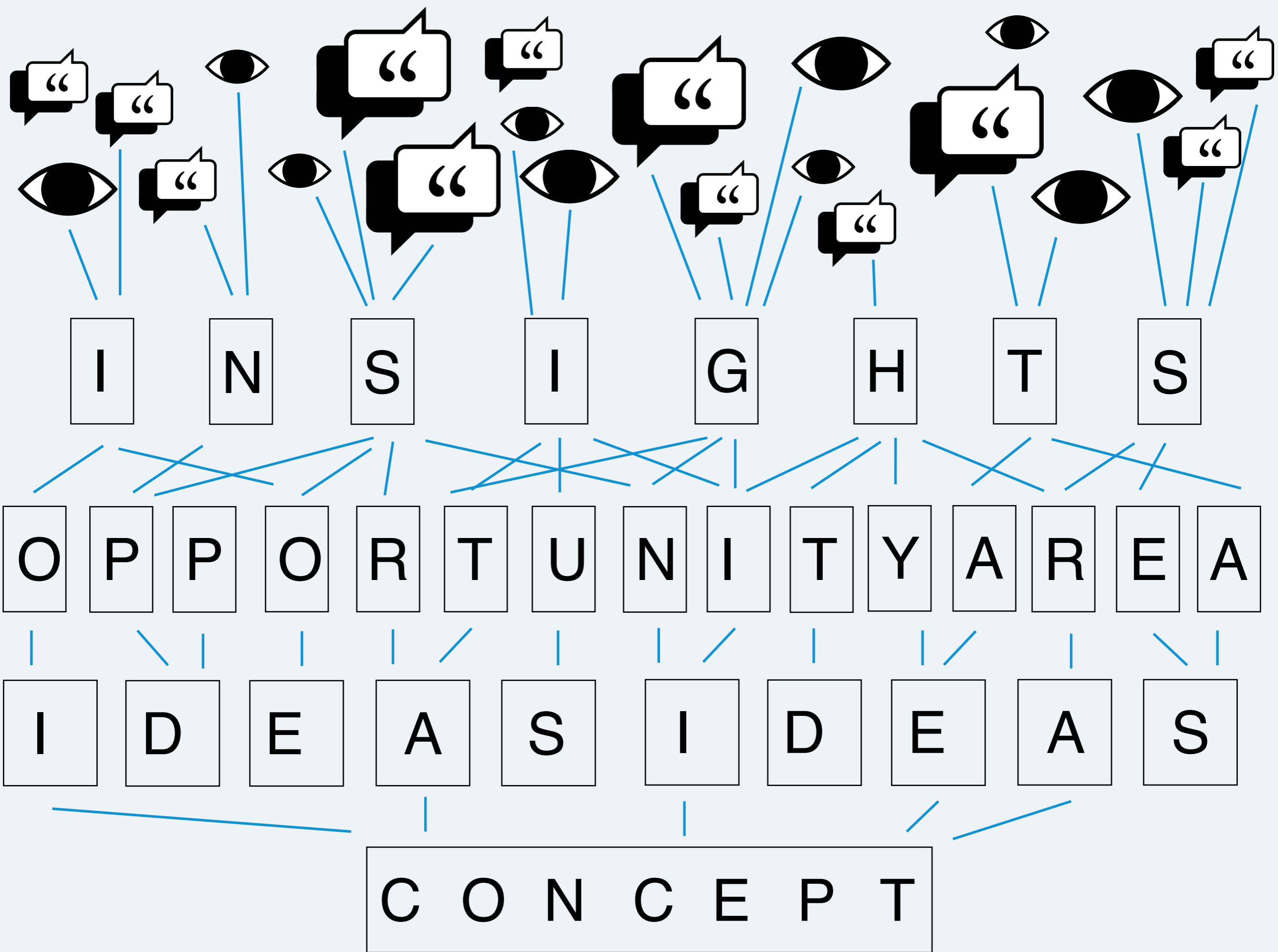
Tutorials and Organization: Steeven Salazar

External Lecturers: Marin Zec (Amazon)



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

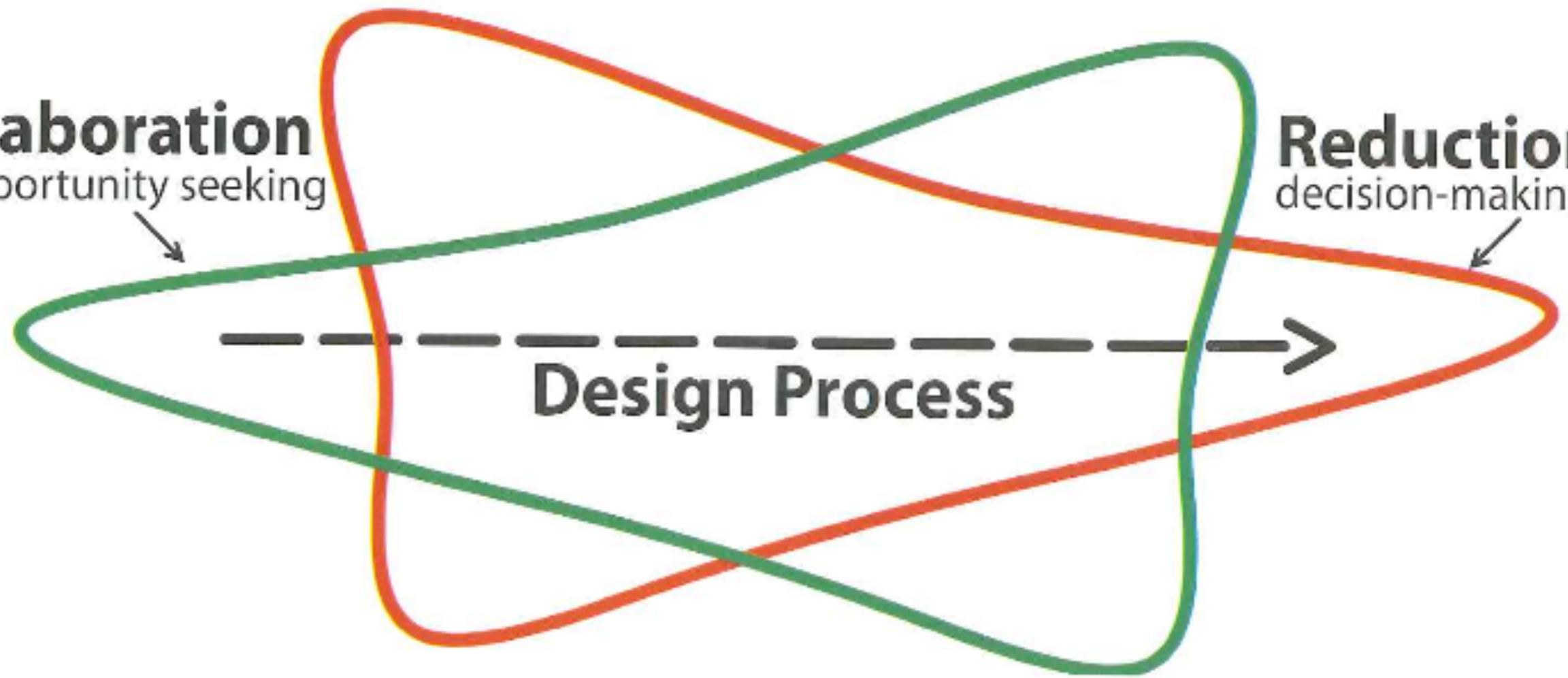




Storyboards

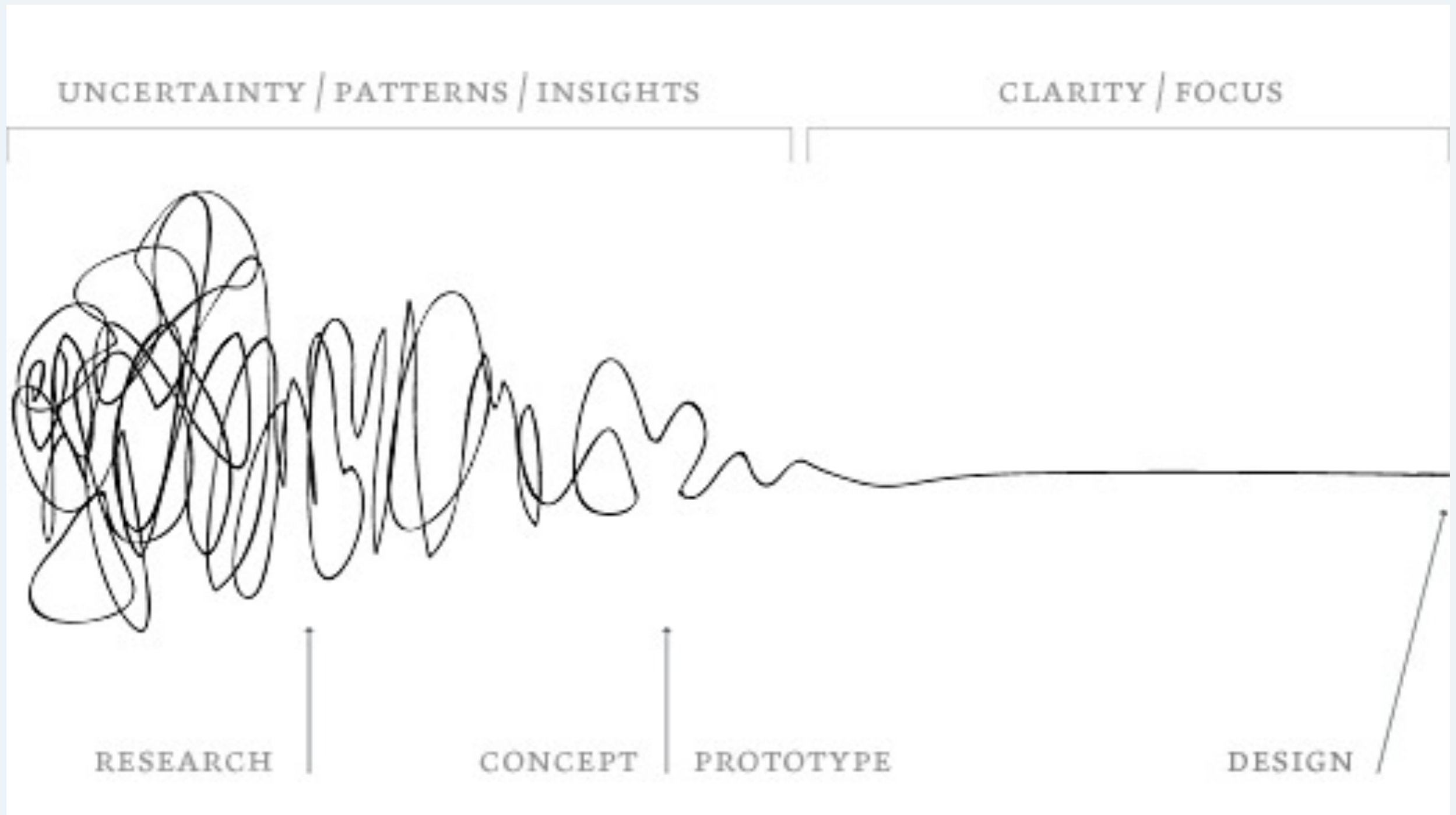
Elaboration
opportunity seeking

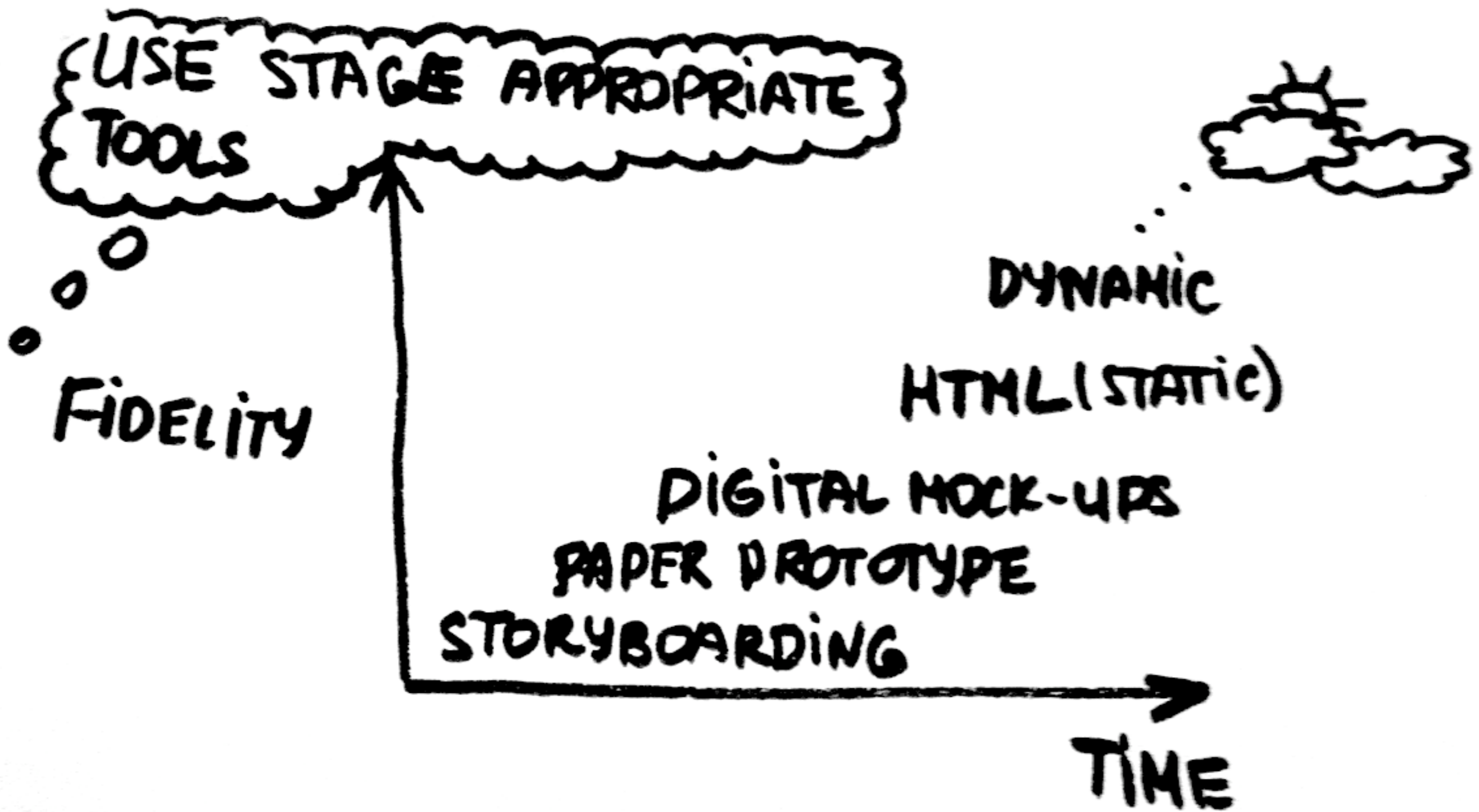
Reduction
decision-making



Design Process

The creative process.





Methods from Movie-
making....

MISHA'S FIRST LESSON

STORYBOARDS

SCENE 7A-8C
INFO

page # 5



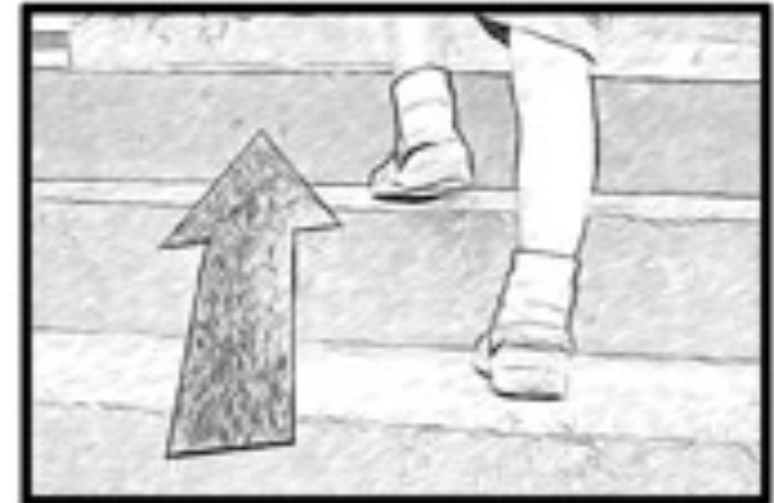
POV/SHOT TYPE: street/pan follow
ACTION : walk to door
KEY DIALOGUE :

TIMING : 12 seconds
EDIT/SOUND : humming



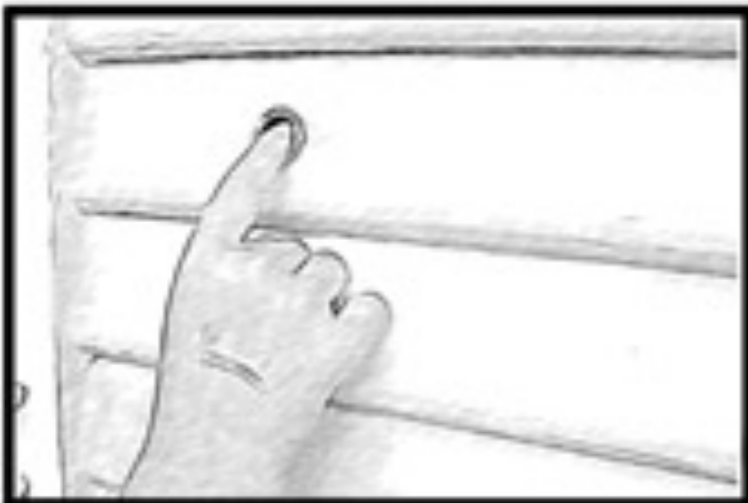
POV/SHOT TYPE: close up
ACTION : wild hands play
KEY DIALOGUE :

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



**Extreme long shot
(wide shot)**

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



Long shot

Showing the full height of a person.



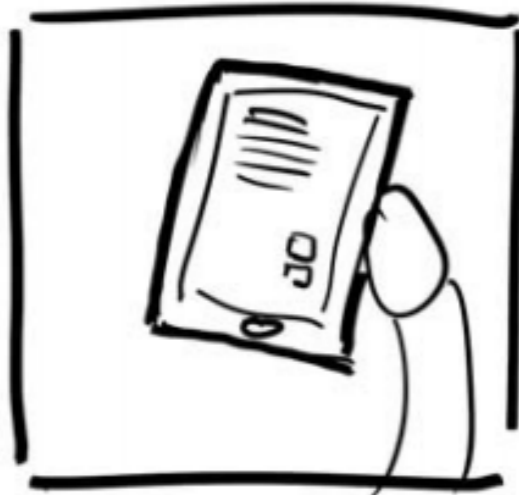
Medium shot

Shows a person's head and shoulders.



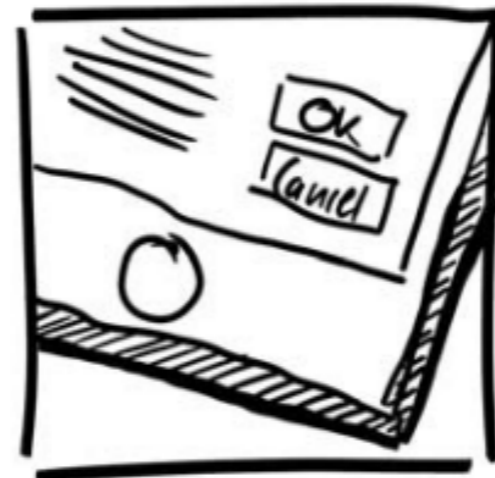
Over-the-shoulder shot

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:



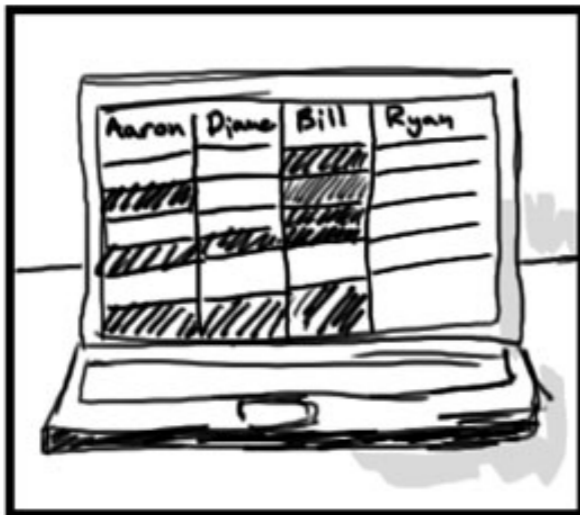
7) Aaron enters the date into his tablet version of the app, and sends it out to his wife. There, now they won't miss it.



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.

"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.

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.

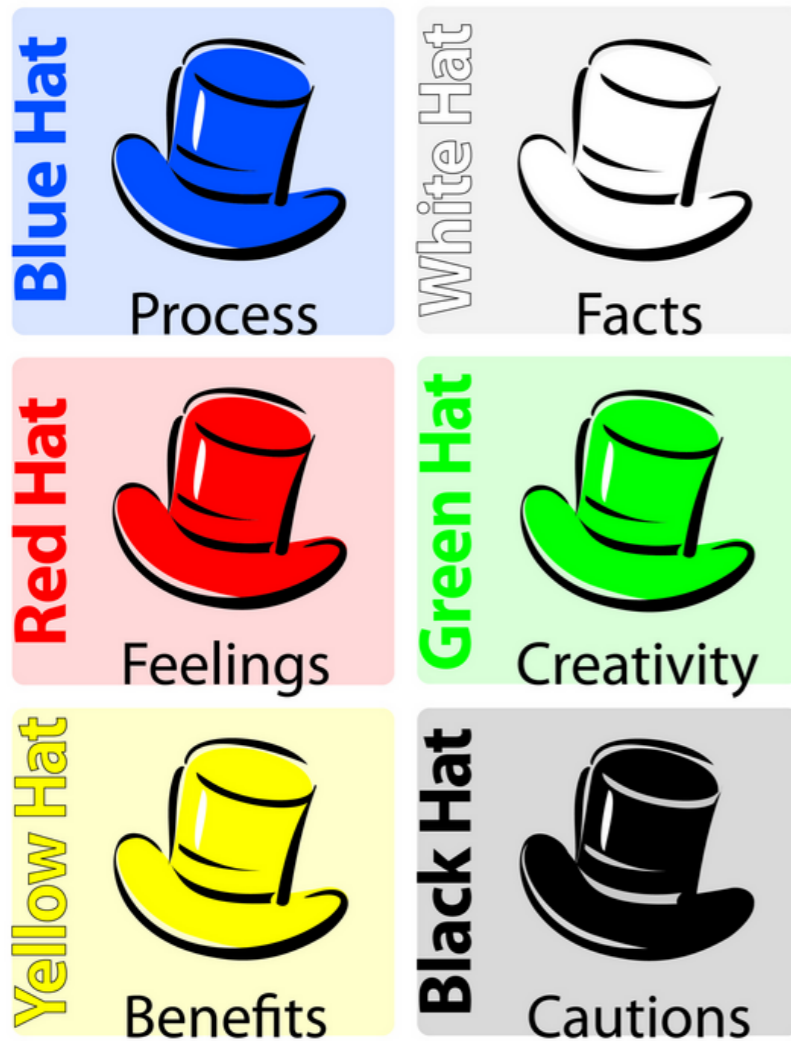
Communicate what your idea is about. Focus on one or two core solutions and tell your audience about the impact your idea has and when it will be used best.







BREAKOUT SESSION

now-11:00

prepare 3 Storyboards based on your ideas and conduct a short 5-minute presentation via MIRO

De Bono's 6 Thinking Hats let team members slide into specific roles



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