USER INTERFACE DESIGN

EXCERSICE – 8
STORYBOARDS

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This exercise is about storyboards.

What is a storyboard?

In user interface (UI) design, a **storyboard** is a series of sketches or images that visually show how a user will interact with a product step-by-step.

It's like a comic strip that captures key screens, user actions, and system responses, helping designers and stakeholders quickly understand the user journey before actual development starts.

This can also be done in different formats such as low fidelity. That is, it will be in sketch format that displays various tabs of the application.

This exercise speaks about a movie application, namely "MovieBuzz" where there are different pages in the application as per the user needs.

The software used to create this is Balsamiq. The link is given below:

Link to Balsamiq

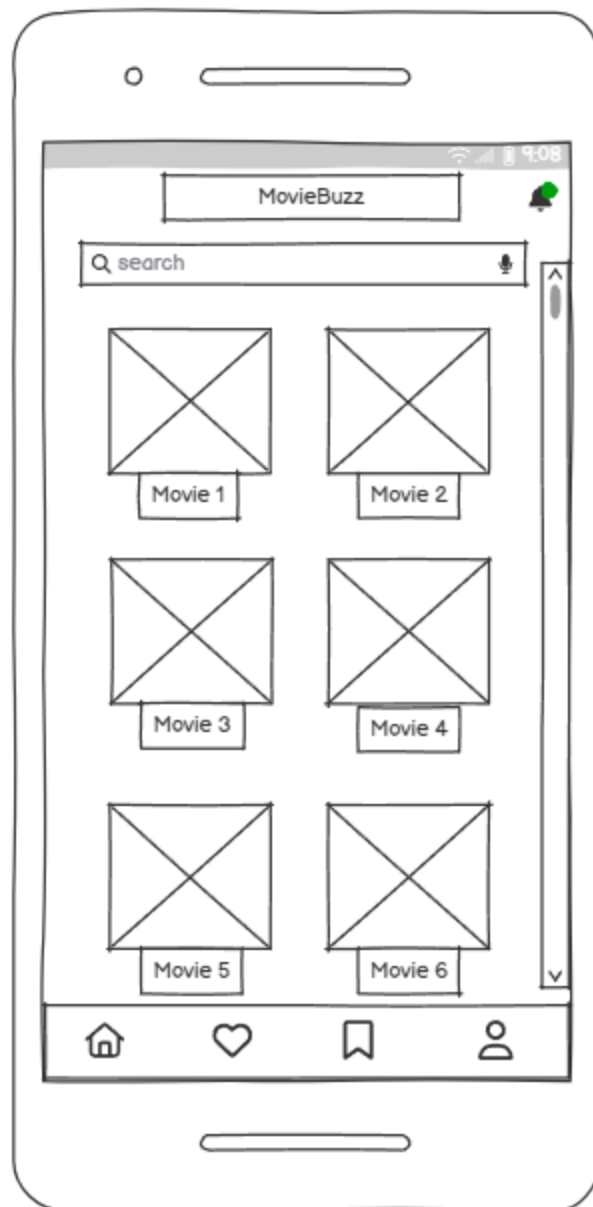This is the home page for the movie app.

Fig.1. Home page.

As we can see, the homepage has the ongoing movies displayed and also has a search bar to search movies as per the user request.

There is also a bell icon on the top right to notify the user if any updates comes to the app.
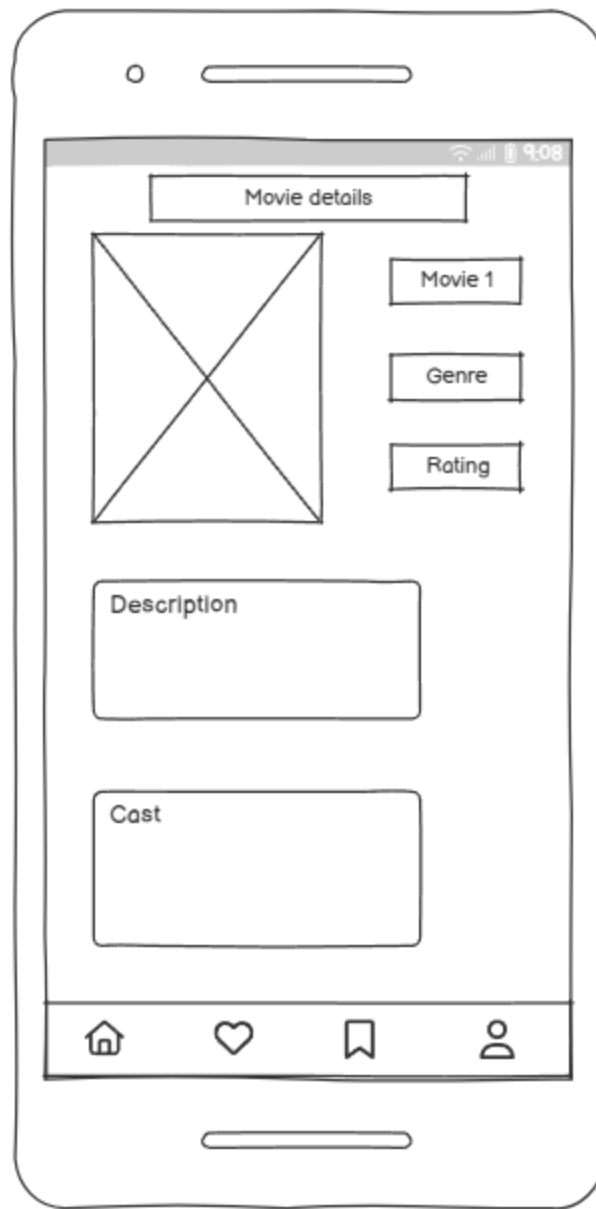
Fig.2. Movie details

This page shows the details of a movie selected by the user in detail upon clicking.

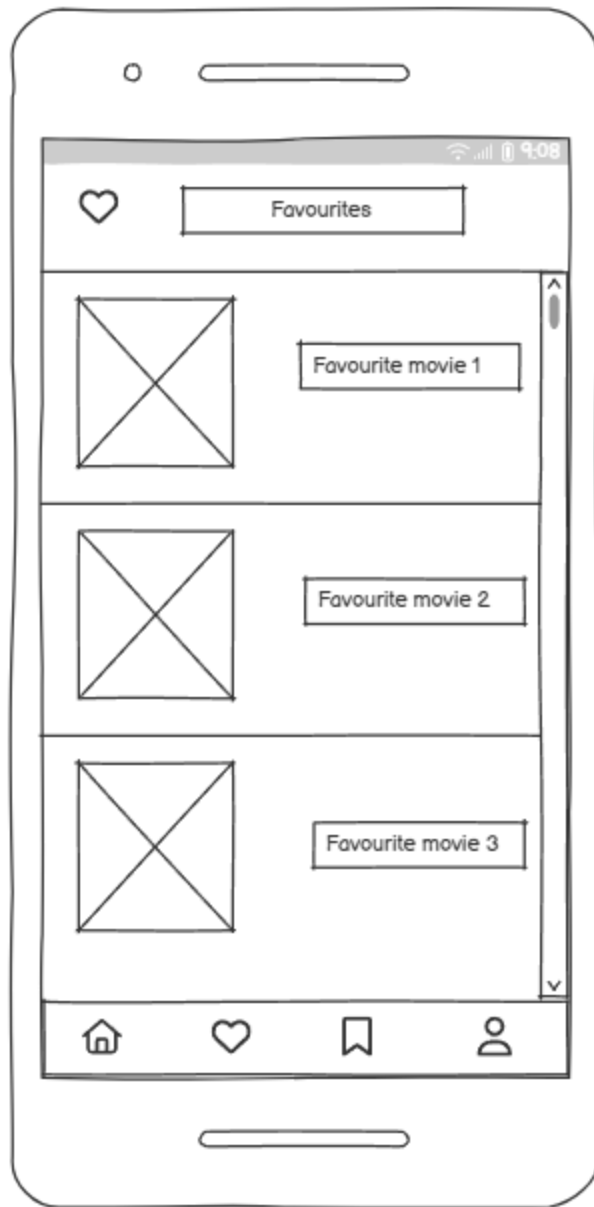It shows the movie name, cast, rating, description, cast.

Fig.3. Favorites page

This is the favorites page, where the user can like the movie after watching it so that they can rewatch the movie if they feel to do so.

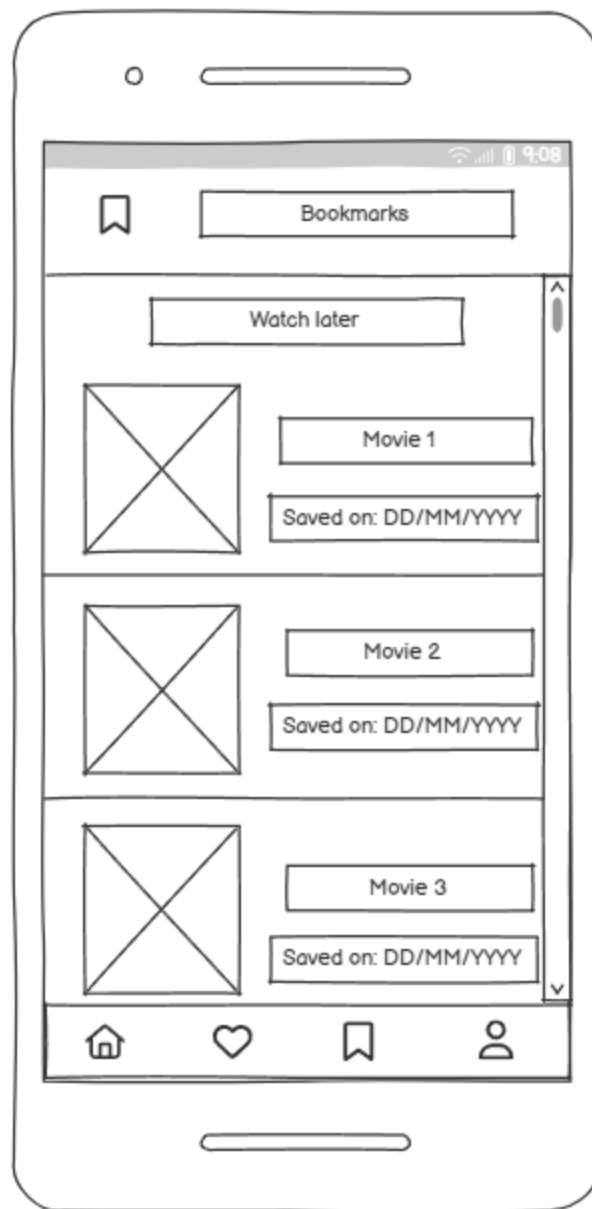A heart symbol is used to resemble the favorite page.

Fig.4. Bookmarks page

This page shows the bookmarks saved by the user to watch the movie later.

It also displays the date when the user has saved their movie for watching it later for further reference.

These above-mentioned pages have icons in the tab at the bottom of the app to access these pages, it also has a profile icon to view the user details.

The storyboard is an amazing concept to deliver the usage of an app in a simple form. It is very easy to interpret by the user as it is in a story format/layout.

Storyboard in UI Design 🎨

- **Definition**: A storyboard is a visual tool that maps out a user's interaction with a system through a sequence of frames, similar to a comic strip.
- **Purpose**:
  - To **visualize** user experience.
  - To **identify** potential issues early.
  - To **communicate** design ideas clearly to teams and stakeholders.
- **Components**:
  - User actions (like clicking, typing).
  - System responses (what happens after user actions).
  - Key screens or scenes.
  - Annotations describing user emotions or goals.
- **Types**:
  - **Low-fidelity**: Simple sketches, rough layouts.
  - **High-fidelity**: Detailed designs, closer to final UI.
- **Benefits**:
  - Improves **user-centered design** thinking.
  - Saves time by spotting UX problems early.
  - Aligns teams on user flow and project vision.

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