

Milestone 5: App Storyboard

Now that you've conducted interviews with your stakeholders, your minds are hopefully abuzz with ideas as to what it is your stakeholders actually need, and how they would be able to use your app to solve problems they face. For this milestone, you'll begin the process of designing the layout of your app through the creation of a **storyboard**. Namely, a storyboard depicting how one of your stakeholders might use your app to achieve a specific goal.

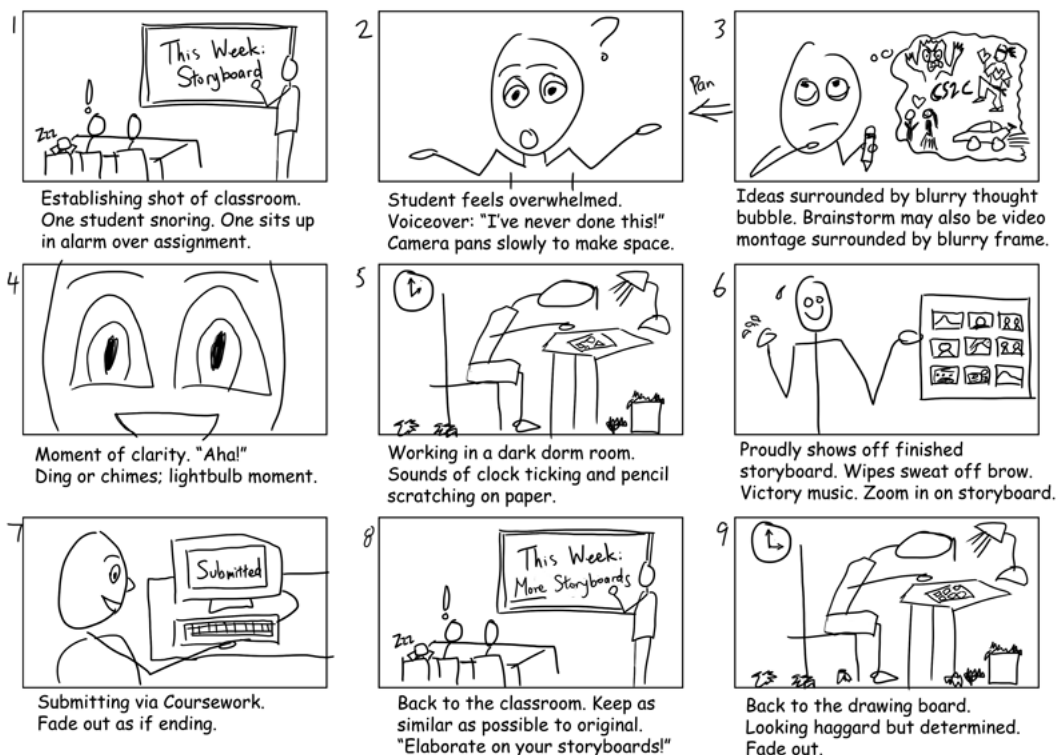
What is a storyboard?

By storyboard, I refer to **eight-to-ten panels** (think like a comic strip) that tells the story of *how to use your app.* Beneath each image should be a **caption** (no more than two or three short sentences per caption) that explains what's going on in the panel.

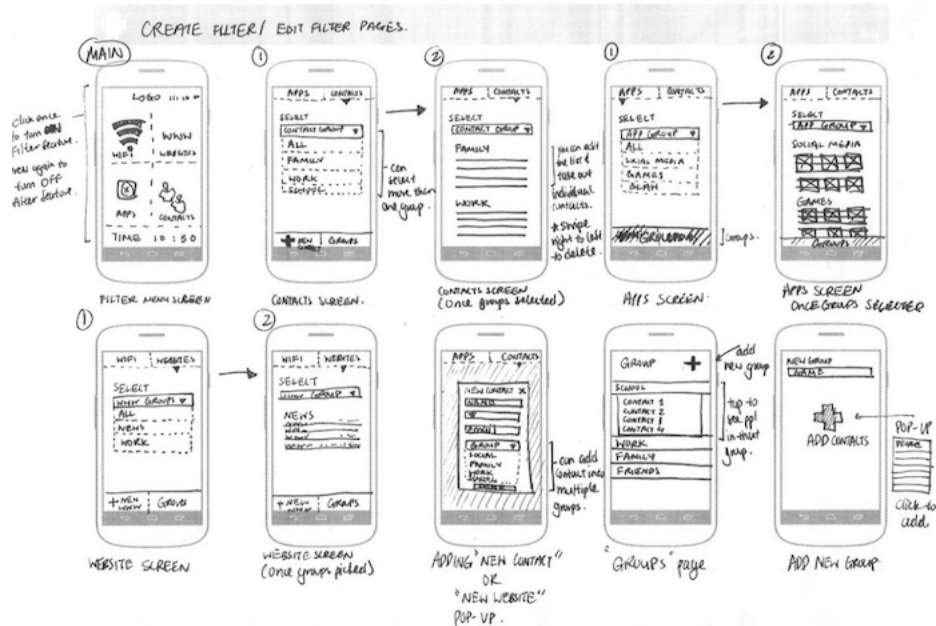
This is a technique commonly used in the preliminary design stages of front-end development (i.e., stuff with a particular eye for the end-user experience). That said, it has origins from the world of film as a way to plan out what shots your movie or tv show will need before you film.

If you've never seen a storyboard before, here is a nice film example (all examples taken from: <https://medium.com/@jjman505/how-to-storyboard-an-app-ed5ce249ea5>)

"CS2C: Fun with Storyboards" by Kenneth Chan



Although that's the same general idea as what you're going for, a storyboard for your app might look more like the following:



Where each screen is a different “state” that the phone is in. You have to look closely, but note some of the techniques the above storyboard uses – there are multiple screens labelled as “1” but they mark that it is a different tab each time with a small arrow (Reading left-to-right, top-to-bottom, the 2nd panel is “screen 1, contacts tab”, the 4th panel is “screen 1, apps tab”, and the 6th panel is “screen 1, websites tab”) – demonstrating that the same screen can show different content / take you to different places based on what the user has selected.

Just to provide another example:



Again, note that each screen is labelled, and the buttons are clearly marked (e.g., pushing the “Signup button” on screen 1 takes you to the “Cool App Signup” screen; both creating an account and logging in have the same effect of taking you to the “Welcome” screen of 4).

There is no one “right way” to make a storyboard, but at minimum, you should have the following:

*A specific scenario that you are depicting. That is, the screens and buttons that a particular type of user/stakeholder would need to go through in trying to accomplish a specific goal. If you were making a storyboard for Uber, maybe that would be all the screens / buttons to order a ride. If you were making a storyboard for Door Dash, maybe that would be all the screens / buttons to fill up your cart with food from a particular restaurant.

*Communicating that scenario through pictures/images. The art does not need to be beautiful! The above examples are good showcases of this -- low-fidelity is A-OK!

*Making sure that it is very clear what is getting pressed on each panel, and what screen those presses take you to.

*Giving each image a caption. These captions can explain what's going on in the screen, what the buttons do, the current problem the user is facing/what they might be thinking, the actions they are taking, or other things that help the onlooker understand the user's journey from the beginning of the scenario to the end.

This website (<https://www.nngroup.com/articles/storyboards-visualize-ideas/>) has lots of nice examples of the process behind making a storyboard. It also has a storyboard template (<https://media.nngroup.com/media/articles/attachments/Storyboard-Template.pdf>) which you are welcome to use if you would find it helpful (print out multiple pages if need be).

For Extra Credit:

In addition to the above storyboard, make a *second* storyboard! But this one should be a more "cinematic one" (i.e., in the style of the storyboard example on the first page) depicting an actual stakeholder themselves, their emotional states, the problem that they are facing, and how using your app improves their lives. The aforementioned website <https://www.nngroup.com/articles/storyboards-visualize-ideas/> has several examples of this style of app storyboarding. This is a nice exercise to convince yourselves (and in the corporate world, your boss!) that your app CAN solve actual problems, and give you an opportunity to tell a nice visual story about everything you've learned thus far about the needs of your stakeholders.