

UX & Web Design

Storyboard
& Context of Use



Stefan Ivanov
UX Manager



SoftUni

Infragistics

<https://www.infragistics.com/>



Sli.do

UX-web

Storyboards

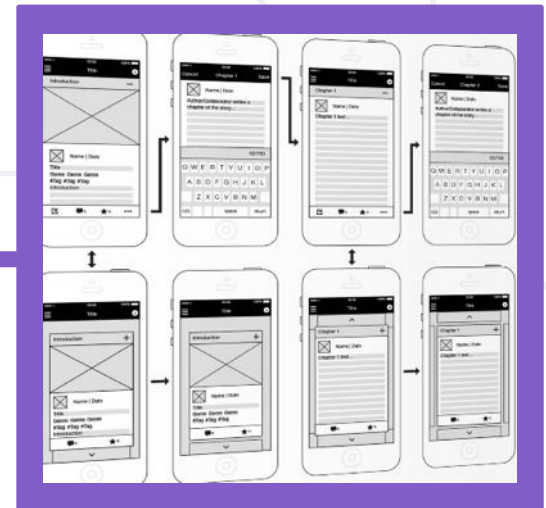
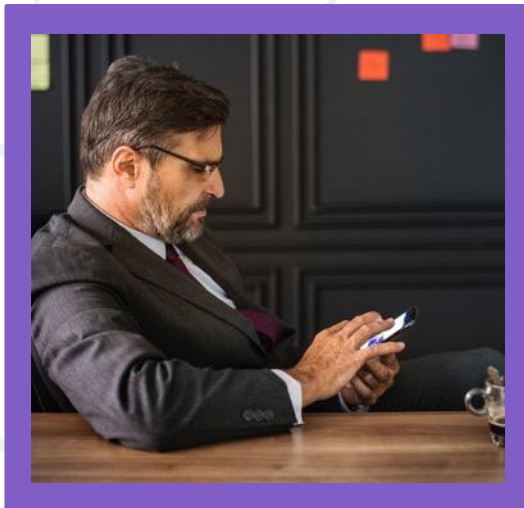


Later that day...



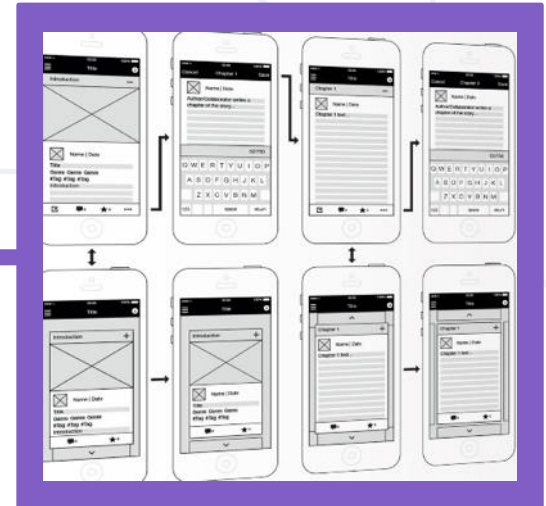
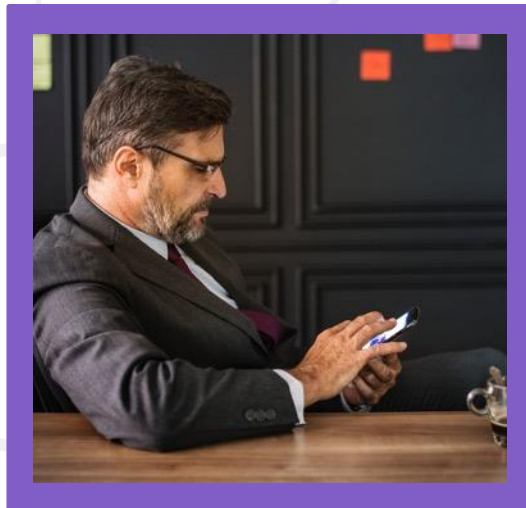
Storyboards

A storyboard can go a long way:
from providing context to depicting the interface.



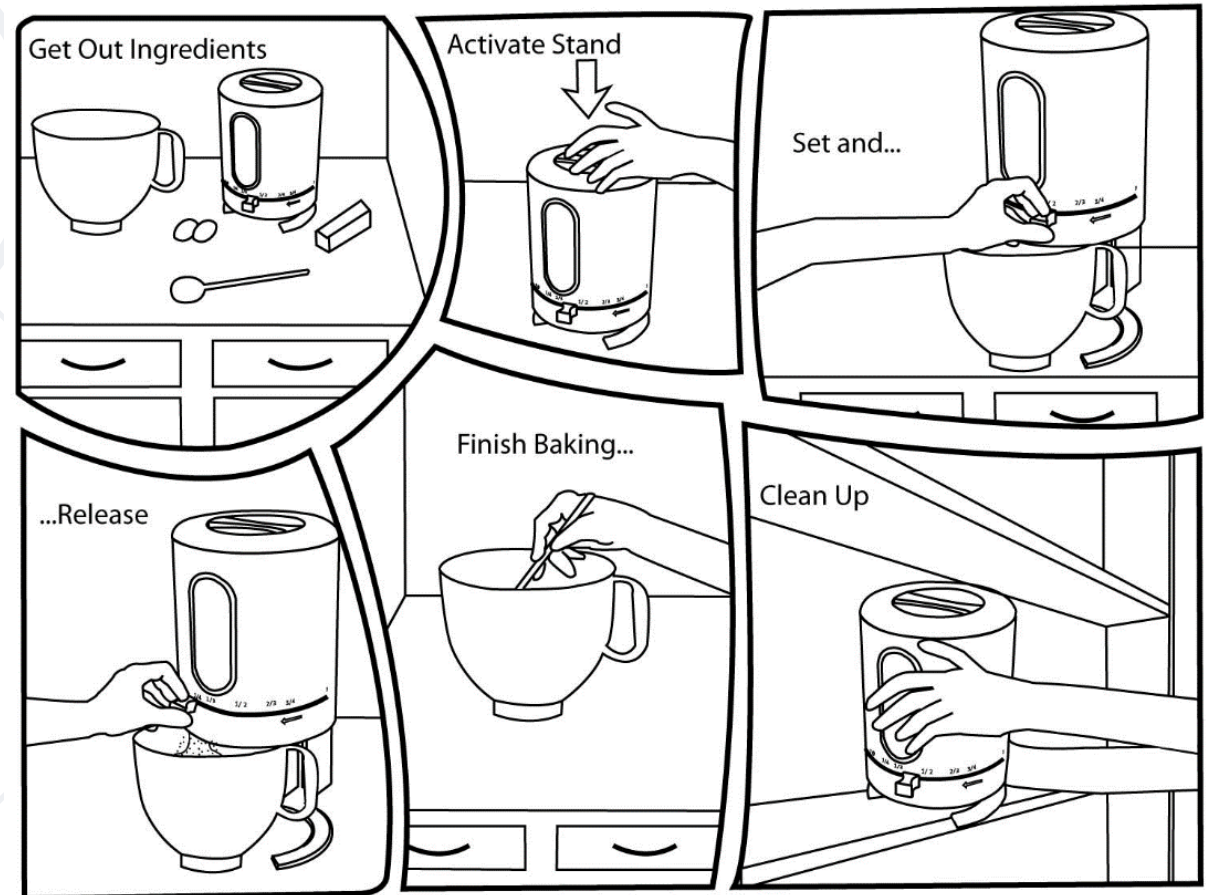
Storyboards

We will talk about storyboards to empathize with the user and visualize the user context.



Storyboards

- Sequence of a few annotated scenes
- Always start on paper
- Illustrate the problem you are solving
- Show the task flow in its relevant context
- Accomplish a task or miserably fail it



Storyboards



Storyboards



User context

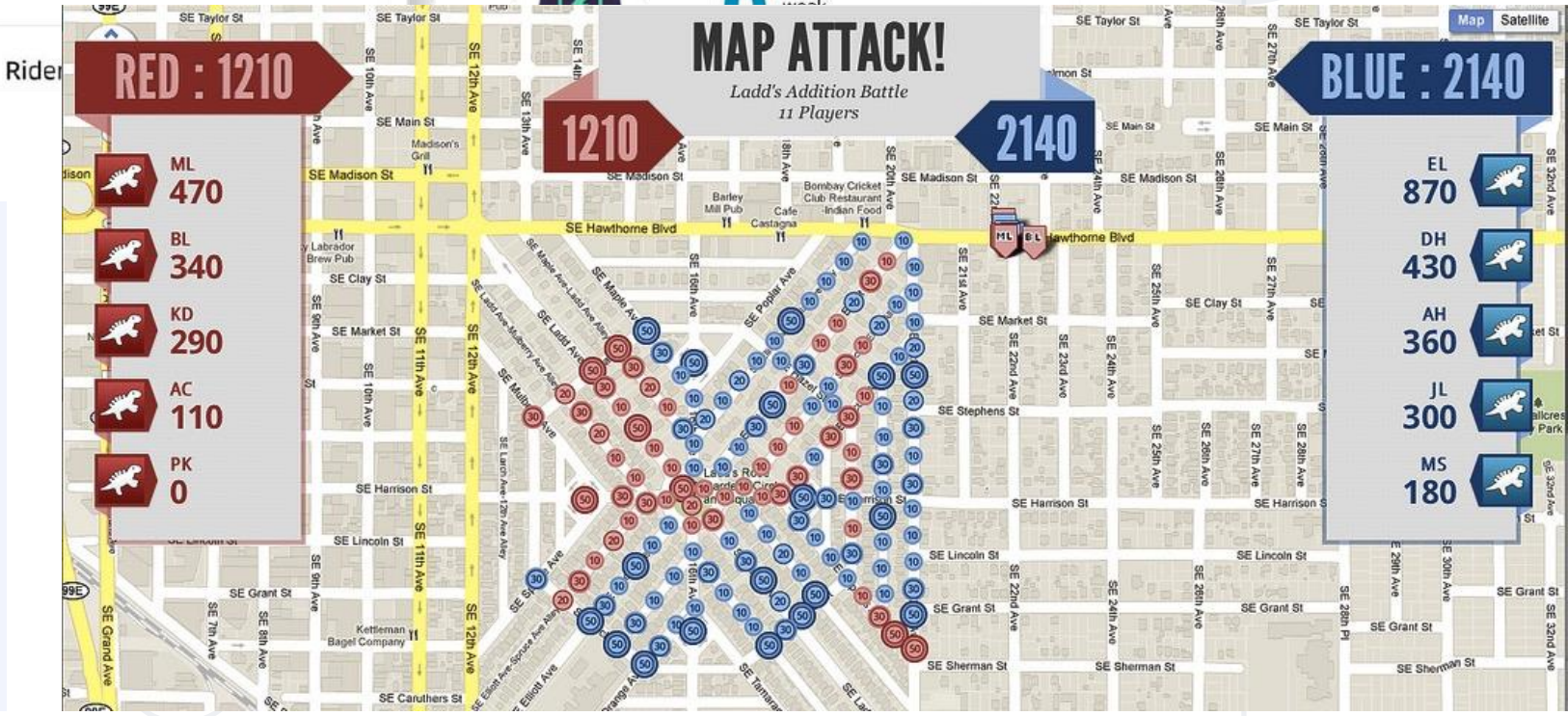
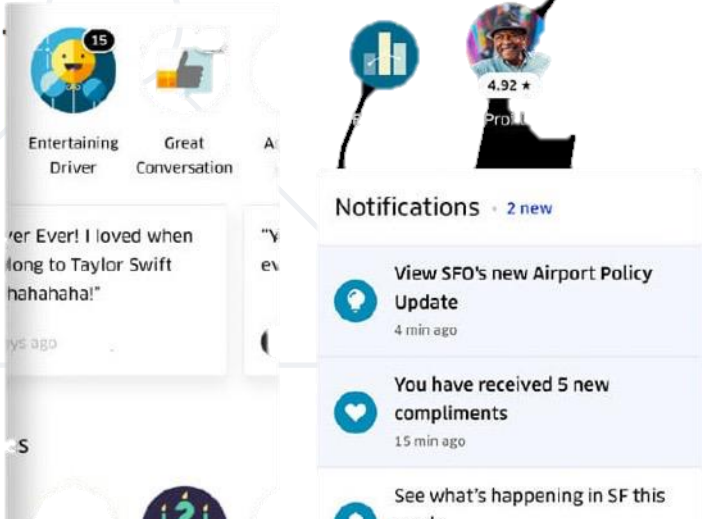
- Desktop, tablet, smartphone and smartwatch apps are used differently and uniquely from one another
- Some apps are used in the dynamics of the everyday life ... walking, running, driving
- We don't always have the user's attention and should not fight for it



User context

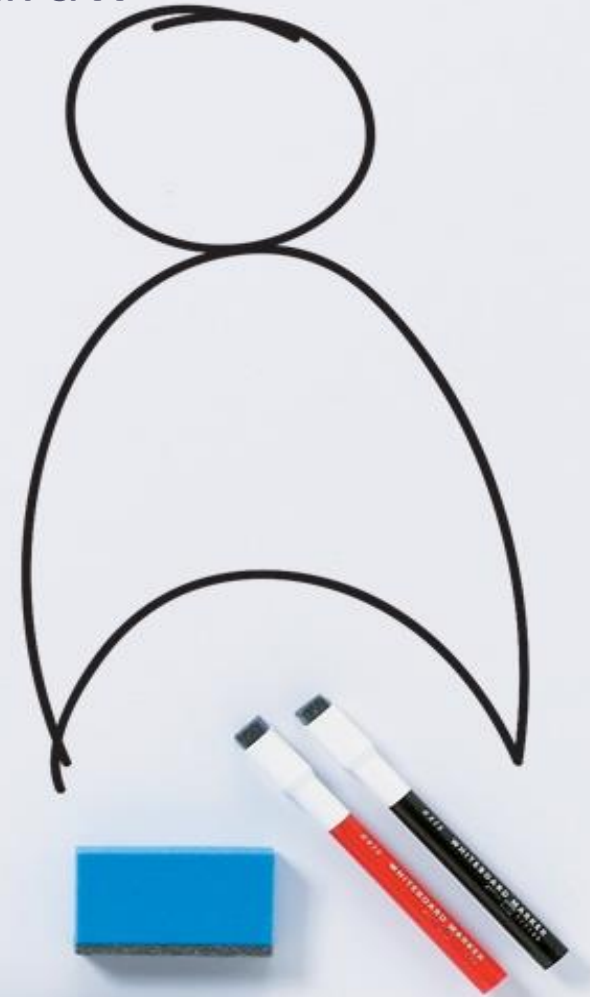


User context



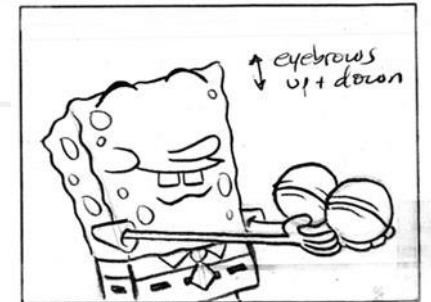
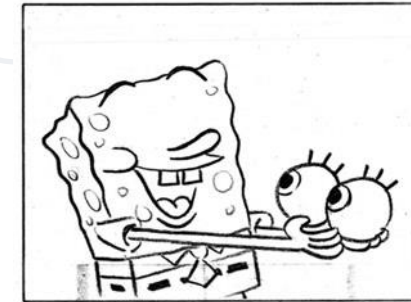
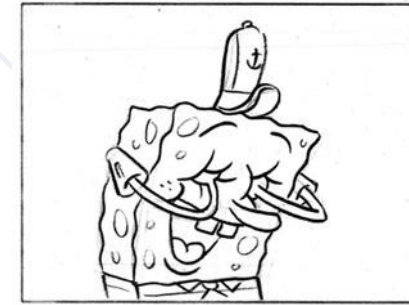
Storyboards

- A human that anyone can draw
- Sketching different ages
- Using accessories
- Drawing crowds
- Setup: inside or outside
- Sketching the time
- Focus through colors
- Focus through silhouette
- Writing annotations



Storyboards

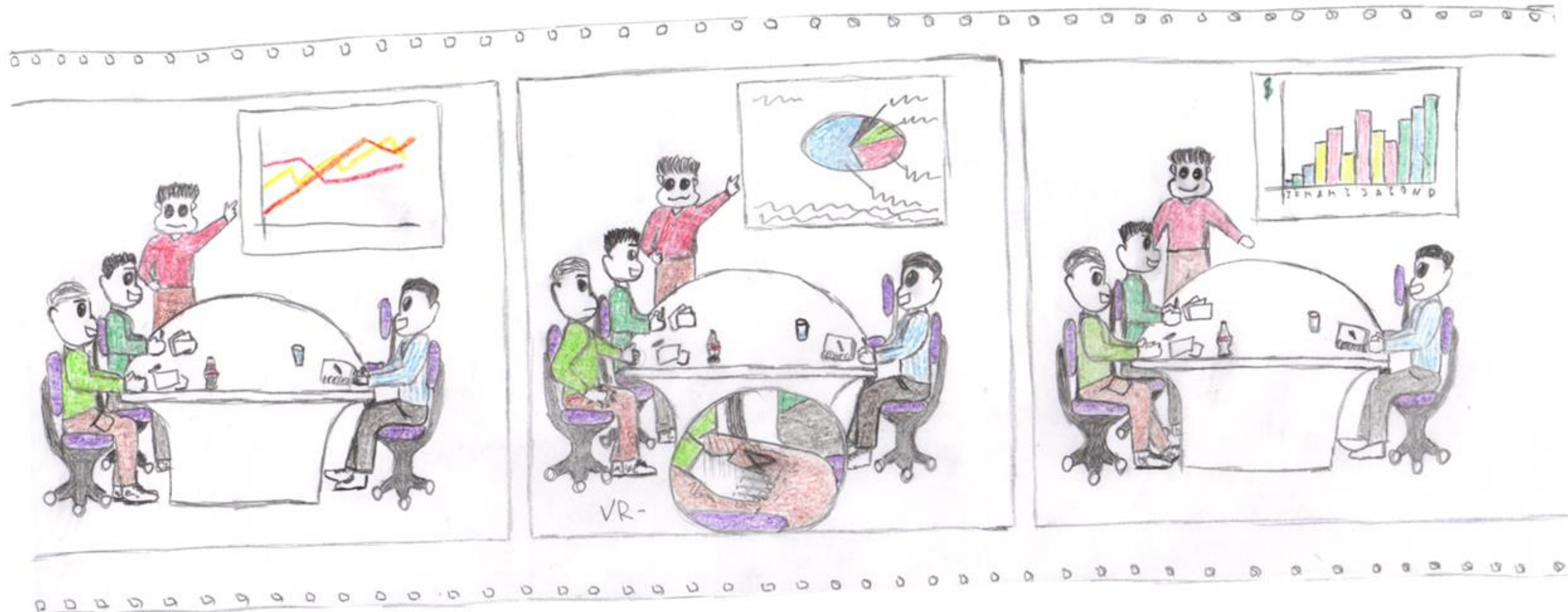
- Big picture first, UI comes next
- Pinpoint frustration and create empathy
- Create something quickly for early validation
- Easily communicate ideas with stakeholders
- Sceptics neglect it as a means for early validation



Storyboards



Storyboards

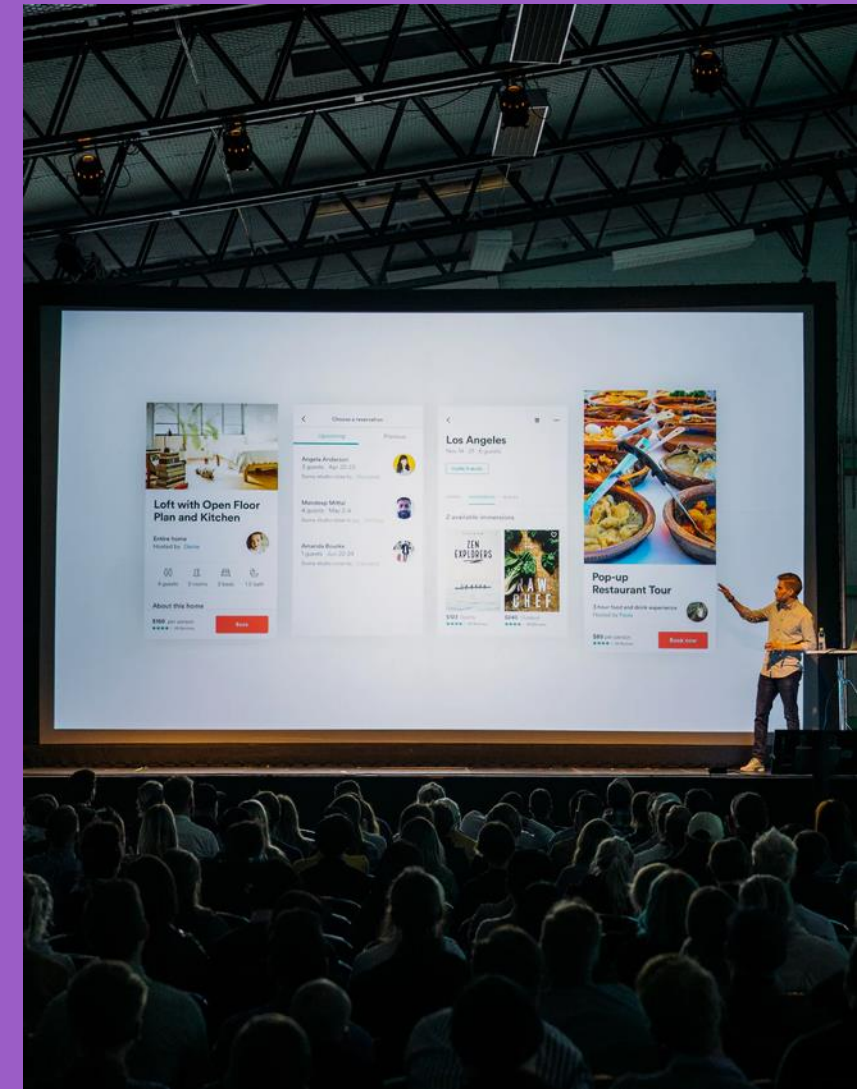


Exercise

We want to build a smartphone app for conference audiences allowing each visitor to highlight moments in the talks while watching.

The app is in sync with video recordings and slides being made to provide a personalized experience later while reviewing the content.

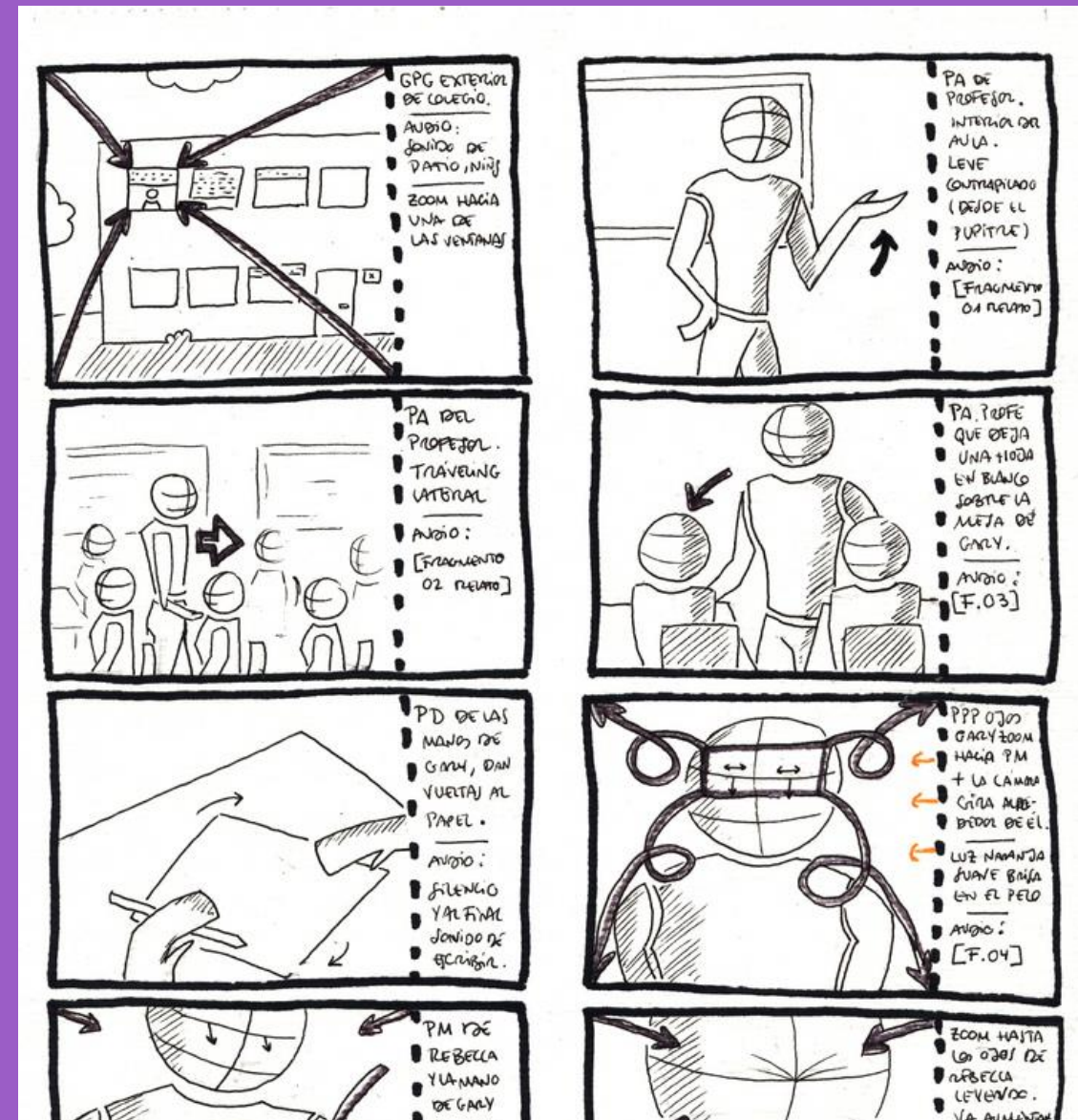
15mins to create and 10mins for feedback



Homework Exercise

Create a storyboard for your own ideas that depict the understanding you have so far about the context of your users.

Share them with a couple of friends to verify if they can relate to the user.



дизайнът
на нещата



Coca-Cola
HBC



INFRAGISTICS®



APIHAWK

FONTFABRIC



TYPE FOUNDRY

A R E T É



PIXEL
HOUSE

WEB AND GRAPHIC DESIGN STUDIO



CastFolio



3DCG Arts
CHANGING REALITY

THE
BUCKS
TOWN'S
WORK