

UID – Lab 8 – Story Boards

Sanjana R – CSE C

What is Story Board?

- In UID, storyboard is a visual aid that describes the user's interaction with an application or product in step-by-step detail. It is usually a series of sketches or images, that identify important screens, user actions, and system reactions. Storyboards assist designers and stakeholders in understanding the user's experience through the app prior to development.
- They can be built in many ways, such as low-fidelity sketches, or basic, sloppy drawings that indicate various screens or tabs of the application.

In this exercise a low-fidelity story board is created for food delivery app

Tool used: Balsamiq

Balsamiq is a popular wireframing and UI design tool used to create **low-fidelity mockups** and **storyboards** for web and mobile applications.

It has several features including drag and drop, low-fidelity design, story board creation.

App – Food Delivery App

Step 1: User Flow was defined.

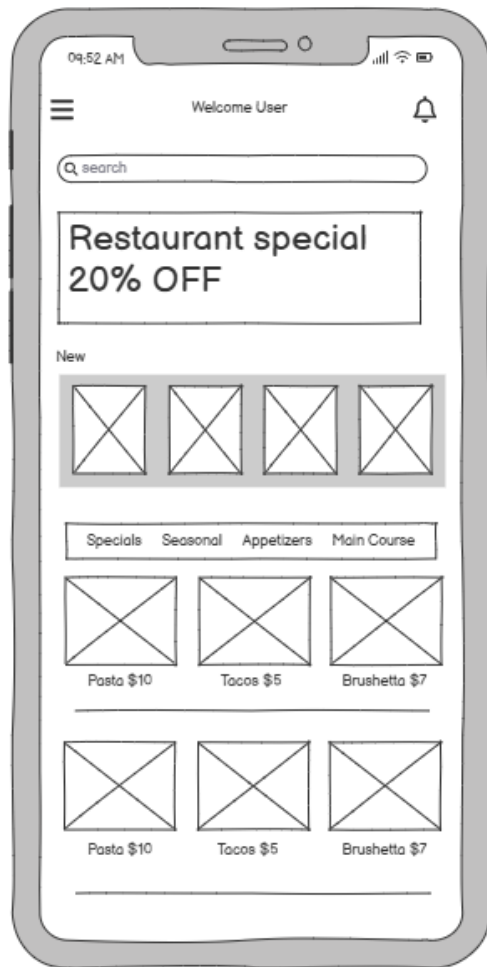
The key screens were identified.

- Home screen
- Category screen
- Cart Page
- Payment Page

The user journey was studied.

For these pages the low-fidelity mockup was created using balsamiq

1. Home Page

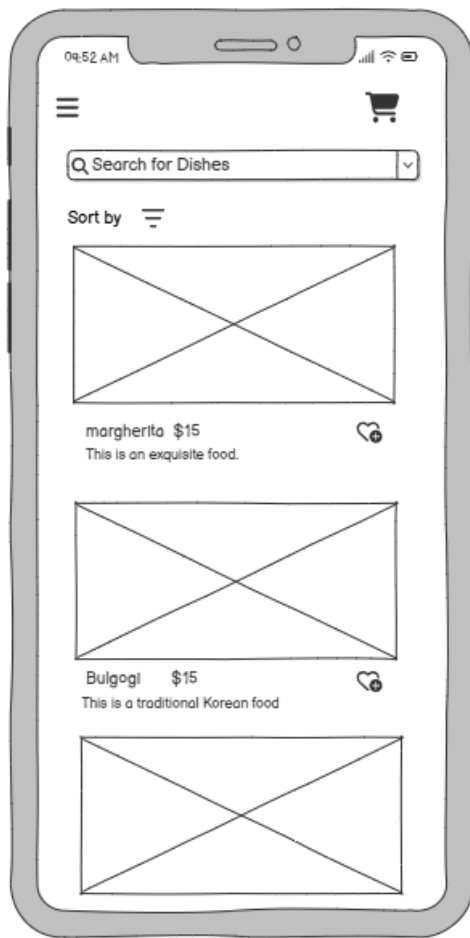


In the home page,

- The search option is given
- Offers and discounts are displayed at the top
- New food items are displayed
- Category of food are displayed
- A hamburger menu lets user navigate to other screens

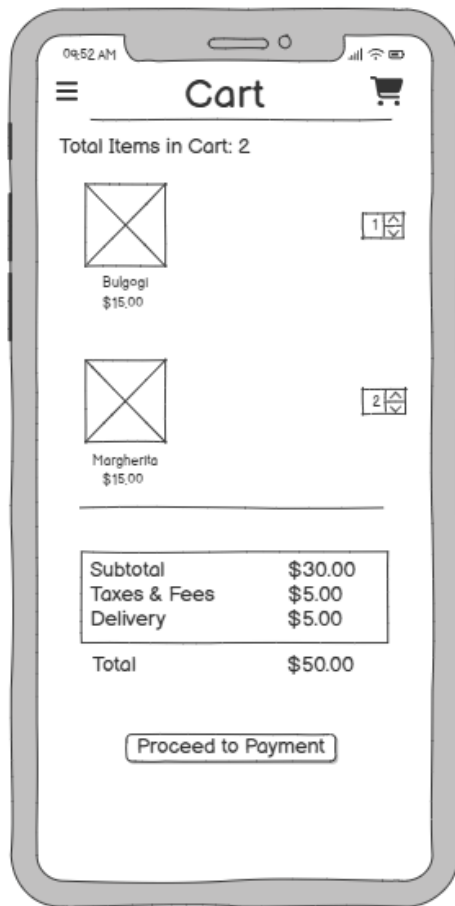
2. Menu Page

- Food items are listed
- Placeholder image, Name, Price for each food item is visible
- There is add to cart button
- Cart option is visible at the top which users can access



3. Checkout Screen

- Basically the cart page where users see the items they have selected to order
- Displays the total price of their products
- Has a proceed to payment option which if user clicks, moves to the Payment page



4. Checkout Screen or Payment Screen


- The users can see their current selected address or change it
- This will be the final confirmation of their order.
- Users can see their order details
- Various payment methods are given for the users to choose from.
- Once the payment is done, they can track their order.

09:52 AM


Payment

Order No. 100

Items:



Bulgogi
\$15.00



Margherita
\$15.00

Total (incl. Tax & Delivery) \$50

Address:
No. 70, 12th St,
Madipakam,
Chennai-91

Phone Number: +91 874573864

Change Address

Pay via

UPI
Credit Card
Phonepe wallet