

Introduction to Course 3

Use research to inform ideation

Build goal statements

Outline user flows

Create storyboards

Video: Introduction to storyboarding user flows

4 min

Video: Understand the two types of storyboards

7 min

Reading: Learn more about creating storyboards

20 min

Practice Quiz: Test your knowledge of storyboards

2 questions

Practice Quiz: Practice Activity: Practice creating storyboards for the CoffeeHouse project

1 question

Reading: Activity Exemplar: Practice creating storyboards for the CoffeeHouse project

20 min

Discussion Prompt: Share your storyboards

10 min

Get started with wireframes

Week 1 review

Activity Exemplar: Practice creating storyboards for the CoffeeHouse project

Here is a completed exemplar with the two types of storyboards based on the CoffeeHouse scenario. An explanation of how the exemplar fulfills the expectations for the previous activity follows the storyboard examples.

Exemplar

Scenario: CoffeeHouse app

For both the big picture storyboard and close-up storyboard, the activity begins with a problem statement:

Anika is a busy marketing intern

who needs a faster, more collaborative way to take many coffee orders at once

because taking individual orders takes too long.

This problem statement gives you a good idea of a character for the story. It is Anika, a busy marketing intern! This problem statement also sets a scene for the storyboards: Anika is entering a large coffee order and picking it up for her office. Next, let's consider a goal statement based on this problem statement:

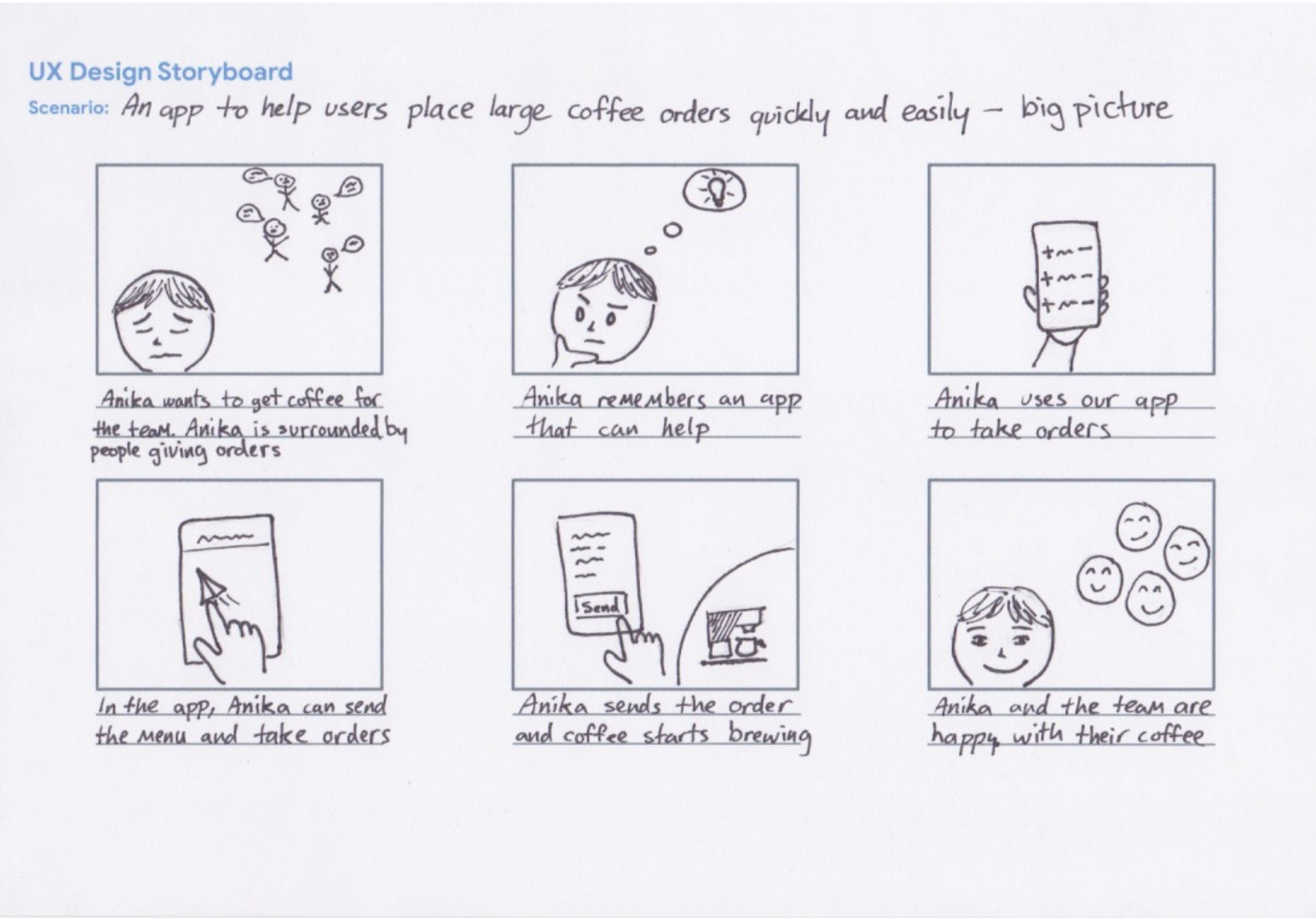
- The CoffeeHouse app will let users place group orders in advance which will affect users who have to make and pick up large orders by letting users skip the in-store order line and saving them time. We will measure effectiveness by tracking orders of 5+ items placed through the app.

This helps set the plot for the story, which will be about a customer successfully placing a large coffee order quickly and easily!

Now you're ready to come up with a scenario statement that describes the narrative that the storyboards depict. Both of the storyboards will tell the story of how the app helps a user submit a large coffee order for pick-up at their local CoffeeHouse shop. The next step is to fill out the storyboard templates beginning with this simple scenario statement: "An app to help users place large coffee orders quickly and easily."

Then it's time to fill in the template panels with visuals and captions according to the guidelines for a big picture storyboard.

Example of a big picture storyboard for the CoffeeHouse app:



Written description of big picture storyboard:

The storyboard contains six panels. In panel one, Anika wants to get coffee for the team. Anika's surrounded by people giving orders at the coffee shop.

In the second panel, Anika remembers that an app can help out in this situation.

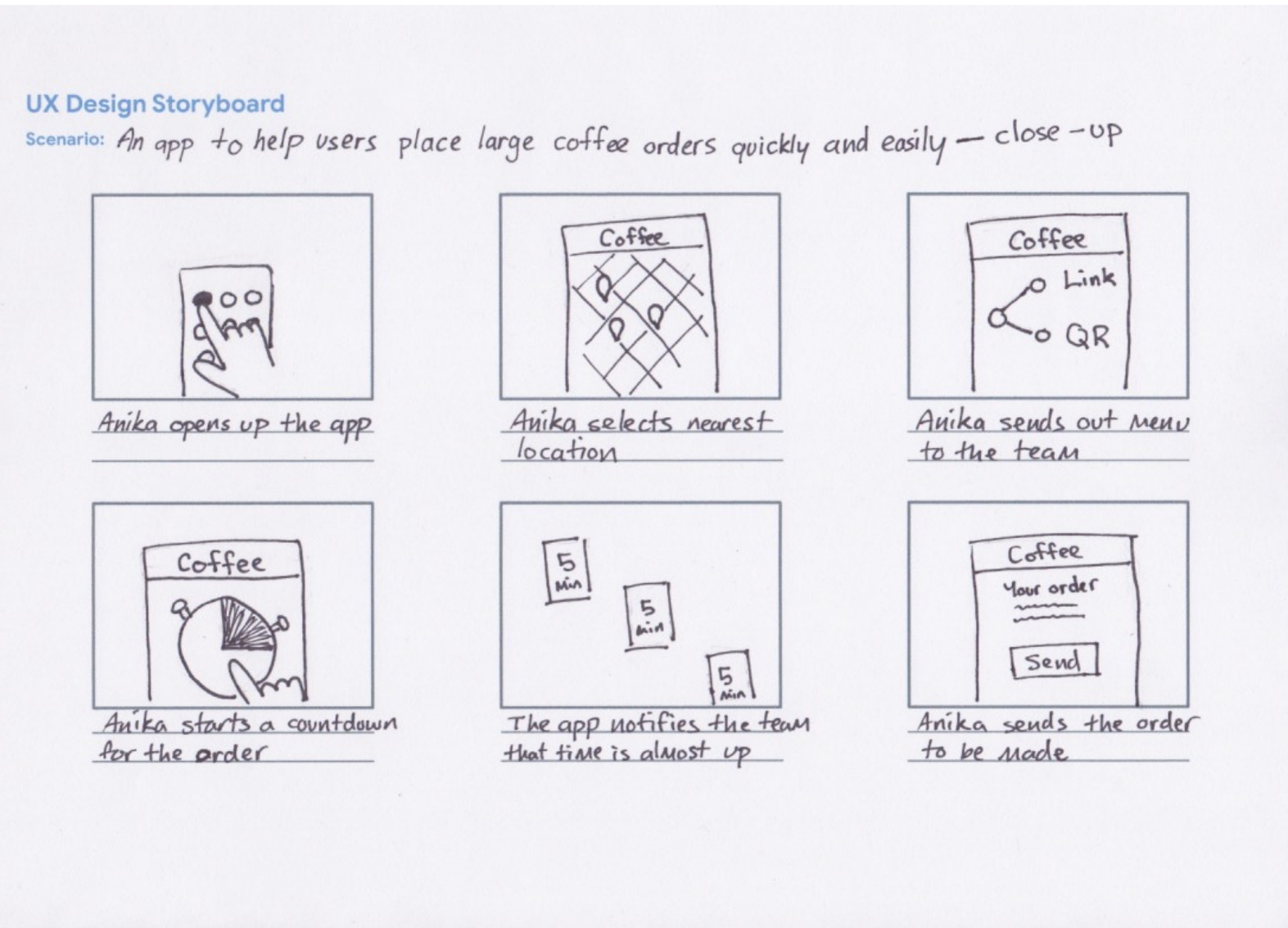
In the third panel, Anika decides to use the CoffeeHouse app to take orders from her team.

In the fourth panel, Anika learns that they can send the menu of items to the team within the app so the team can place their own orders.

In the fifth panel, Anika sends the order to the coffee shop through the app and the coffee starts brewing.

The final panel shows Anika and the team enjoying their coffee in the office.

Example of a close-up storyboard for the CoffeeHouse app:



Written description of close-up storyboard:

The storyboard consists of six panels. In the first panel, Anika starts by opening the app on their phone.

In the second panel, Anika selects the nearest location to buy coffee.

In the third panel, Anika gets a link or QR code from the app which contains a menu they can send out to the team.

In the fourth panel, Anika sees a clock with a countdown in the fourth panel which indicates how long the team has to place their orders.

Next, in the fifth panel the app notifies the team that time is almost up.

In the last panel, Anika sends out the order to be made by the coffee shop.

Assessment of exemplar

Big picture storyboard:

Notice that this big picture storyboard is focused on the *how* and the *why* behind the user's engagement with your design. When creating a big picture storyboard, think about questions like:

- Why does the user need our app?
- How will the user use our CoffeeHouse app?
- Why will the user be delighted by the app?

Like a good movie, a big picture storyboard can show the emotional engagement that a user will have with this app or with any product. Understanding how a user feels while experiencing your product is an essential part of the design process.

A big picture storyboard should meet the following guidelines:

- Sketches should focus on the user.
- Sketches should indicate the environment or context where the user is located.
- Sketches should focus on the specific need or pain point experienced by the user.

Close-up storyboard:

While big picture storyboards focus on the how and the why, close-up storyboards focus on the what. Think about questions like:

- What happens on each screen of the product?
- What does the user do to transition from one screen to another?
- What are some assumptions we are making about this experience?
- What are some potentially complicated interactions or pain points that will need to be addressed?

The close-up storyboard is less about emotion since we're not focused on the user. Instead, the close-up storyboard is focused on the practical aspects of the design itself.

A close-up storyboard should meet the following guidelines:

- Sketches should focus on the product instead of on the user experiencing that product.
- Sketches should indicate the interaction that a user may have with the product by depicting sample screens.
- Sketches should indicate any transitions between screens or states that the user may need to perform.

Now compare the exemplar above to your completed storyboards. Assess what you've done using each of the guidelines used here to evaluate the exemplar.

What do you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

