

Peer-graded Assignment: Weekly challenge 1: Create storyboards for your portfolio project

Deadline Jul 9, 11:59 PM +08

Ready for the assignment?

You will find instructions below to submit.

Instructions

My submission

For this activity, you will build two types of storyboards for your portfolio project. The goal of storyboards is to visualize potential solutions to problems that users are facing. You will create **one big picture storyboard** that illustrates user pain points and your solution to address those pain points, and **one close-up storyboard** that details the solution you'll design. Your storyboards should align with the following guidelines:

Discussions

Big picture storyboards should:

- . Focus on the user
- . Indicate the environment or context where the user is located
- . Focus on the specific need or pain point experienced by the user

Close-up storyboards should:

- . Focus on the product, instead of the user experience
- . Indicate the interaction that a user may have with the product; for example, depicting sample screens
- . Indicate any transitions between screens or states that the user may need to perform

Note: Storyboards are the kind of thing that can be added to your portfolio. You should keep copies or images of the storyboards you create for that purpose.

You will also give and receive feedback from two peers, as part of this peer review assignment.

Review criteria

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Your submission will be assessed out of eight points using the following criteria:

- 1 points: All parts of the big picture storyboard template are filled out.
- 1 point: Your big picture storyboard sketches are clearly focused on the user.
- 1 point: Your big picture storyboard sketches clearly indicate the environment or context where the user is located.
- 1 point: Your big picture storyboard sketches clearly focus on the specific need or pain point experienced by the user.
- 1 point: All parts of the close-up storyboard template are filled out.
- 1 point: Your close-up storyboard sketches clearly focus on the product, instead of on the user experiencing that product.

1 point: Your close-up storyboard sketches clearly indicate the interaction that a user may have with the product; for example, depicting sample screens.

1 point: Your close-up storyboard sketches indicate any transitions between screens or states that the user may need to perform.

Additionally, you will provide feedback for two of your peers. Use these same guidelines when critiquing your peers' work.

Step-By-Step Assignment Instructions

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As you did with your previous storyboard exercise, before beginning, review the problem statement and goal statement you created for your portfolio project. As a UX Designer, you need to keep the needs of the user front and center as you move towards building your design.

The problem statement sets the scene, and the goal statement helps you imagine the flow that your user will follow to reach their goal. Start thinking about the process that potential users will complete to go from the problem statement to the goal statement.


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [storyboard template](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [UX Design Certificate - Storyboard \[Template\]](#)
[PPTX File](#)

You will need **two copies** of the Storyboard Template to complete this activity.

Step 2: Build a big picture storyboard

- . Begin with a problem statement. The user name and user characteristics in your problem statement help you establish the character for your storyboard, and the insight in your problem statement helps set the scene!
- . Next, you need a goal statement. Your goal statement helps you determine a plot (the benefit or solution of your design) for your storyboard.
- . Begin filling out the storyboard template by adding the scenario. At the top of the template, write a sentence that sets the narrative for your design. This is a short sentence that helps us understand the user and the problem your design solves for them.
- . Finally, fill in the six panels of the template with visuals that guide us through the user's experience with your app. With each visual include a caption that describes how the user interacts with your design. (Tip: The captions are useful for interactions that may be difficult to sketch out.)

Together your six panels tell the story of how your user has used your design to fulfill their goal!

Step 3: Build a close-up storyboard

The process for building your close-up storyboard involves the same four steps for filling out the storyboard template:

- . Use your same project problem statement to establish the same character and scene for your close-up storyboard.
- . Your plot is also based on the same goal statement.

- . You can also use the same scenario statement.
- . Once again fill in the six panels of the template with visuals and captions that describe how the user interacts with your design. What's different about *this storyboard* is that the visuals and captions for your close-up storyboard must focus on the product. For each panel, think about which product details you want to bring attention to and why. Then sketch these product details.

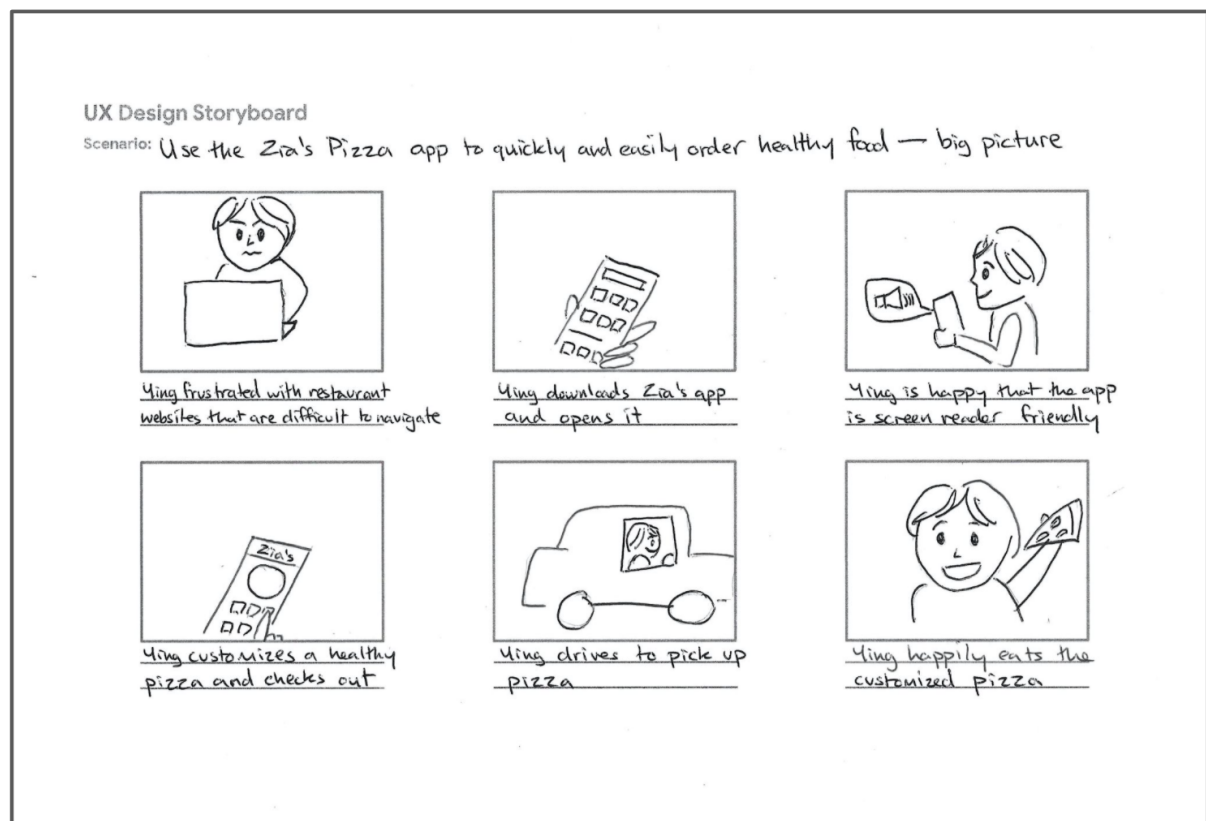
With the six panels of your close-up storyboard you're trying to demonstrate the flow of user actions within the product, and how each step will lead to the next.

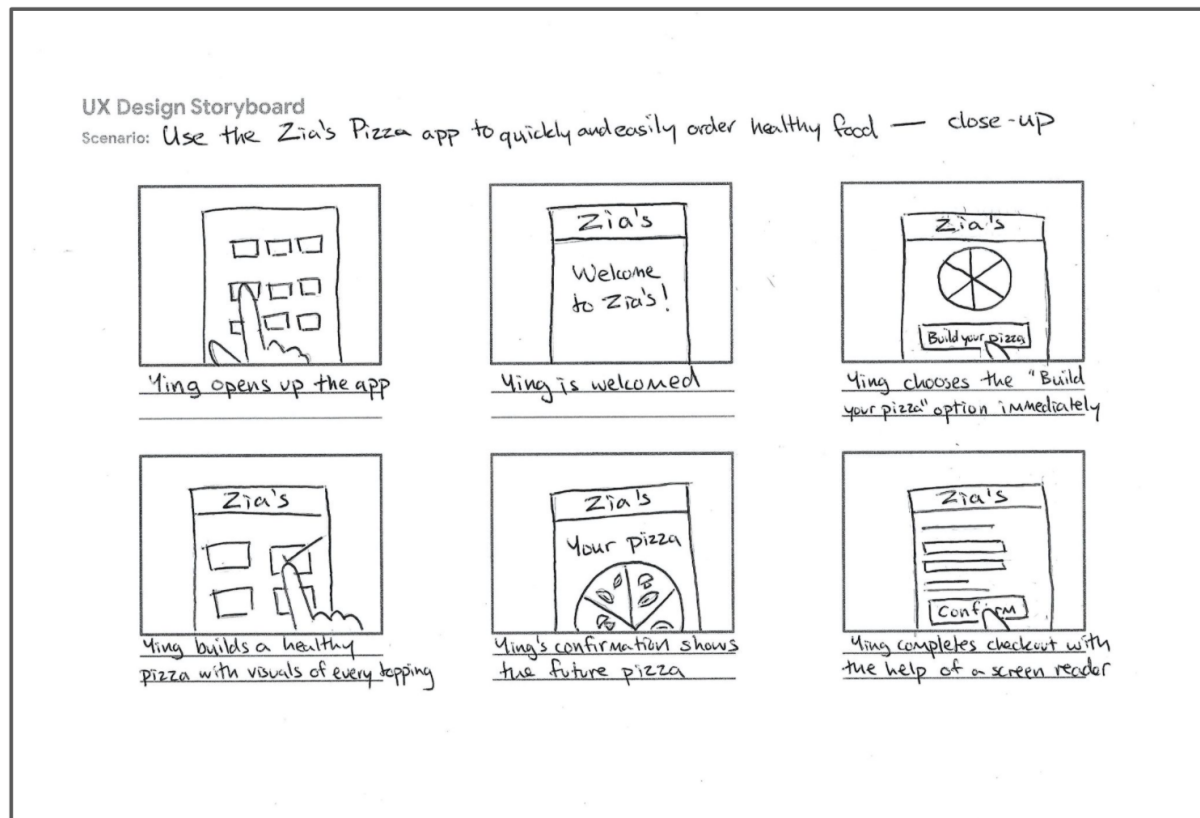
When you have completed both the big-picture and close-up story boards, download each as PDFs and upload the PDF files through the My Submission tab at the top of the page.

After you've submitted your own work, review the work of two of your peers.

Example Submissions

Here are completed examples of the two types of storyboards, based on the Zia's Pizza app we worked on in earlier activities. Below the examples is an explanation of how these examples fulfill the expectations for effective storyboards. less





Assessment of these Examples

Big picture storyboard:

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

How will the user use our app?

Why will the app be useful?

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 our 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; the sketches should:

Focus on the user

Indicate the environment or context where the user is located

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?

(And after you've created the storyboard) What are potential problems with the flow?

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 practicalities 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.

Indicate the interaction that a user may have with the product; for example, depicting sample screens.

Indicate any transitions between screens or states that the user may need to perform.

Now compare the exemplar above to your completed storyboards.