

1.



Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

This activity will teach you to create storyboards so you can outline an ideal flow for your CoffeeHouse designs.

A storyboard is a series of panels or frames that visually describe and explore a user's experience with a product. Think about storyboarding as a tool to visualize potential solutions to problems the user is facing.

There are four key elements of a storyboard:

Character

Scene

Plot

Narrative

The character in your storyboard is the user your story is about. The scene helps you imagine this user's environment. The plot describes the benefit or solution of your design. Finally, the narrative describes the user's need or problem and how the design will solve the problem.

In this activity, you'll create two storyboards (one for big picture and one for close up) for the CoffeeHouse scenario you've been practicing with.

The next course item will provide you with a completed exemplar to compare to your work.



Step-by-step instructions

You can use your own CoffeeHouse app work, or you can use the course exemplars from the CoffeeHouse app activities, which can be found below.

If you choose to use the provided exemplars to create your storyboards, we've included links to each below so they can be easily referenced. Make sure you pick only one persona for your storyboards.

Anika

To see Anika's persona, click the link below and select "Use Template."

Link to exemplar: [Anika's persona](#)

OR

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




[Google UX Design Certificate - Anika persona \[Example\]](#)
[PPTX File](#)

To see Anika's user journey map, click the link below and select "Use Template."

Link to exemplar: [Anika's user journey map](#)

OR

If you don't have a Google account, you can download Anika's user journey map directly from the attachment below.


 [Google UX Design Certificate - Anika user journey map \[Example\]](#)
[PPTX File](#)

To see Anika's problem statement, click the link below and select "Use Template."

Link to exemplar: [Anika's problem statement](#)

OR

If you don't have a Google account, you can download Anika's problem statement directly from the attachment below.

 [Google UX Design Certificate - Anika problem statement \[Example\]](#)
[PPTX File](#)


Ali

To see Ali's persona, click the link below and select "Use Template."

Link to exemplar: [Ali's persona](#)

OR

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


 [Google UX Design Certificate - Ali persona \[Example\]](#)
[PPTX File](#)

To see Ali's user journey map, click the link below and select "Use Template."

Link to exemplar: [Ali's user journey map](#)

OR

If you don't have a Google account, you can download Ali's user journey map directly from the attachment below.


 [Google UX Design Certificate - Ali user journey map \[Example\]](#)
[PPTX File](#)

To see Ali's problem statement, click the link below and select "Use Template."

Link to exemplar: [Ali's problem statement](#)

OR

If you don't have a Google account, you can download Ali's problem statement directly from the attachment below.

 [Google UX Design Certificate - Ali problem statement \[Example\]_\(1\)](#)
[PPTX File](#)

CoffeeHouse

To see the completed CoffeeHouse goal statement for this course item, click the link below and select "Use Template."

Link to exemplar: [CoffeeHouse goal statement](#)

OR

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

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.

You'll use the storyboard template to create both types of storyboards. Therefore, you'll need two copies of the template to complete this activity. You'll use the templates to create a big picture storyboard and a close-up storyboard.

You can print the storyboard templates and fill them out with a writing utensil such as a pencil or pen, or you can use a digital program. The choice is yours, but remember to save your work so you can access and share it.

Step 2: Build a big picture storyboard for the CoffeeHouse scenario

1. First, you need a problem statement to identify the character and scene for your storyboard.

You should already have a problem statement for the CoffeeHouse scenario that you created in the practice activity [Build a problem statement and a hypothesis statement](#)^[↗].

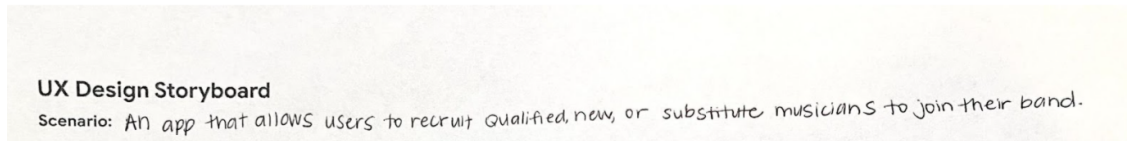
You can also use one from the list of exemplars.

2. Next, you need a goal statement. You can use a goal statement to help you determine the plot (the benefit or solution of your design).

You should have already written a goal statement for the CoffeeHouse scenario during the practice activity [Build a goal statement](#)^[↗]. You can also use one from the list of exemplars.

3. Now that you understand the character, scene, and plot, begin filling out the storyboard template by adding a one sentence description that explains the context of your story. To do this, add a sentence that sets the narrative for your design at the top of the template. This should be a short sentence that helps us understand the user and the problem your design solves for them.

We've included an example of a storyboard with a one-sentence scenario, using the Dan's band scenario from earlier in the course:



4. Finally, fill in the six panels of the template with visuals that demonstrate the user's experience with your app. Each visual should highlight a key moment in the user's journey, including their context and motivations—why they want to use the app—and the high-level experience of successfully using the service. (Tip: Captions are useful for interactions that may be difficult to sketch out.)

By this point your storyboard should clearly identify the character, scene, plot, and narrative of your user's big picture experience. Together, your six panels will tell the story of how the user has used your design to fulfill their goal!

What to include in your big picture storyboard

Remember to focus on the user. Clearly communicate their environment or context and their motivation for using the app. This could be a perceived pain point or a market opportunity.

Step 3: Build a close-up storyboard for the CoffeeHouse scenario

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

Use your CoffeeHouse problem statement to establish the same character and scene for your close-up storyboard.

- . Your plot is based on the same goal statement.
- . You can also use the same scenario statement!
- . This time, fill in the six panels of the template with visuals and captions that describe how the user interacts with your design, the CoffeeHouse app. Ensure that the visuals and captions for your close-up storyboard 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 successful flow of user actions within the product and how each step will lead to the next.

While creating your close-up storyboard 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 to include in your close-up storyboard

Remember to focus on the product.

Your close-up storyboard should focus on the product's user experience, highlighting key interactions like onboarding (the first impression a user has of the app), placing an order, and checking out. Indicate transitions between screens with clear actions the user will need to perform to complete their goal successfully.

Step 4: Save your work

As you complete these activities, remember to:

- . Take photographs or screenshots of the progress you made on your storyboards.
- . Save all of your work to your computer, a hard drive, or a cloud drive like a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.