

# Storyboarding

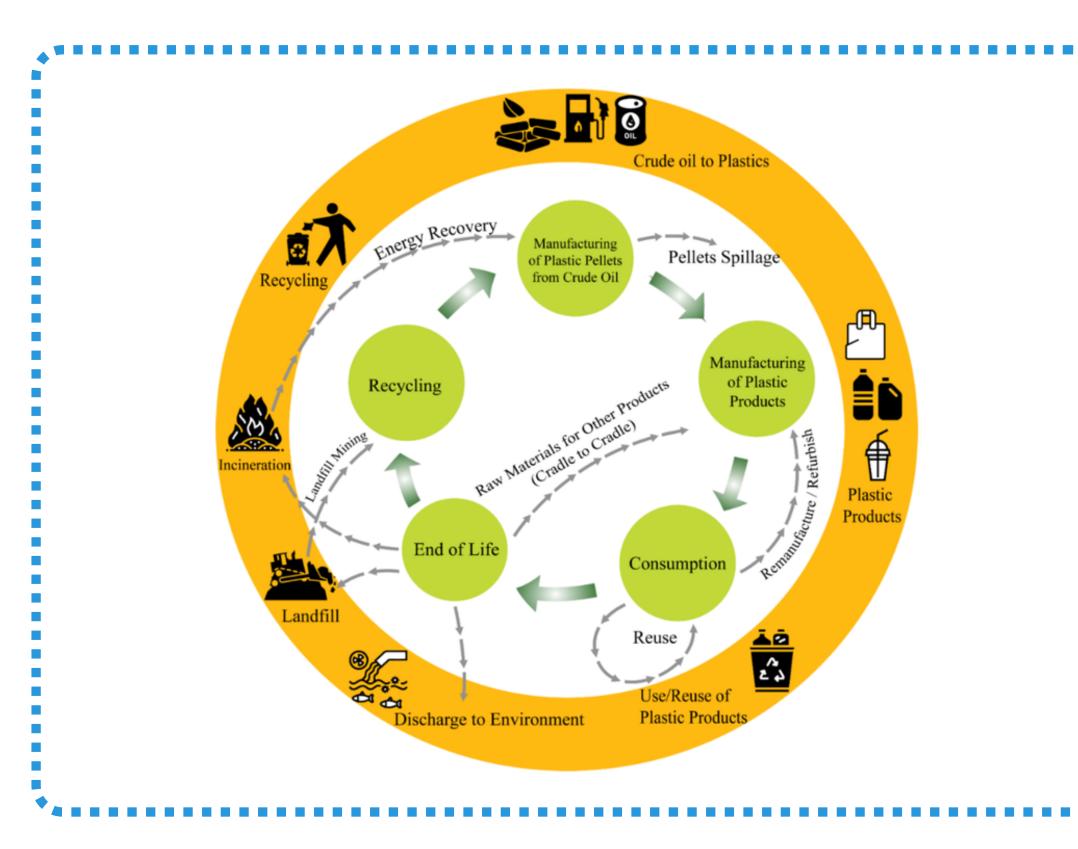
# A way to show the key elements and interactions of a scenario using images

The power of a good story lies in its ability to capture people's imagination and take them to new places. Walt Disney said, "In our studio we don't write stories, we draw them." Through drawing, he and his team visualized their work before going into full production. Storyboarding is an ideal way to visualize people experiencing your idea in action. Since storyboards are built using mostly images, they can help teams communicate ideas more clearly and evocatively than words alone. Storyboards don't have to be masterful pieces of art; they just need to show a meaningful series of events.

#### Benefits

Shows what a concept looks like in action
Helps people imagine the future
Builds shared understanding
Gains support from decision-makers

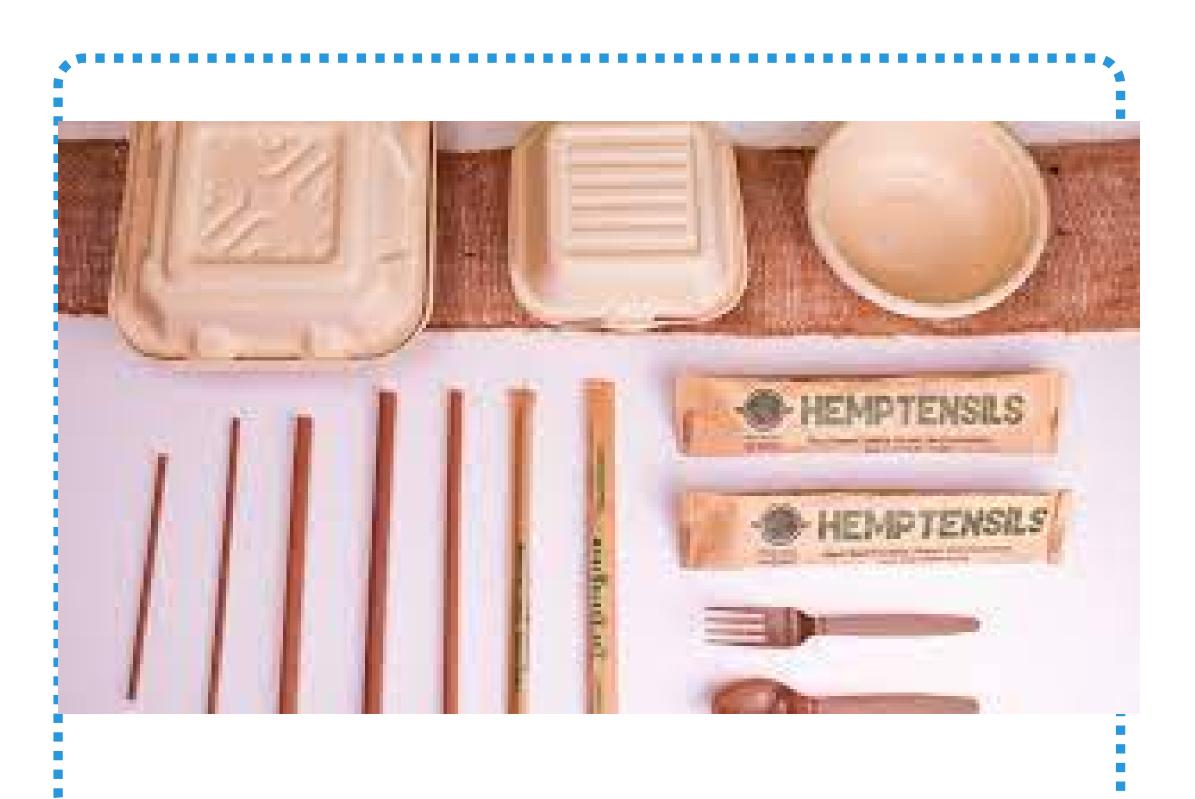
Learn more at LUMA Workplace



Assess current plastic usage across all operations.



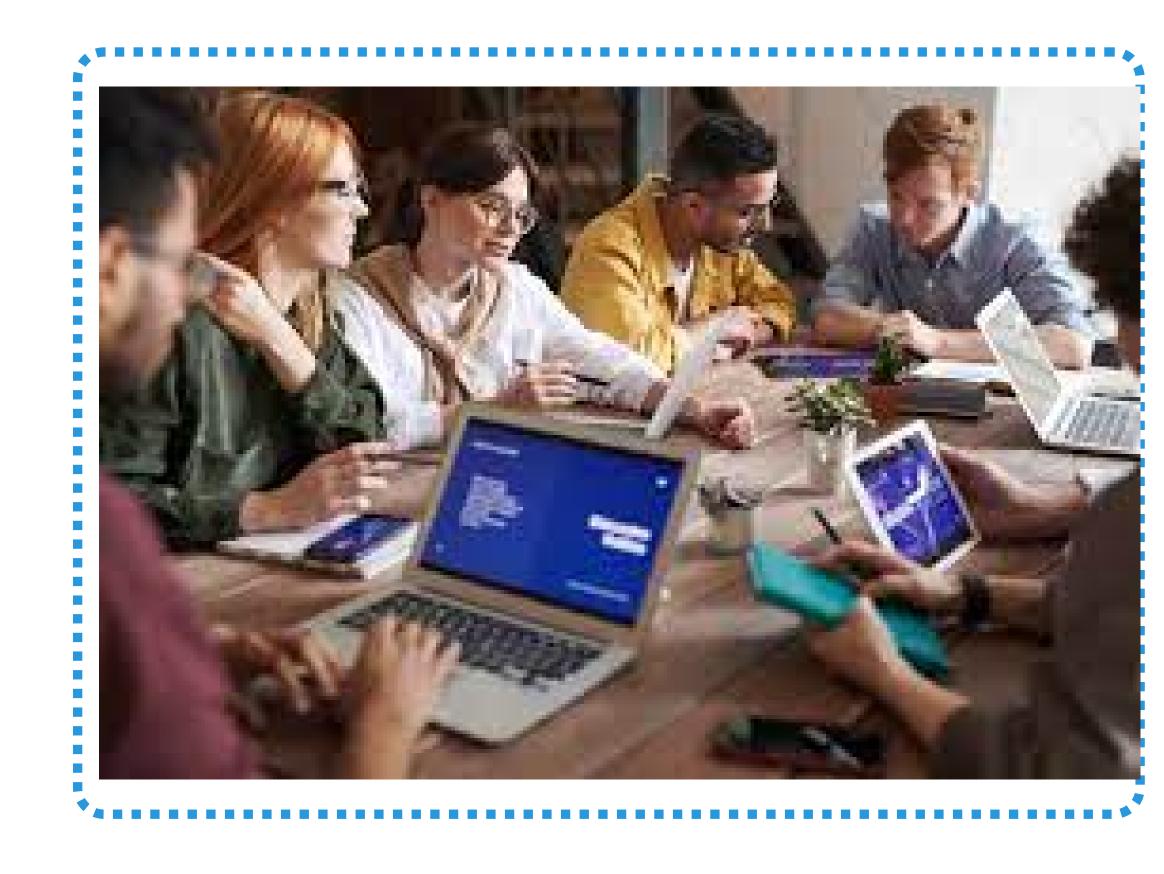
Publicly commit to reducing single-use plastics.



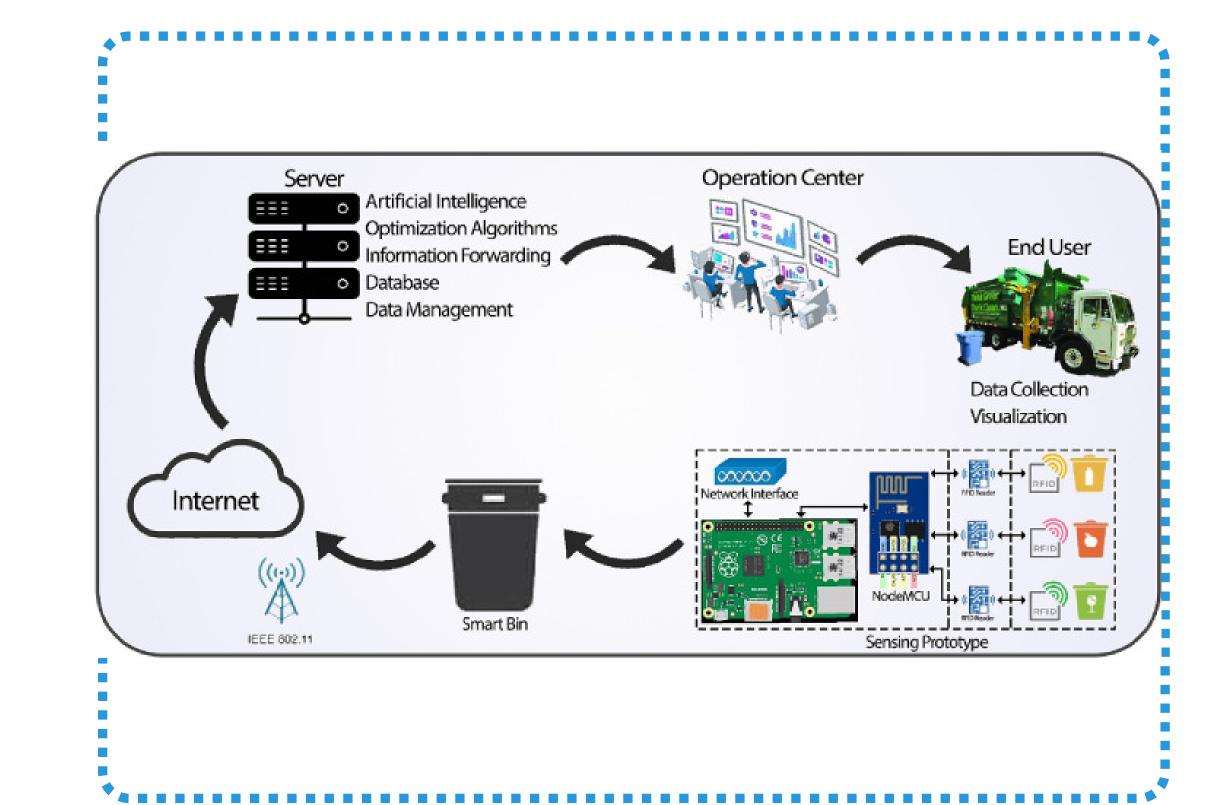
Research sustainable alternatives for straws, containers, and cutlery.



Adjust menu to minimize disposable item needs.



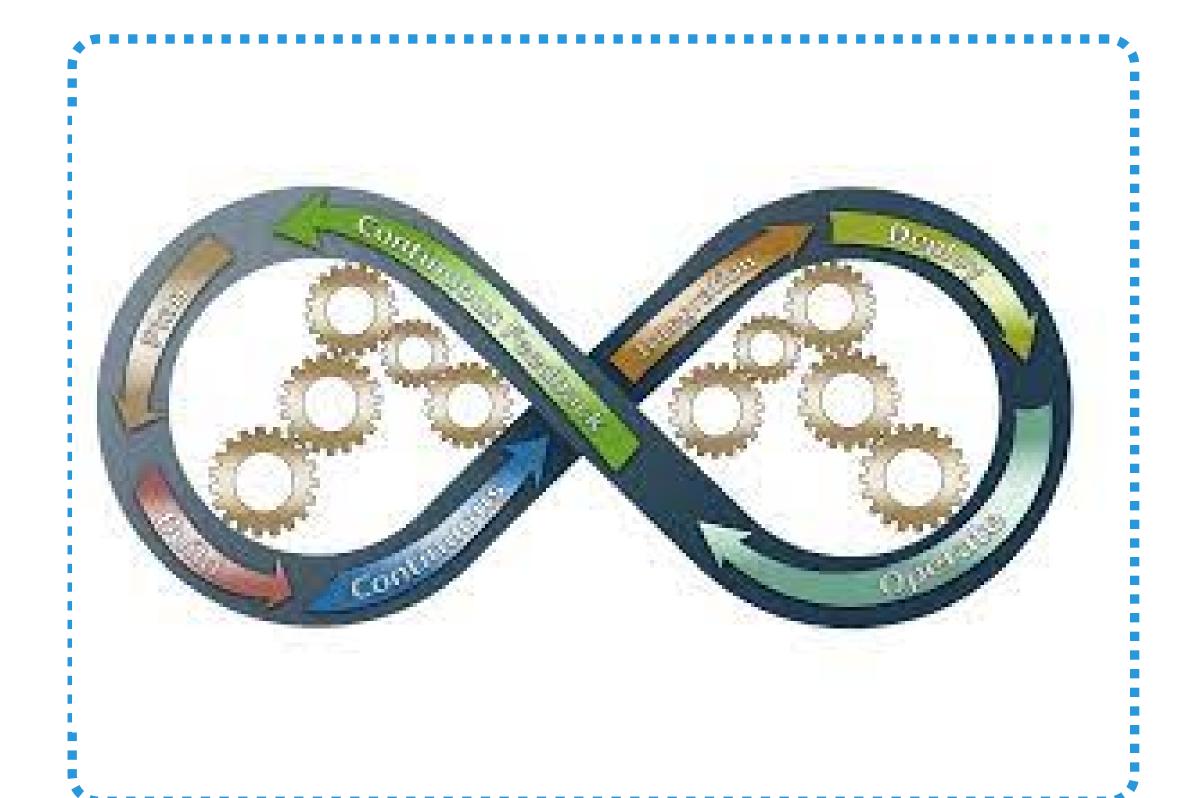
Educate staff and customers on sustainability efforts.



Optimize operations to reduce waste.



Collaborate with suppliers to source eco-friendly options.



Establish a feedback loop for continuous improvement.



Celebrate milestones and engage customers in the journey.

### Preparation

Identify an idea or concept to develop
Assemble a diverse group of collaborators

#### Helpful hints

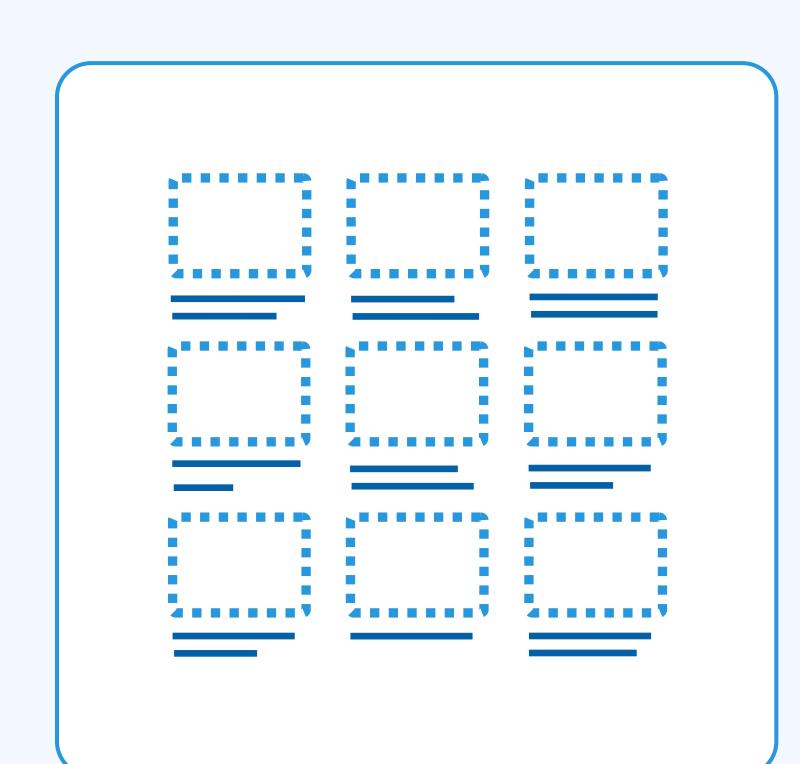
Take advantage of the Icons and Draw tools

Get inspiration from the way comic books are drawn

Use a variety of angles (panoramic, close-up, etc.)

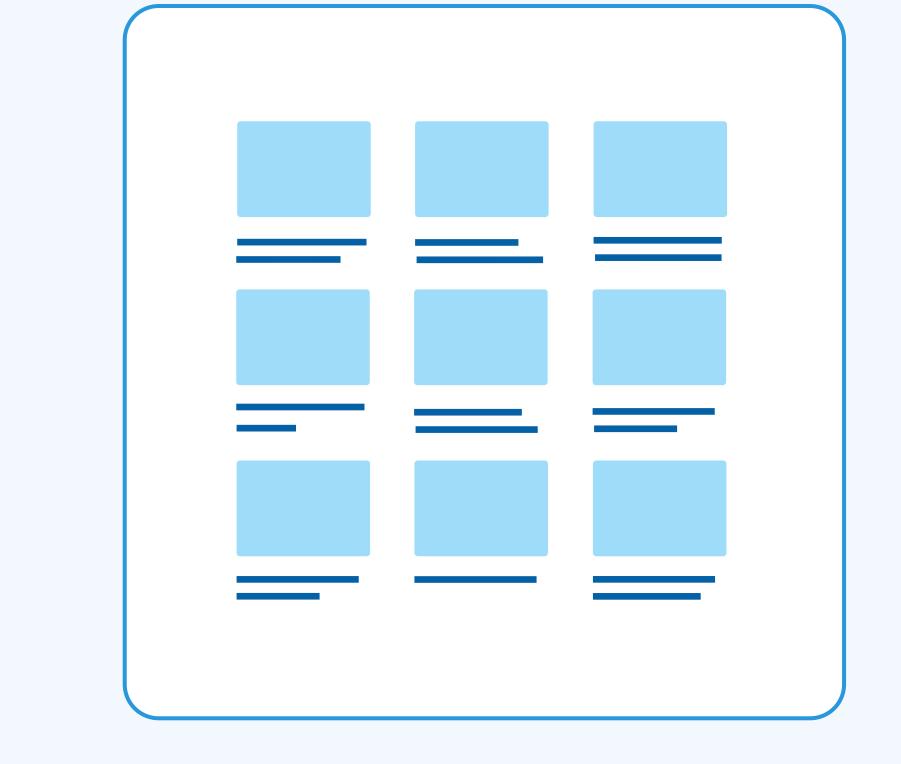
See an example

## Activity step-by-step

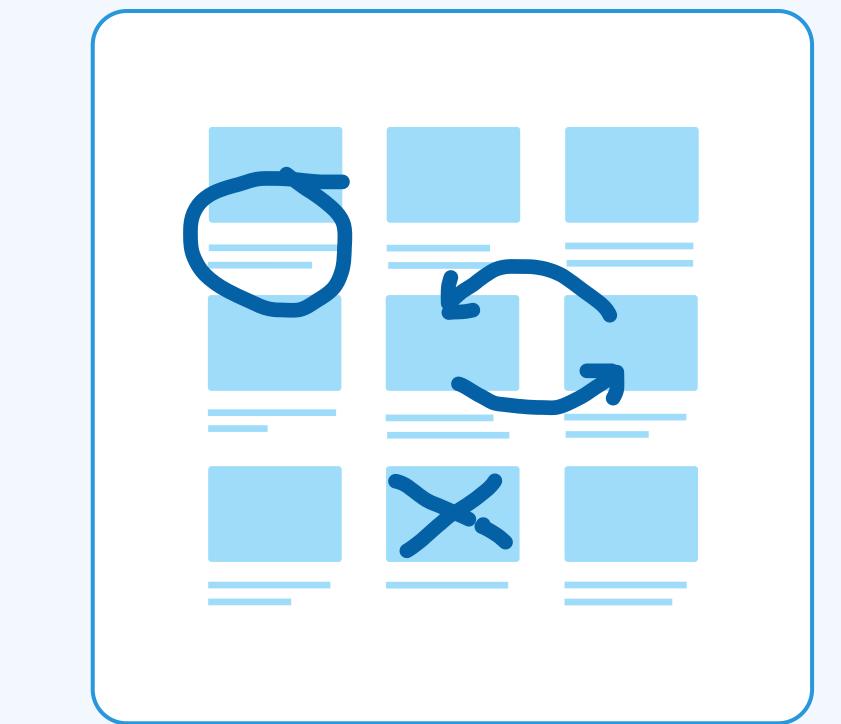


Draft the main story line.

Describe each key frame in a caption.



Once you have completed the script, illustrate each frame.



Share with stakeholders for feedback and revision.