

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation!

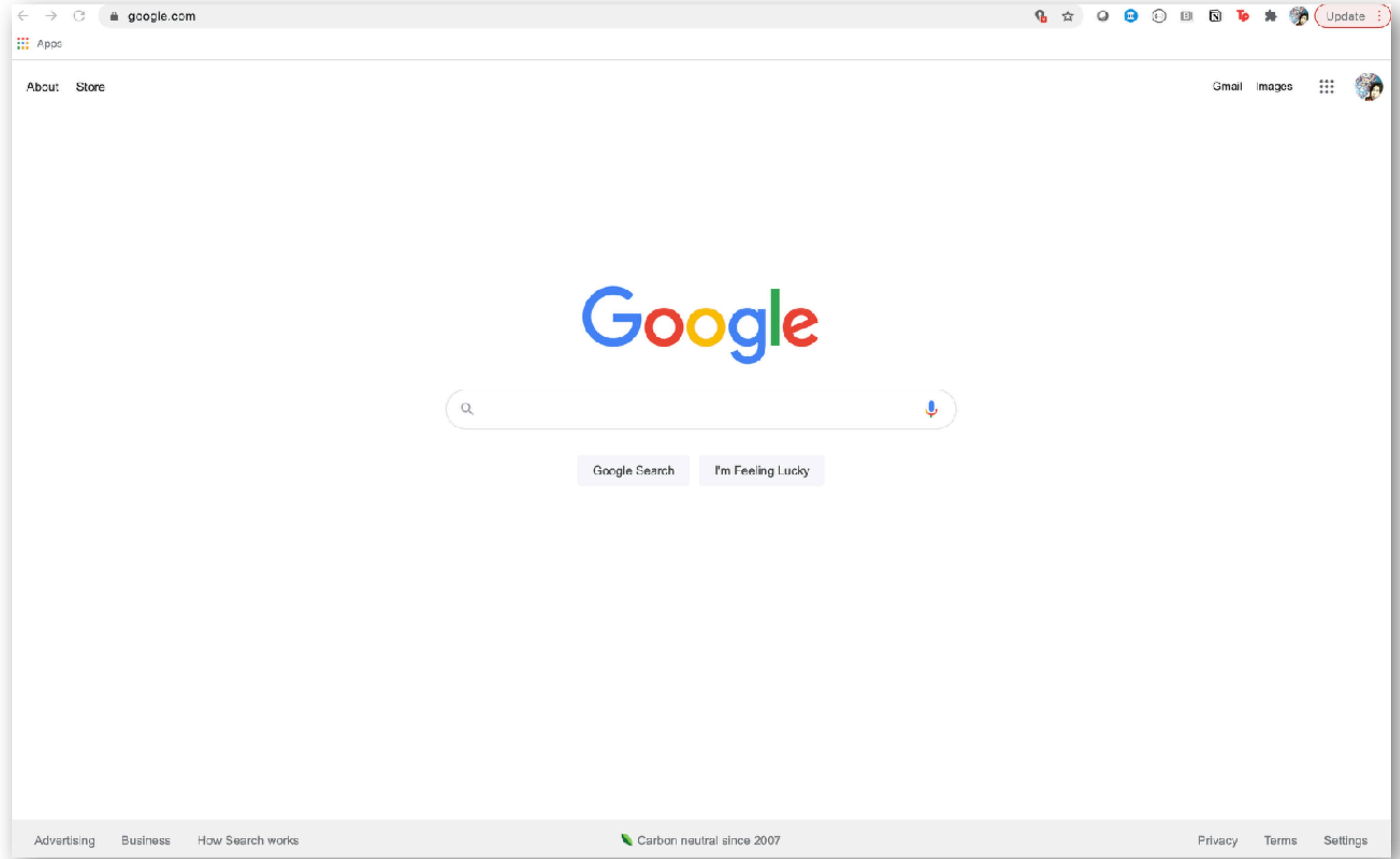
Lecture 10: Storyboarding

Instructor: Amy Zhang, 10/2/2021

Today's Topics

- UI Hall of Fame and Shame
- Looking ahead in the course
- Storyboarding
 - 5 Considerations in a Storyboard
 - Tips and Tricks
- Group work time on 2f

UI Hall of Fame and Shame



Fame or Shame?

Learnability,
efficiency, safety?

1999





1997–1998



1998–1999



1999–1999



1999–2010



2010–2013



2013–2015



2015+

Looking ahead in the course

5 weeks left!

- Finishing up lecture series on scenarios, along with Assignment 2 (Getting the Right Design) this week.
- Starting next week for 3 weeks, moving towards higher fidelity prototyping with paper prototypes and digital wireframes, along with ways to evaluate them. These are paired with Assignment 3 (Getting the Design Right). We will have a class dedicated to you all testing each other's prototypes!
- Last two weeks is when you will do Assignment 4 (Communicating your Design)
- On Dec 2nd (2nd to last week), we'll have an exam Q&A and prep session in class, followed by a 24 hour take-home exam. More details as it gets closer.
- On Dec 9th (last week), we'll have an open poster session for your projects with outside guests and judges. Invite your friends!

Storyboarding

Why do we need stories in design?

Stories help explain the experience of something to someone who hasn't experienced it before.

Three ways of telling stories in design:

- **Scenarios**
 - A short story about a specific user with a specific goal
 - Written accounts and narratives of the experience
 - Analogy: Books
- **Storyboards**
 - A series of drawn panels showing how a user might progress through a task in a system
 - Visual storytelling with rough sketches/cartoons
 - Analogy: Comics, Picture books
- **Video Storyboards**
 - Richer visual storytelling
 - Analogy: Movies/TV



<https://www.commoncraft.com/video/twitter>

Storytelling

- Stories have an **audience**
 - Other designers, clients, stakeholders, managers, funding agencies, potential end-users
- Stories have a **purpose**
 - Gather and share information about people, tasks, goals
 - Put a human face on analytic data
 - Spark new design concepts and encourage innovation
 - Share ideas and create a sense of history and purpose
 - Giving insight into people who are not like us
 - Persuade others of the value of contribution

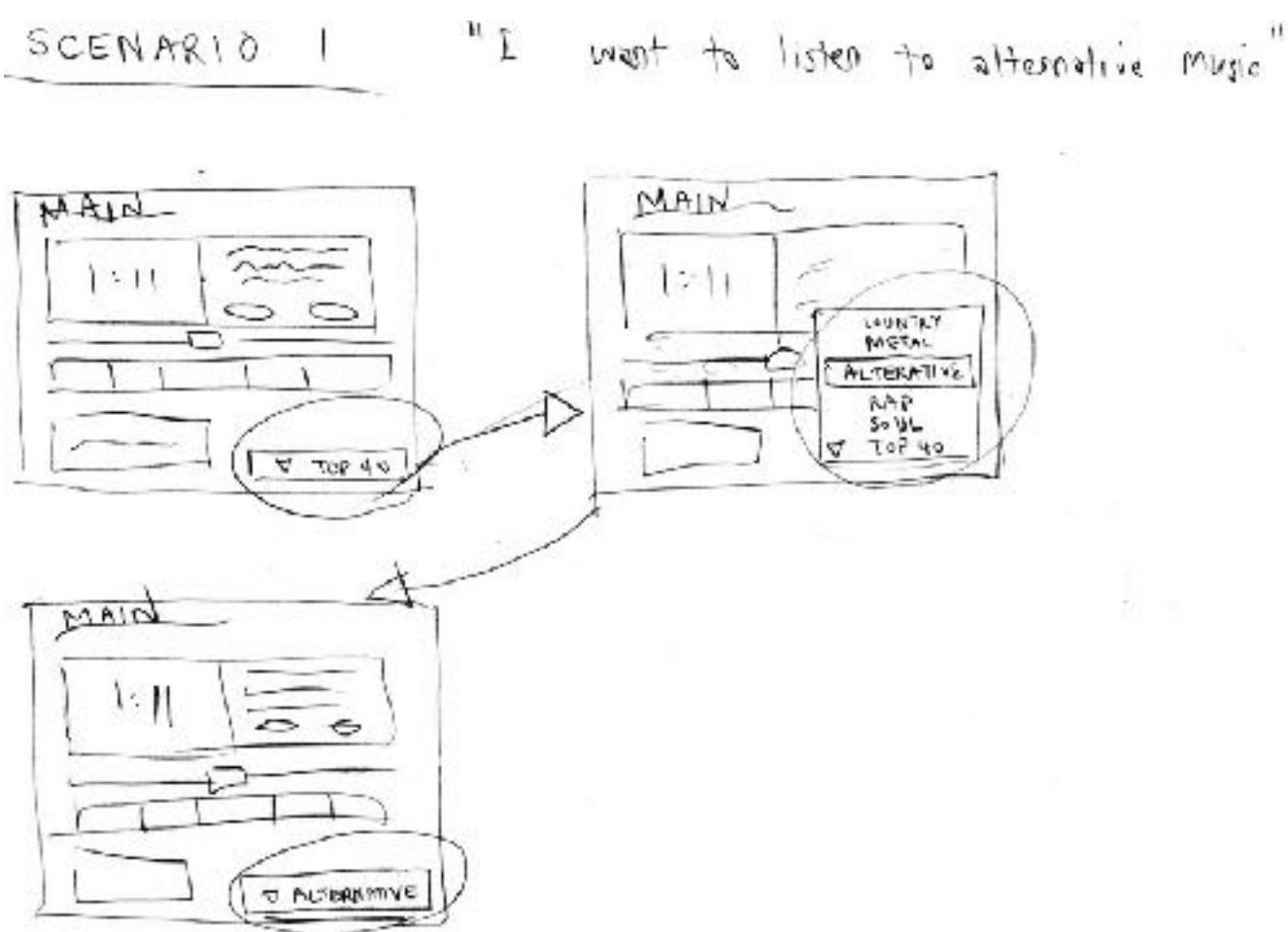
Stories Provide Context

- Characters
 - Who is involved
- Setting
 - Environment
- Sequence
 - What task is being accomplished
 - What leads a person to use your technology
 - What steps are involved
- Satisfaction
 - What is the motivation for the user?
 - What is the end result?
 - What need are you satisfying?

2a



2e



2f

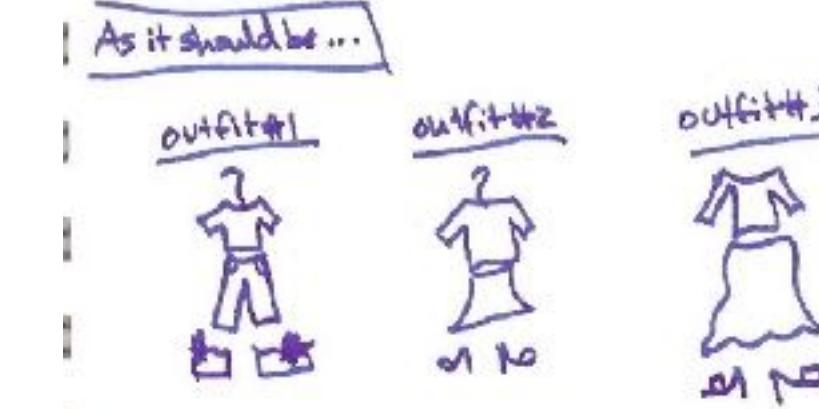


Sketch -----> Storyboard

Sketches (2a)



STORE FOR THE STYLE-CHALLENGED

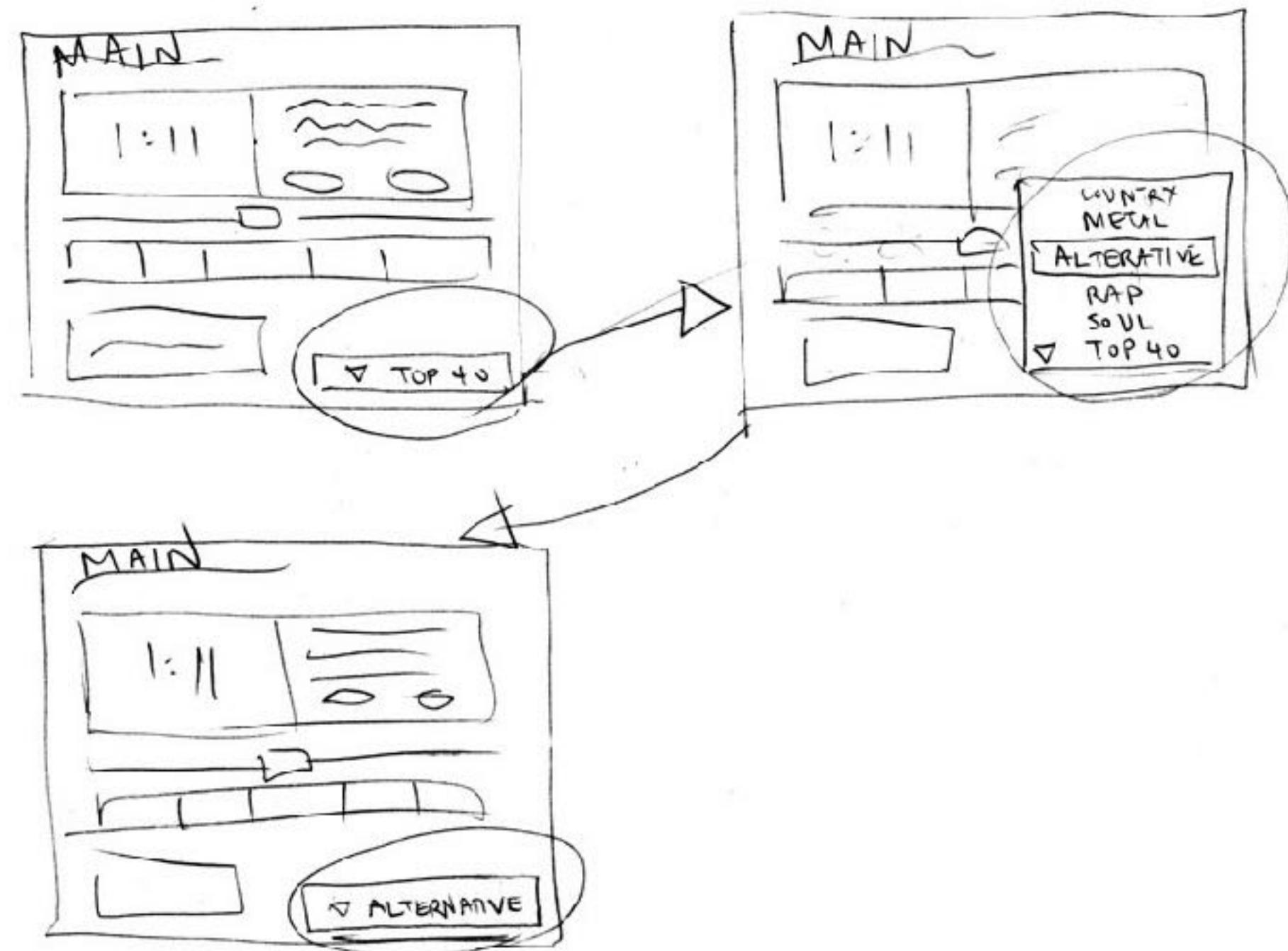


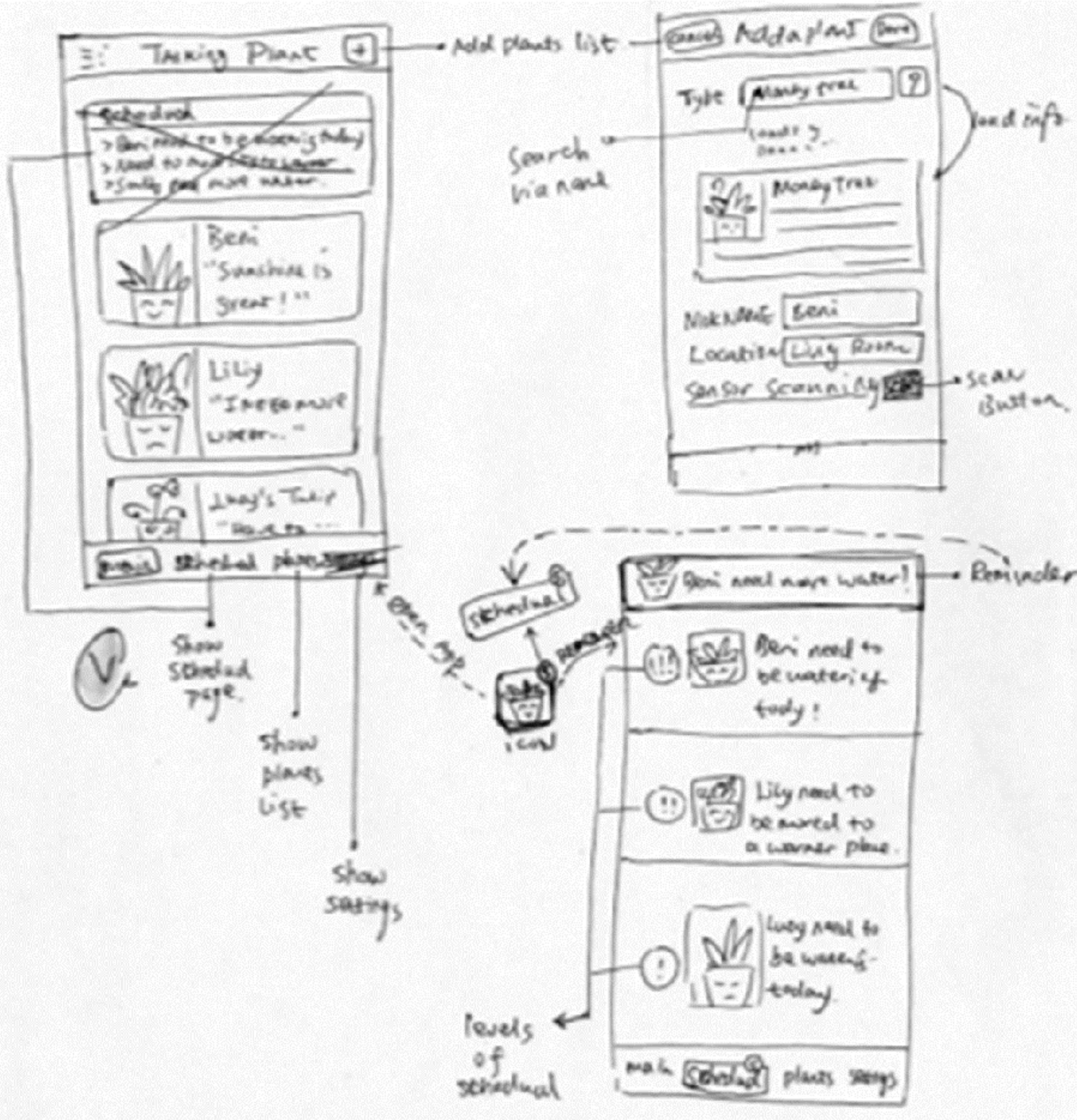
(pre-selected to match so you don't
have to choose.)

Sketches (2e)

SCENARIO 1

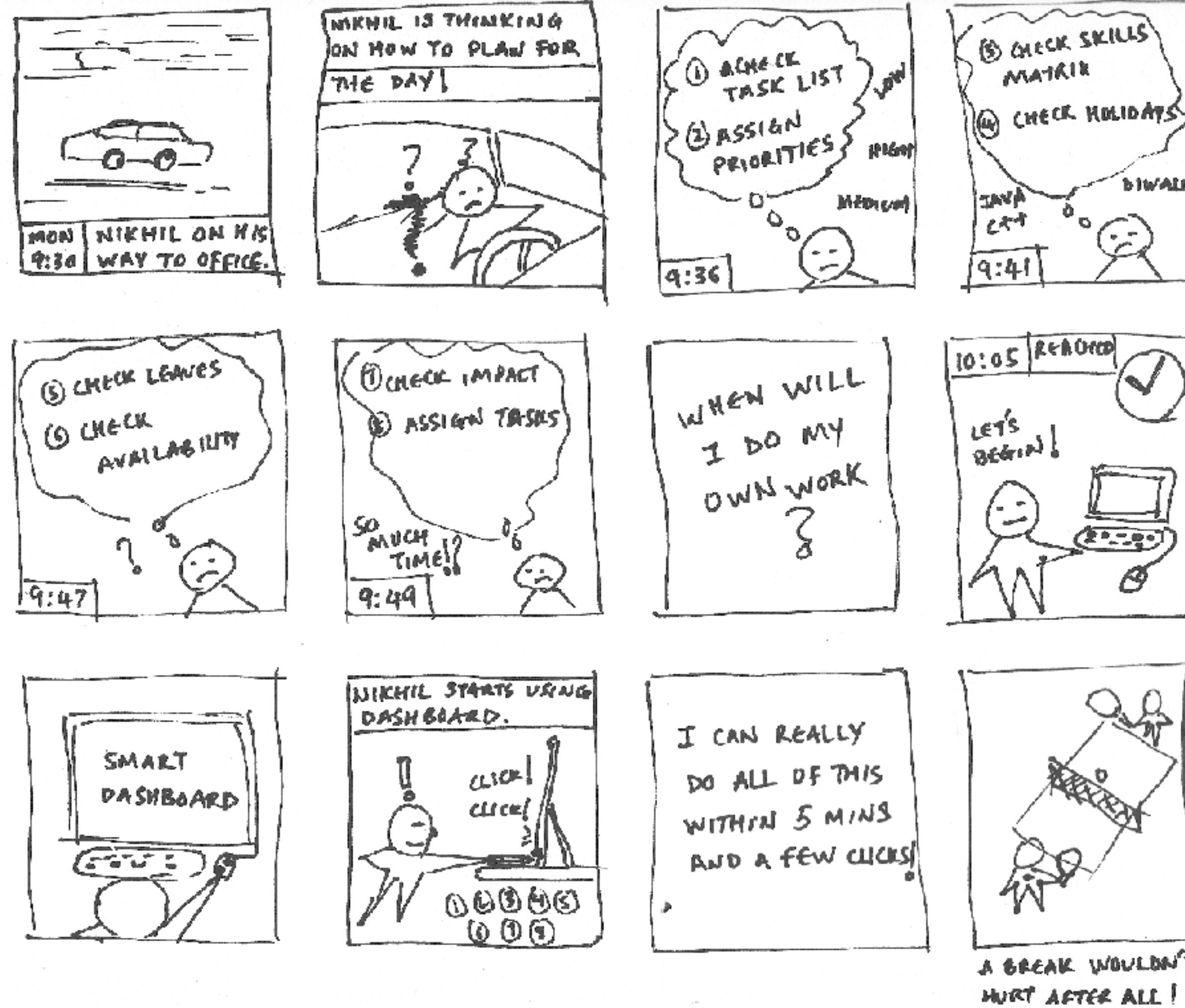
"I want to listen to alternative music"



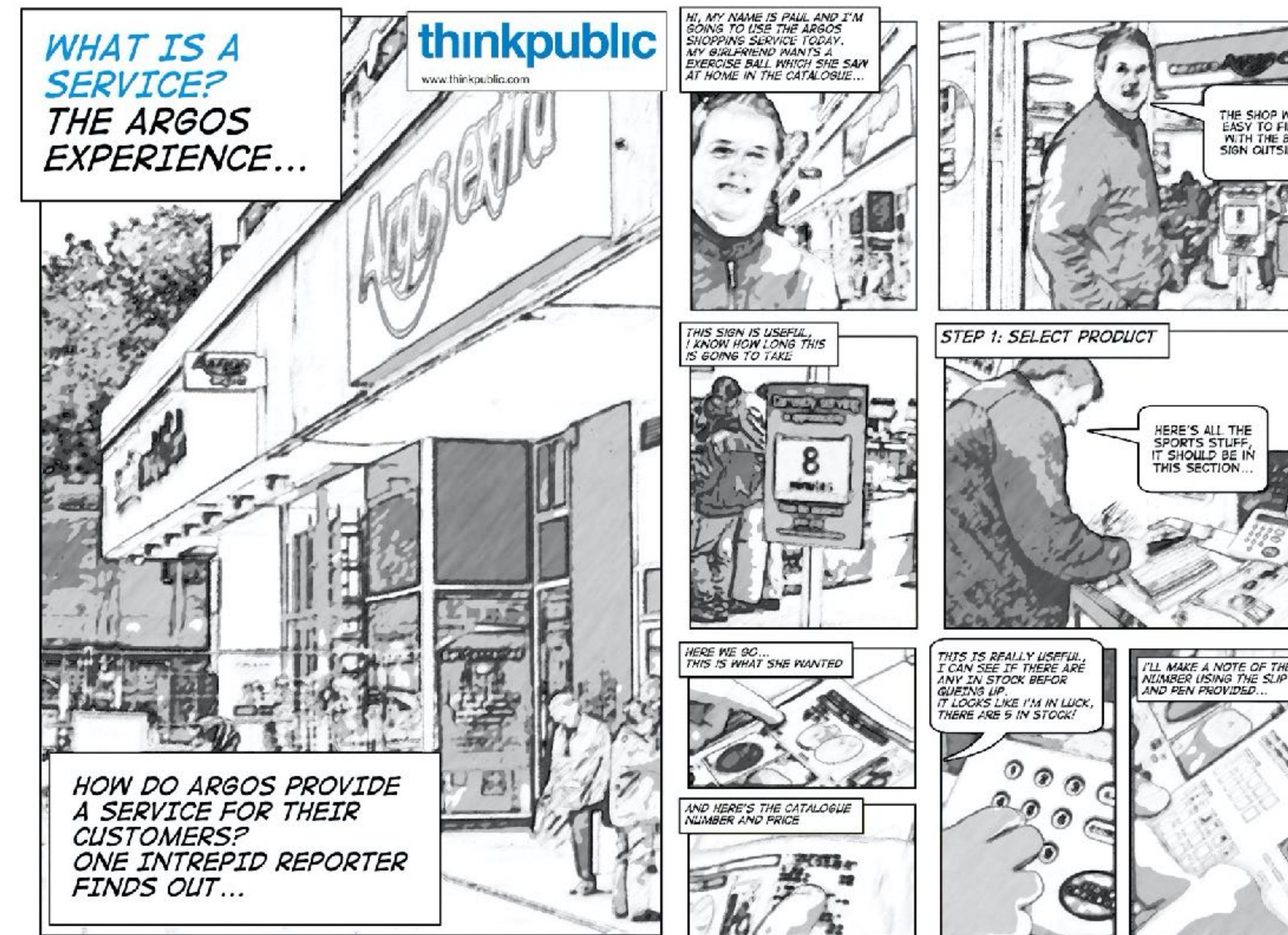


Sketches (2e)

And finally... a storyboard! (2f)



Storyboards (2f)



Storyboards (2f)



Slide 1



Sugar Plum Dreams



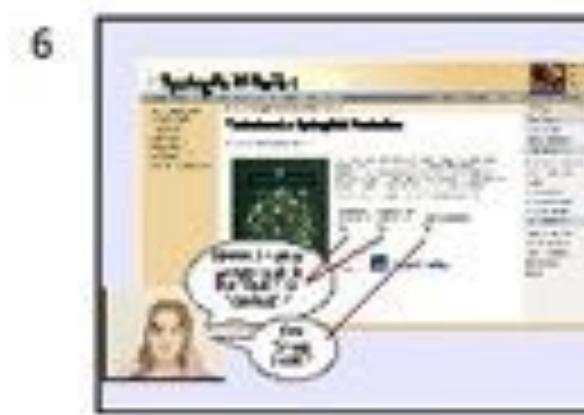
No problem, typing



Here's the Page



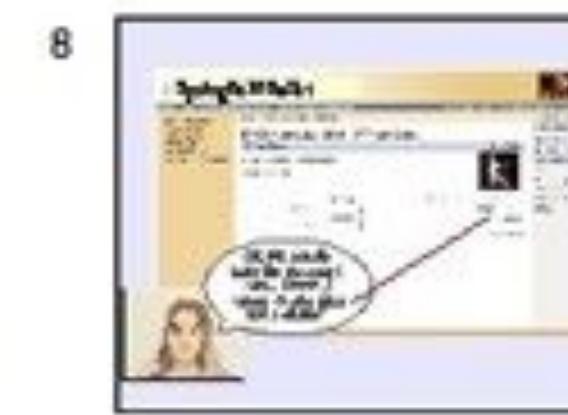
There it is



Peak and off peak?



I'll Try



Dates OK No Price?



OK Shows Price



Type Type Type



Blank Price



Back Back Back



Still \$0



Arrgh



Send Form



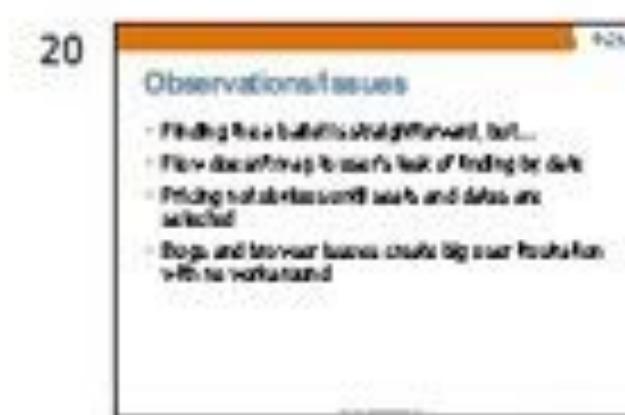
Annoying



I don't get it

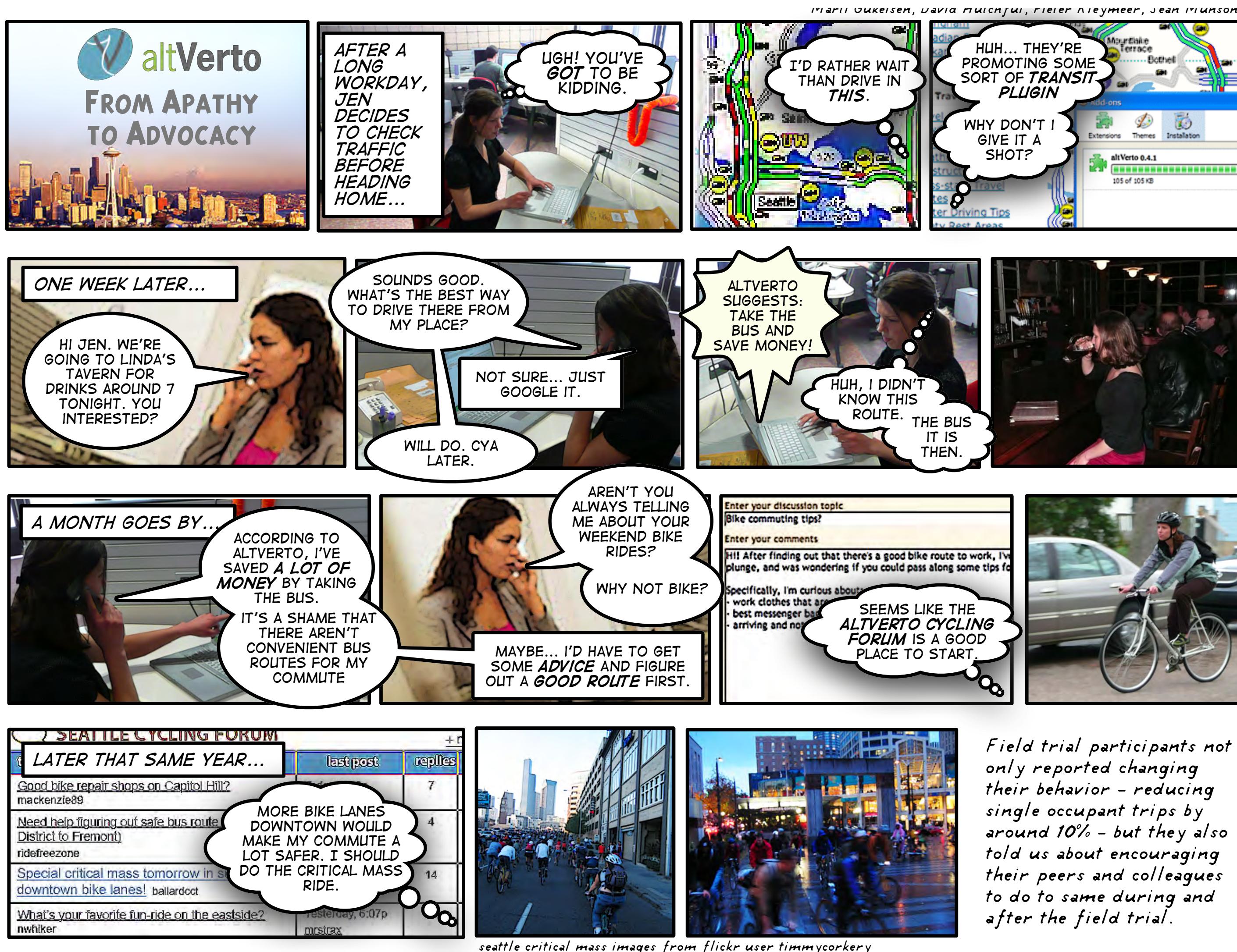


Hello Radio City



Slide 20

Storyboards (2f)

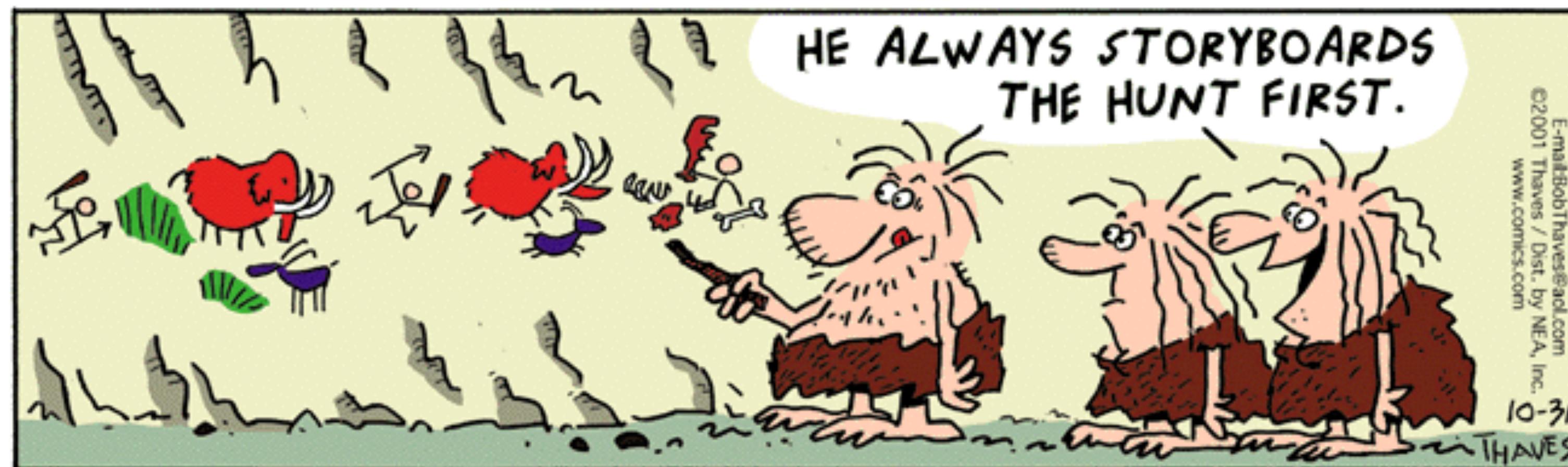


Why Storyboards if you have Scenarios?

- They help you think more deeply about...
 - Specific details about the environments where the system is used
 - Physical constraints (size of system, space where it's used)
 - Relationship among multiple people
 - Feelings and concerns of people

Illustrating Time

- Storyboards come from film and animation
- Give a “script” of important events
 - leave out the details
 - concentrate on the important interactions



Allowing Exploration

- Still relatively fast and inexpensive to produce
 - Can explore more potential approaches
 - Notes help fill in missing pieces of the proposal



Effective to communicate

- Effective storyboards can quickly convey information that would be difficult to understand in text
- Imagine explaining the storyboard on the right in text, for various audiences



5 considerations in a storyboard

5 Considerations in a Storyboard

1. Level of detail
2. Inclusion of text
3. Inclusion of people and emotions
4. Number of frames
5. Portrayal of time

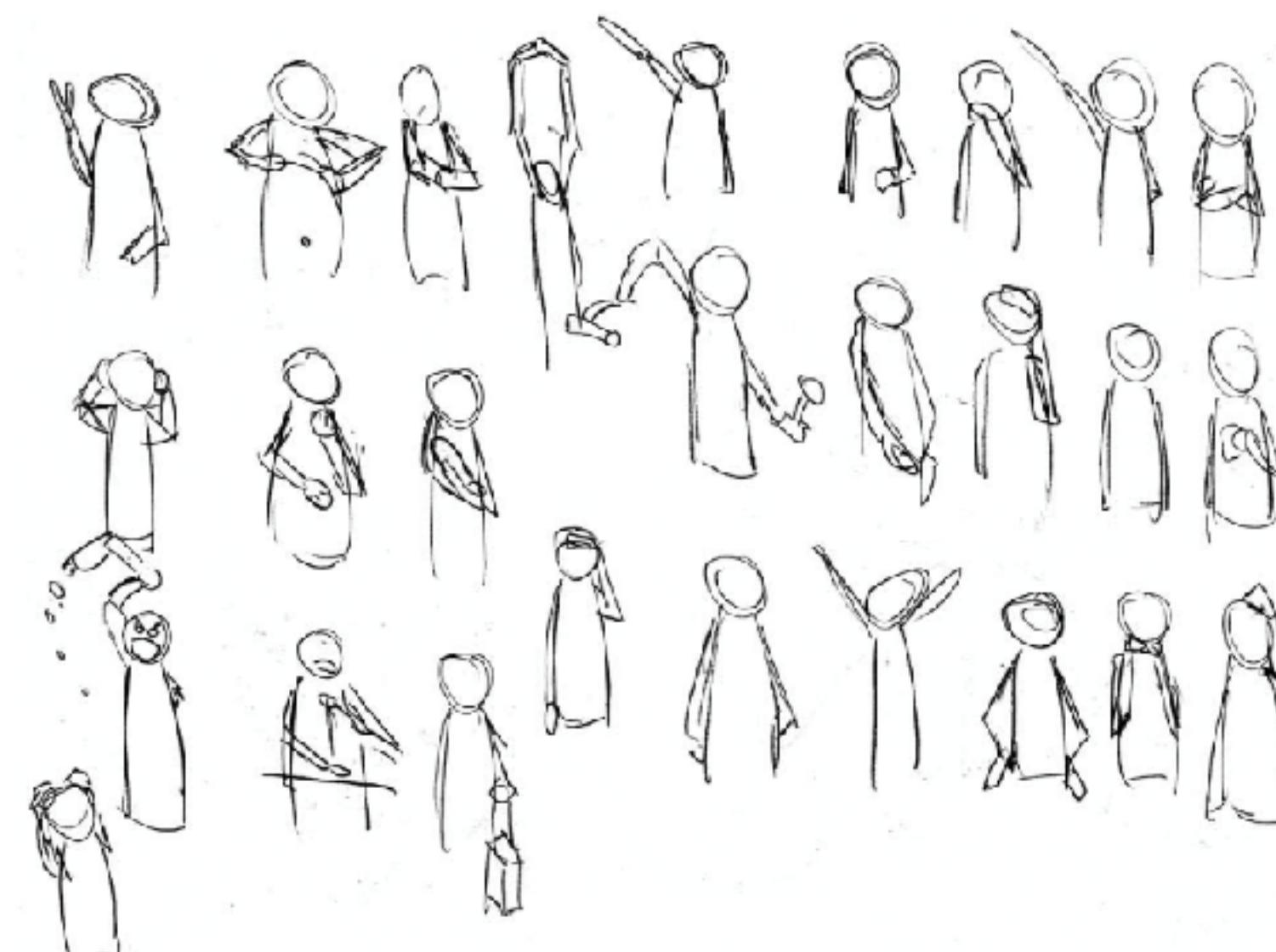
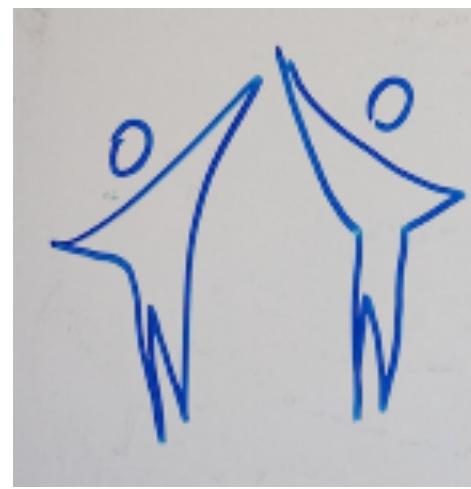
Truong, Khai N., Gillian R. Hayes, and Gregory D. Abowd. "Storyboarding: an empirical determination of best practices and effective guidelines." *Proceedings of the 6th conference on Designing Interactive systems*. 2006.

1. Level of detail

- Guideline: too much detail can lose universality
- How to draw people?



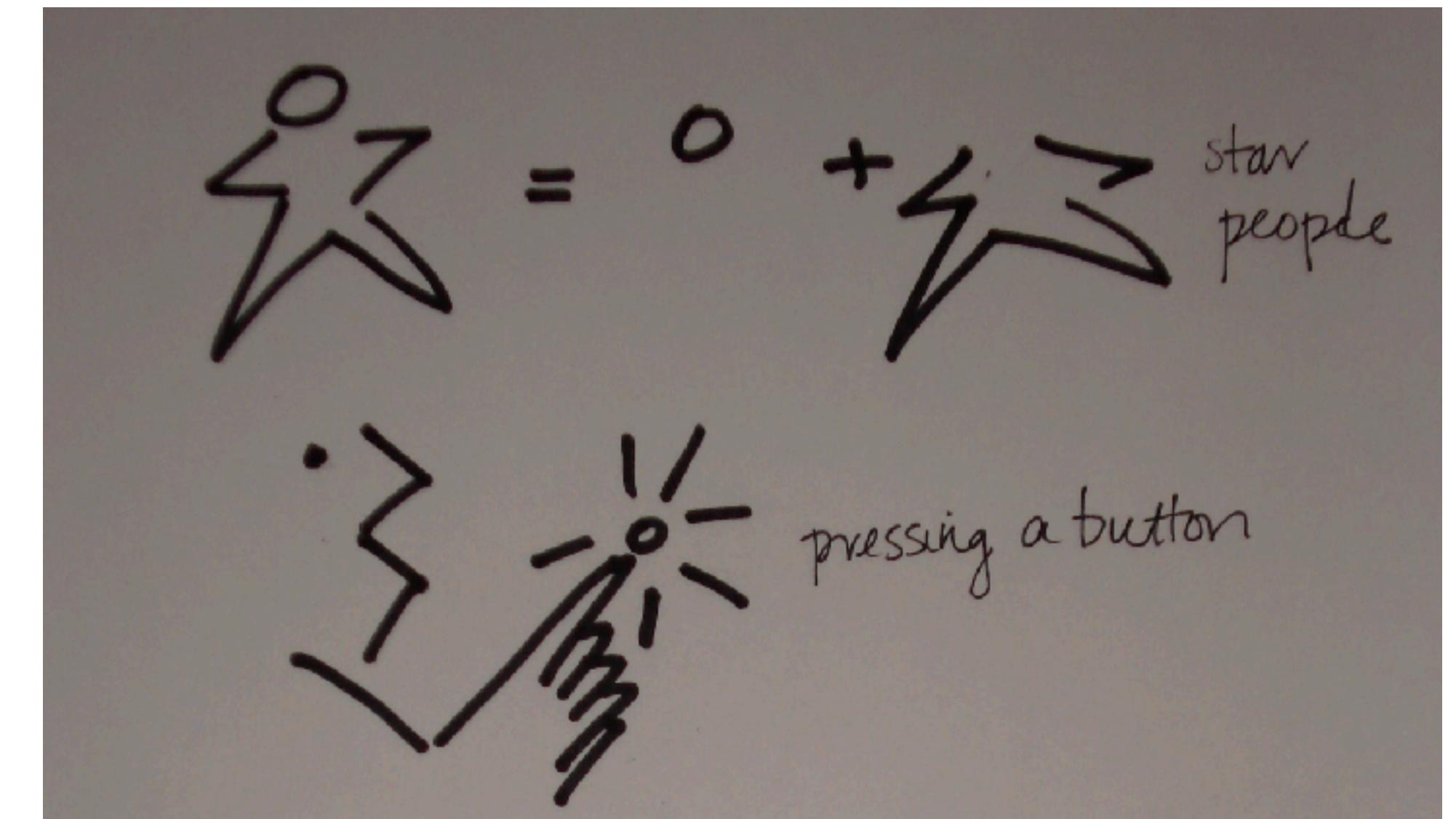
PERSON



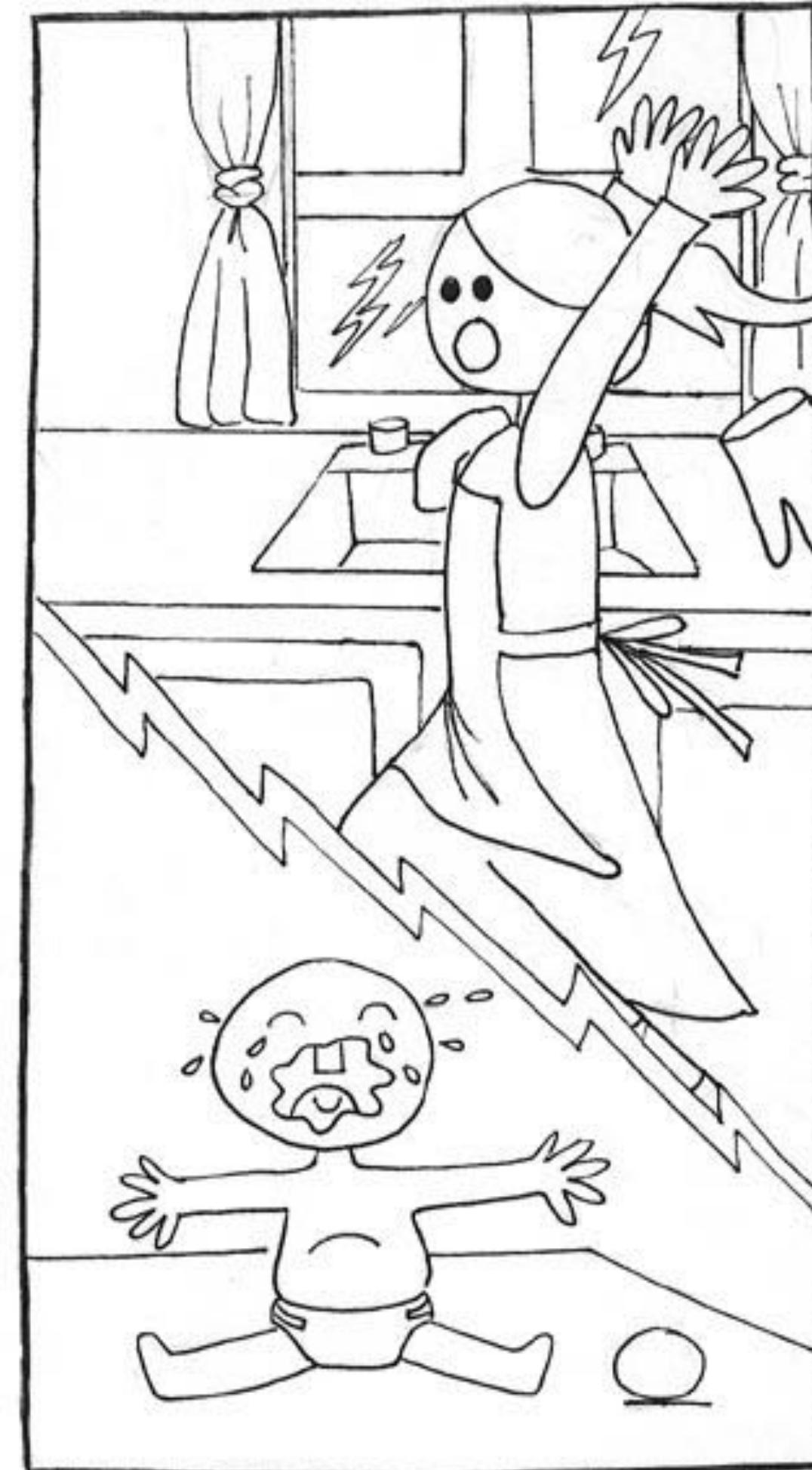
(c) 2009 SACHA CHUA

1. Level of detail

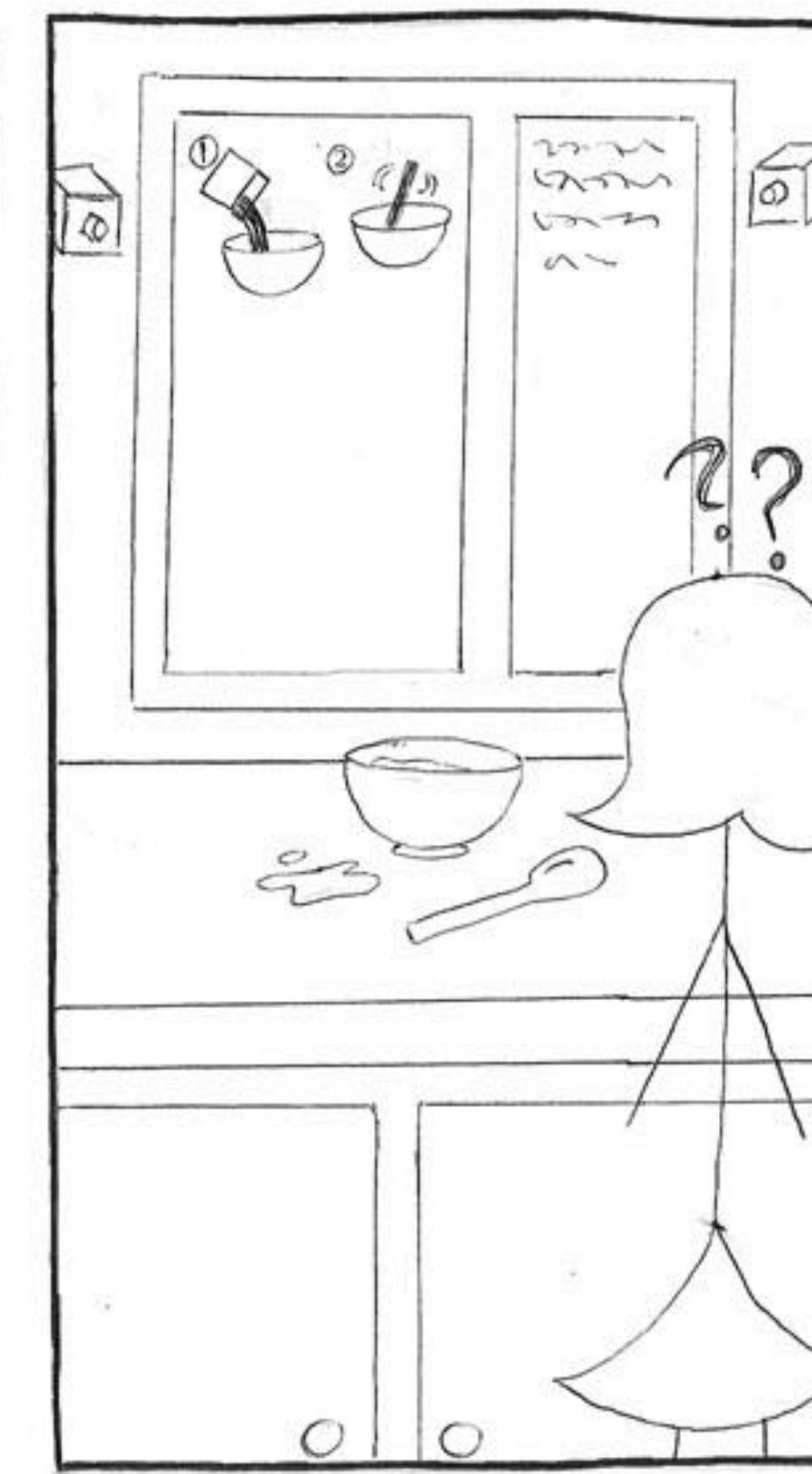
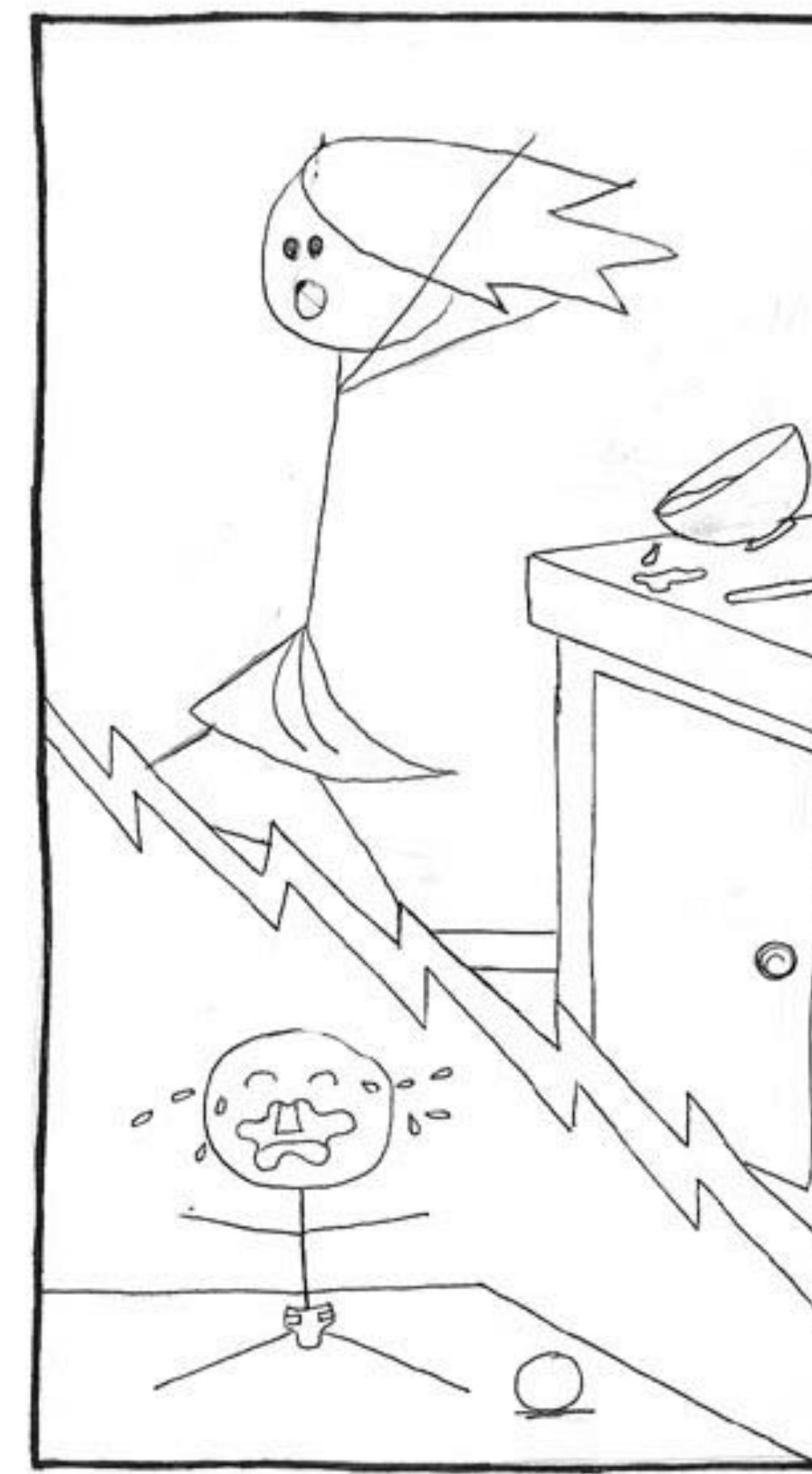
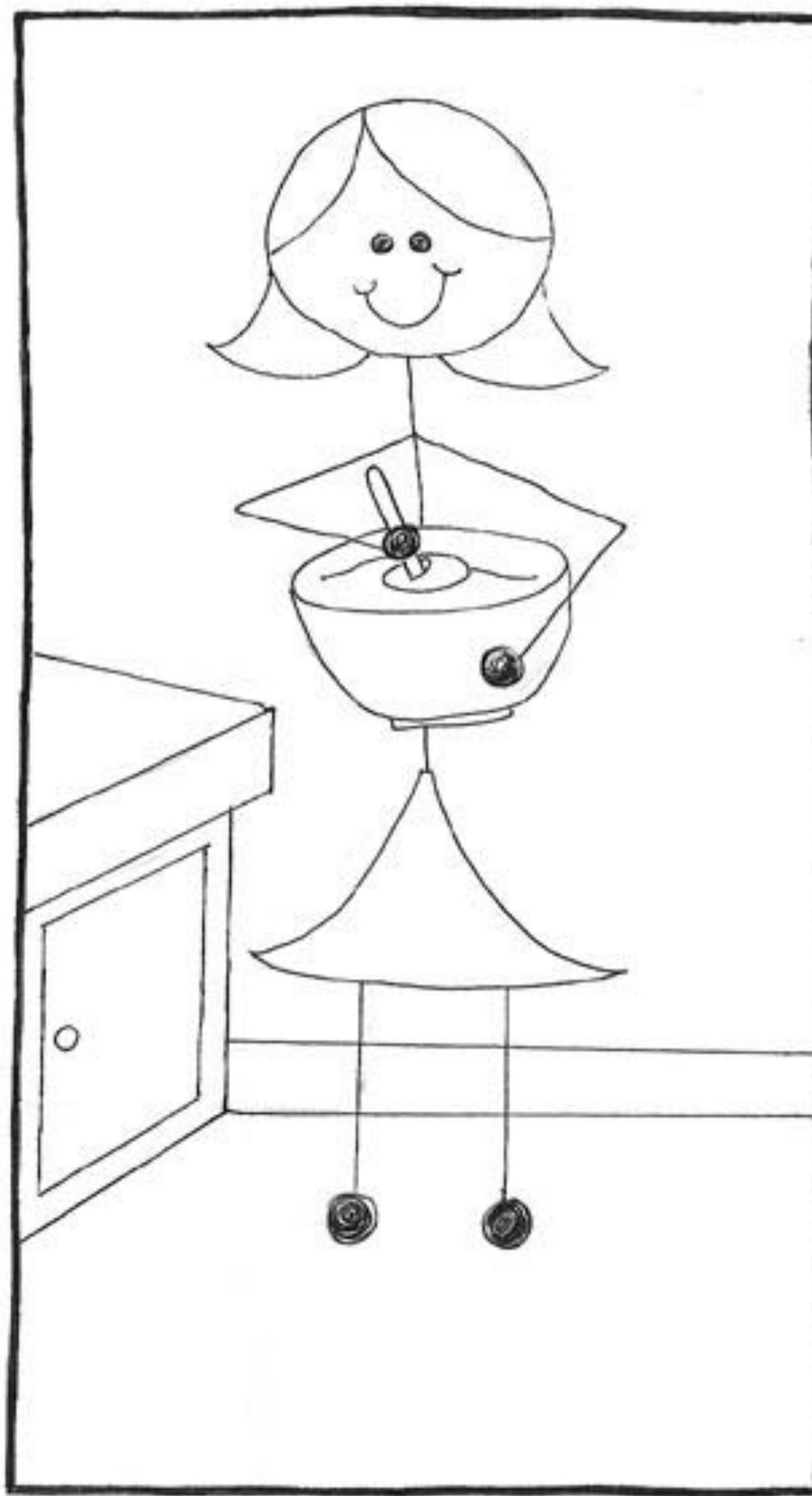
- How to easily indicate pointing or pressing



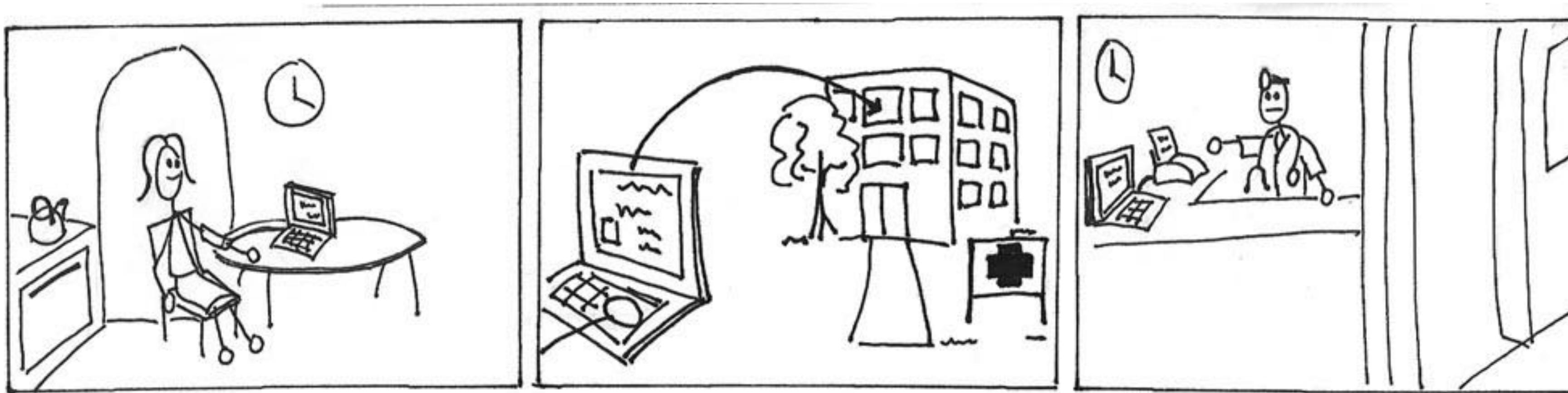
1. Level of detail



1. Level of detail

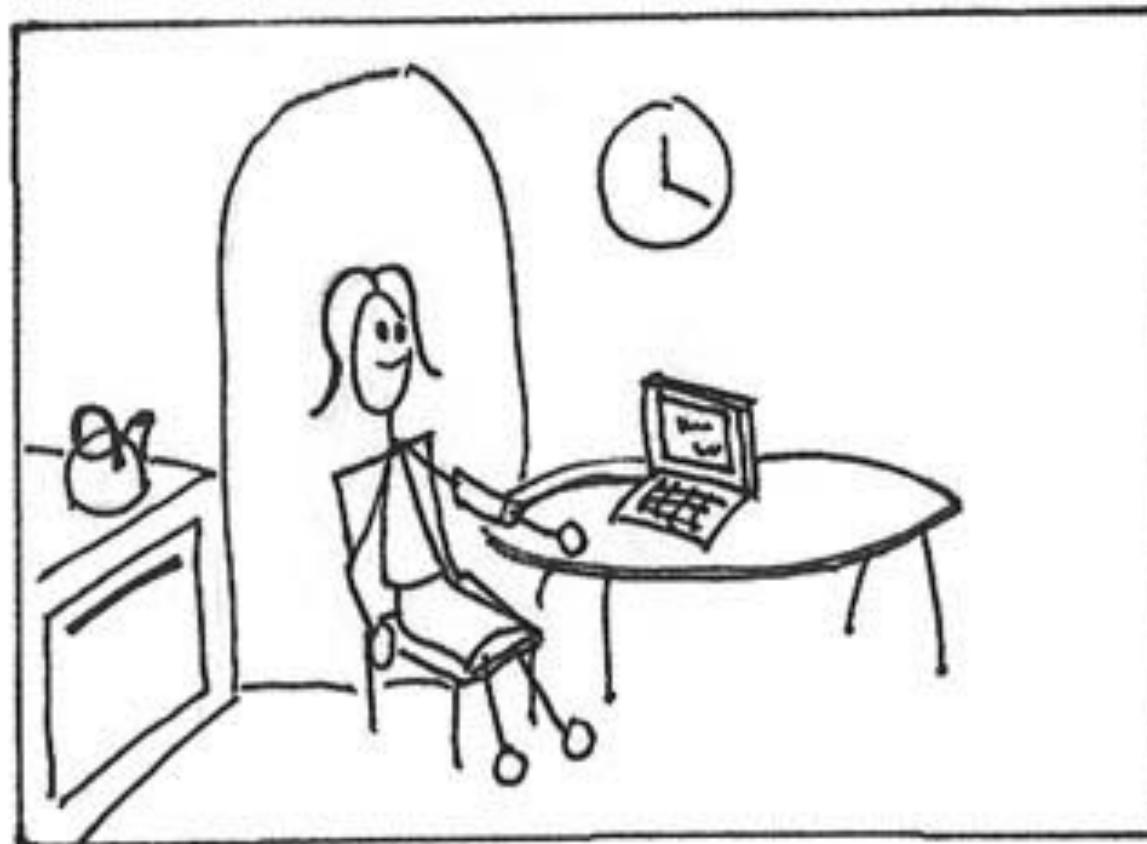


2. Inclusion of Text

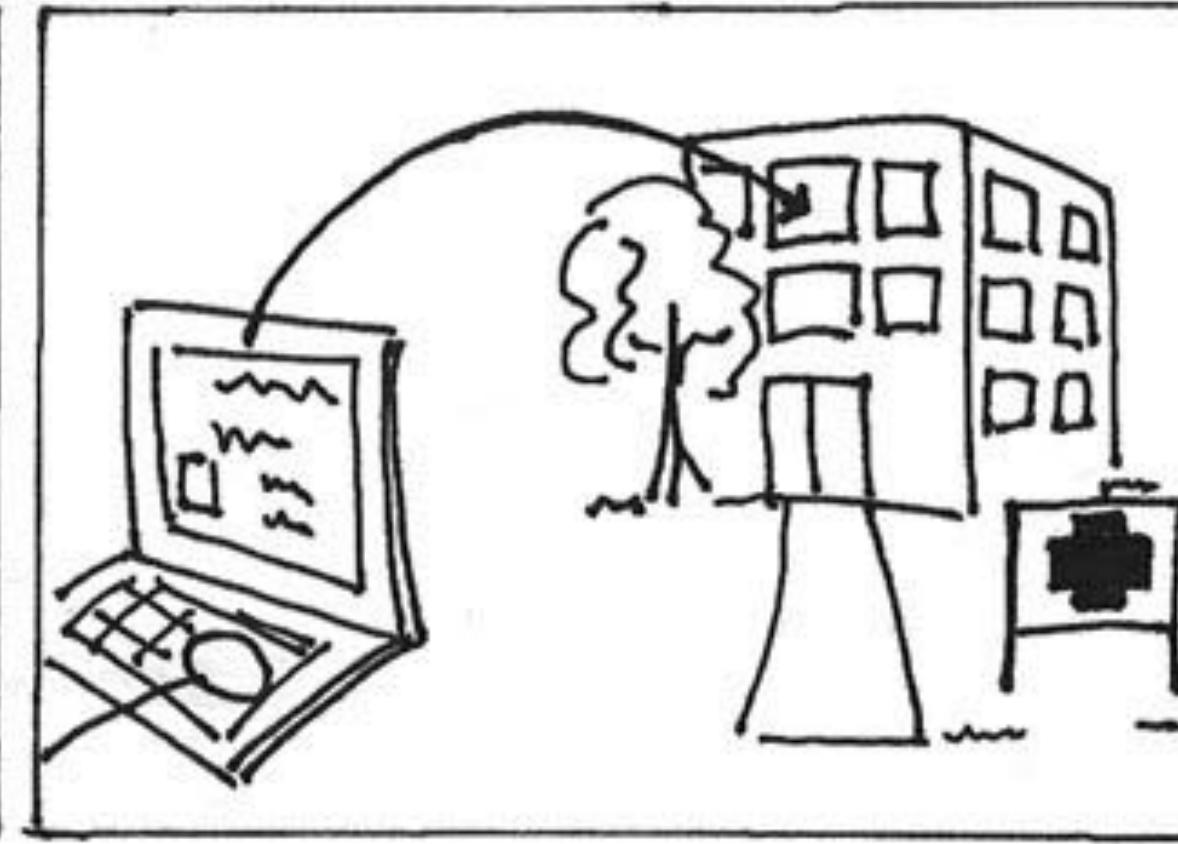


2. Inclusion of Text

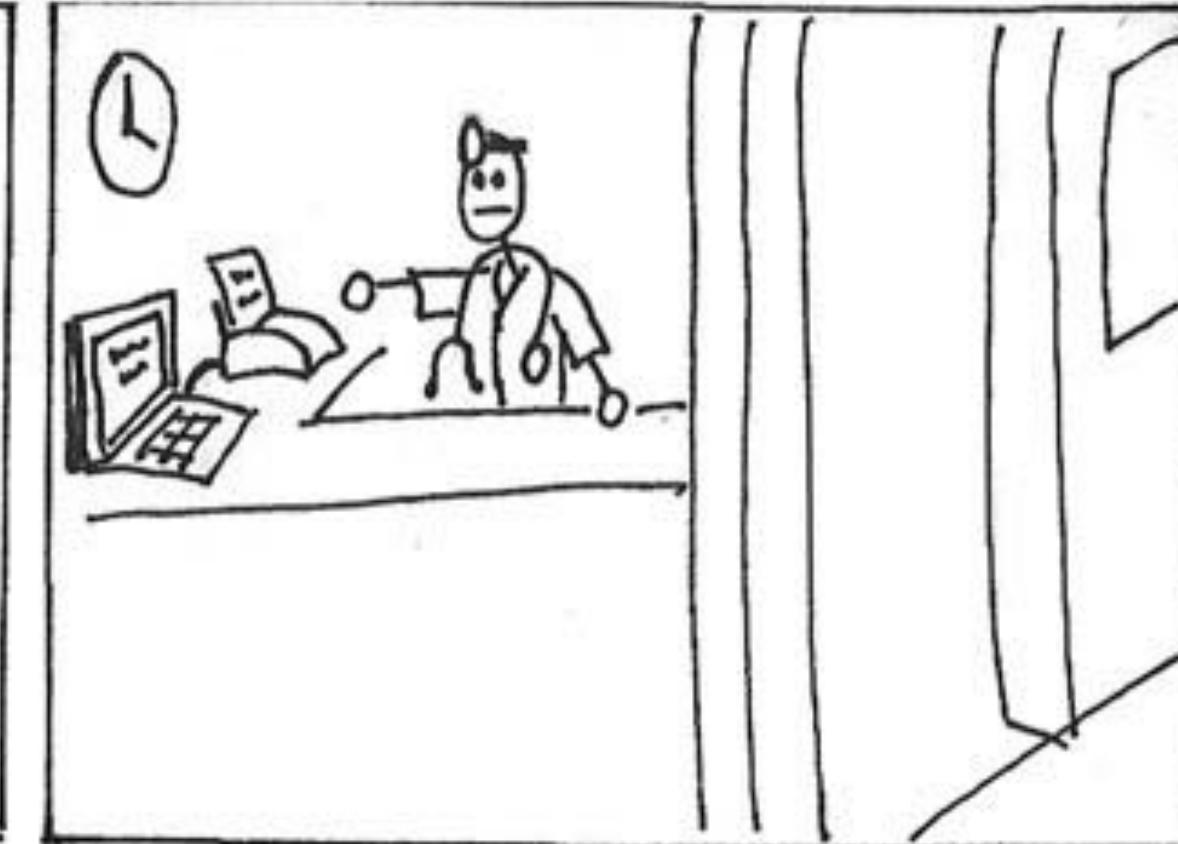
- Guideline: text is often necessary—but keep it short!



1. At home, Mary checks her blood pressure.



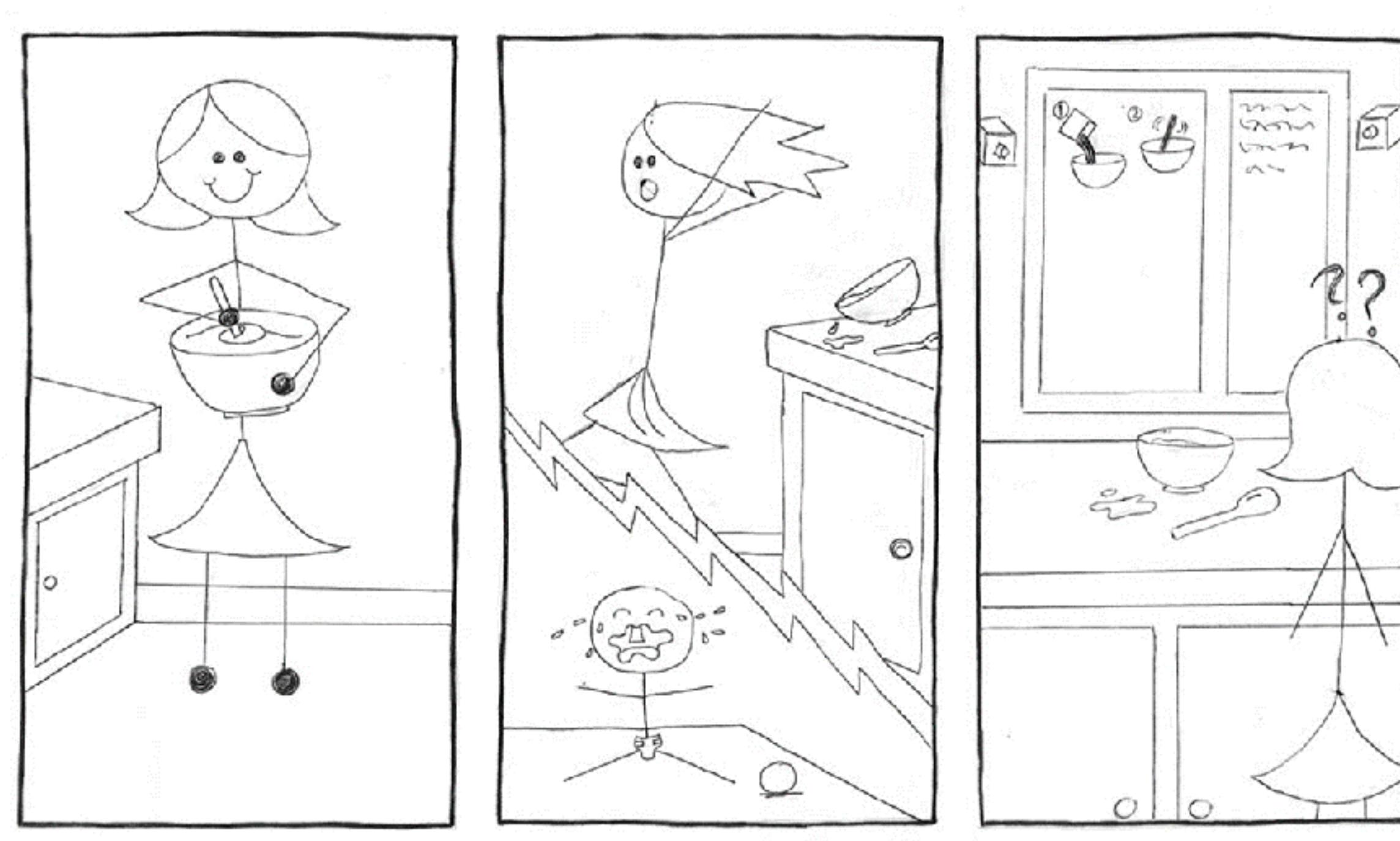
2. After a few simple key presses, her blood pressure readings get sent to a clinic.



3. The information is made available to her doctor.

3. Inclusion of People and Emotions

- Guideline: Include people experiencing the design and their reactions to it (good or bad)
- Remember, the point of storyboards is to convey the experience of using the system.

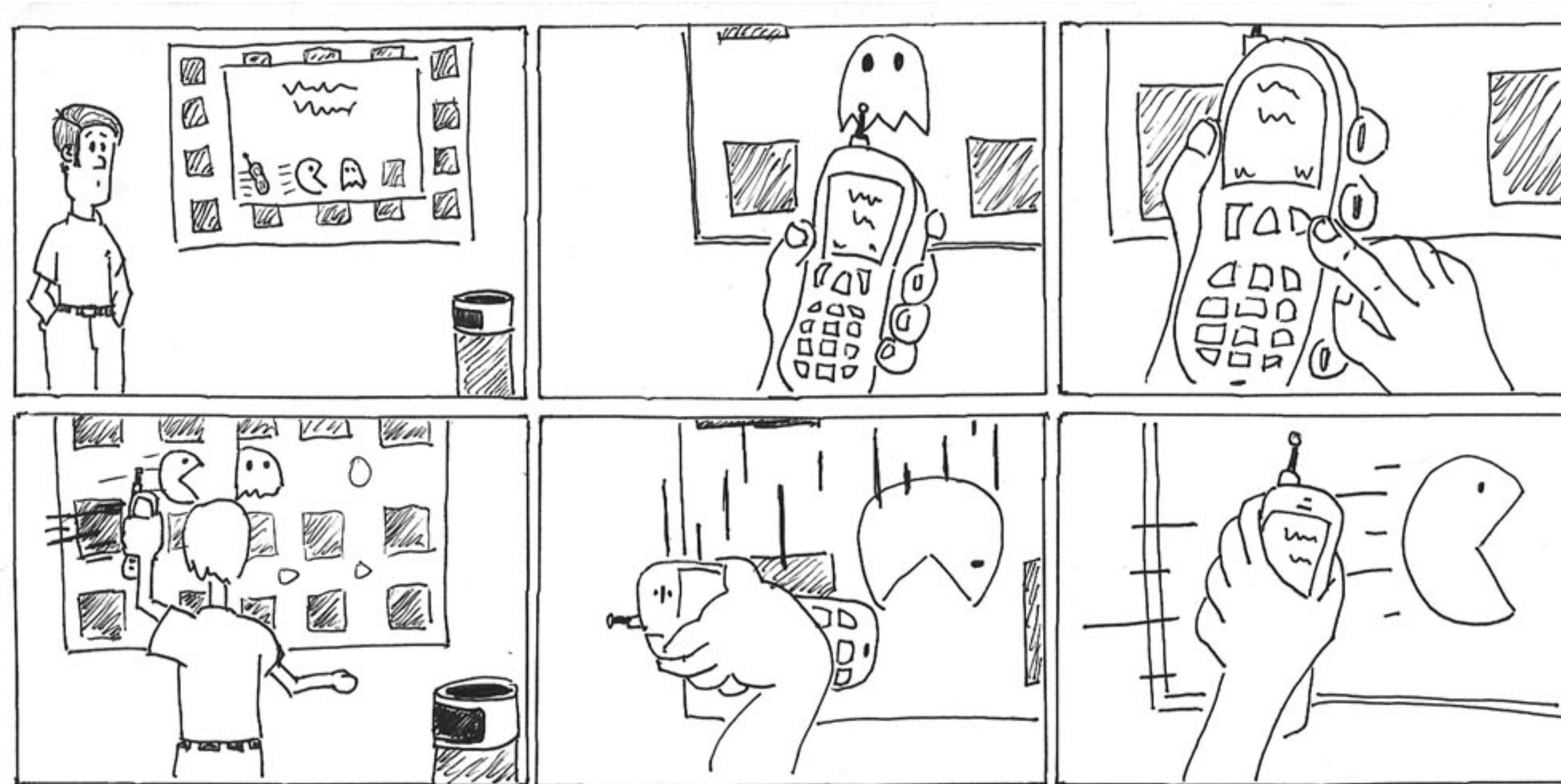


4. How Many Frames?

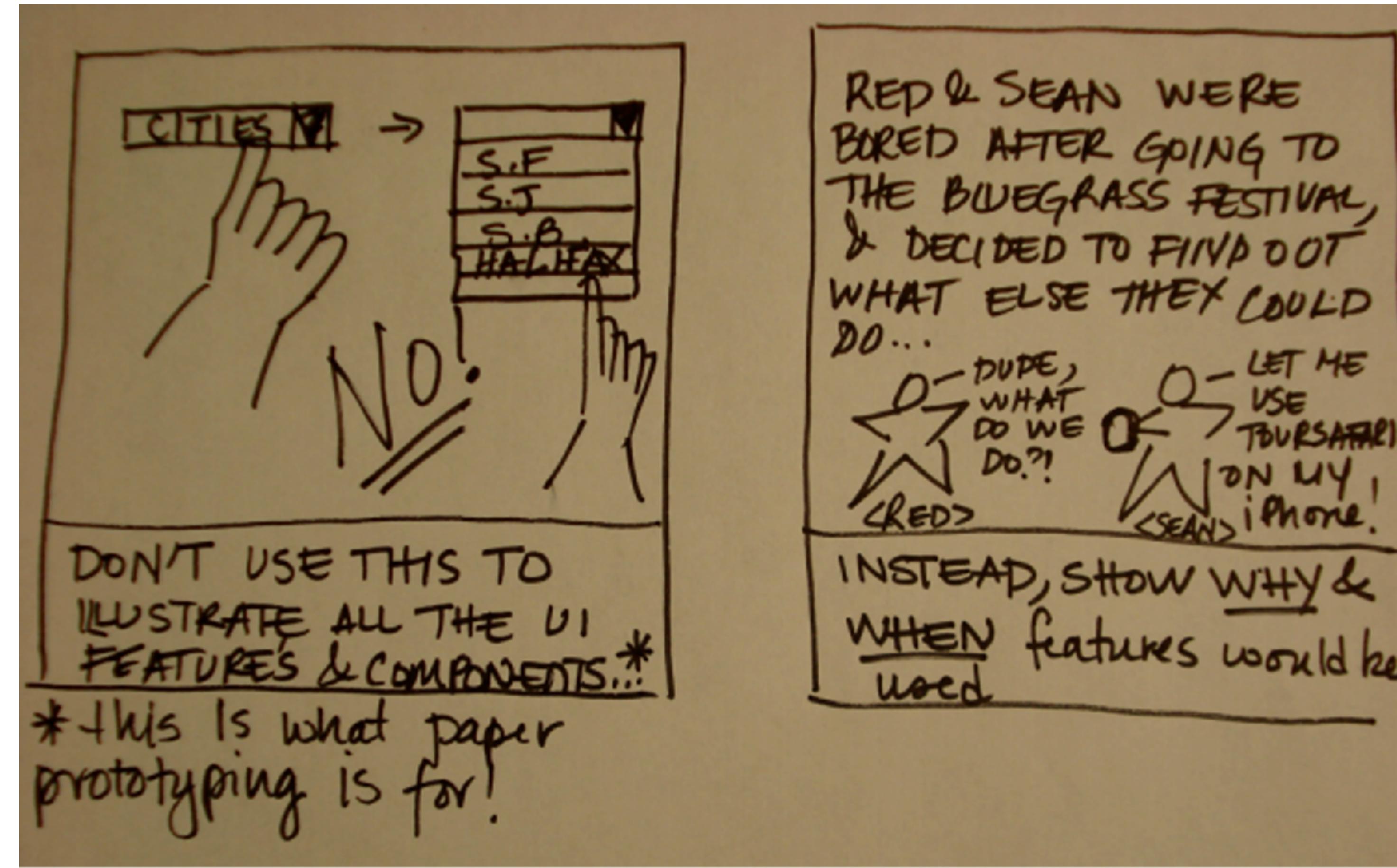
- Guideline: 4-6 frames per scenario is ideal for end-users
 - Less work to illustrate
 - Must be able to succinctly tell story
 - Potentially longer for design clients
- More is not always better
 - May lose focus of story
 - May lose attention

4. How Many Frames?

- Guideline: Remove unnecessary frames

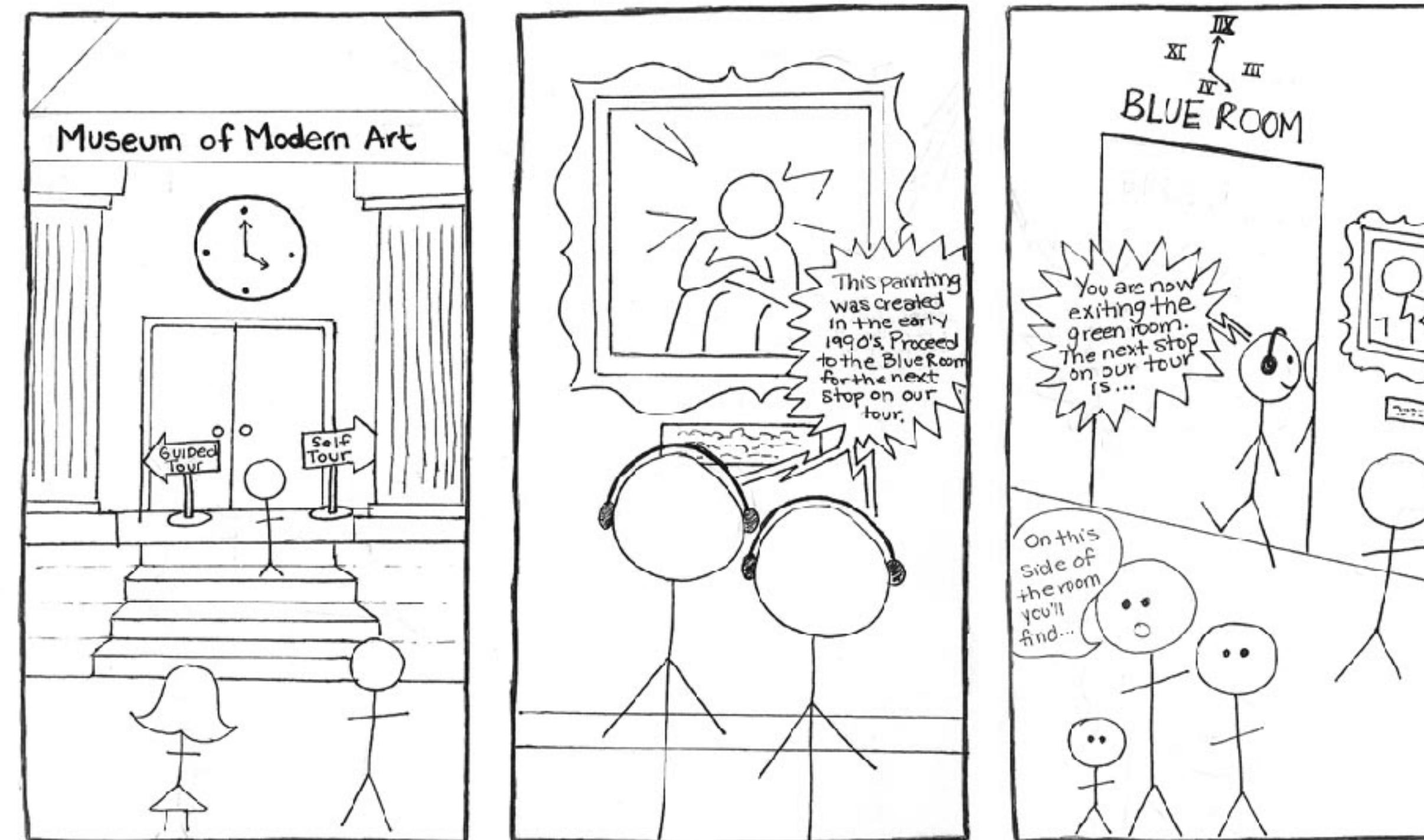


4. How Many Frames?



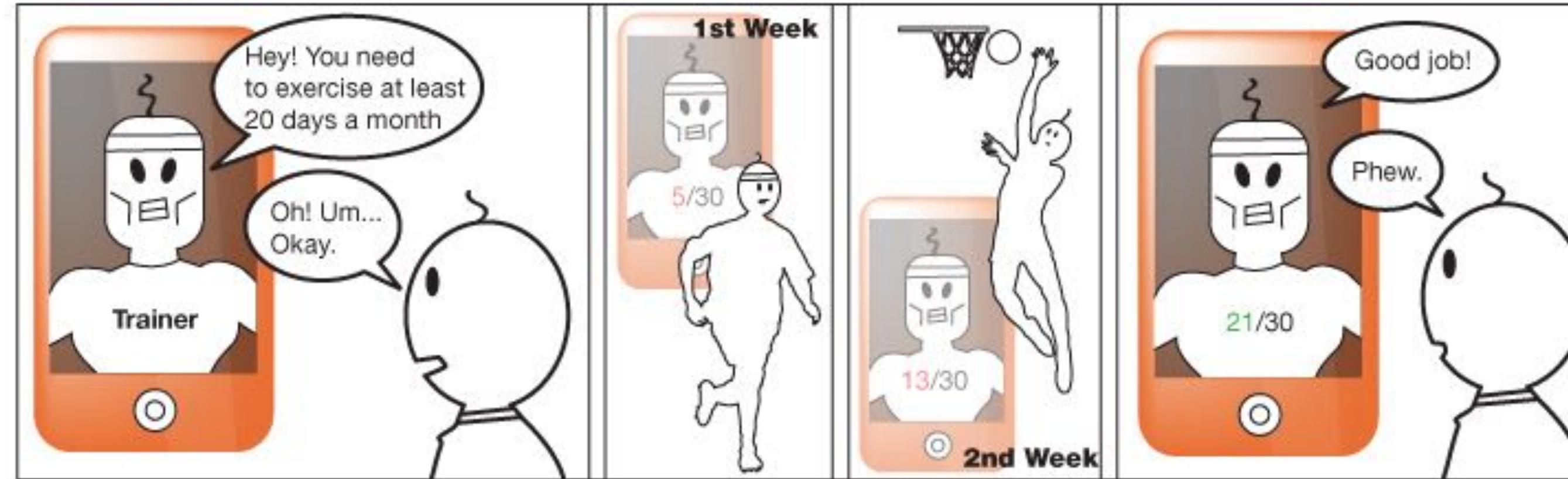
5. Passage of Time

- Guideline: Don't need explicit indicators since assumption is that time is going by, unless you need to show how much time has gone by.



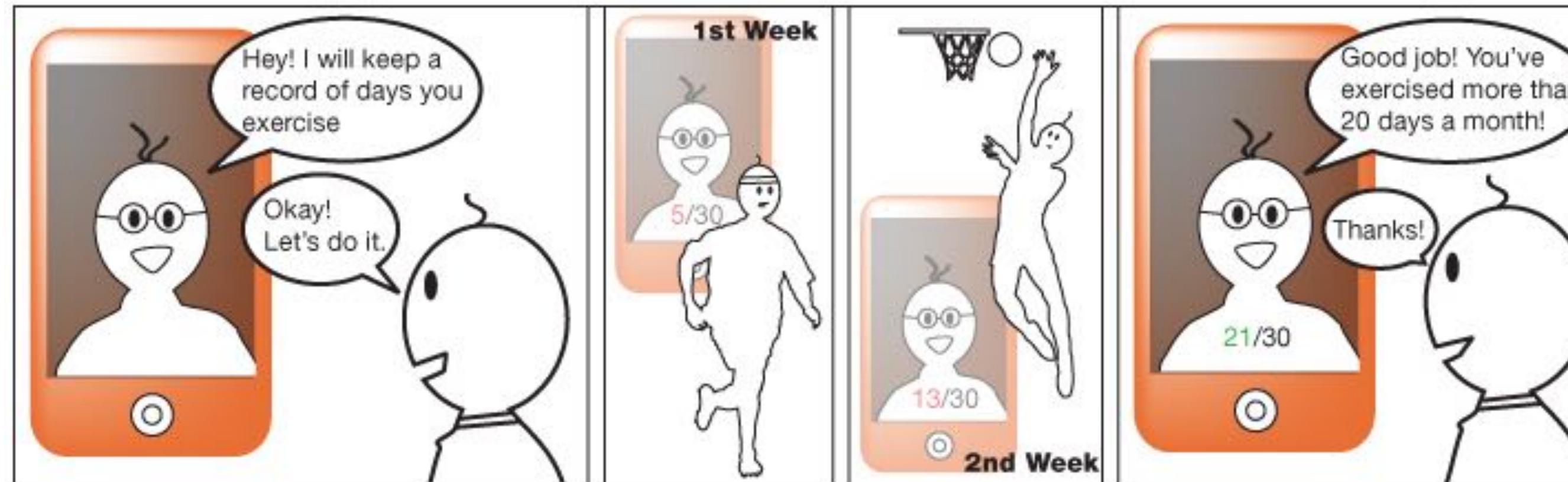
Storyboards for Comparing Ideas

Authoritative



Cell phone is used to keep track of one's fitness goal.

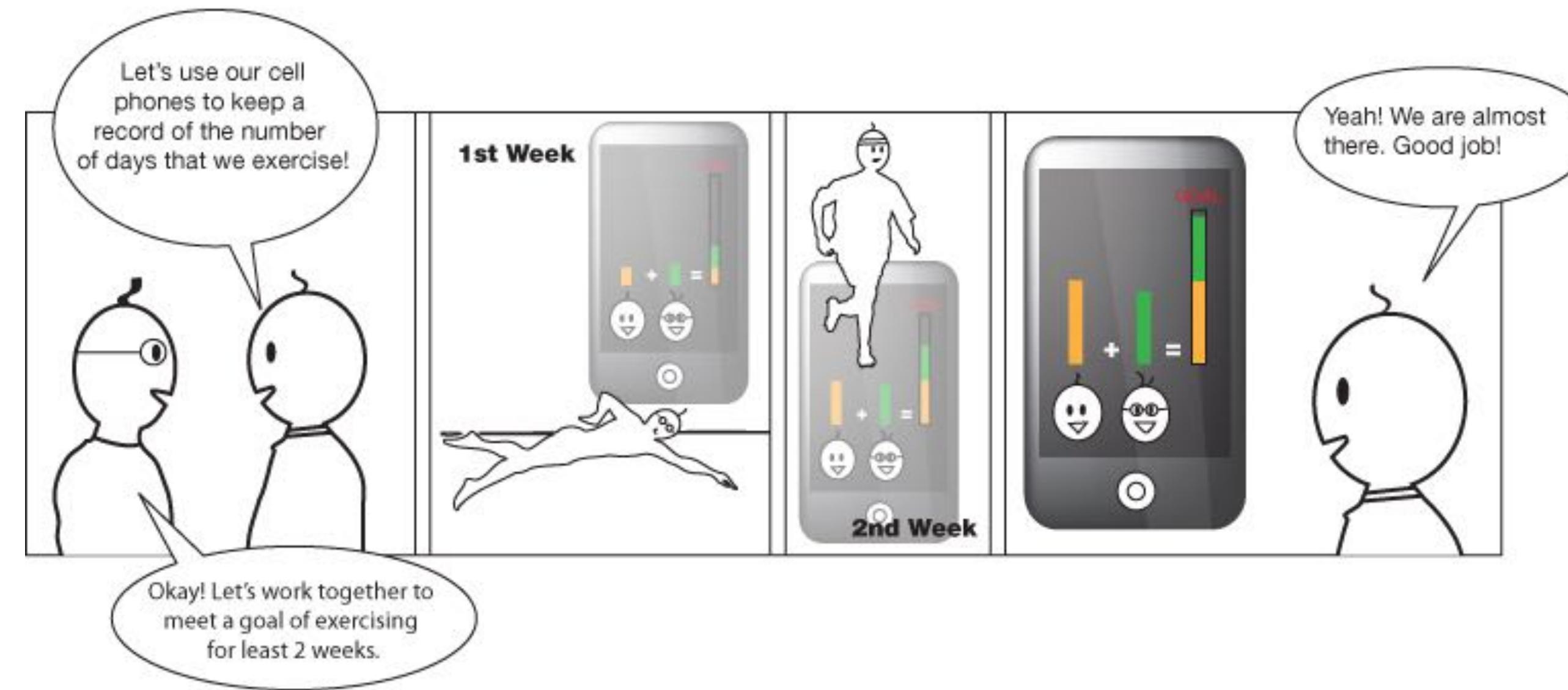
Supportive



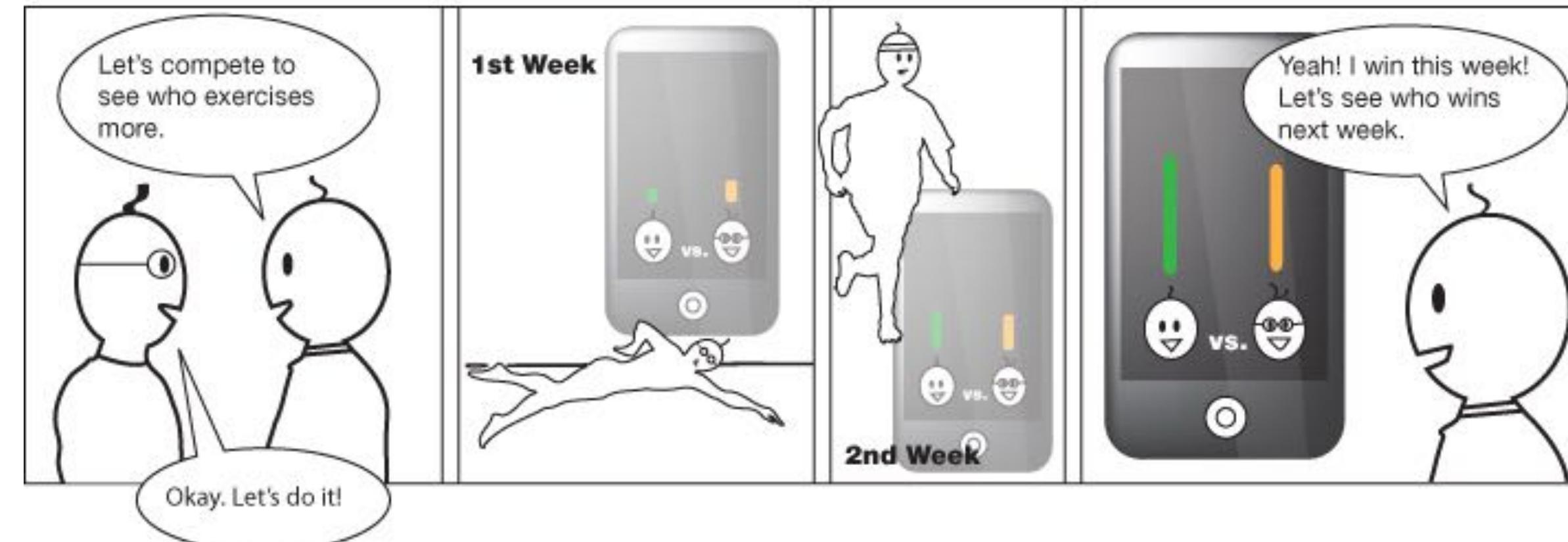
Cell phone is used to keep track of one's fitness goal.

Storyboards for Comparing Ideas

Cooperative

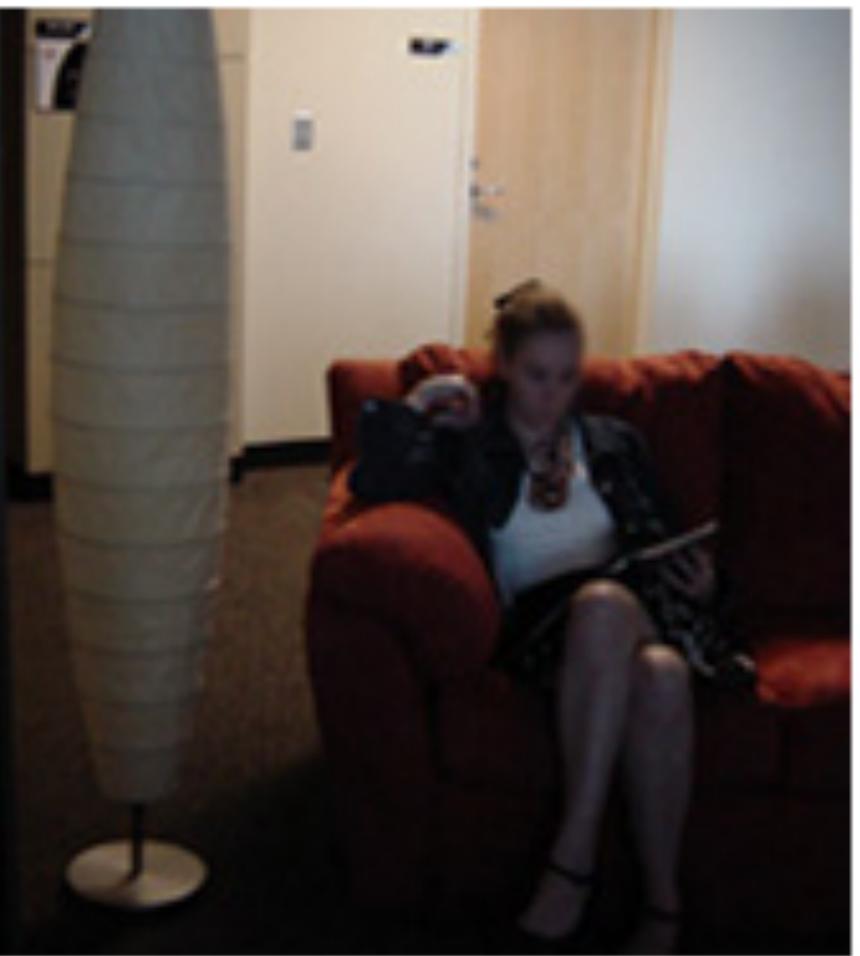


Competitive



Tips and Tricks for Storyboarding

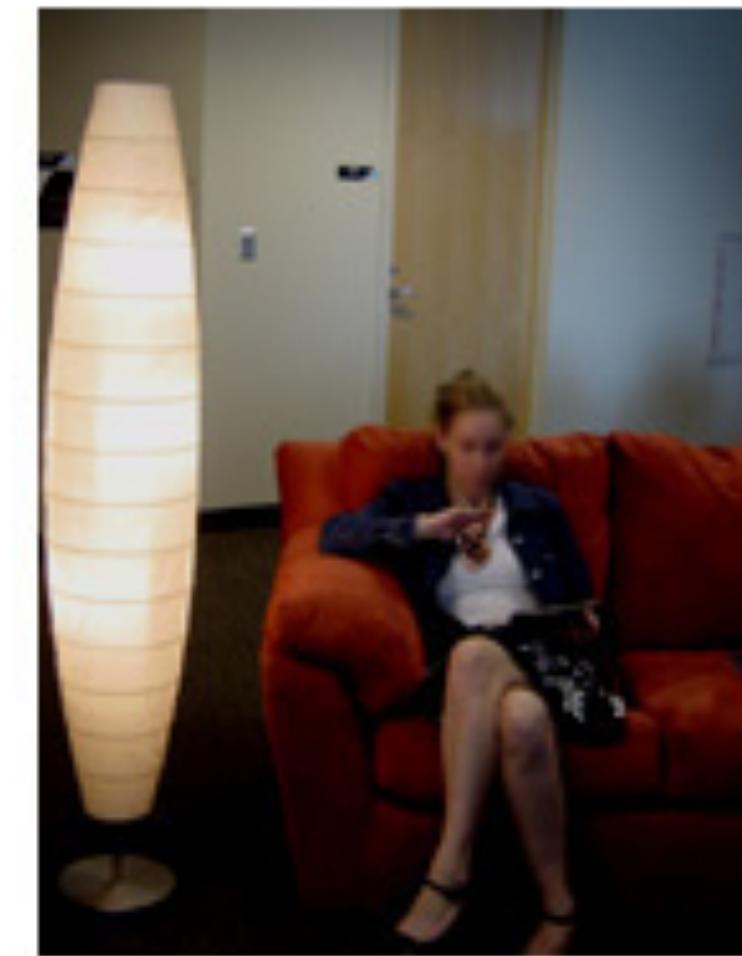
You can use photos (only if really necessary)



IT IS SO DARK JANE CAN
HARDLY READ HER BOOK



SHE GESTURES IN FRONT OF HER
SPECIAL PENDANT TO TURN ON
THE LIGHTS



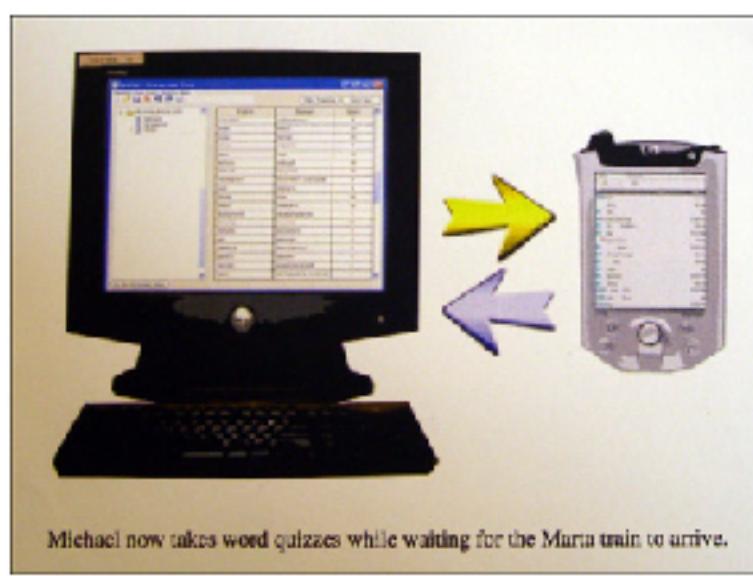
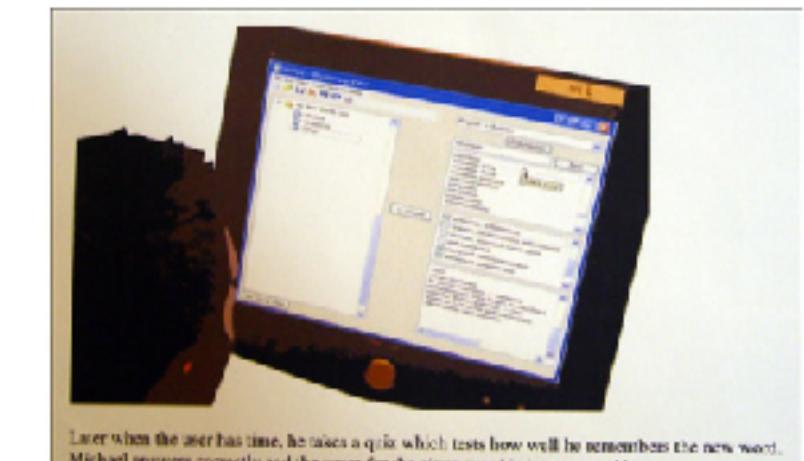
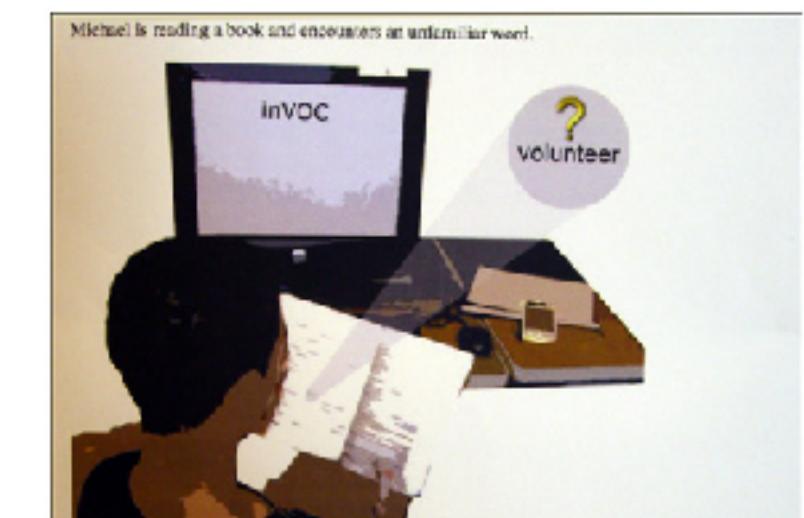
THE LIGHTS TURN ON!



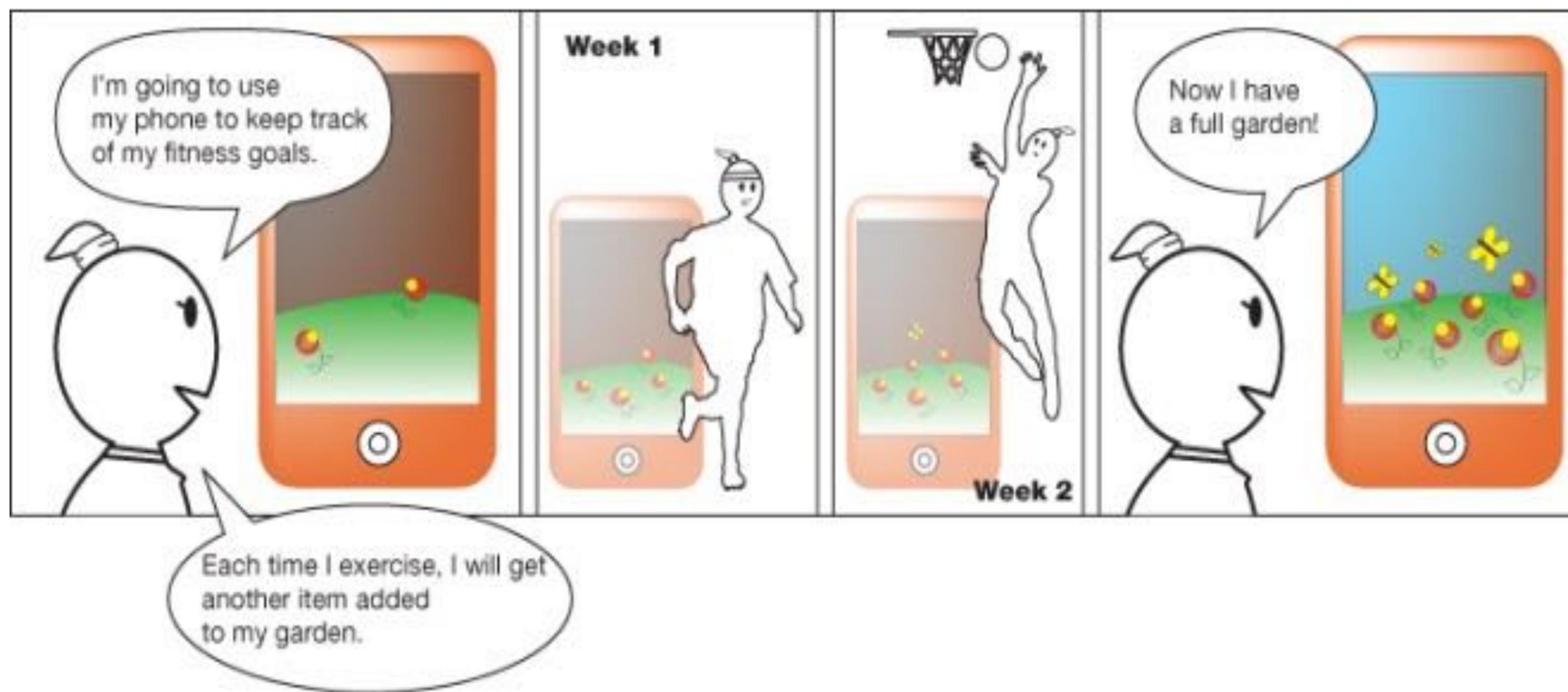
FINALLY, SHE CAN
READ HAPPILY.

Blur Out Unnecessary Detail

Using image editing software to simplify photos into sketches

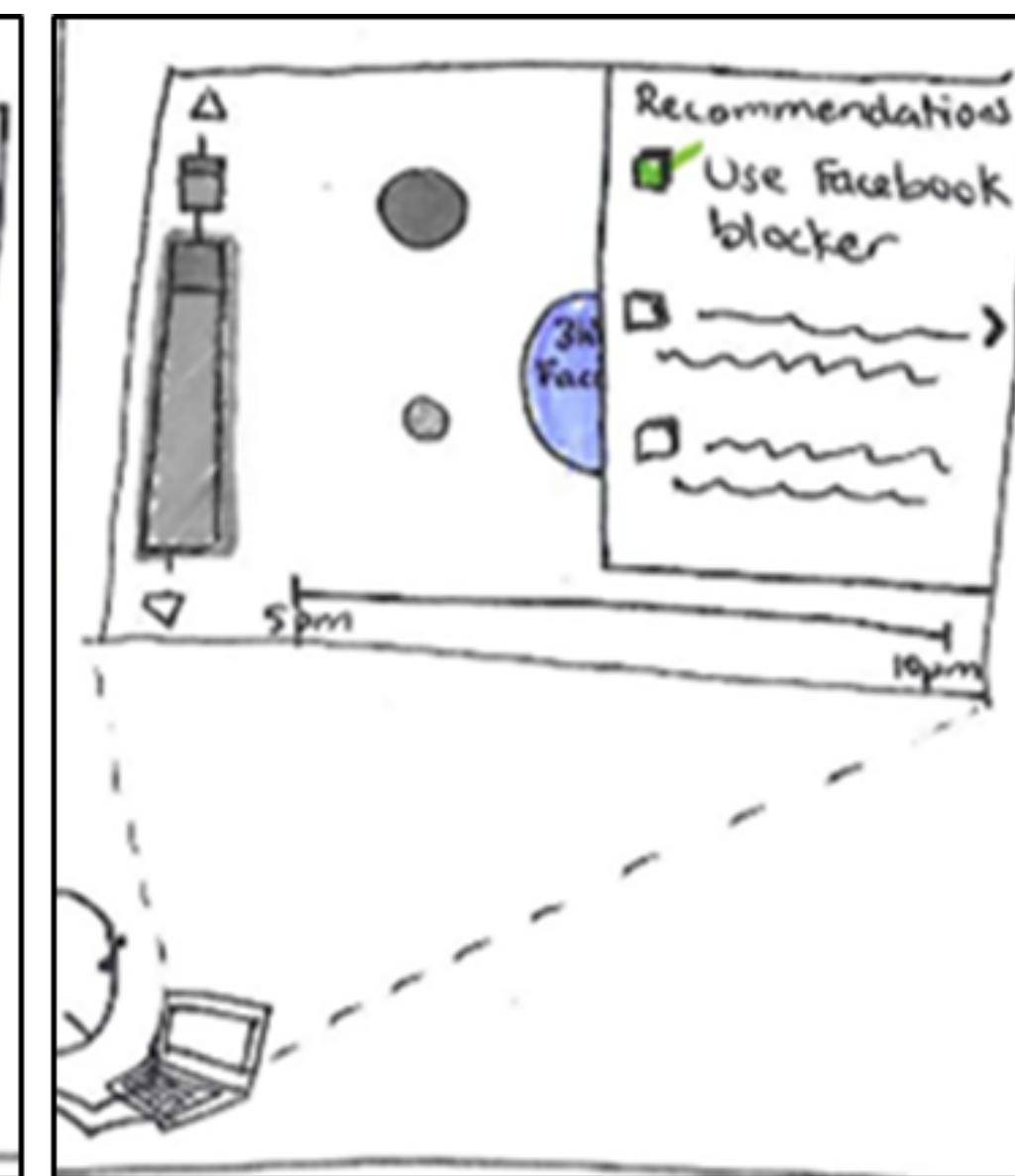
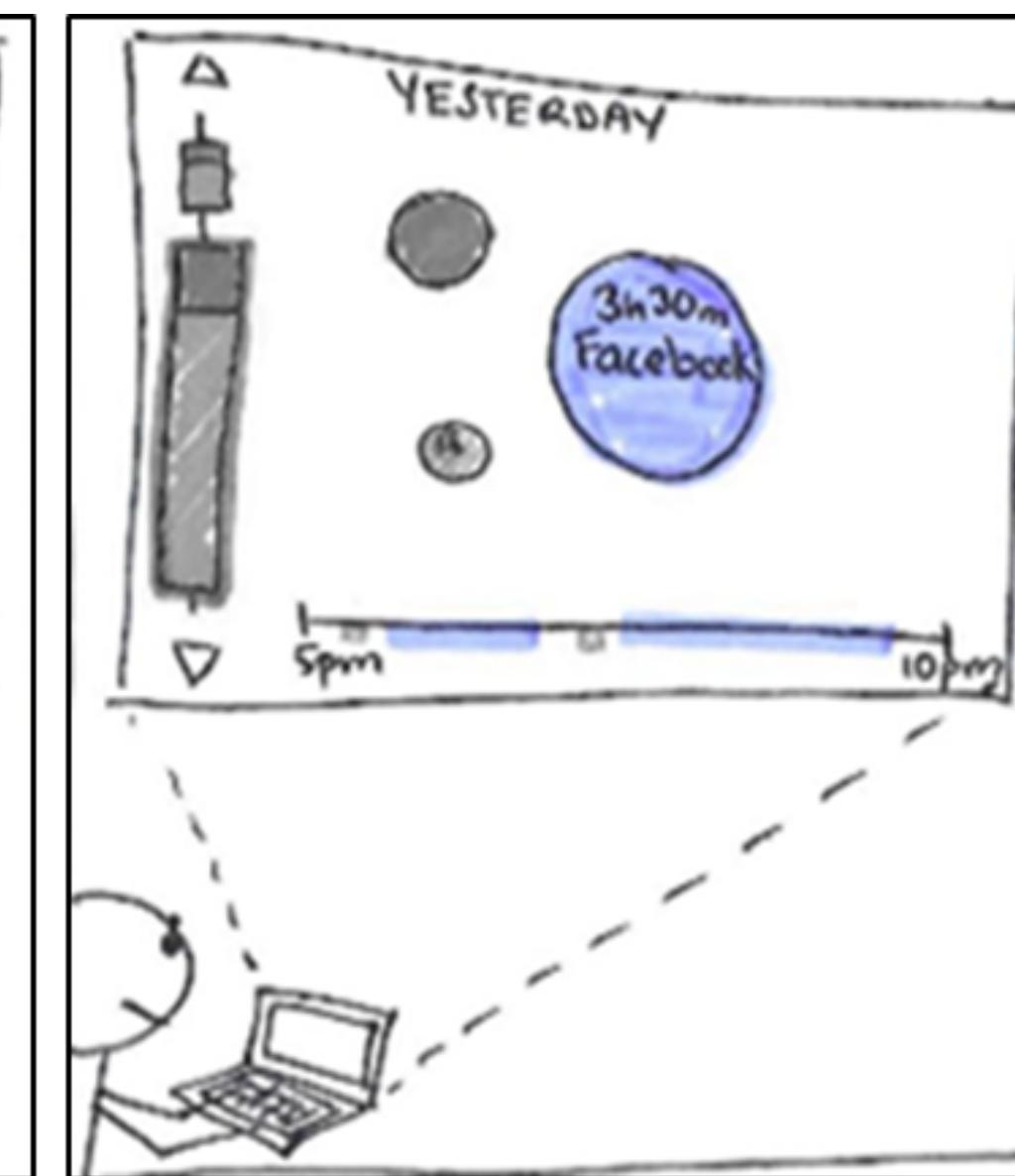
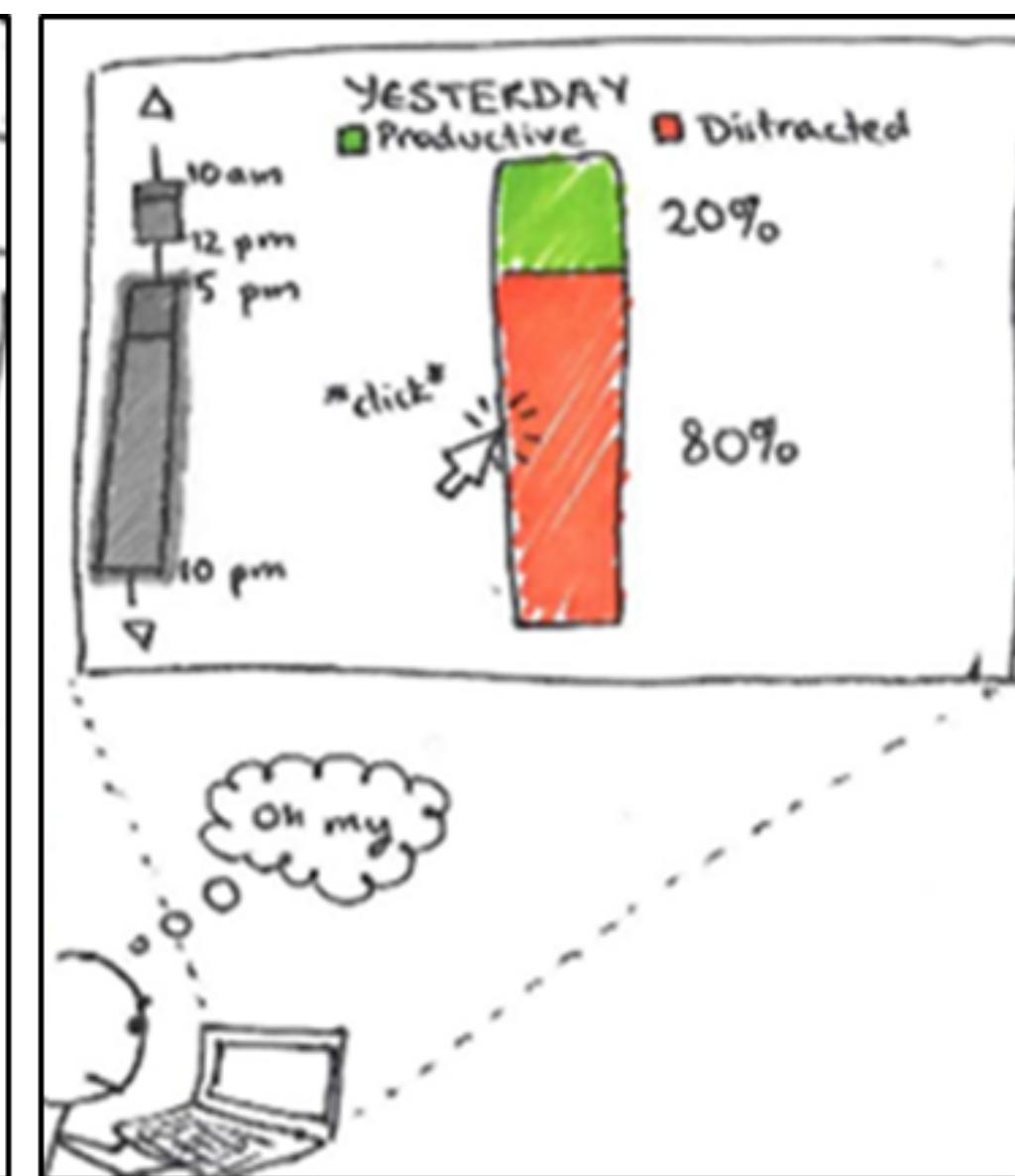


Use existing images from other sources



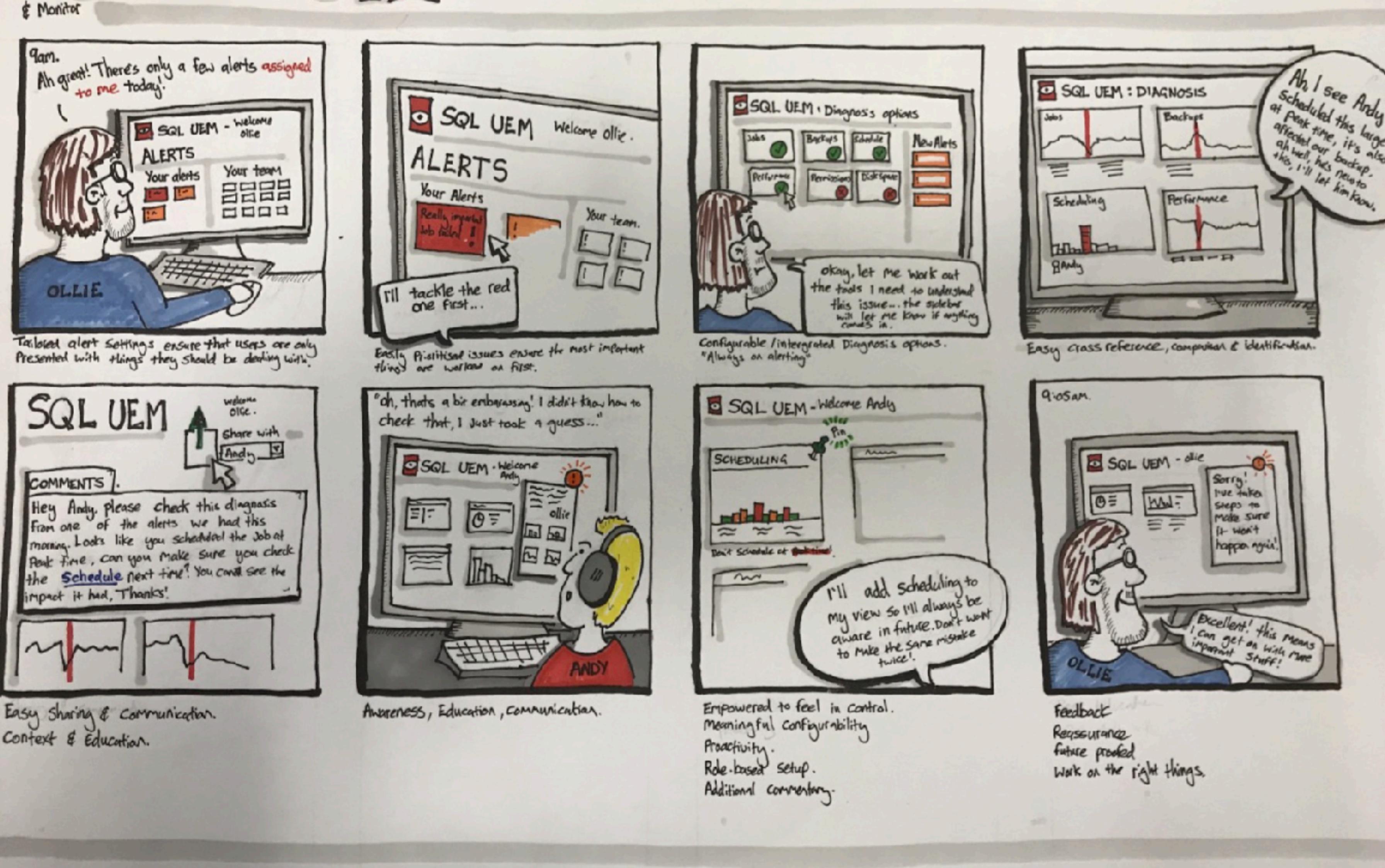
<http://designcomics.org>
<http://www.pdclipart.org>
<https://thenounproject.com>

Selective use of color



UEM STORY

Part 1.



Activity!

Consider the properties of a good storyboard and critique this example storyboard.

Work in groups to see if you can name 2 good things, and 2 bad things.

Submit your form individually here: <https://tinyurl.com/ry3cbkzr>

Group work time on 2f

- Due 11AM next Monday
- Your goal is to narrow down to TWO tasks (misspoke in the weekly announcement) that you will make a storyboard for.
- You will also have time in section tomorrow to continue work on 2f.