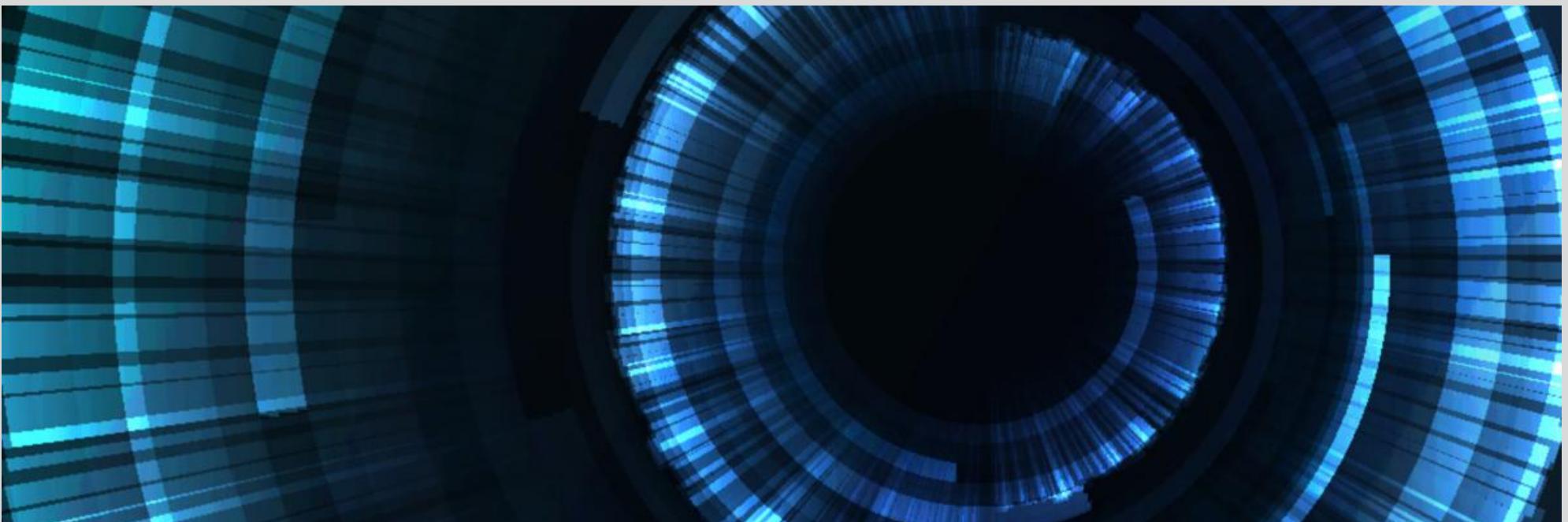


Human Computer Interaction

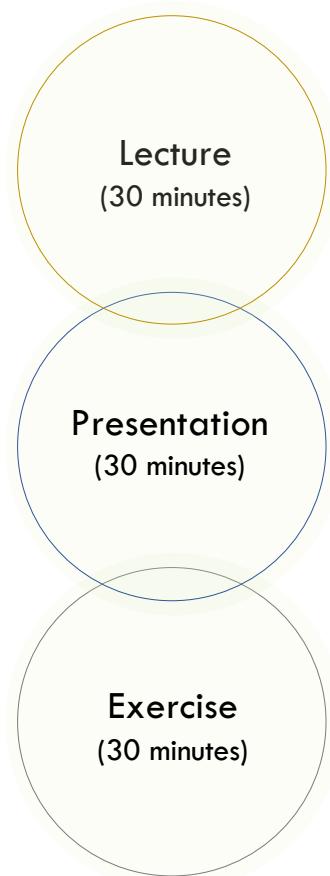


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Agenda – 02 March



> Storyboards >

> 10 minutes each team – Groups 08, 36, 44 >

> Storyboards >

Schedule : February 28 & March 02 // March 07 & March 09

This week

6. Affinity Diagrams and 7. Storyboards

Activities/Assignments

Affinity Diagram & Storyboard (Due Mar 05)

- Create an Affinity Diagram from the Findings and Insights of the Interviews taken for the Final Project.
- Develop a key sequence from your scenarios into a visual story
 - Create ONE Storyboard of a key user journey

Next Week

8. Information Architecture and 9. Low Fidelity Prototype

Activities/Assignment

Information Architecture (Due Mar 12)

- Develop an Information Architecture diagram for your prototype system
 - Create ONE workflow of a user journey

Schedule : March 09 // March 21, 23 // March 28, 30 // April 02, 03 // April 04, 05, 06

Lecture topics

Prototyping & Evaluation Techniques

Low Fidelity	(physical sketches)	09 March	(Due Mar 19)
Medium Fidelity	(digital wireframes)	14 March	(Due Mar 19)
High Fidelity	(realistic design elements)	21 March	(Due Apr 26)
Evaluation	(user feedback)	28 March	(Due Apr 02)

Lectures and Open Studio

Lectures: Mondays: March 14, 21, 28

Open Studio: Wednesdays: March 16, 23, 30

••••• SUBMIT HIGH-FIDELITY PROTOTYPE : 03 APRIL •••••

With a link to clickable prototype on Google Classroom

••• FINAL PROJECT PRESENTATION : 04, 05, 06 APRIL •••

With a link to clickable prototype on Google Classroom

All Assignments with Submission Dates

Affinity Diagram & Storyboard	-----	(Due Mar 05)
Information Architecture	-----	(Due Mar 12)
Interviews (Data Gathering + Analysis)	-----	(Due Mar 12)
Low Fidelity (physical sketches)	-----	(Due Mar 19)
Medium Fidelity (digital wireframes)	-----	(Due Mar 19)
High Fidelity (realistic design elements)	-----	(Due Mar 26)
Evaluation (user feedback)	-----	(Due Apr 02)

SUBMIT HIGH-FIDELITY PROTOTYPE : 03 APRIL

With a link to clickable prototype on Google Classroom

SUBMIT FINAL PROJECT PRESENTATION : 04 APRIL

With a link to clickable prototype on Google Classroom

Team In-Class Presentation Schedule

This Week

Monday 28th February
TEAMS - 14, 26

Wednesday 02nd March
TEAMS - 08, 36, 44

Next Week

Monday 07th March
TEAMS - 5, 24, 30.... 03 (after class)

Wednesday 09th March
TEAMS - 16, 27, 40

Goals of this and next week's session

- Storyboards (Today)
 - Shaping a user journey
- Information Architecture (Next week)
 - Creating a workflow of a user journey

Storyboards

Storyboards

Storytelling or Narratives

"After nourishment, shelter and companionship, stories are the thing we need most in the world."



Philip Pullman

Storytelling is an easy and intuitive approach for people to communicate ideas and experiences.

Stories, (also called narratives) are used extensively in interaction design, both to communicate findings of investigative studies and as the basis for further development,

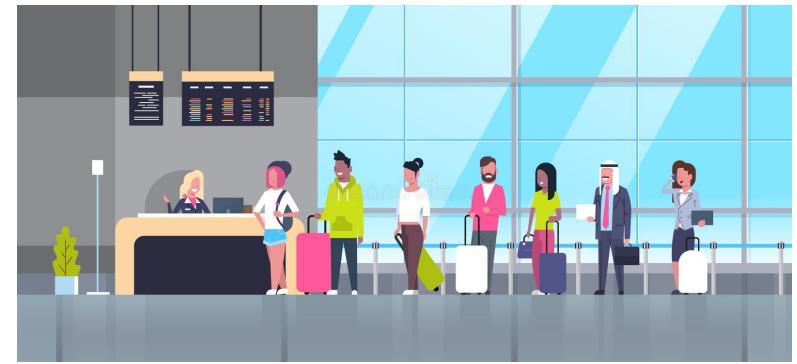
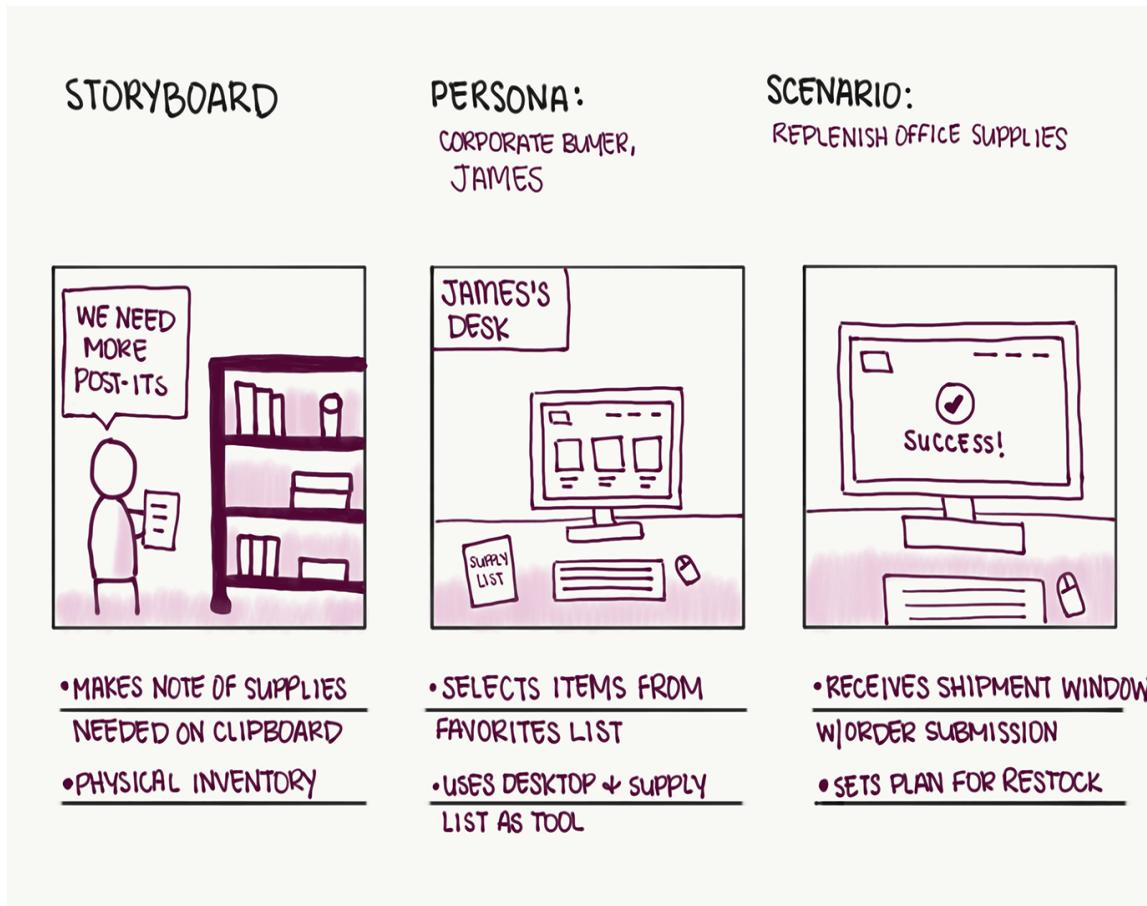
such as product design or system enhancements. Storytelling may be employed in three different ways:

First, participants (such as interviewees, questionnaire respondents, and those you have observed) may have told stories of their own during data gathering. These stories can be extracted, can be compared, and may be used to communicate findings to others, for example, to illustrate points.

Second, stories (or narratives) based on observation, such as ethnographic field studies, may be employed for further data gathering. For example, Valeria Righi et al. (2017) used stories as the basis of co-design workshops in their study to explore the design and use of technologies to support older people. The scenarios were developed on the basis of ethnographic studies and previous co-design activities and were presented through storytelling to facilitate understanding. Note that, in this case, the audience was a group of participants in the ongoing study.

Third, stories may be constructed from smaller snippets or repeated episodes that are found in the data. In this case, stories provide a way of rationalizing and collating data to form a representative account of a product's use or a certain type of event.

Elements of a storyboard



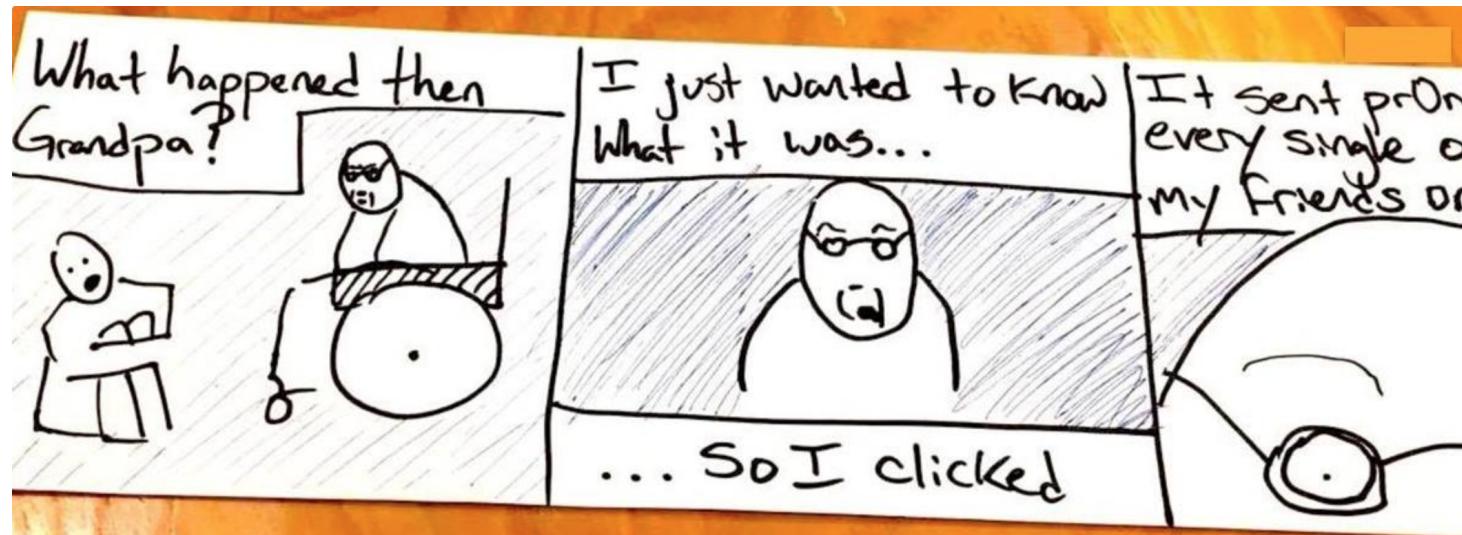
Sequence of events (airline example)

1. Get the passenger's ticket or record locator.
2. Is this the right passenger, flight, and destination?
3. Check the passport is valid and belongs to the passenger.
4. Record the frequent-flier number.
5. Find a seat.
6. Ask security questions.
7. Check the baggage onto the flight.
8. Print and hand over the boarding pass and bag tags.
9. "Have a nice flight."

Building on previous work ...

- **Background Research**
 - Competitor analysis
- **Contextual and Semi-structured interviews**
 - Attitudes, opinions, observations
- **Identifying meaningful themes**
 - Affinity diagramming
- **Developing Persona-Scenarios and Scenario mapping**
 - Goals, needs, pain points / contextualizing the activity / defining task sequence

Storyboards



Notice the frames... how there is a zoom-in in the framing... to the Grandpa's eyes to emphasise the emotion of trauma...

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<https://blog.usejournal.com/storyboards-how-to-separate-good-ideas-from-bad-designs-d701a9e82d7c>

Storyboards: definition and purpose

- Sequence of sketches that convey how a user engages in an activity with a technology
 - Visual storytelling of the steps in a scenario through drawings
- To understand how technology would integrate into a larger context
 - Visual storytelling focuses on how the technology supports user goals
- Further define the sequence of steps identified in scenarios
 - A single story for each scenario. Create different storyboards for each.

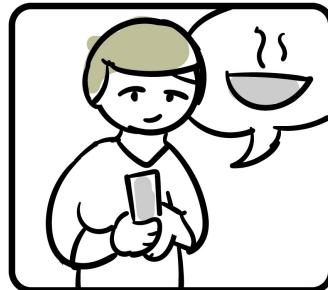
Storyboards: characteristics

- **Set the scene**
 - Who – What – Where – Why – When
- **Describe**
 - Key interactions as they happen in a sequence
- **Demonstrate**
 - End results of using the technology
- **Develop**
 - Empathy towards the user context and their needs

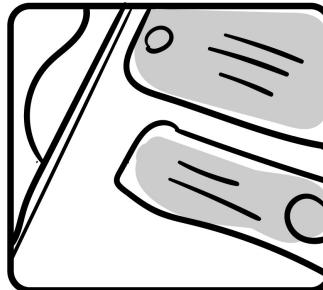
Storyboards: elements

- **Motivation**
 - What prompted the persona to embark on the story?
- **Context**
 - Where is the activity taking place? Does the location change? Are there other people involved in the activity (remotely or co-located)?
- **Diversions**
 - What kinds of distractions or interruptions typically occur and how does the persona deal with them? (e.g. noisy environments, , etc)
- **Goal**
 - What is the persona's goal and how do they achieve it?

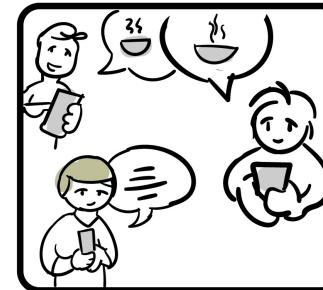
Storyboards: examples



Tom wants to eat soup with his friends.



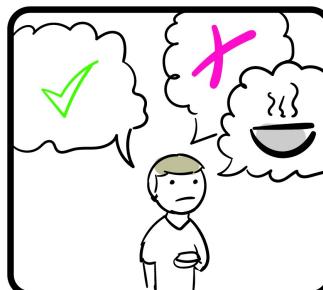
Tom texts his friends if they are available to eat.



They all agree on eating together.



The location they want to go is too far for Tom.



Tom is thinking about the location.



Tom is having a hard time to decide.

Storyboards: examples



Peter approaches his girlfriend, Lindy and ask her to go for dinner together



Lindy wonders where to eat...



Peter went to a frenzy thinking what to eat. He also didn't know what's available near them



Lindy flashes the food app!



The app checks for nearby restaurants and displays the results.



Peter reminds Lindy of the last time they went to a place which was highly 'reviewed' but turns out bad.



They realise they had some mutual/direct friends with honest reviews on the app!



Since the app only shows reviews of people they knew, they could trust the reviews more and made a decision.

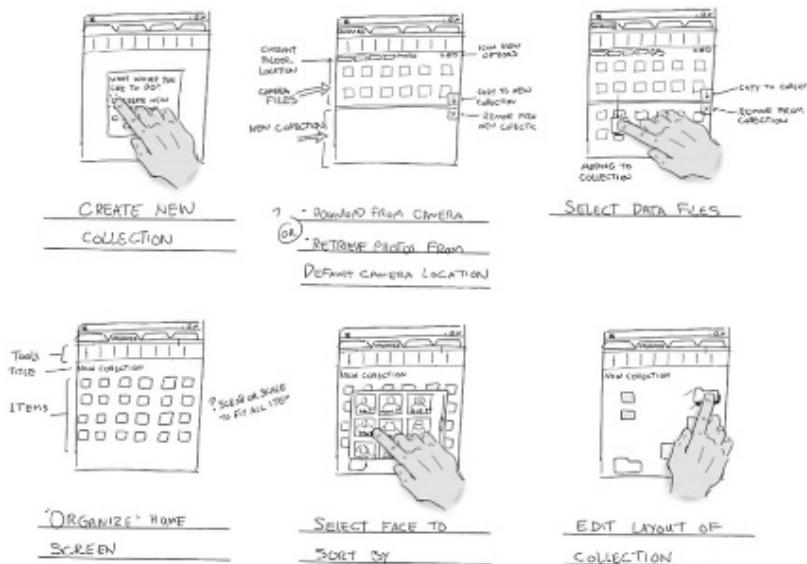


It turns out to be a great experience and Peter also downloads the app and made his first honest review!

<https://uxdesign.cc/stop-playing-the-hunger-game-a-ux-case-study-for-a-better-food-experience-4f9a9216b413>

Storyboards: NOT THIS !

UI Storyboard Example



Storyboards: how-to

- **User data**
 - Review your interviews and observations for key insights (needs, pain points)
 - Review your Affinity Diagrams, Personas and Scenarios
- **User workflow**
 - Choose a step-by-step process outlined in your scenarios, expand these into a full sequential story
- **Basic outline**
 - Write out the steps and events in the story
 - Main character (based upon your persona)
 - Scene (where does the activity take occur)
 - Steps (list the events, problems and solutions that occur during the story)
- **Emotion**
 - Create empathy with the user, describe their situation and how they might be feeling (what goals are they trying to achieve and why)
- **Draw**
 - Use a storyboard template to represent the sequential unfolding of the story
 - Include a brief script of what the users are saying or thinking

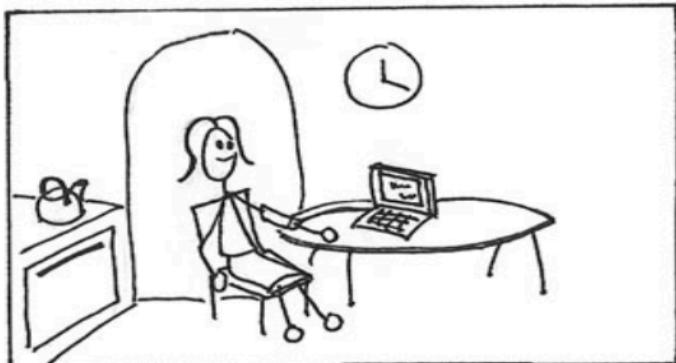
Storyboards: how-to



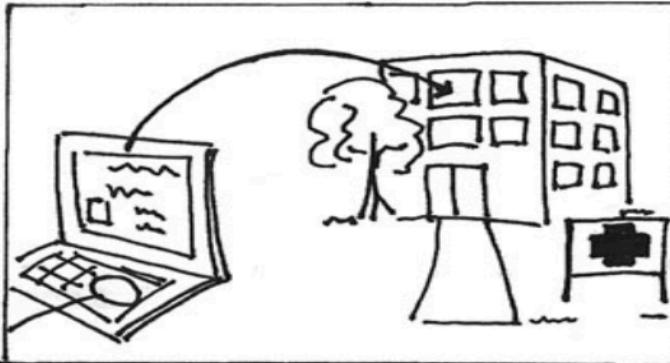
Storyboards: how-to



Storyboards: how-to



1. At home, Mary checks her blood pressure.

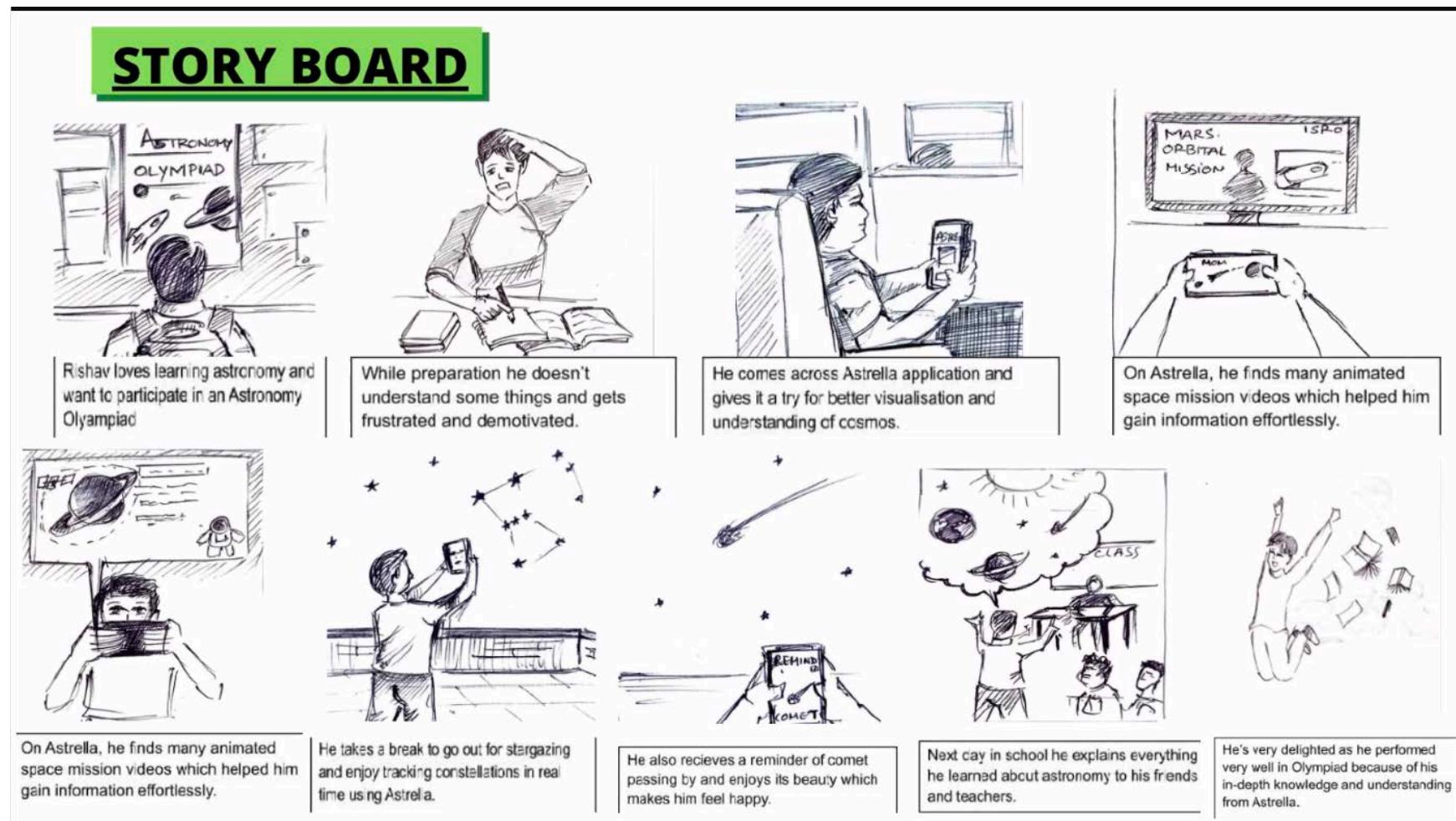


2. After a few simple key presses, her blood pressure readings get sent to a clinic.



3. The information is made available to her doctor.

Storyboards: how-to



Storyboards: how-to



Storyboards: how-to

Describe	Consider
Goals	Context
Motivation	Progression
Pain points	Interaction
User characteristics	Functionality
What they want	Emotions
What they do	Behaviours
What they do next	Challenges

Storyboards: benefits

- Convey the experience of people when using the system
- Overview of how the technology would be used in context

Storyboards: challenges

- Determining what to draw can be difficult
(focus on the scenario steps)
- Focusing on the wrong elements of the story
(describe technology use)

Storyboards: summary

- **Setting**
 - People involved
 - Environment and setting
 - Activities and task being accomplished
- **Sequence**
 - What steps are involved?
 - What motivates the person to use the technology?
 - What task is being depicted?
- **Experience**
 - What does the technology enable people to accomplish?
 - What need does the system fill?
 - What is the situation and concerns of the person

Storyboarding

Exercise

Steps to Creating a Storyboard

- . *Choose the key scenario from your previous assignment to develop into a storyboard*
- . *Set the scene : Who – What – Where – Why – When*
- . *Draw out the sequential interaction in the story as it progresses*
- . *Show how the interaction helps users achieve their goals*
- . *What are the key features you will demonstrate?*
- . *Generate empathy: what is the user's situation, their goals and pain points*

Start sketching !

Assignment 7

Submission Date: Saturday, 5th March 2022

Storyboard:

GROUP PROJECT:

Objectives:

- Shaping a User Journey
- Describe the **interaction context** and **interface type** your system will support.
- Briefly explain how integrating these into your design will help your target users achieve their goals.

7. Storyboard

Design a detailed storyboard for your team's design idea. Select a key sequence from your scenarios and develop these further. Your storyboard should include:

- 1) Scenes in sequential order
- 2) Transitions between screens (how will the user move from one activity to the next)
- 3) Clear indication of what each scene represents (what is the context)
- 4) A brief (1 or two lines) script that describes what users are saying, feeling or thinking in each storyboard box

Human Computer Interaction



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