

Storyboards

(...and how they take shape)

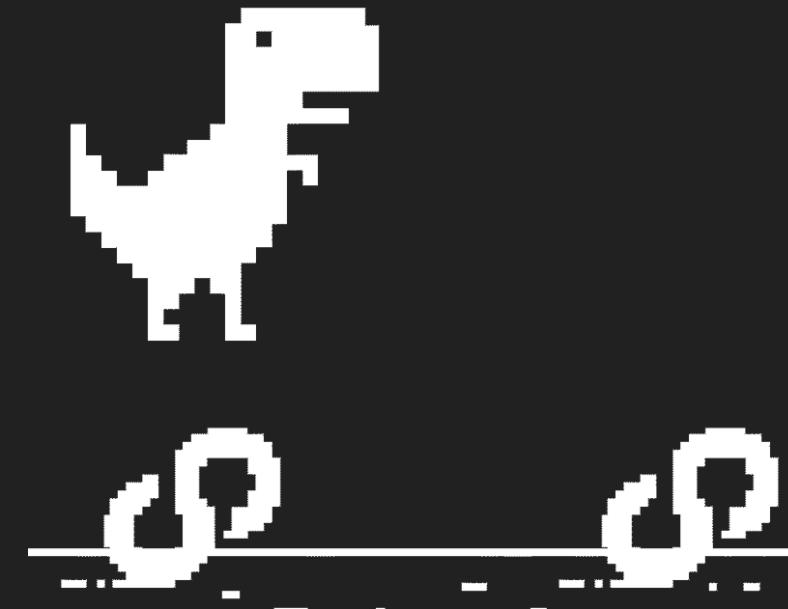
Club Meeting - 10/27

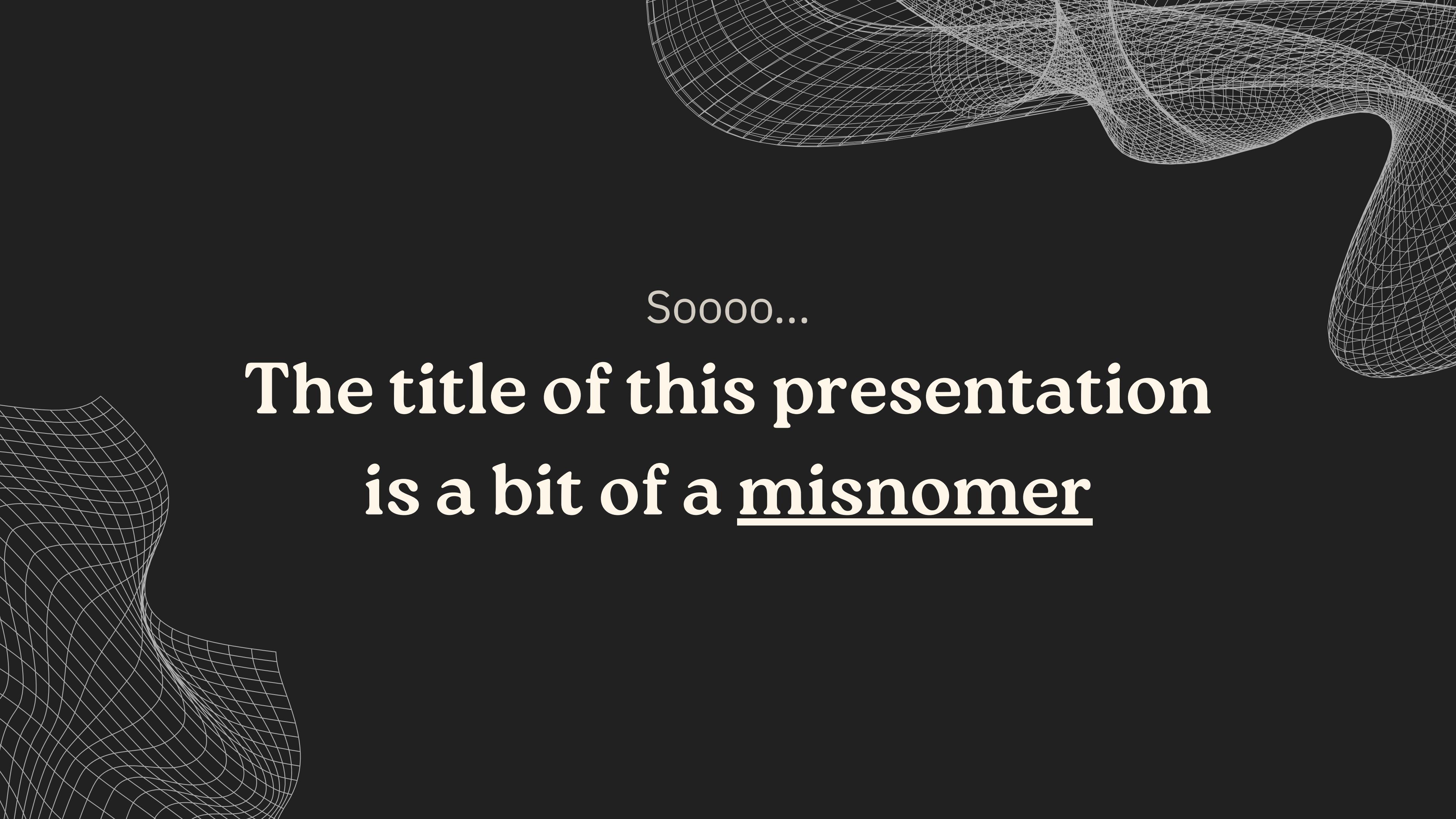
Please Sign In!



This will be shown again at the end of the meeting too!

While you wait, enjoy this chrome dino :)



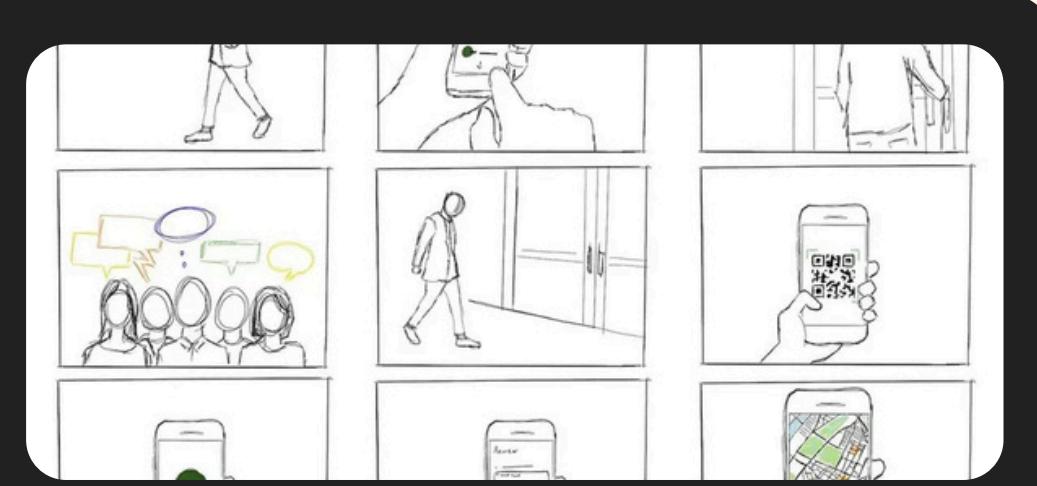
The background features a large, abstract wireframe mesh composed of white lines on a black background. It has organic, flowing forms with many intersecting lines, resembling a complex network or a stylized landscape.

Soooo...

The title of this presentation
is a bit of a misnomer

The UX Designer's Toolkit

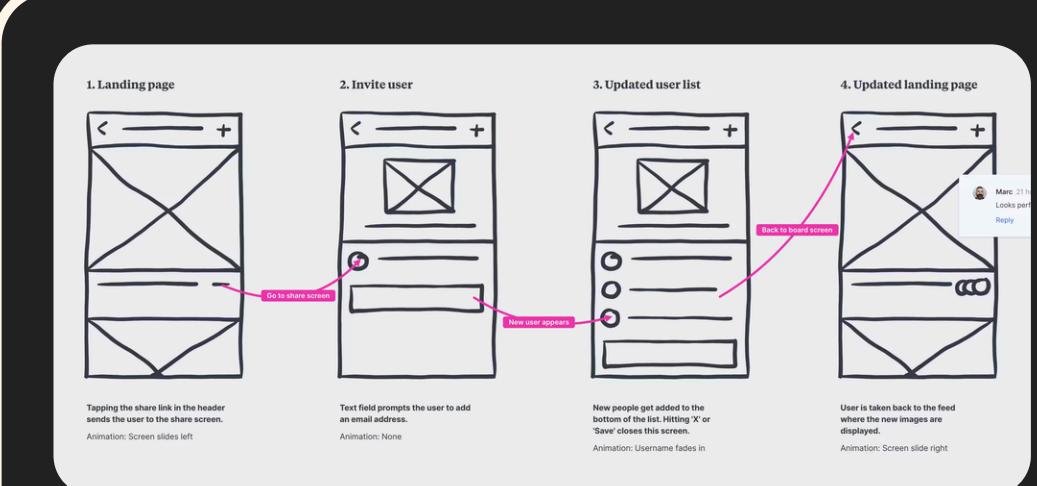
UX designers actually have **two** key assets to carry their ideas into reality:



A storyboard consisting of nine small line-art illustrations arranged in a 3x3 grid. The top row shows a person walking, a close-up of a hand, and a view of a building. The middle row shows a group of people in a meeting, a person walking through a doorway, and a hand holding a smartphone with a QR code. The bottom row shows a smartphone on a stand, a laptop screen, and a map on a smartphone.

Storyboard

- Visualizes a user's journey through an app using a cohesive **narrative**
- Focuses on the user's **emotions** and **motivations**
- Helps teams align on potential **use cases** before converging on design details



Four wireframes illustrating a user flow: 1. Landing page, 2. Invite user, 3. Updated user list, and 4. Updated landing page. Annotations describe interactions: "Go to share screen" (Landing page), "New user appears" (Invite user), "Back to board screen" (Updated user list), and "User is taken back to the feed where the new images are displayed" (Updated landing page). Descriptions below each step provide more detail about the user action and animation.

Wireframe

- Outlines the **structure** and **layout** of each screen or interface
- Focuses on **functionality** and **hierarchy**, not visuals
- Translates **narrative steps** into **interactive design** (dnid major slay) elements

Let's Start with Wireframing

And what it **accomplishes**.

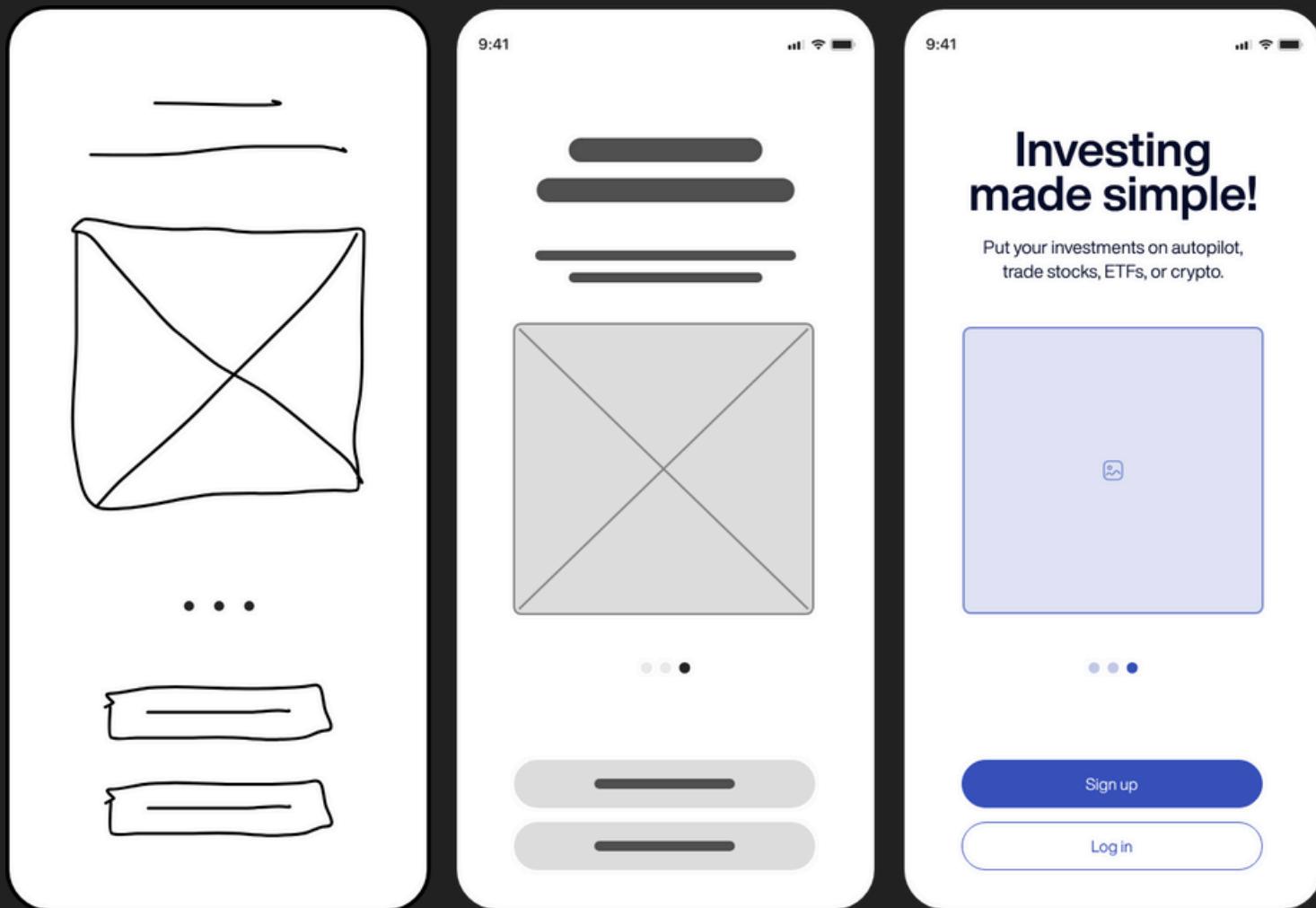
Why Wireframe?

- **Clarify App Structure**
 - Test that your app's structure and hierarchy will work on its own before bringing branding into the mix
- **Reduce Potential Reworks**
 - If there are glaring usability issues, they will be caught early, saving your developers time
- **Align The Team**
 - Explains how content, interactions, and goals connect on a by-screen basis

Tiers of Fidelity.

LOW

Quick, simple sketches that focus on **layout** and **flow** without much visual detail.



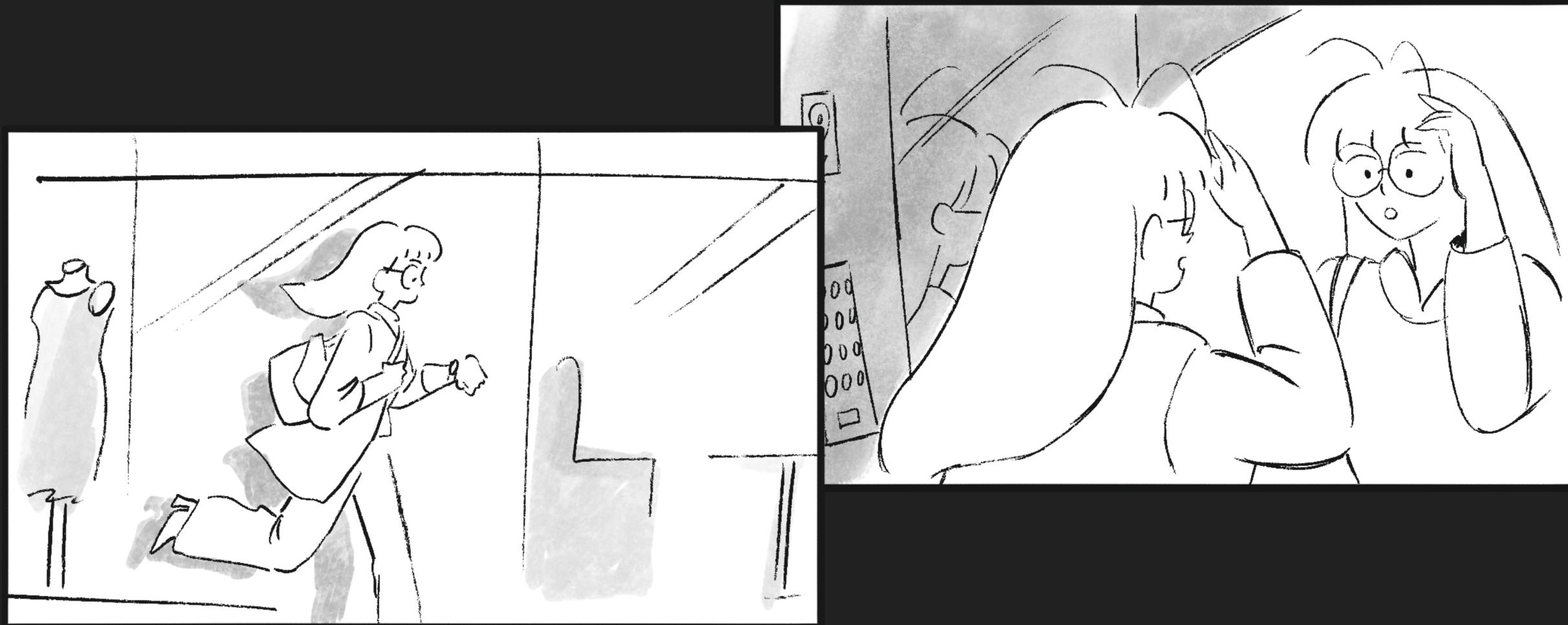
HIGH

Detailed layouts that show **visual polish** and **behavior** close to the final implementation.



Storyboarding

it builds on what we *just* learned!



Basic Progression of a Storyboard

Character

Who is your story about?

Define a **user persona**. Give them a name, background, and motivation. This helps humanize your storyboard and anchor it in a real user experience.



Setting

Where/when does it take place?

Establish the **context** of your scene. The **physical environment, digital interface**, and **moment in time**. Setting gives cues for mood, tone, and constraints.

Goal

Why is the user even here?

Clarify the user's **purpose** or **problem to solve**. This captures the emotional or practical motivation driving the interaction you'll visualize.

Outcome

What are the results?

Conclude with the **result** of the interaction. Success, frustration, or something else? This helps highlight **design opportunities** or **points of friction** to improve upon.

Action

How does the story unfold?

Break the story into a **clear sequence** of user actions and system responses. Each frame shows a key moment. What the user does, sees, or feels as they move toward the goal.

A Pertinent Example

UX Design Storyboard

Scenario: An app that allows users to recruit qualified, new, or substitute musicians to join their band.

The storyboard consists of six hand-drawn panels on a white background, enclosed in a rounded rectangular frame. Each panel depicts a smartphone screen with various user interface elements like icons, buttons, and filters. The panels are connected by arrows indicating a sequential flow from left to right.

- User finds musician app and taps the icon to open the app.**
- New User creates profile OR existing user logs in.**
- User scrolls through musician profiles to search for qualified candidates and sets filters.**
- User selects "view profile" to review musician's experience, qualifications, location, etc.**
- User selects the "submit" button to send a message to a specific musician.**
- User receives confirmation that message was sent and expected next steps.**

A Pertinent Example

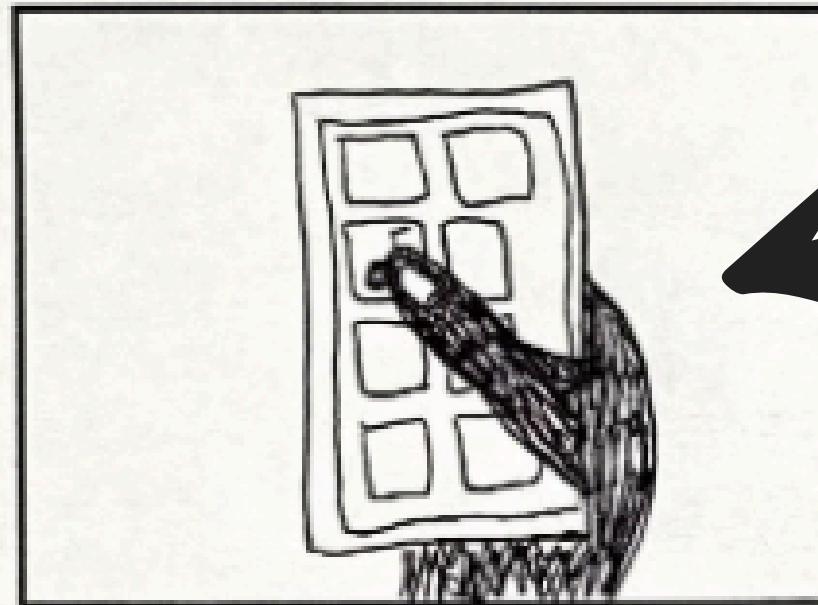
- Every good storyboard needs a **title** and a little bit of background
- Keep your **scenario** brief (just a sentence at max)



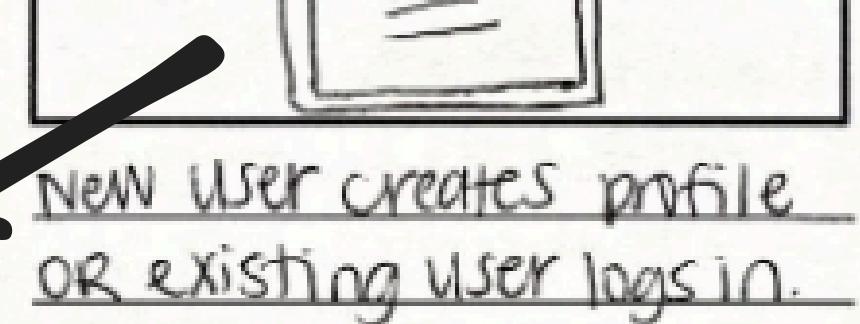
UX Design Storyboard

Scenario: An app that allows users

A Pertinent Example

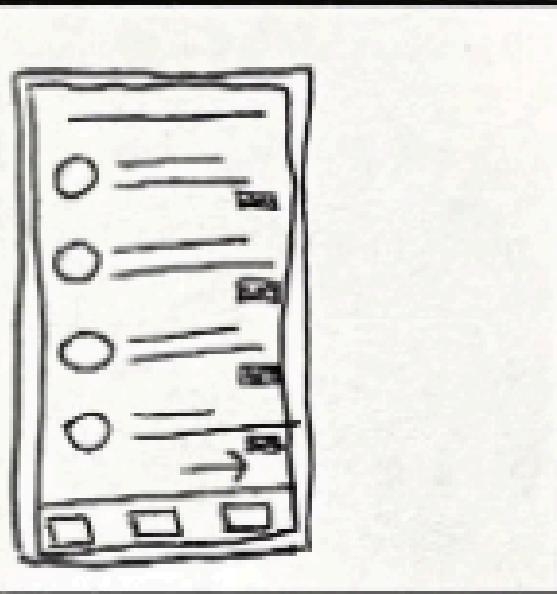


User finds musician app
and taps the icon to open the app.

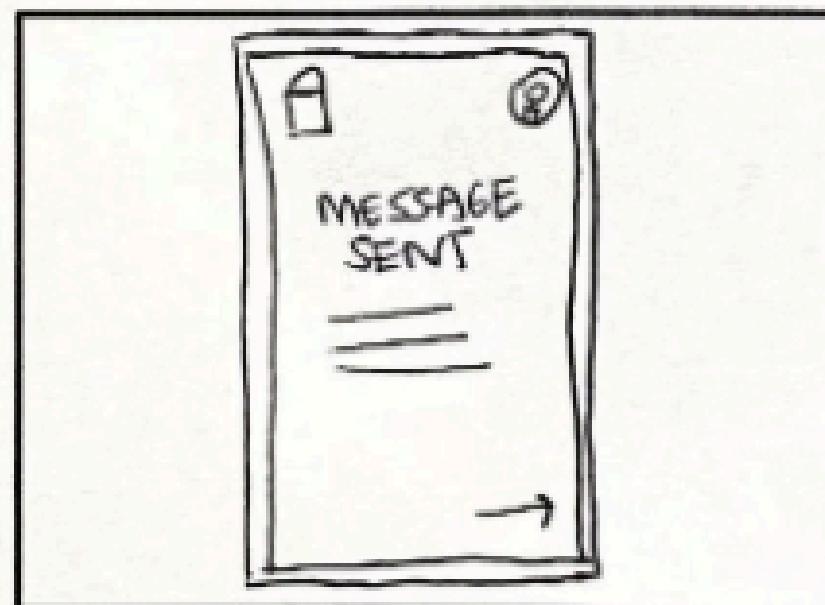
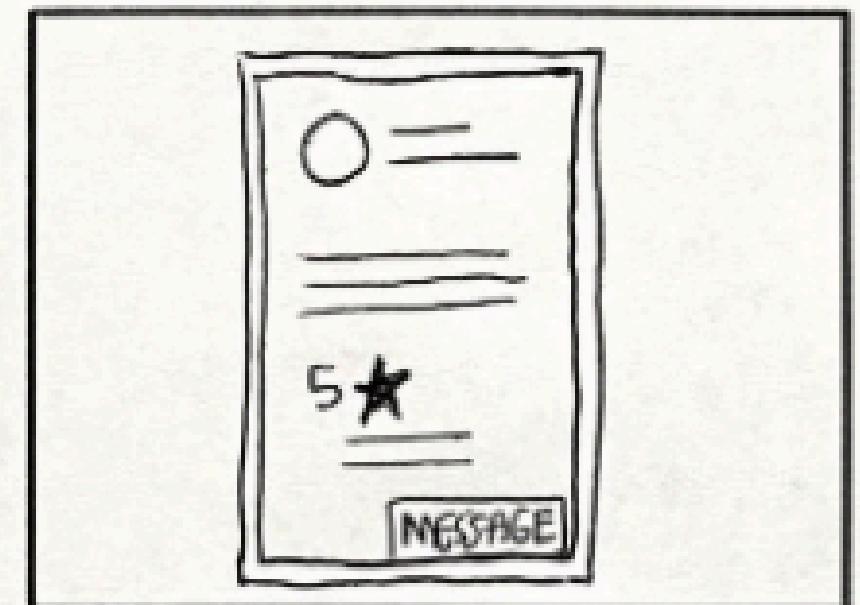
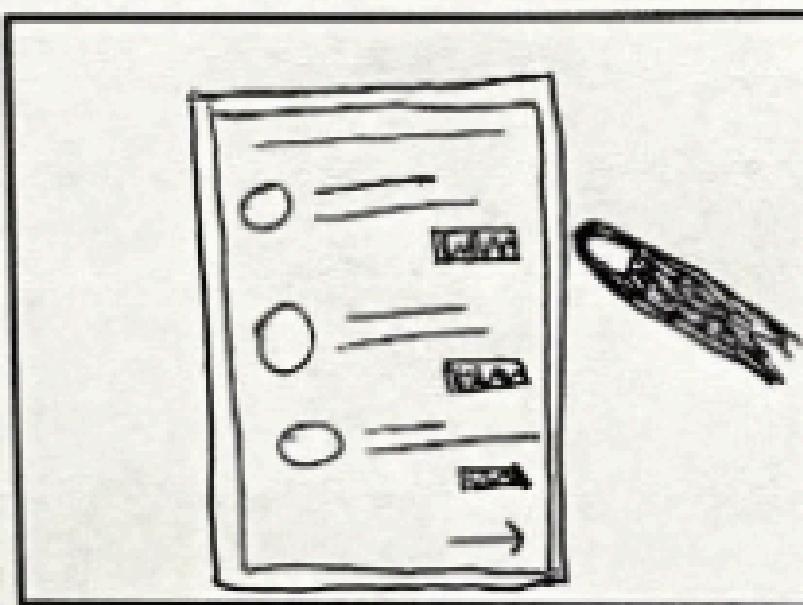


NEW user creates profile
OR existing user logs in.

Each panel should have an **image** and a separate **blurb** of what the image is describing. Think of it like a comic strip, just with dialogue written *outside* of the box!



User scrolls through musician
profiles to search for qualified
candidates and sets filters.



Additional Resources...

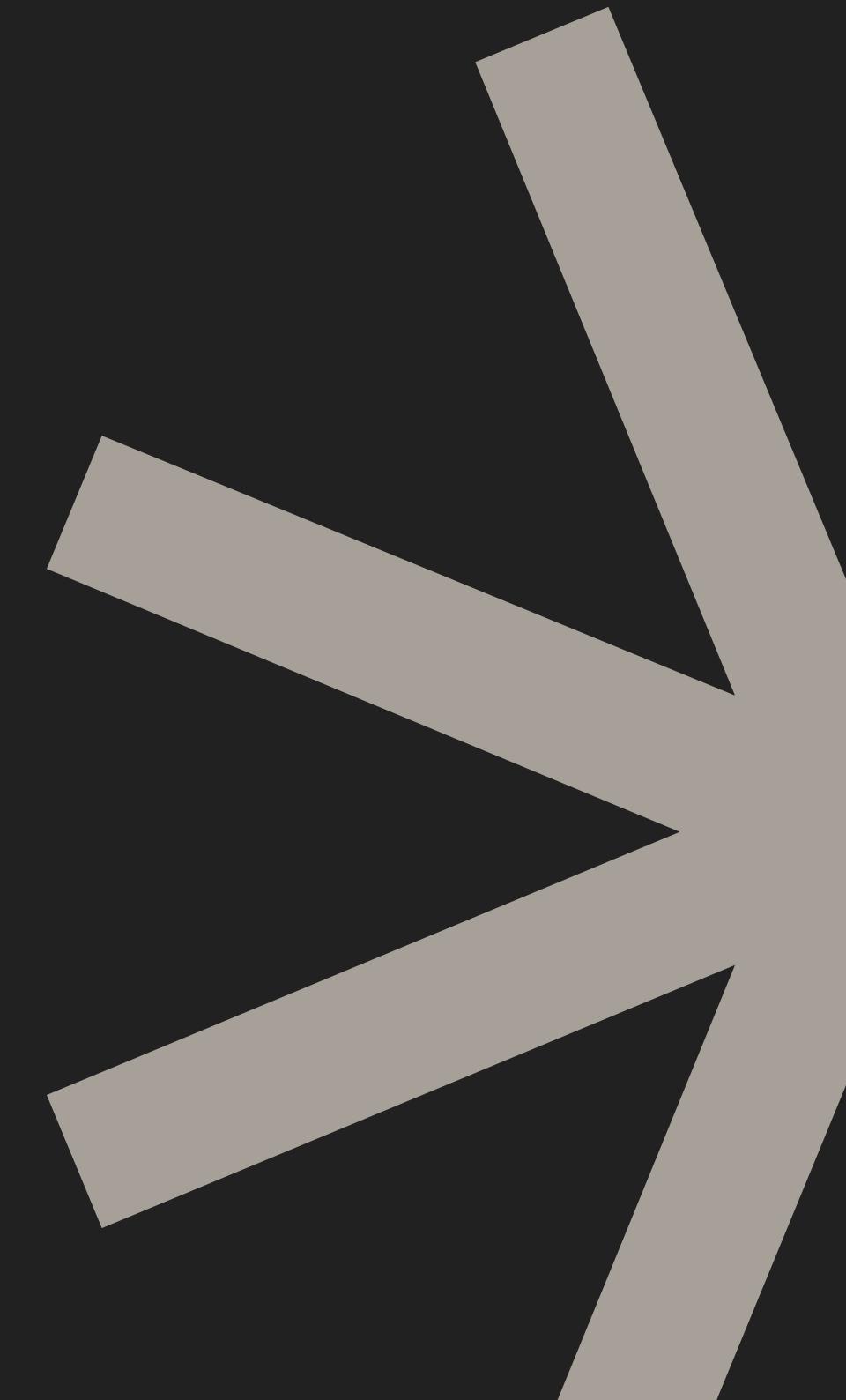
(ala Goldi)

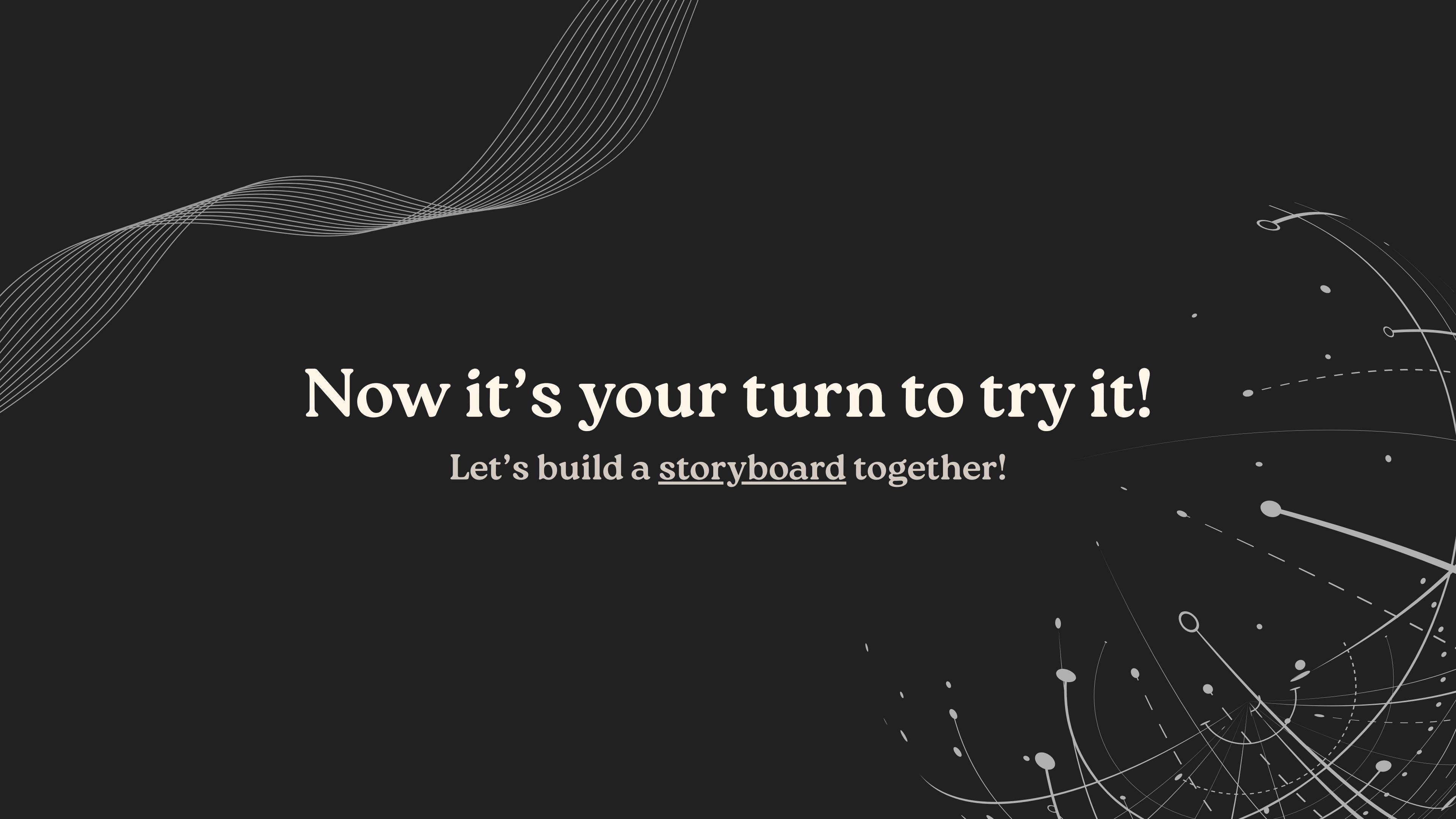


10 Best Practices for
Wireframing



Wireframing vs
Storyboarding





Now it's your turn to try it!

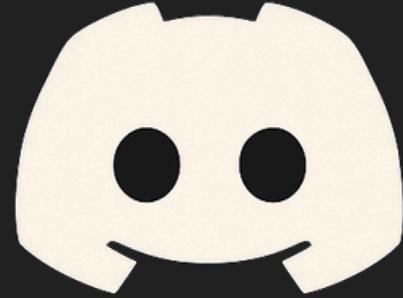
Let's build a Storyboard together!

Uber for Cats!

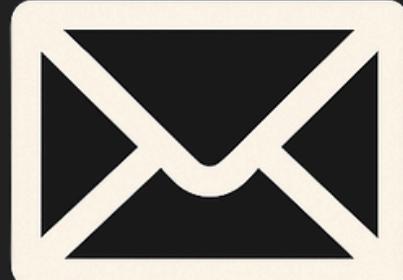
Ways to Contact Us!



@uxdpitt



UXD Discord Server



lbs57@pitt.edu

Thank you for coming!

Sign In Form



Discord Server

