

Opportunity

Make an observation about the world. “It appears that people are disoriented when they emerge from BART”

State the observation as an opportunity to explore. “How might we orient people when they emerge from BART?”

The opportunity statement may change as the understanding evolves with new insights and observations.

Sketch

Capture the context (the beginning of the story) on a substrate such as plain paper or whiteboard.

Capture a key moment that addresses the opportunity at hand (the middle of story) on plain paper or whiteboard.

Capture the outcome (ending of the story) on plain paper or whiteboard.

The sketches are arranged in a sequence of frames, as in a storyboard or “user journey”.

The story (or narrative) may take up to 9 sketches to effectively communicate a solution.

Some sketches may change as the narrative and/or opportunity statement evolves.

Connect

Collaborate with people in your team or other “network” to fully explore possible solutions.

Share the storyboard to effectively communicate a possible solution.

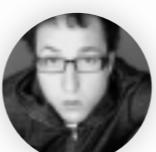
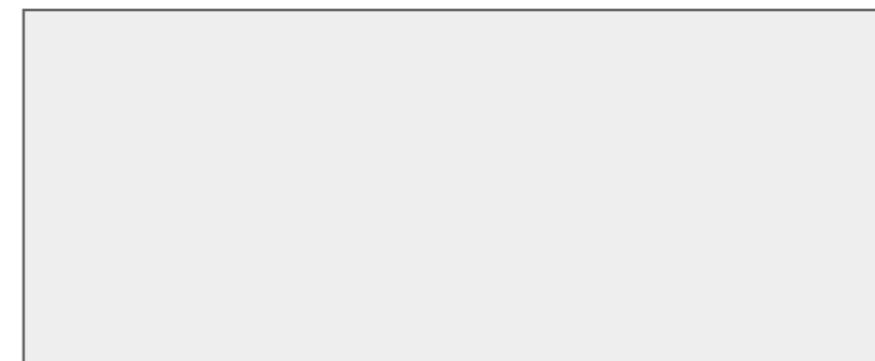
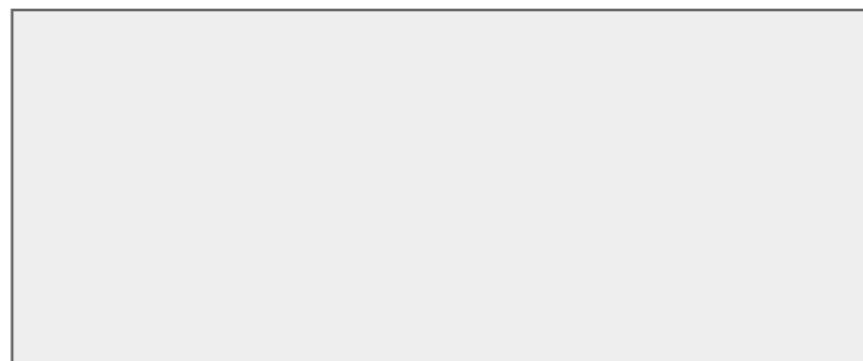
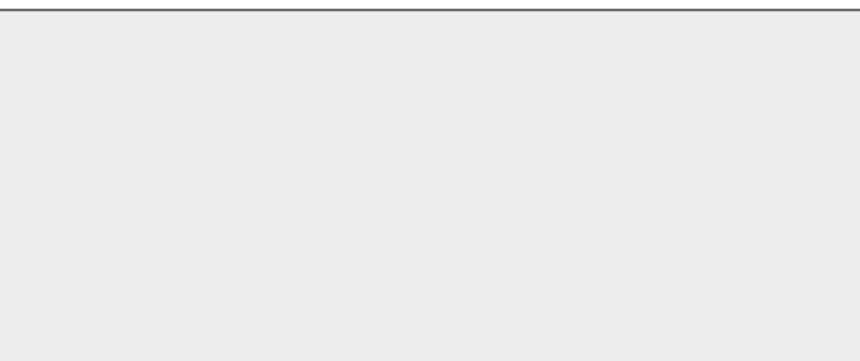
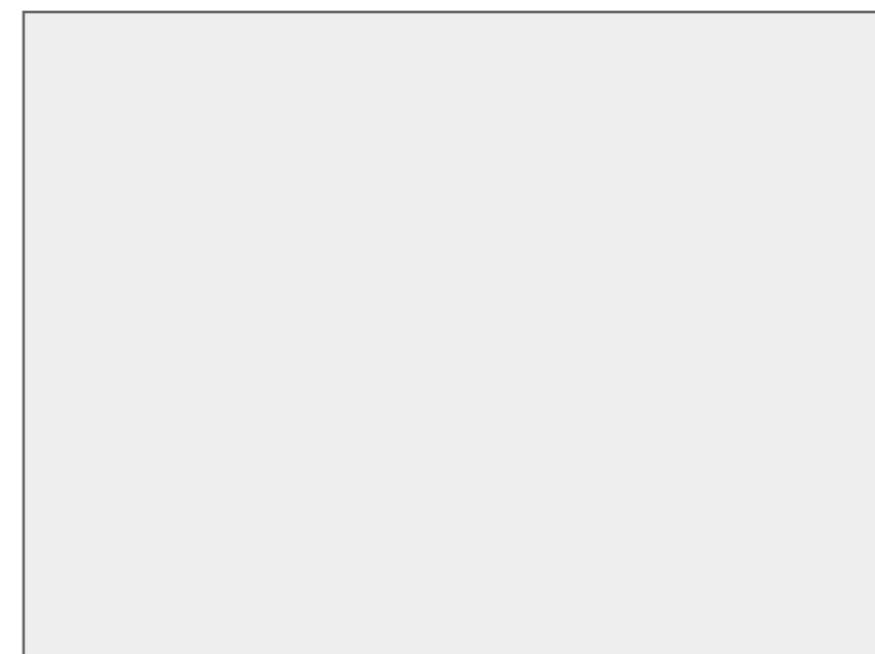
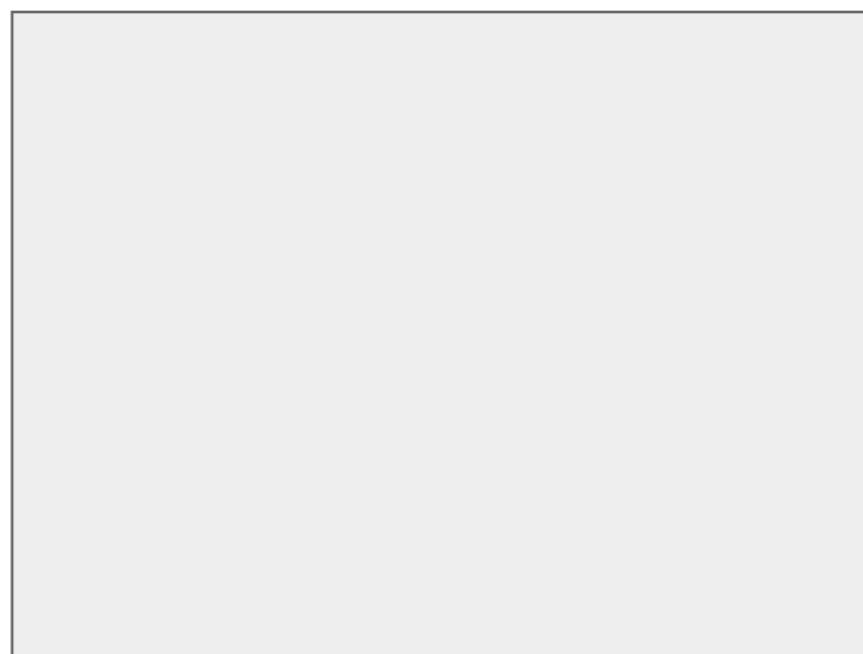
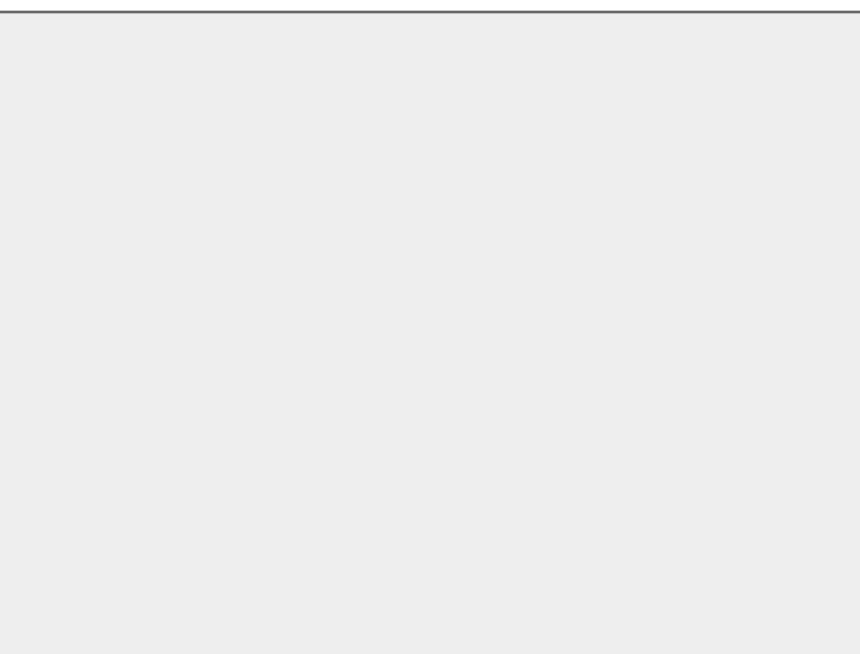
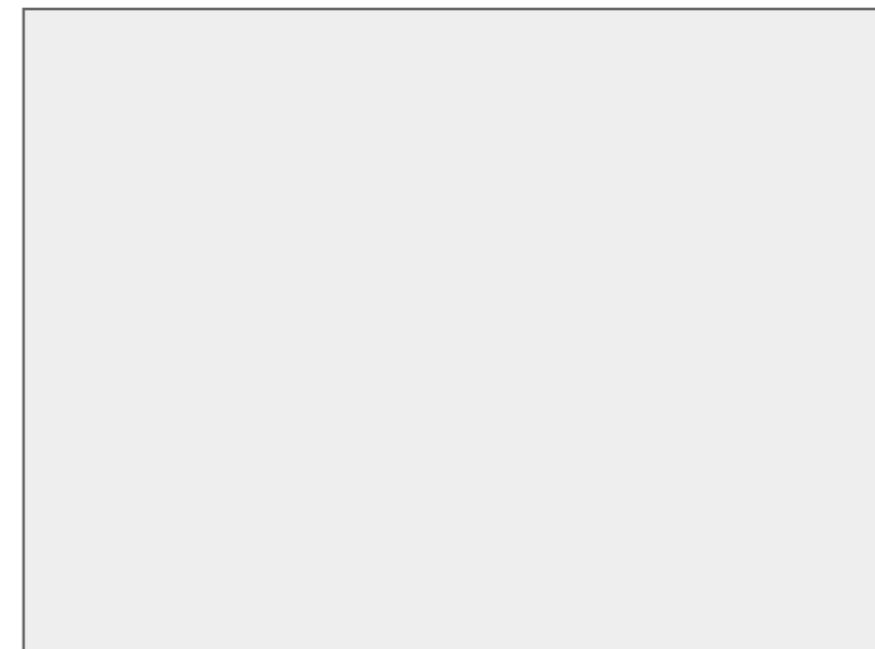
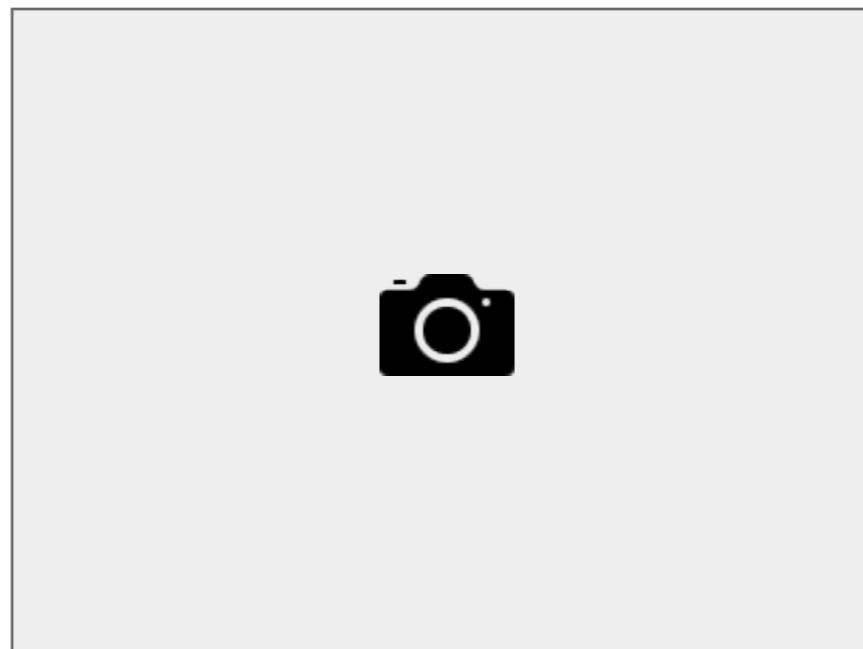
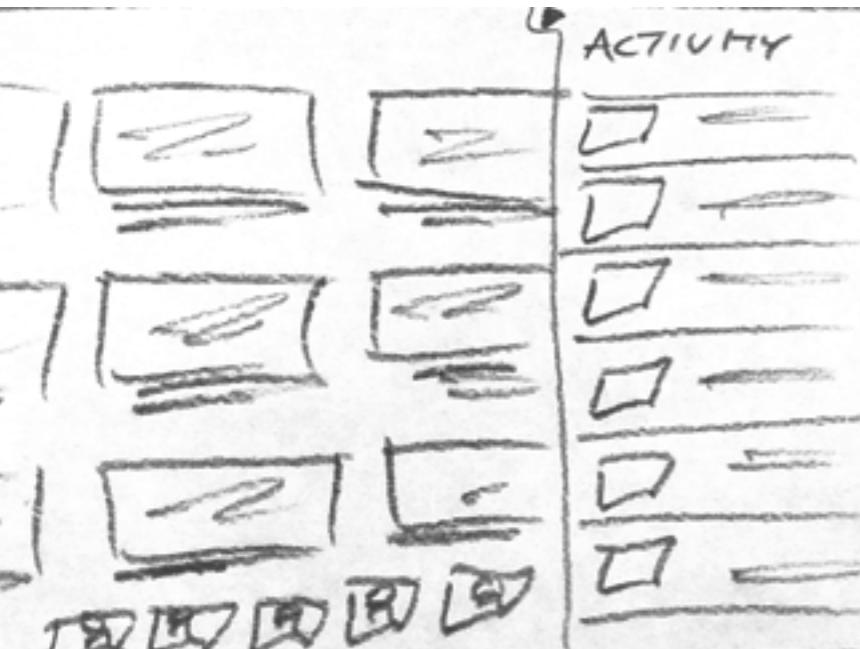
Watching other people’s actions in near real-time increases engagement.

History of actions enables asynchronous collaboration across time zones/working hours.

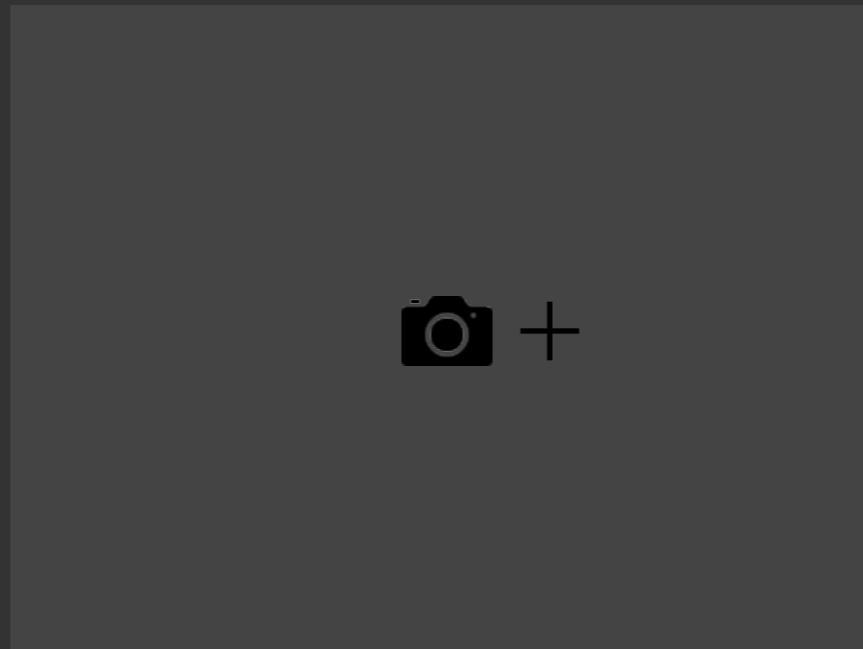
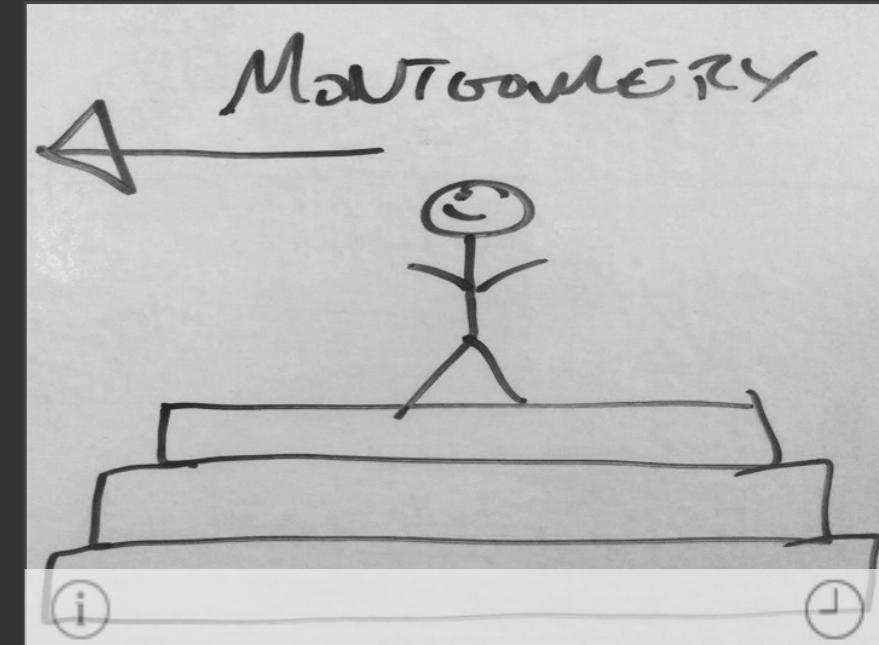
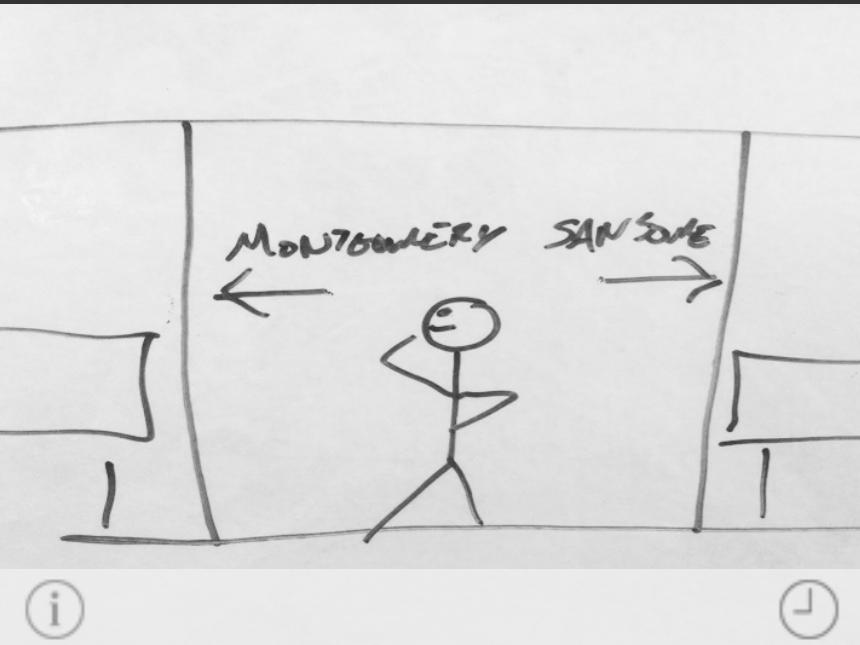
Serendipitous collaboration occurs when you discover other people are working on similar problems.

Anonymous (w/ Anon Storyboard)	Sign up or Sign in	Signed in & Storyboard Owner	Signed in & Storyboard Collaborator
Upload Photo of Sketch	Create Add'l Storyboards	Create Add'l Storyboards Upload Photo of Sketch	Create Add'l Storyboards Upload Photo of Sketch
Write Sketch Description	Share Storyboard	Share Storyboard Mark Storyboard Private	Share Storyboard Write Sketch Description
Update Sketch (versions)	Mark Storyboard Private Archive Storyboard	Mark Storyboard Private Archive Storyboard	Update Sketch (versions)
Modify Opportunity Text		Modify Opportunity Text	Modify Opportunity Text
View Public Storyboards		View Public Storyboards	View Public Storyboards
View My Storyboards	Make Comments Report/Block People	Make Comments Report/Block People	Make Comments Report/Block People

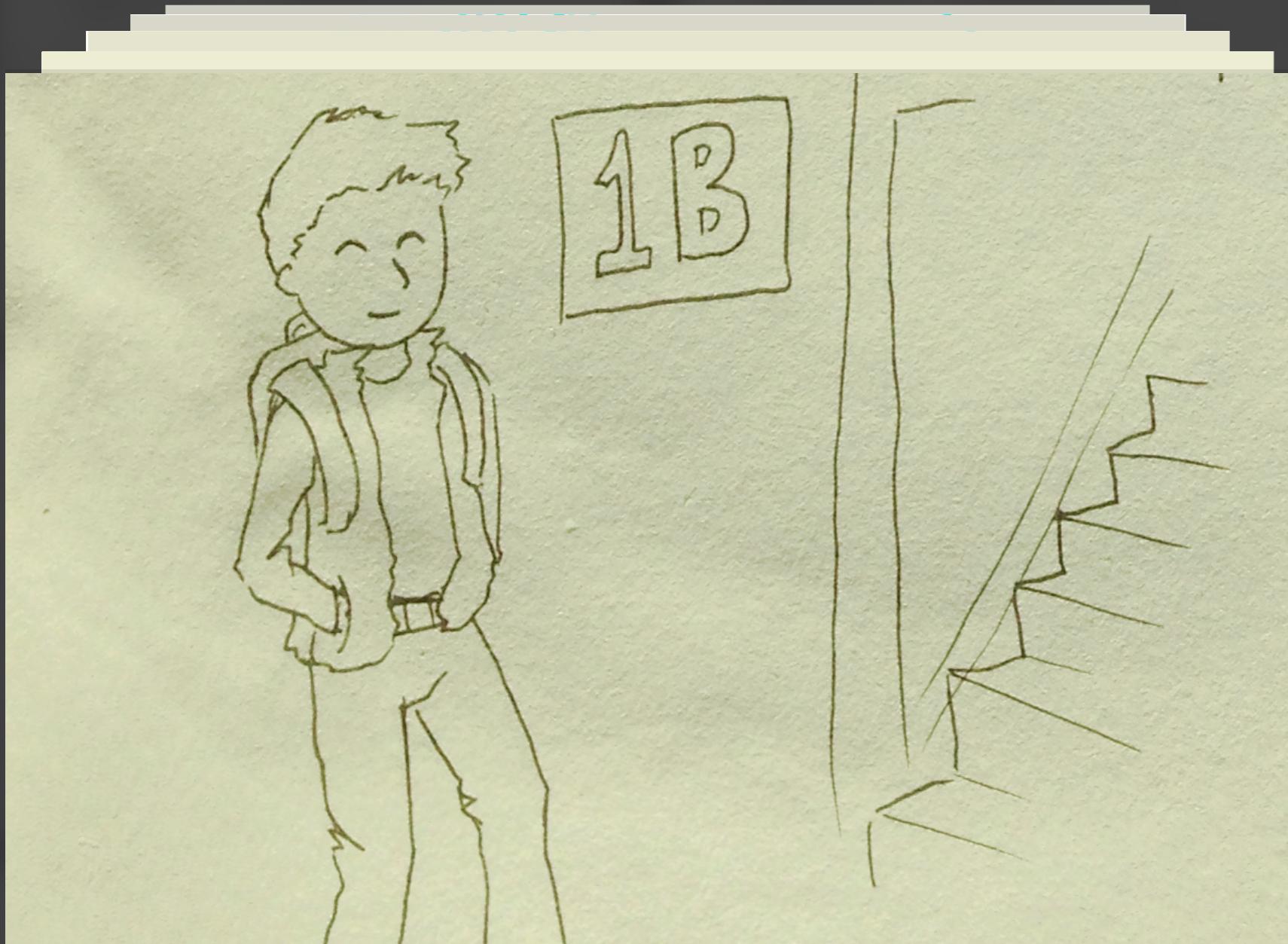
Make it easier for people to orient themselves when they emerge from a BART station.



Make it easier for people to orient themselves when they emerge from a BART station.



Versions



CREATED 2 DAYS AGO BY



Dhruvi

DESCRIPTION

The BART train doors open. On the station wall there are two signs: Go to the left for Montgomery. Go right for Sansome.

Use Sketch





CREATED 2 DAYS AGO BY



Dhruvi Shah

DESCRIPTION

This is a description of the Sketch. When you see this text, just tap on it to modify it. The description will clarify what your chicken scratch means if it is not immediately apparent to the viewer.

[Use Sketch](#)



Make it easier for people to orient themselves when they emerge from a BART station.

