

## How to Create a Storyboard

## WHAT IS THE BENEFIT OF STORYBOARDING?

Every time we create a scenario to imagine how our persona might interact with our potential solution, we are creating stories that show the persona accomplishing a goal, using our product or service. This helps us empathize with them, and design a better fitting and more desirable solution.

By their nature, stories take place in multiple steps. This gives us a way to understand the solution flow and context better, and explore new ideas.

## LET'S HAVE A LOOK AT HOW TO CREATE A STORYBOARD:

- If you have formed a How Might We (HMW) statement and did brainstorming around it, start there. Using the top ideas from the brainstorming session, determine the steps the user will go through to fulfill the HMV statement. You can:
  - Craft a story using multiple ideas generated during the session
  - Or pick one idea and build a story around it if that idea was very strongly liked.
- Define the characters. Who is the primary persona in the story? Who are in the supporting cast?
- 3 In weaving story and ideas together, consider the context:
  - Primary persona's pain points, goals, motivations
  - Triggers in the environment. These items cause events and behaviors to happen.
  - Tools used
- Outline the user's experience as they use your new product. Depict emotions where you see necessary.
- The user's journey should end with a successful completion of a task.
- Show your storyboard to your users, customers and get feedback.
- 7 Identify opportunities for software solutions in the storyboard.

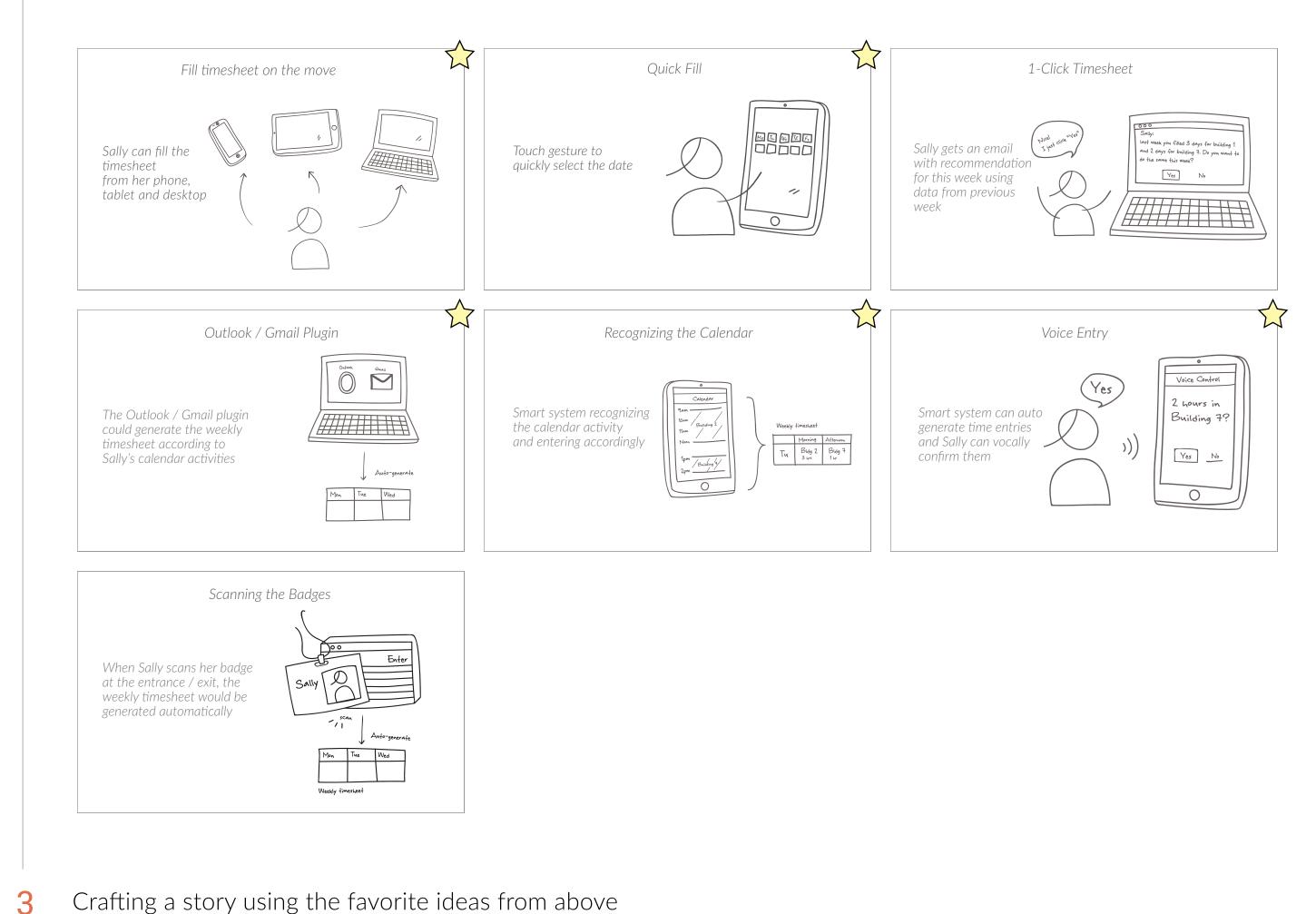
Creating a storyboard might have sounded a little intimidating but it is actually quite enjoyable. Invite your team and craft the story together!

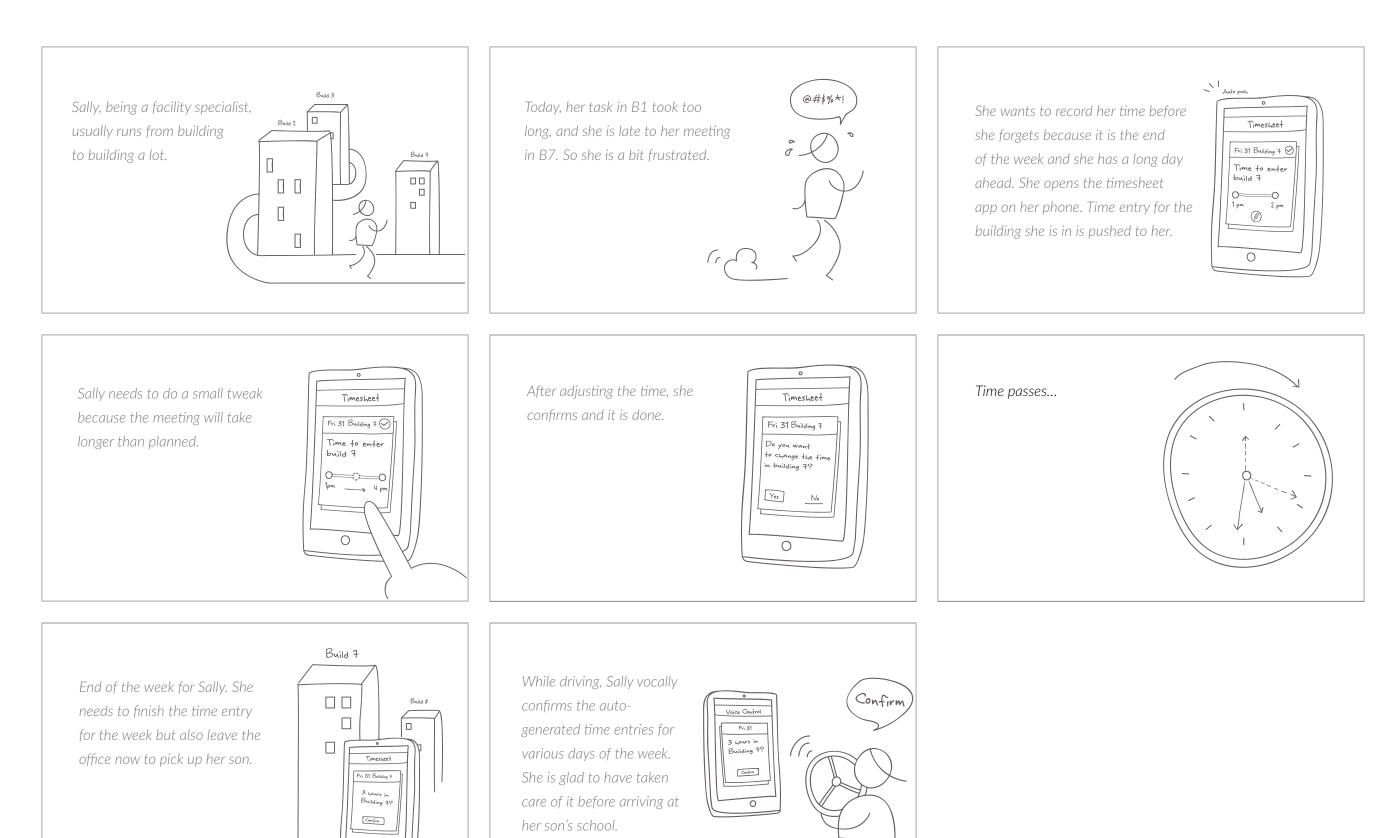
## EXAMPLE

1 Starting with the HMW Statement from Brainstorming

How Might We help Sally enter time on the go?

2 Bringing in the ideas from the Brainstorming seesion





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