



# 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:

- 1 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.
- 2 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
- 4 Outline the user’s experience as they use your new product. Depict emotions where you see necessary.
- 5 The user’s journey should end with a successful completion of a task.
- 6 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 seession

Fill timesheet on the move

Sally can fill the timesheet from her phone, tablet and desktop

Quick Fill

Touch gesture to quickly select the date

1-Click Timesheet

Sally gets an email with recommendation for this week using data from previous week

Did I get one yet?

Just make sure that I skip the building 1 and 2 days for building 3. Do you want to go for some time now?

Yes No

Outlook / Gmail Plugin

The Outlook / Gmail plugin could generate the weekly timesheet according to Sally's calendar activities

Auto-generate

Mon Tue Wed

Recognizing the Calendar

Smart system recognizing the calendar activity and entering accordingly

Weekly timesheet

Mon Tue Wed

Step 1 Step 2 Step 3

Voice Entry

Smart system can auto generate time entries and Sally can vocally confirm them

Yes

Voice Confirm

2 hours in Building 3?

Yes No

Scanning the Badges

When Sally scans her badge at the entrance / exit, the weekly timesheet would be generated automatically

Auto-generate

Mon Tue Wed

Weekly timesheet

- 3 Crafting a story using the favorite ideas (marked with a star) from above

Sally, being a facility specialist, usually runs from building to building a lot.

Today, her task in B1 took too long, and she is late to her meeting in B7. So she is a bit frustrated.

@#!%\*!

She wants to record her time before she forgets because it is the end of the week and she has a long day ahead. She opens the timesheet app on her phone. Time entry for the building she is in is pushed to her.

Auto push

Timesheet

Mon Tue Wed

Time to enter Building 1

0:00 1:00 2:00

Sally needs to do a small tweak because the meeting will take longer than planned.

Timesheet

Mon Tue Wed

Time to enter Building 1

0:00 1:00 2:00

After adjusting the time, she confirms and it is done.

Timesheet

Mon Tue Wed

Time to enter Building 1

0:00 1:00 2:00

Time passes...

End of the week for Sally. She needs to finish the time entry for the week but also leave the office now to pick up her son.

Timesheet

Mon Tue Wed

Time to enter Building 1

0:00 1:00 2:00

While driving, Sally vocally confirms the auto-generated time entries for various days of the week. She is glad to have taken care of it before arriving at her son's school.

Confirm