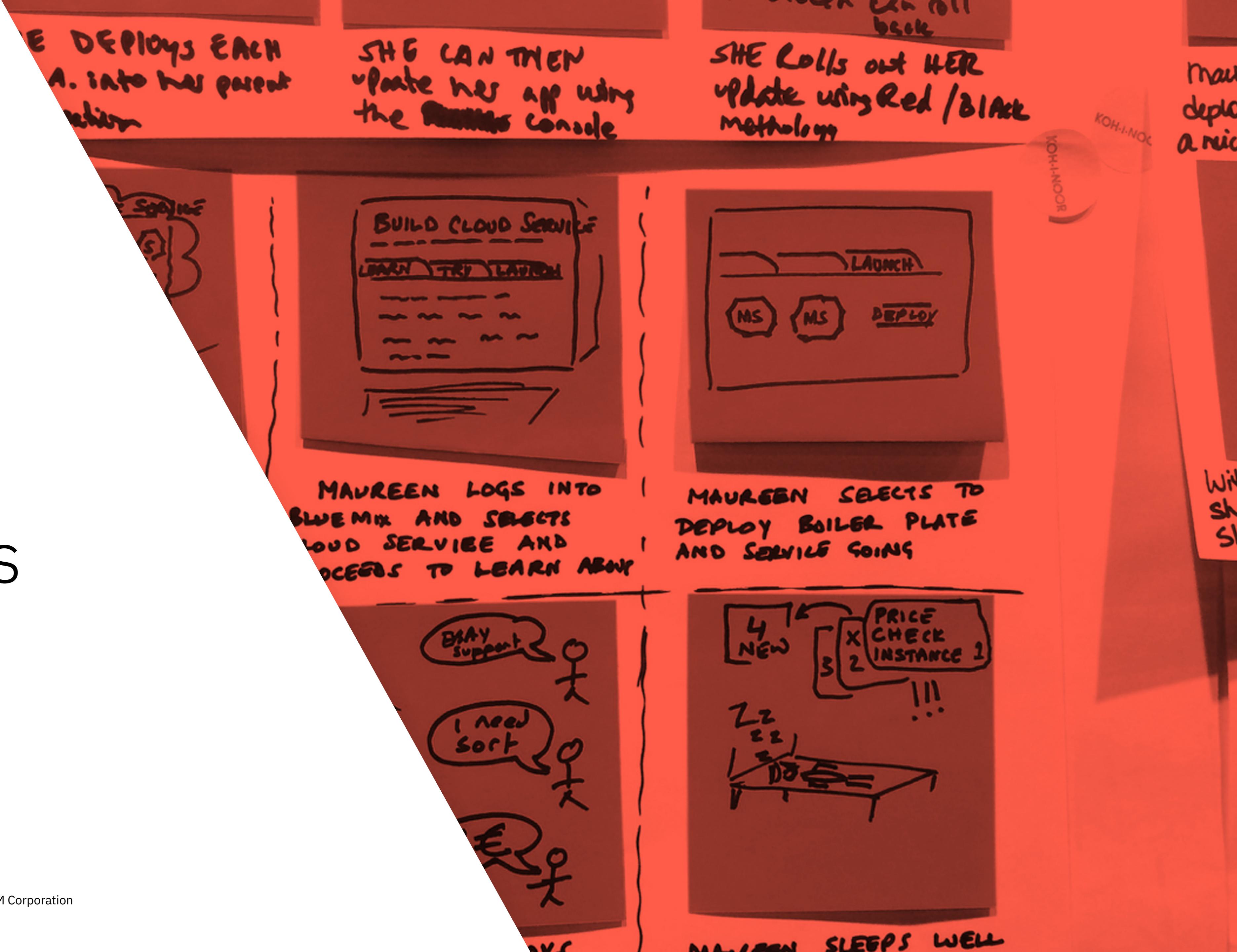


TOOLKIT

# Storyboards

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**INTRODUCTION**

## Why do we do this activity?

Storytelling helps people intuitively understand how your idea fits into your user's world, and giving visual form to those ideas helps others understand them more clearly.

**INTRODUCTION**

## When should you use this activity?

You can use Storyboards once you know the problem you're trying to solve, and for whom.

Draw a Storyboard anytime you need to share an idea for your user's future quickly and visually.

**INTRODUCTION**

We suggest **20 minutes** for this activity.  
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

# Ready, set, go!

## Storyboards

20 min

### IDENTIFY

Start with a story.

Identify a character, a setting, and a plot. Then, pick scenes that shows plot development from start to finish.

- Make sure to include any major events —a shift in setting, the introduction of a new character, or a plot twist in the narrative.

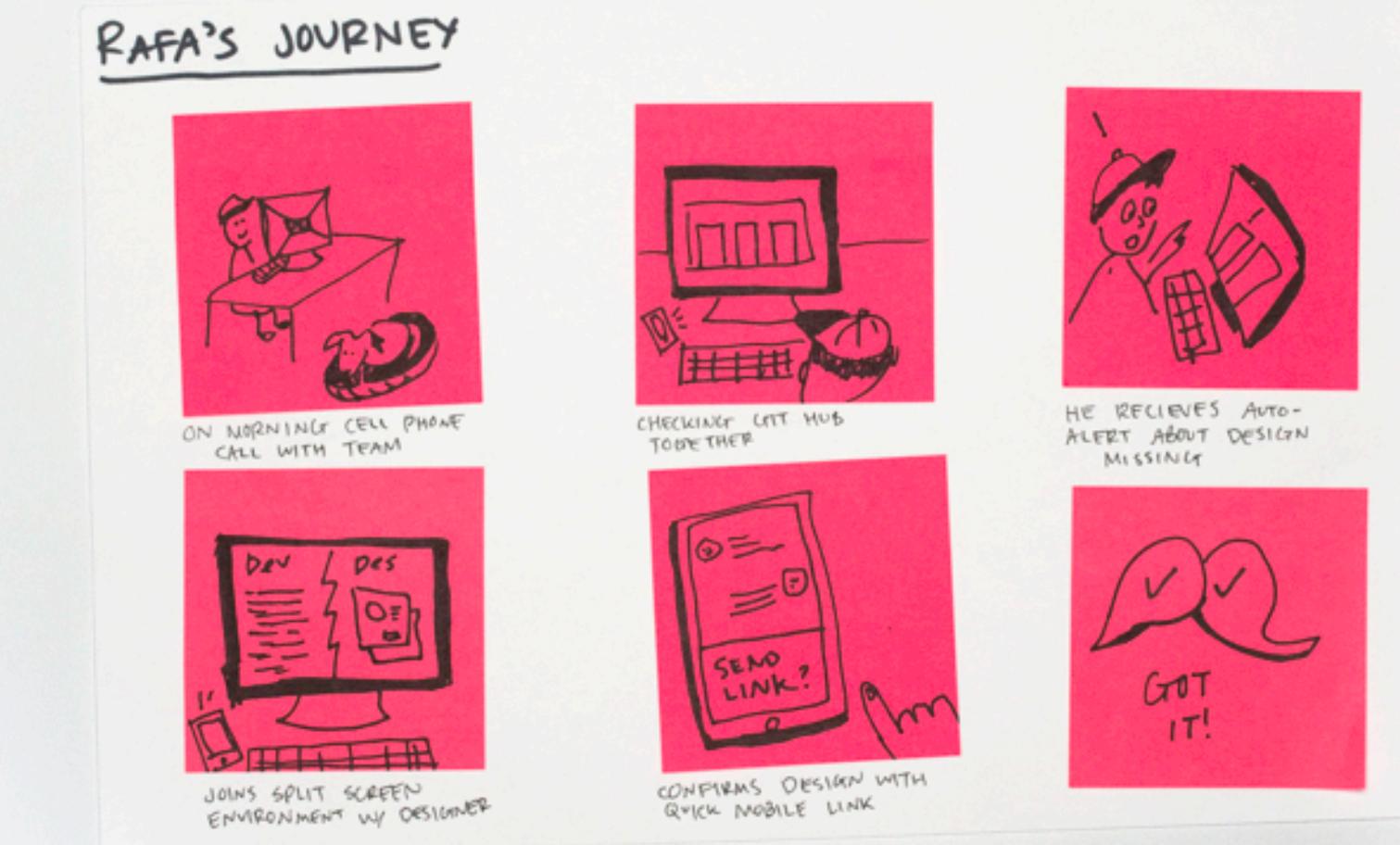


## Storyboards

20 min

### ILLUSTRATE

Think of your storyboard like a comic strip. Combine quick sketches with speech and thought bubbles, action bursts, captions, and narration.



## Storyboards

20 min

### ILLUSTRATE

Label anything on the storyboard that may be an assumption or a question for later inquiry or validation.

- You may not get it right the first time.  
Iterate until you arrive at a story you're confident could actually come true.



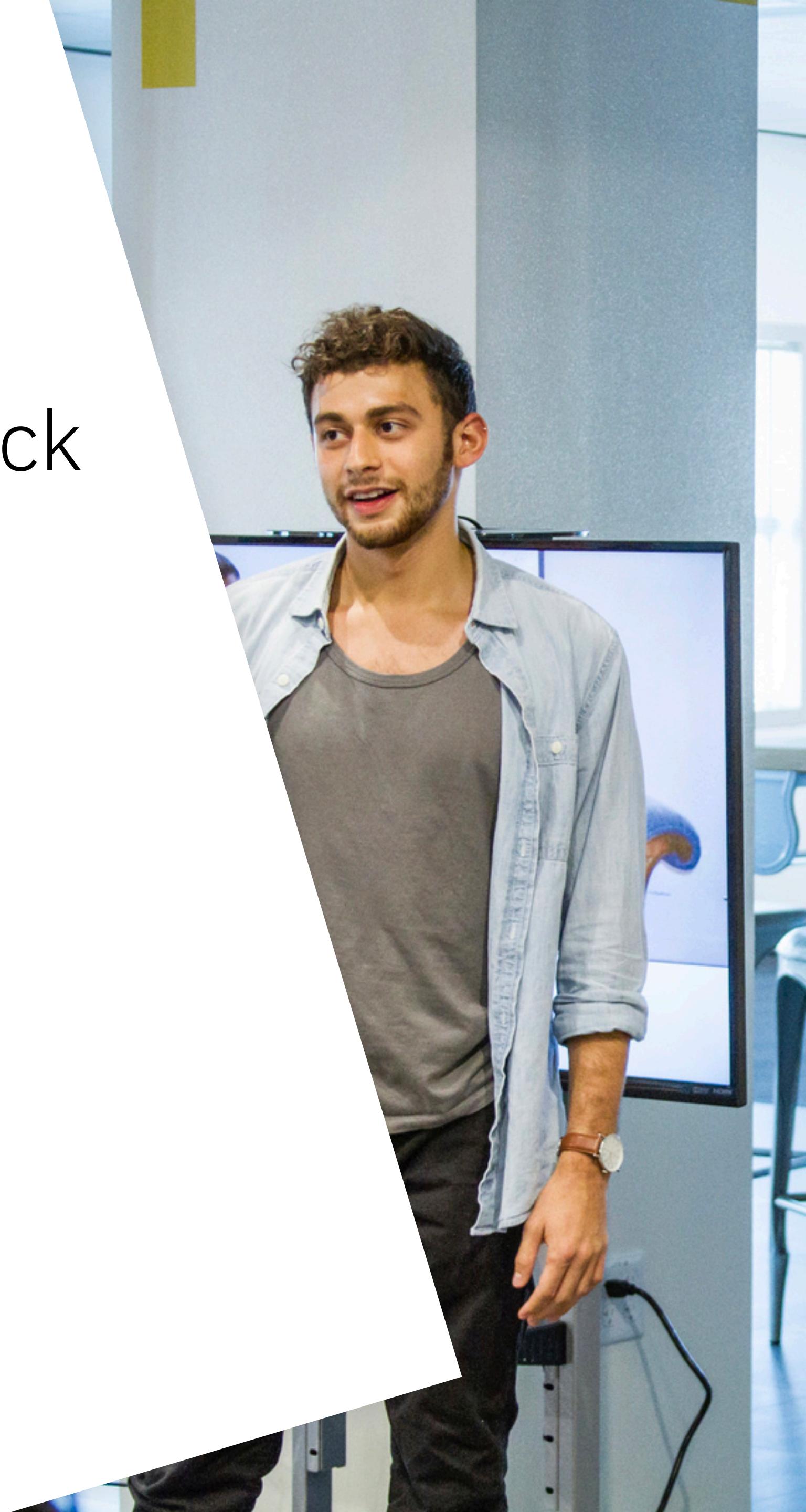
## Storyboards

20 min

### PLAYBACK

Each person plays back their Storyboard.

- What common elements are shared across multiple stories?
- How might you converge your stories into a shared vision of your user's future experience?
- What assumptions exist in your Storyboards that your team still needs to validate?



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