

# Appendix A: UX Defender's Storyboard



**I don't  
have time  
to read  
ALL  
that.**

A Storyboard is a design tool that is used to visually illustrate concepts to an audience to communicate people's journeys through a system, in this case it is the journey of the UX Defender



# Super Hero Profile

**Name:** Samson Toor

**Title:** UX Defender

**Training:** University of California, San Diego  
Disciplined in Human Computer Interaction

## Personality

Driven, Motivated,  
Innovative Designer that is  
committed to defending his  
user's needs through  
analysis &  
research

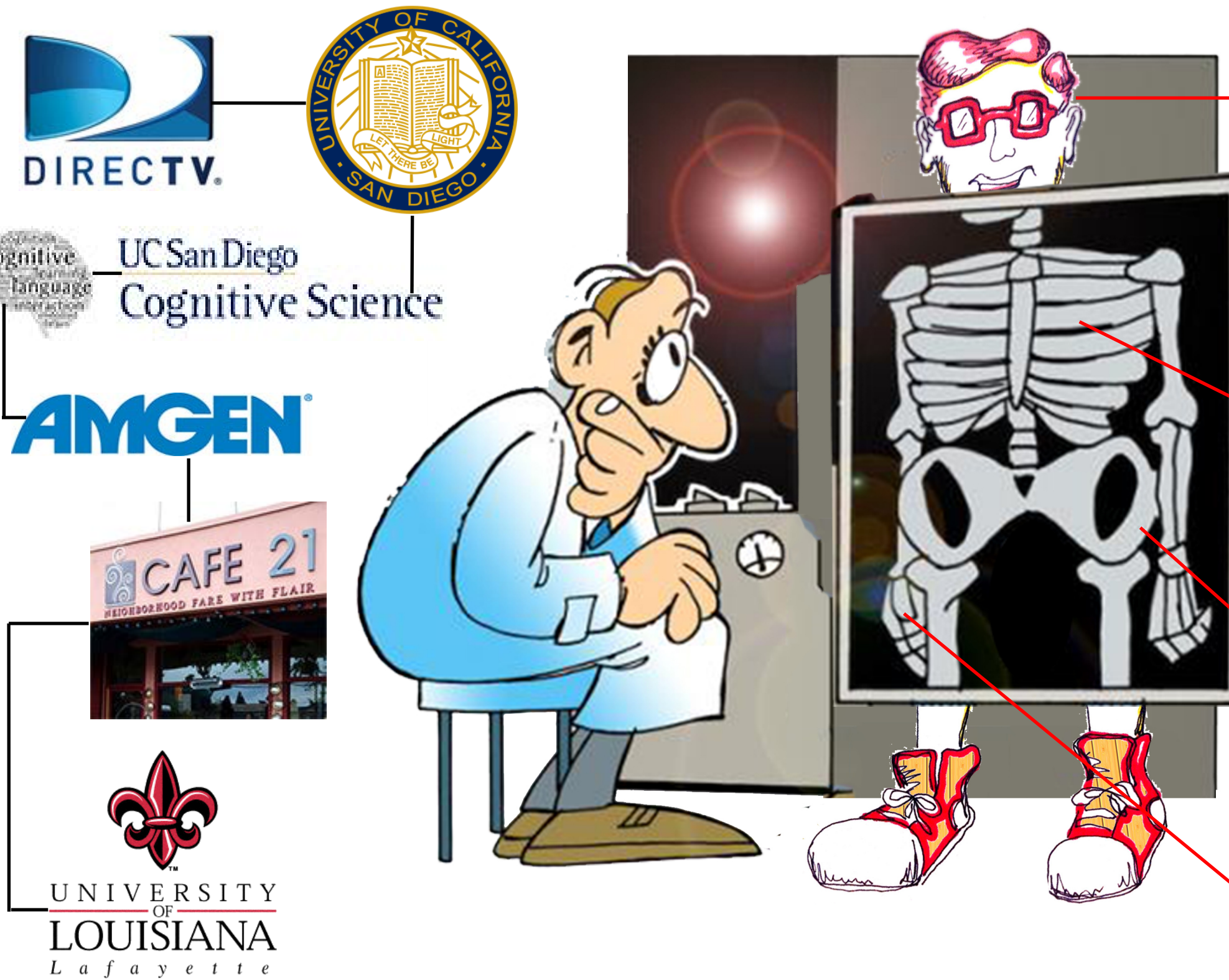
## Passion

Assisting Corporate  
America in enforcing user  
experiences that cater to  
his user's unique needs  
ensuring that no bad UX  
experience goes  
undetected





Patient: UX Defender  
Patient Chart: X-ray of Genetic Make-Up



## Chromosome Capabilities

**Research Methodologies:** Patient is able to apply a broad range of qualitative and quantitative UX research and design Methods, examples of programmed techniques include:

- Interviews (in-person, remote)
- Facilitated Focus Groups
- Card Sorting
- Ethnographic Field Studies
- Usability Testing
- Heuristic Evaluations
- Best Practice Reports
- Competitive Analysis & Trend Analysis

**Systems Design & Strategy:** Patient pertakes in a user-centric view in regards to UX systems and crafting intuitive experiences. This view is comprised of:

- Creative Briefs + Customer Journey
- Use Case + Scenarios
- User Persona & Storyboarding

**Information Design & Information Architecture:** Patient feeds off of Users very earlier in the design process and uses the information gained to analyze and build the foundation of the systems he creates, he extracts 'User Date' by:

- Sitemaps
- Information Hierarchy
- Mental Models
- Content Inventory
- Functional Specification

**Interaction Design:** Patient is able to create designs due to his reliance and commitment to begin with a solid framework of the system built on proper desired functionality, interactions and patterns that must be accounted for, from this he does the following:

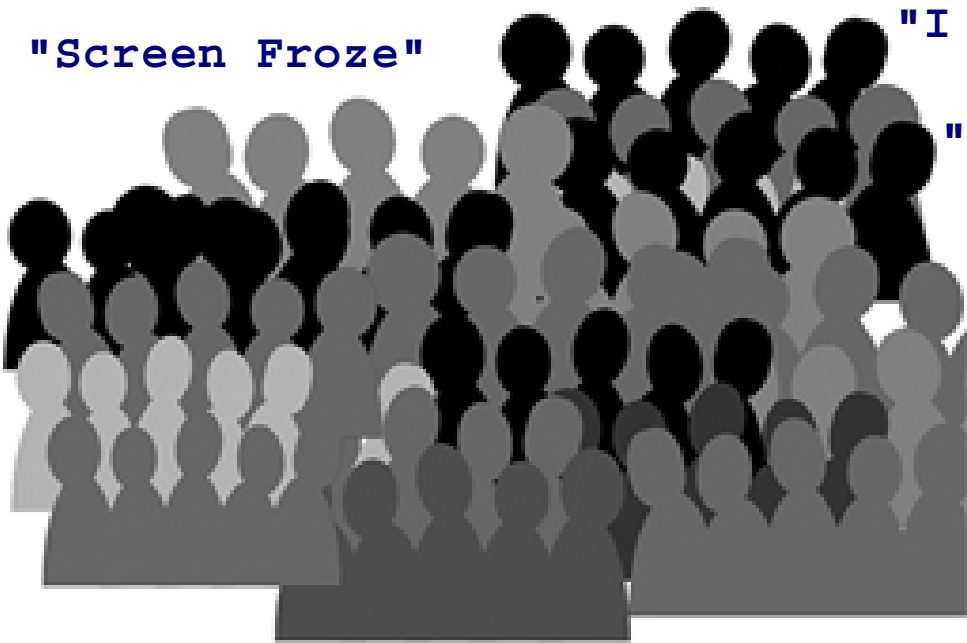
- Experience Maps +User Flows
- System Process + Flow Diagrams

Wireframes +Rapid Low/High Fidelity Prototyping

Successful Conquests

CALL OF DUTY: DAY IN THE LIFE OF UX DEFENDER

What is Wrong User Population?

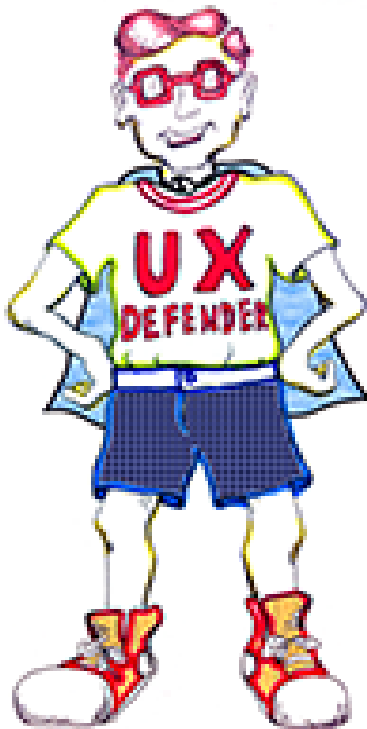


"Screen Froze"

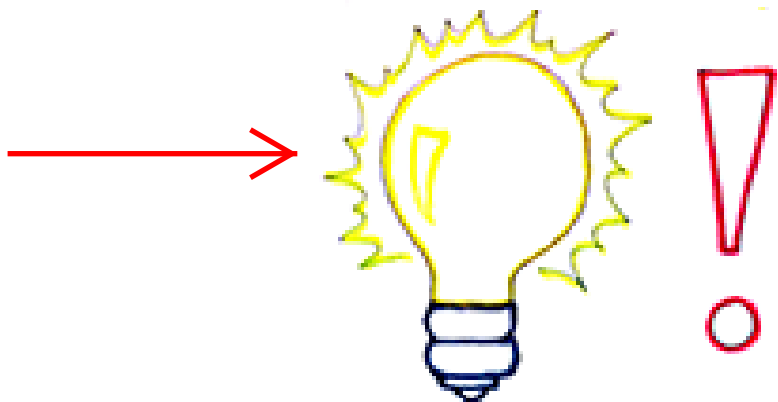
"I am confused"

"Battery is dead!"

"I am old,  
buttons are  
too small!"



Hmmm ...



RESULTS!

Our hero creates a "grocery list"  
for the civilians' well being:

DEFEND - MART LIST	
1.	helpful staff
2.	better technology
3.	24 hr support
4.	easily rechargable battery
5.	free upgrade

New & improved  
User Experience

