

Alternative Techniques to User Journeys

Storyboards

Story boards are a visual aid that makes it easy for you to share and explain a concept to others. When you have a storyboard, you can show people *exactly* how your product or service is going to be mapped out and how it will be used. This makes it infinitely easier for other people to understand the idea. You don't need to be a great artist to create a great Storyboard.

STEPS

1. Determine what it is you want to prototype by writing out a scenario. You don't have to Storyboard the entire thing you just need to use it to show a component of your idea.
2. Spend no more than 30-45 minutes drawing out how your idea would work. Use a series of comic book-style frames for your drawing. This will help you spotlight key moments and build a short narrative.
3. It's important that you fully think through your concept than create something that looks beautiful.
4. Once you're done share your Storyboard for feedback.

Task flows

A task flow shows how users travel through a system while performing a specific task. Task flows are a single flow completed by all users for a specific action and share a common entry point e.g. Sign Up or Checkout.