



Scenarios & Storyboards



Agenda

- Sketching Critiques
- Lecture – Scenarios & Storyboards
- Design Activity
- Next Class



Sketching Critiques – 20 minutes

- Break into groups of 3 people
- Take turns showing and explaining your 3 sketches with each other
- Critics should offer advice and feedback about the idea
 - Strengths, Weaknesses, Originality, Feasibility
 - Sketcher: take notes about what feedback was offered
 - Critic: be critical, but constructive and courteous!
 - Each critic should sign and date the page after the sketches



Three Ways of Telling Stories

- Scenarios
 - Written accounts and narratives of the experience
 - Analogy: Books
- Storyboards
 - Visual storytelling with rough sketches/cartoons
 - Analogy: Comics, Picture books
- Video Scenarios/Storyboards
 - Richer visual storytelling
 - Analogy: Movies/TV



Storytelling

- Can be used to both:
 - Tell the users' current situation
 - Describe a users' hypothetical experience using a new technology design
- Can be written, visual, or video-based
- Alternate ways of conveying a story



Written Scenarios

- Allow the user to imagine themselves in a given situation
 - Similar to books, imagination plays some role
- This is good and bad
 - Good for engagement
 - Bad for specifics
- Use personas as characters to help with empathy
 - They should be fully developed



Example Scenario



Before the clinic visit, Sue, a CEO, describes how she feels: “you walk into an appointment already scared, already having half convinced yourself that the worst is about to happen...you can't listen as fully... the stress of being in these meetings, even for someone like me that functions well in high stress environments, whoosh.” During the visit, Sue sits on the exam table balancing her question list and pencil on her lap, while she attempts to maintain eye contact with Dr. Jones, to record notes, to communicate with hand motions, to track her list of questions, and to collect handouts that are given to her. At one point, Dr. Jones becomes frustrated when he discovers that Sue has neglected to bring in a list of her current medications with their dosages....



Scenario Continued



....Next, Dr. Jones commences to describe Sue's treatment options at 204 words per minute (normal conversation rate is 125-175 words per minute). Sue exits the appointment realizing that she forgot to ask an important question about how to manage the surgical drains embedded in her body. In later discussions with the friend who she brought to the clinic with her, they discover that each came away with a different interpretation of the treatment options that Dr. Jones presented. Whose interpretation is correct? Additionally, as Sue looks through the collection of notes from a previous visit, she discovers the name of a genetics book, but she can't remember why she recorded that information. Did the doctor recommend it? Was there a particular chapter to look at? How did this book relate to her specific health condition?



Video Scenarios

- Similar to written ones, but acted out and filmed
- Advantages
 - Can be more engaging
 - Specifics/prototypes are shown more easily
- Disadvantages
 - Requires actors
 - Much more difficult to create
 - May be harder for people to relate to



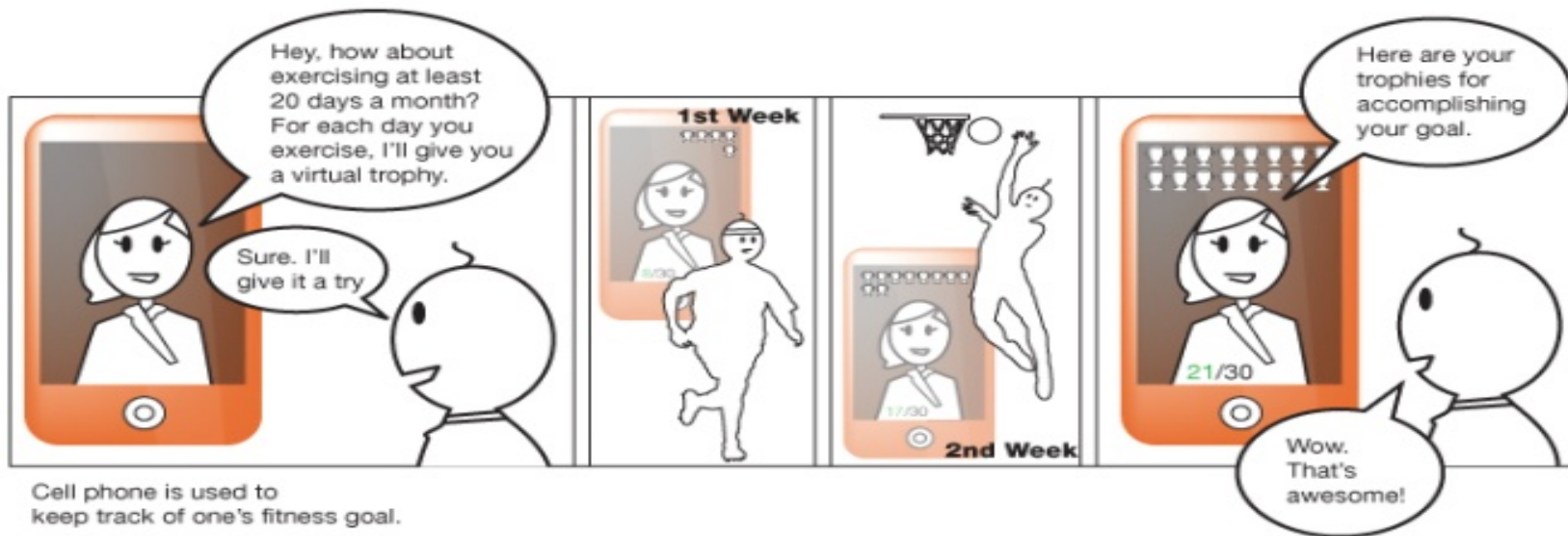
More on video scenarios

- Detailed instructions from FrogDesign:
 - <http://www.slideshare.net/changeorder/video-storyboarding-v7takehome>
- Some examples
 - <http://vimeo.com/3423797>
 - <http://windows.microsoft.com/en-US/windows-8/meet>
 - <http://www.asktog.com/starfire/starfire.mp4>
Made by students in James Landay's HCI class



Storyboarding

- What is it?



Uses / background

- Very similar in nature to:
 - Comic art / cartoons
- Used in:
 - Movie / multimedia design
 - Product / software development



IVAN, I NEED SOME IDEAS ON HOW TO EXPLAIN THIS PRODUCT CONCEPT TO AMAR.

THAT'S EASY. WE'VE GOT THESE JACK AND JILL PERSONAS HERE ...



OK/Cancel

HE KEEPS TELLING ME THAT I DON'T KNOW JACK AS WELL AS HE DOES.

USE CASES?

NEVER READS 'EM

WHY DON'T YOU TRY DRAWING A SCENARIO AS A COMIC?



C'MON BE SERIOUS. WHAT SCHMUCK WOULD USE COMICS FOR THAT?

YOU'RE RIGHT, MATE. I DON'T KNOW WHAT I WAS THINKING ...



www.ok-cancel.com 02.03.06

comic relief : copyright 2006 tom chi and kevin cheng _



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How is it done?

- Determine the story
 - A very iterative process through a lot of initial drafts
 - Includes a lot of brainstorming
 - Start with a scenario and break into logical segments
- Sketch on pen + paper
- Generate more polished art for presentation



Storyboarding

- Challenges
 - Determining what to draw is hard
 - Drawing is difficult!
 - How is it presented? (time, length, attention)
- Usefulness
 - If done right, can help gain quick invaluable user feedback on early ideas
 - Quicker / easier than building the whole application or a prototype



Examples

- If you're the user, how would you feel about this service? How do you think it would work?

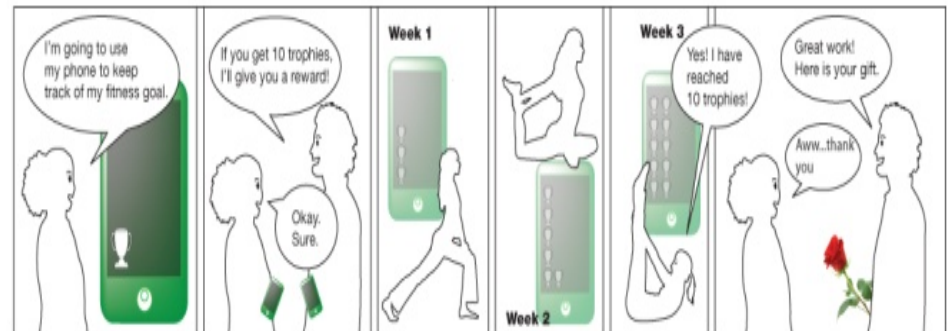


Elements of a Storyboard

- Visual storytelling

- 5 visual elements

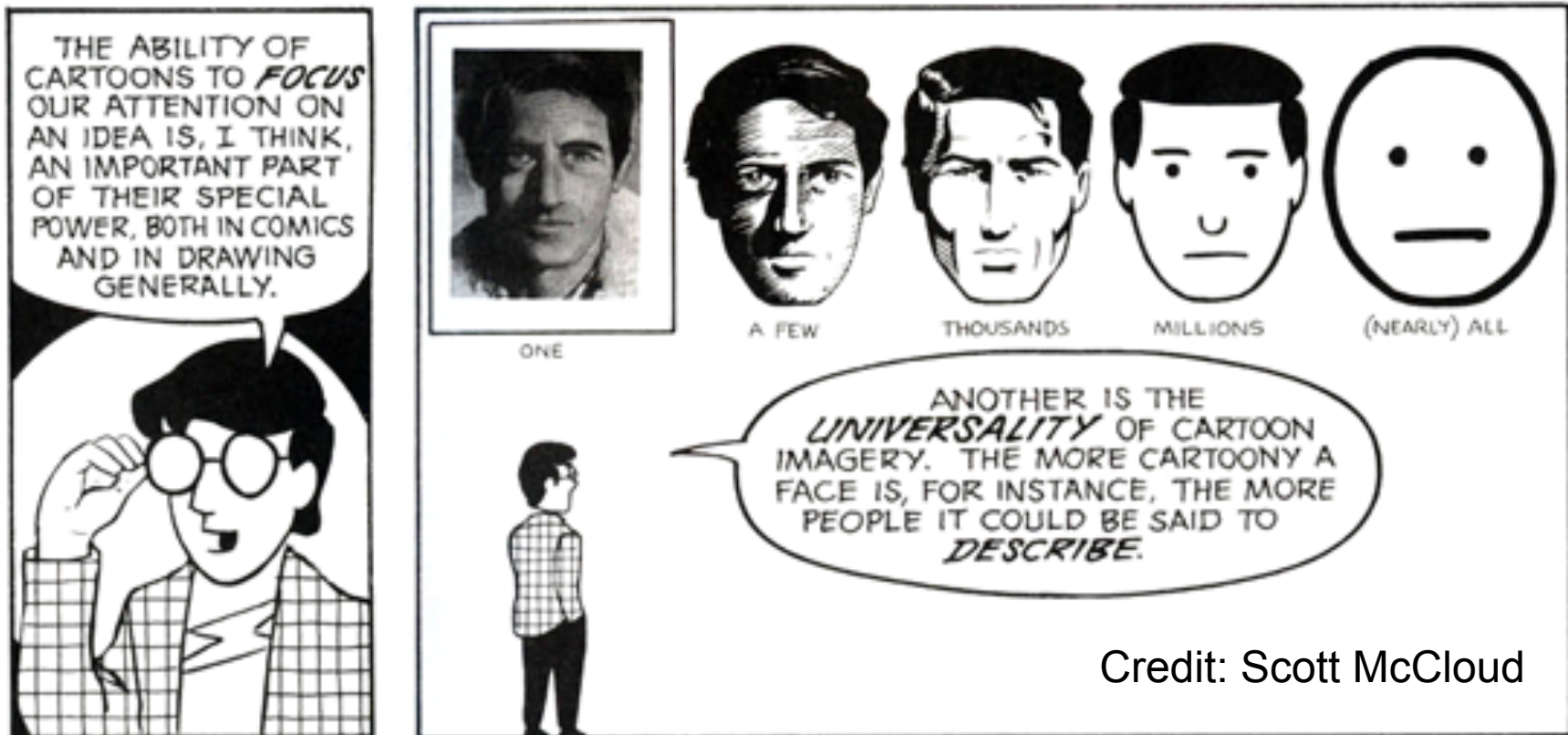
1. Level of detail
2. Inclusion of text
3. Inclusion of people & emotions
4. Number of frames
5. Portrayal of time



Truong et al., 2006

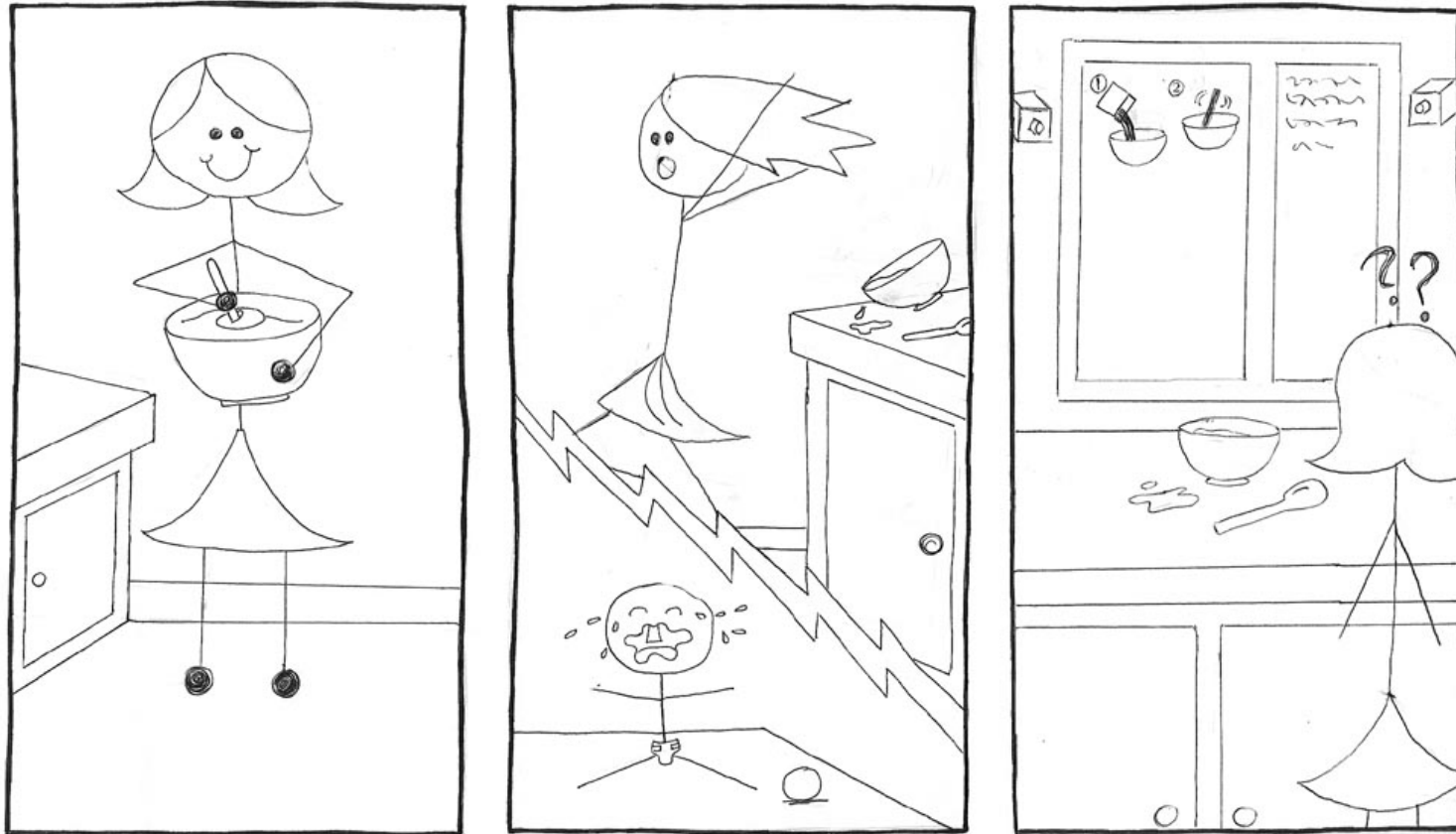


1. How Much Detail?



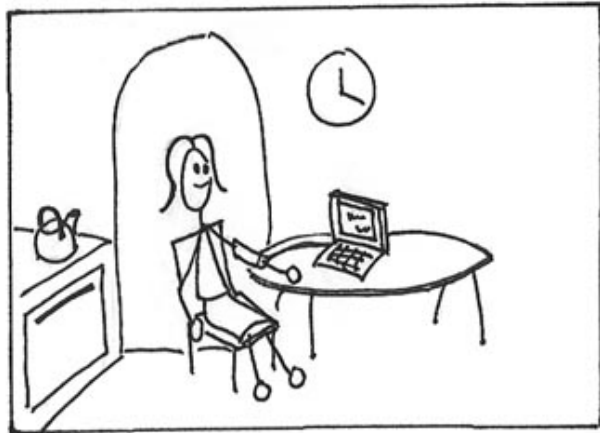
- **Guideline:** too much detail can lose universality

1. How Much Detail?

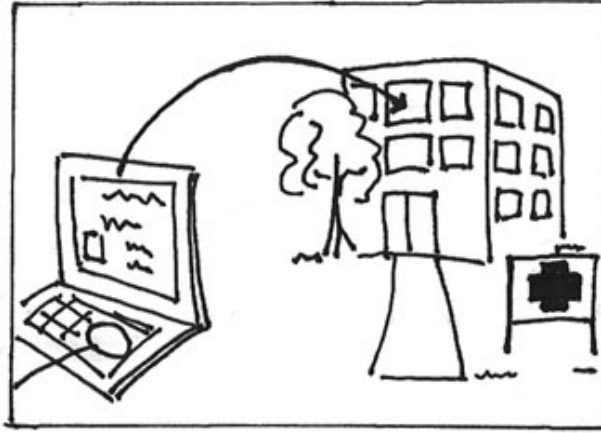


2. Use of Text

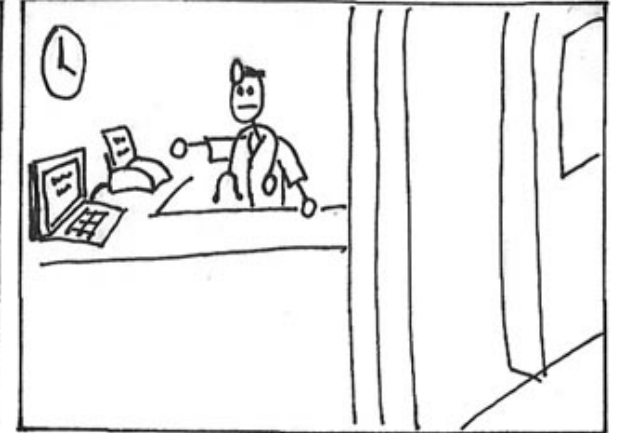
- **Guideline:** It's often necessary, but keep it short



1. At home, Mary checks her blood pressure.



2. After a few simple key presses, her blood pressure readings get sent to a clinic.



3. The information is made available to her doctor.



3. Include People and Emotions

- Remember, the point of storyboards is to convey the *experience* of using the system
- **Guideline:** Include people experiencing the design and their reactions to it (either good or bad)

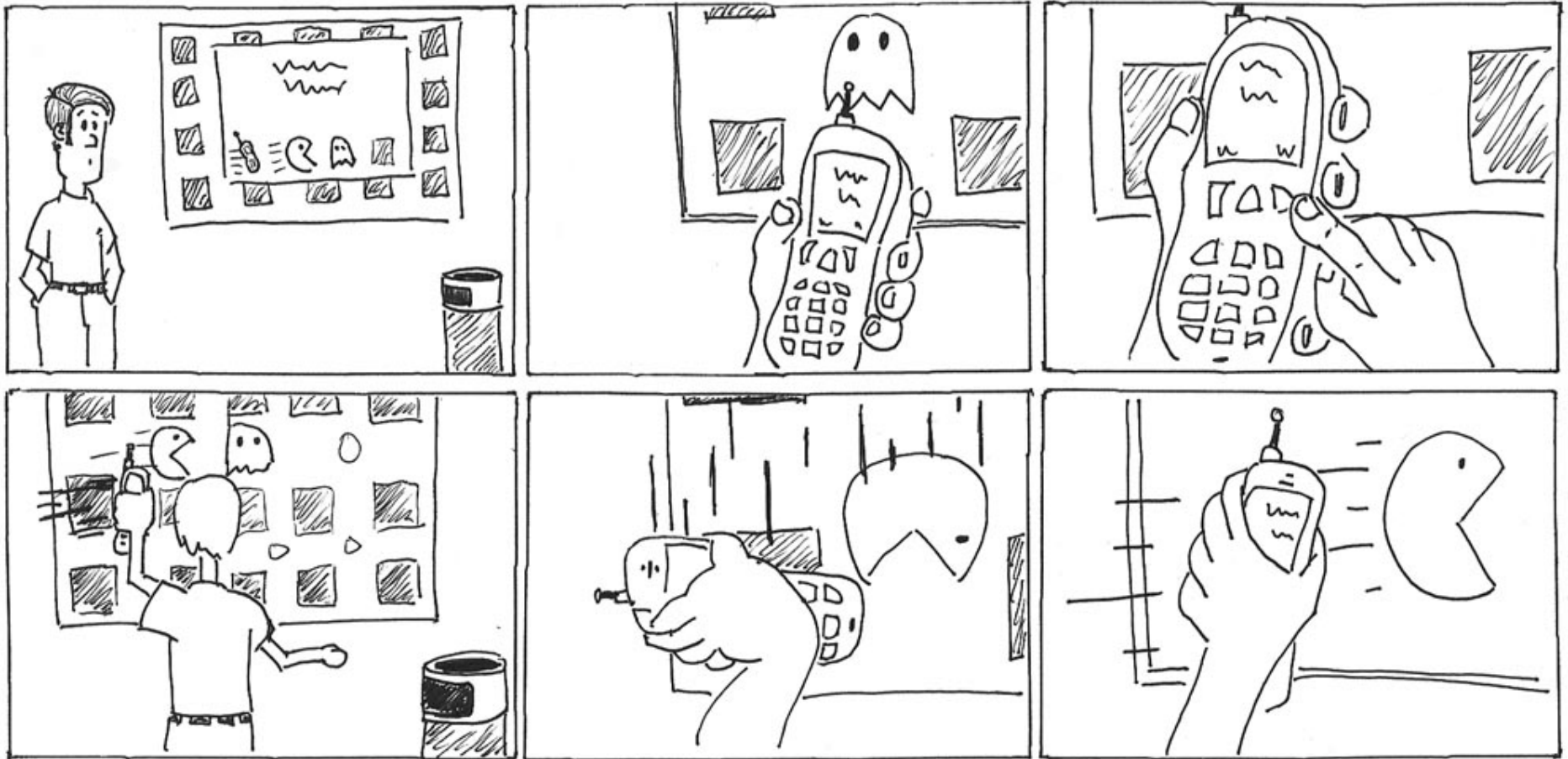


4. How Many Frames?

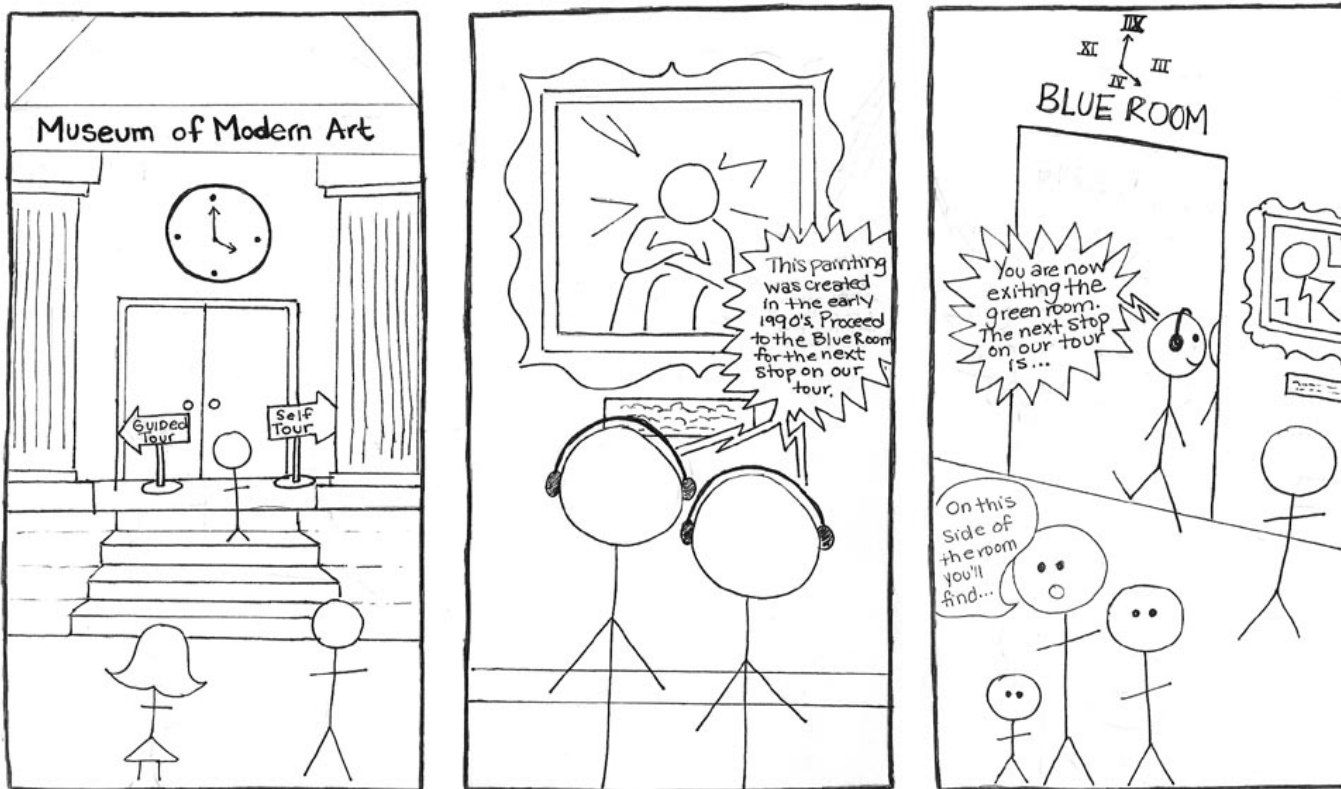
- **Guideline:** 4-6 frames/panes is ideal
- More is not always better. Why?
 - May lose focus of story
 - May lose reader's attention
- What this means:
 - Less work on the designer
 - Must be able to succinctly tell story



4. How many frames?



5. Passage of Time



- **Guideline:** Only use if it's necessary to understand story



Drawing is hard...

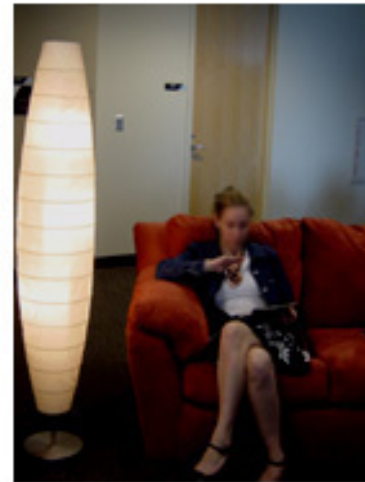
- It doesn't have to be drawings..



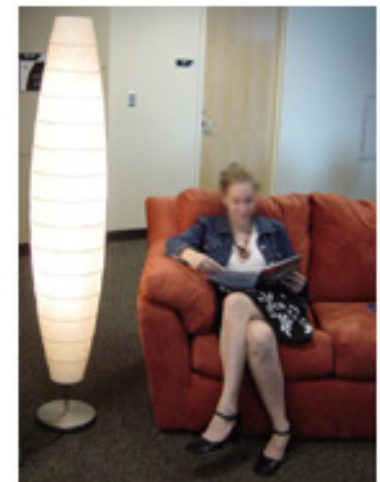
IT IS SO DARK JANE CAN
HARDLY READ HER BOOK



SHE GESTURES IN FRONT OF HER
SPECIAL PENDANT TO TURN ON
THE LIGHTS



THE LIGHTS TURN ON!

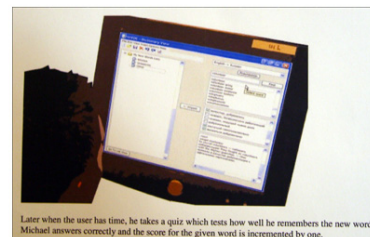
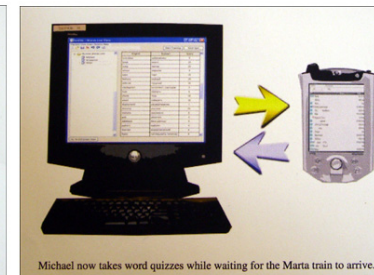
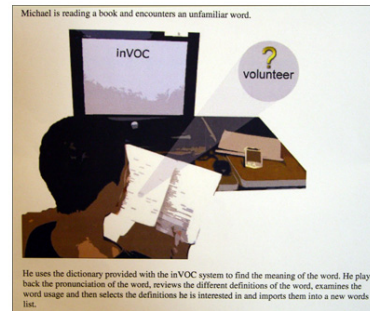


FINALLY, SHE CAN
READ HAPPILY.

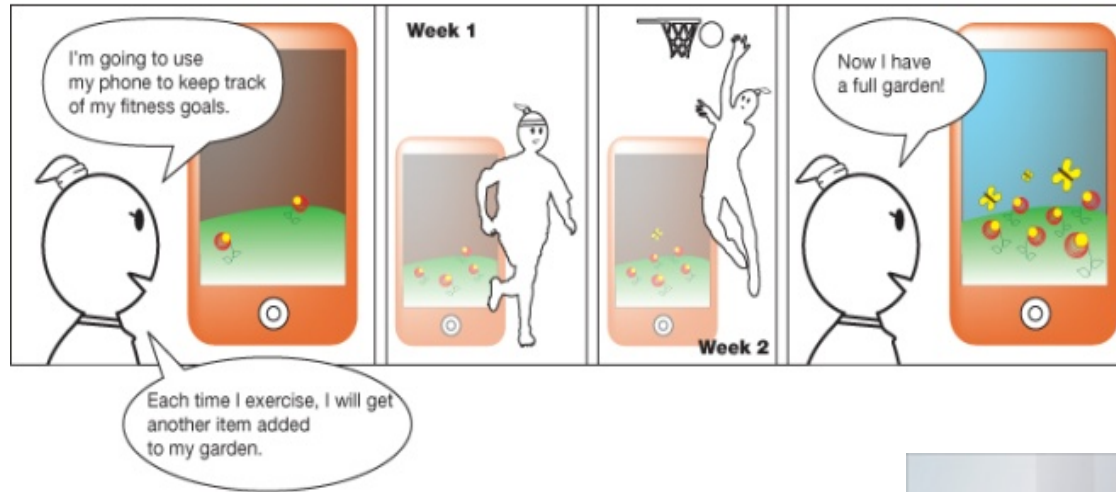


Blur out unnecessary detail

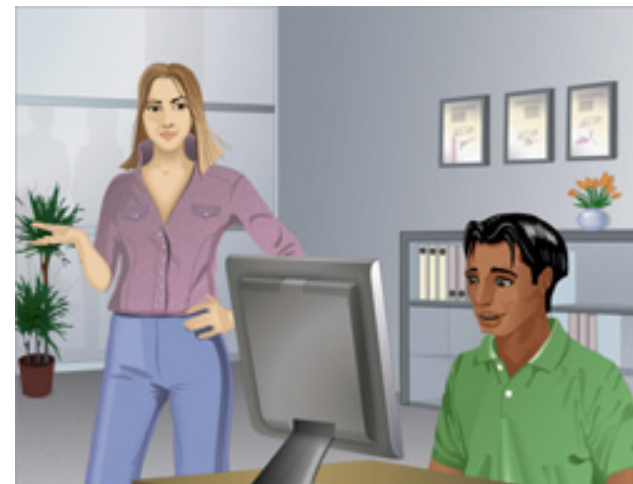
- Use Photoshop filter “cut out” or similar
- Demo



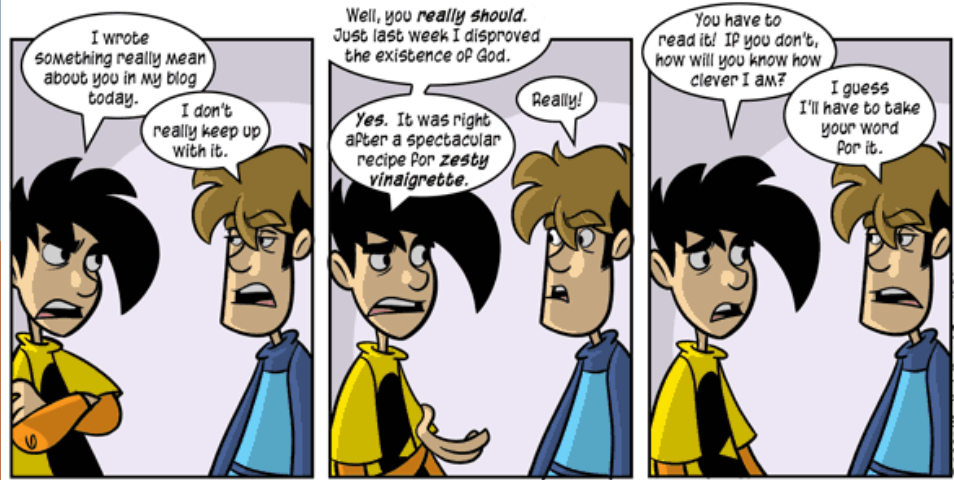
Grab images form other sources



<http://designcomics.org/>

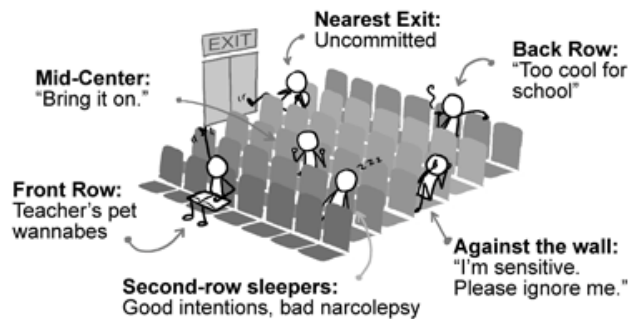


Get inspired by other comics

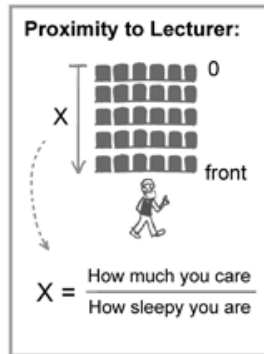


WHERE YOU SIT IN CLASS/SEMINAR

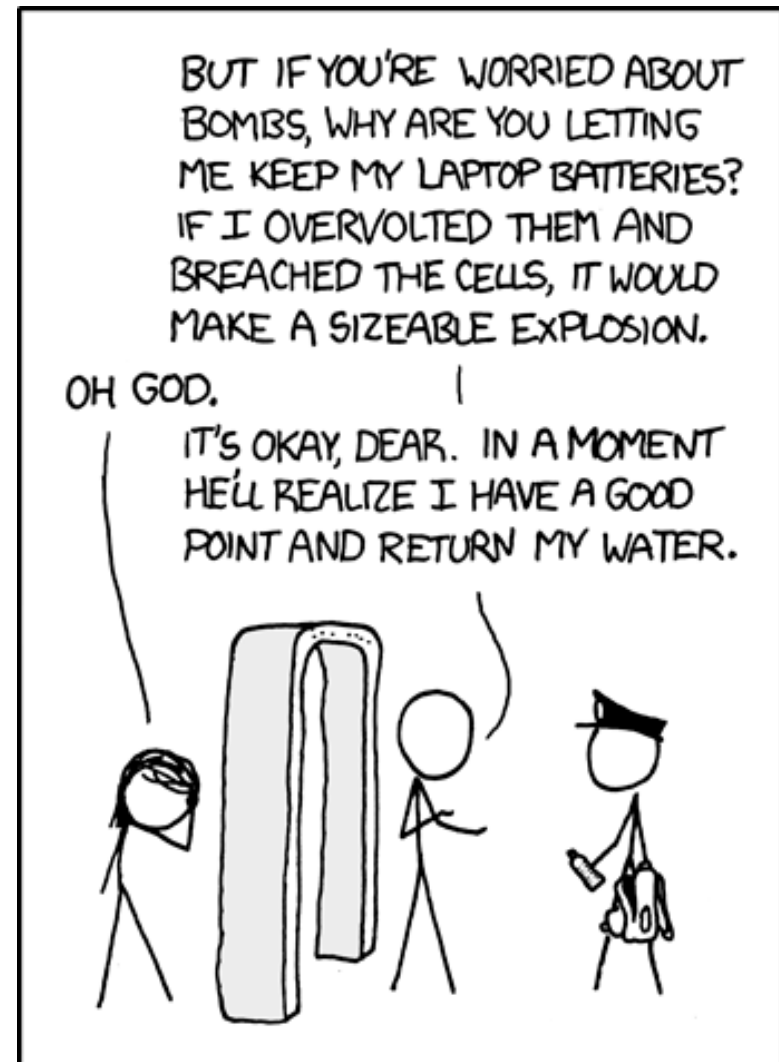
And what it says about you:



WWW.PHDCOMICS.COM



JORGE CHAM © 2008



<http://www.ok-cancel.com/>



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Summary

- Think about how long you have a captive audience
- Think about how much you want to tell
- Think about options for presenting sequences of drawing



Design Activity: Storyboarding

- In small groups, spend **15 minutes** doing a very rough sketch of a storyboard solution for the following design concept:
 - “A navigation system that helps long-distance cyclists find restaurants and amenities”
- First write a short scenario and then draw pictures depicting the scenes (stick figures are fine!)
- Think about:
 - Use of people and emotions
 - Indicating passage of time
 - Usage of text captions
 - Amount of detail
 - Number of frames (4-6)



Next Class

- Not Until Thursday Nov 8
 - Ideation & Sketching
 - Use Tuesday's class to work together!
- Upcoming Work
 - P1 due on Tuesday! (submit ONE copy per group to EEE dropbox by 5PM)
 - R5: Sketching
 - *S5:Specific: Your Project*: sketch three ideas for solutions to your team project's design question based on your own user research

