## Storyboard

**Paper prototype**

| Cause | Solution | Value |
|---|---|---|

**Storyboard**

Storyboarding is used to depict interaction with the envisioned solution in pictures in a chronological, informal and easy-to-understand manner. No artistic talent is necessary for this. The focus is on telling a plausible story in a specific context.

## Chain of experience

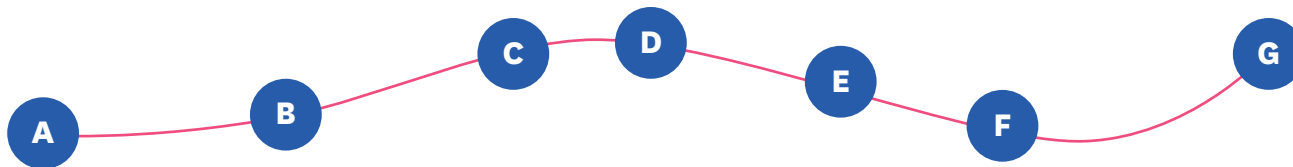| Before | During | After |
|---|---|---|
| **A** Description of touch point | **C** _____ | **F** _____ |
| **B** _____ | **D** _____ | **G** _____ |
| | **E** _____ | |
| " Quote by key actor " | " . . . " | " . . . " |

**Chain of experience**

Based on the storyboard, a process can be described using the chain of experience (user journey map) as an overview of individual touch points involving the solution.

**Paper prototype**

Storyboards and chains of experience can be ideally complemented with a paper prototype. Drafts of this type invite honest feedback due to their unfinished state. Test subjects often interact with them more intuitively and may even be willing to help redesign them.

→ Instructions on the next page

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A — B — C — D — E — F — G

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Fig. based on Nielsen Norman Group;
modified by Paulick-Thiel, Köbler & Arlt, 2020

## A. Storyboard

01  Select one or more **Persona Profiles** (p. 266). Sketch out the golden thread of the story. To do this, embed the starting point, solution, and value of the idea in a narrative context. Who comes into contact with what? When and where does this happen? What are the goals and needs of key actors?

02  Create storyboard template. To do this, put up nine blank A4 sheets next to each other. Each sheet represents a moment in the story you're developing.

03  Sketch out the experience step by step and describe it in bullet points. To do this, start with the cause or problem on the first sheet. On the last sheet, show the value or experience in the target state. Use the sheets in between to describe the path from 1 to 9, including "introduce solution", "clarify interaction of personas with solution", "show how the solution is provided", etc. Address emotions in and between scenes.

04  Round off the story. To do this, check the sequence of scenes and, if necessary, move, recombine or adapt them. Visualize each scene in a striking manner. Work with simple drawings, photos, or supplemental details (e.g. speech bubbles with quotes) to illustrate the experience.

05  Repeat Steps **01** to **04** to map out different aspects of the solution or the views of different personas.

## B. Chain of experience

01  Identify key scene in storyboard where the solution is introduced. Up to which scene does the interaction with the solution last? Break up the scenes to show three areas of interaction with the solution – before, during and after.

02  Start in the area in *before* this, then look at how often, why and how the persona comes into contact with the solution. Write this down on sticky notes and place them in a logical sequence. Briefly describe the touch points: What happens? Who or what enables this step? Who else is impacted or responsible? How does the persona feel about this step? Round it off with an appropriate quote. Repeat the procedure for the other two areas.

03  Record the persona's emotion for each touch point. Arrange positive points at the top and negative points at the bottom, then join them together to form a mood curve. This might give rise to further test hypotheses or indicate previously overlooked hurdles.

04  Repeat Steps **01** to **03** to map out the perspectives of additional personas.

## C. Paper prototype

01  Within the storyboard or chain of experience, select one or more interactions with the solution that seem particularly critical and require review.

02  Using pen and paper or even digital drawings, quickly explore different options for interacting with the solution. In order to sketch a software user interface, A3 sheets are suitable as a basis with the addition of colored sticky notes for user interaction areas such as buttons or input fields. A paper prototype can consist of several components or sheets for each interaction step.