

Storyboarding

[Home](#) [About](#) [How We Can](#)
[HCD](#) [What is HCD?](#) [HCD Phases](#) [Help](#) [What's In it For Me?](#) [Consulting & Support](#) [Education & Outreach](#) [Guidance & Best Practices](#) [HCD Learning Library](#) [Coaching](#) [Research & Design](#) [Community of Practice](#) [Training](#) [CMS Design System](#) [HCD Maturity Model](#) [Measuring Customer Satisfaction](#) [Paperwork Reduction Act](#) [Books, Articles & Podcasts](#) [Enterprise Personas](#) [HCD Methods](#) [Videos](#)
[Case Studies](#) [ESRD Ecosystem](#) [HCD Maturity Model](#) [HQR Service Design](#) [HQR Customer Satisfaction Program](#) [Resource System](#) [QPP](#)
[Customer Satisfaction](#) [SOG](#) [Robotic Processing Automation](#) [Services](#) [Blog](#) [Our Team](#)
[Request Support](#)

What is Storyboarding?

"A picture is worth a thousand words." Storyboarding is the process of illustrating the story of an idea or concept. It helps you study a user's experience with your service or product. By envisioning and telling the "story" of your customer's journey through illustration, you are able to visually predict their interactions.

Why use Storyboarding?

"Storytelling is the most powerful way to put ideas into the world." Stories are a very convincing way of conveying ideas, emotions and imparting empathy. Through visualization and empathy it explains a concept in a way that is relatable. In addition, stories are memorable. They captivate the attention of the audience and add a human quality to plain facts. (We all remember what happened to Goldilocks!) By imagining & seeing what your customer has or will experience you can empathize with them and identify pain points as well as opportunities for improvement. This collaborative method is a quick, inexpensive way of understanding existing and potential user journey scenarios.

How to Create a Storyboard

Before you begin to compose your story through illustrations you need to prepare. Determine the fundamental elements of the story:

- **Identify the main character:** Describe a specific persona and include their behaviors, appearance, thoughts and expectations.
- **Describe the scene:** Detail a real-world environment that the character finds themselves in. Include the place and the people around
- **Layout the plot:** Explain the back story, what happens next and how it ends.

Also consider the following elements of the story: **Authenticity:** Real people in real situations are key to engendering empathy. **Simplicity:** If it isn't necessary, cut it out. **Emotion:** Relay the emotions experienced by your character. Now you can begin to compose your story.

1. First, set the scene. Begin with plain text. Break the story into small individual instances that your character experiences and write them down.
2. Add emotions to each instance. You can draw simple emoticons next to each instance to demonstrate how the character is feeling.
3. Draw the scene. In each storyboard frame, illustrate every instance you described above in sequence.
4. Establish a clear outcome. Be sure to end with a clearly stated ending to the story, whether favorable or unfavorable.



[Source](#)

Microlearning

HCD PROCESS

- [Prototype Phase](#)

TEMPLATES

[Storyboard Template \(PDF\)](#)

MORE INFORMATION

- [Storyboards Help Visualize UX Ideas](#)
- [UX Storyboard Creation: A Complete Guide For Beginners](#)

RELATED METHODS

- [Service Prototype](#)
- [Product Prototype](#)

How to Create a UX Storyboard

This clip provided by [NN/g](#), describes how storyboards fit within the UX design process, and the steps needed to make a successful storyboard to visualize a workflow, customer journey, or user story.

Effective Storyboarding Best Practices

This clip explains advantages of drawing storyboards for mobile projects, and includes case studies to show how storyboards can be used to communicate your vision to stakeholders and potential customers. [Read more](#) (By Will Krause & Greg Nudelman | February 21, 2018)