STORYBOARDS





A visual representation of an idea or prototype, enabling testing with prospective users

Why

Storyboards help you to flesh out ideas, consider their benefits and impact — and test those ideas with the people involved.

They are a quick, cheap way to test your possible solution early. The structure of storyboards make it easy to ask questions and encourage feedback.

When

EBCD Approach (inner circle)Improve phase

Redesign Model (outer circle)
Implementation



How

1. Make three copies of the storyboard template

- Print it or draw it on A3 paper
- One will be for your script, one for images and one used for your questions.

2. Refer to

- your previous data particularly your persona
- your preferred ideas and possible solution.

3. Build your story

As a team, discuss the current situation, your idea and the future experience it creates. Use the template to shape your story and create your storyboard from the perspective of your persona. Your persona should be the "hero" of your story.

4. Write the script in bullet points on the Script template This is the story you will tell when testing an idea.

5. Draw or add pictures on the Story template

This is what you will show while telling the story.

6. Develop your questions and write them on the Questions template

Each box of the template is a like a chapter in a book. As a team, determine the questions you need to ask to test the assumptions you have made. Include questions that will encourage feedback from the person with whom you are testing your idea.

7. Assign roles and practice delivering the storyboard

Assign team members that will:

- tell the story script and ask the questions (narrator) OR
- observe and collect comments using the Feedback Grid template (scribe).

8. Prepare to test

Determine the right people to test your future story and concept and schedule time with them.

9. les

Talk through your story and ask prepared questions per "scene"

10. Collect feedback

While talking through your story, the scribe uses the Feedback Debrief Grid template to note what is good, what could be improved, any ideas and any questions.

11. Share feedback and iterate

After testing, share your findings with the team. Make changes to your idea if you need

Time

2-3 hours

Resources

- Your idea or possible solution
- Team assets for reference, e.g. empathy maps, personas and journey maps
- A3 storyboard templates and instructions
- Feedback Grid template

Tips

- Remember, the purpose is to learn and build your idea, not sell it
- Introduce the storyboard as a future that is deliberately rough and in draft. This will encourage your audience to contribute and build upon your story.
- Show and refer to the pictures, visuals or your prototype. Do not show the script.
- Include blank thought or speech bubbles where you want specific feedback, e.g. "What do you think John would be thinking about here?"

STORYBOARD – TEMPLATE: INSTRUCTIONS





A visual representation of an idea or prototype, enabling testing with prospective users

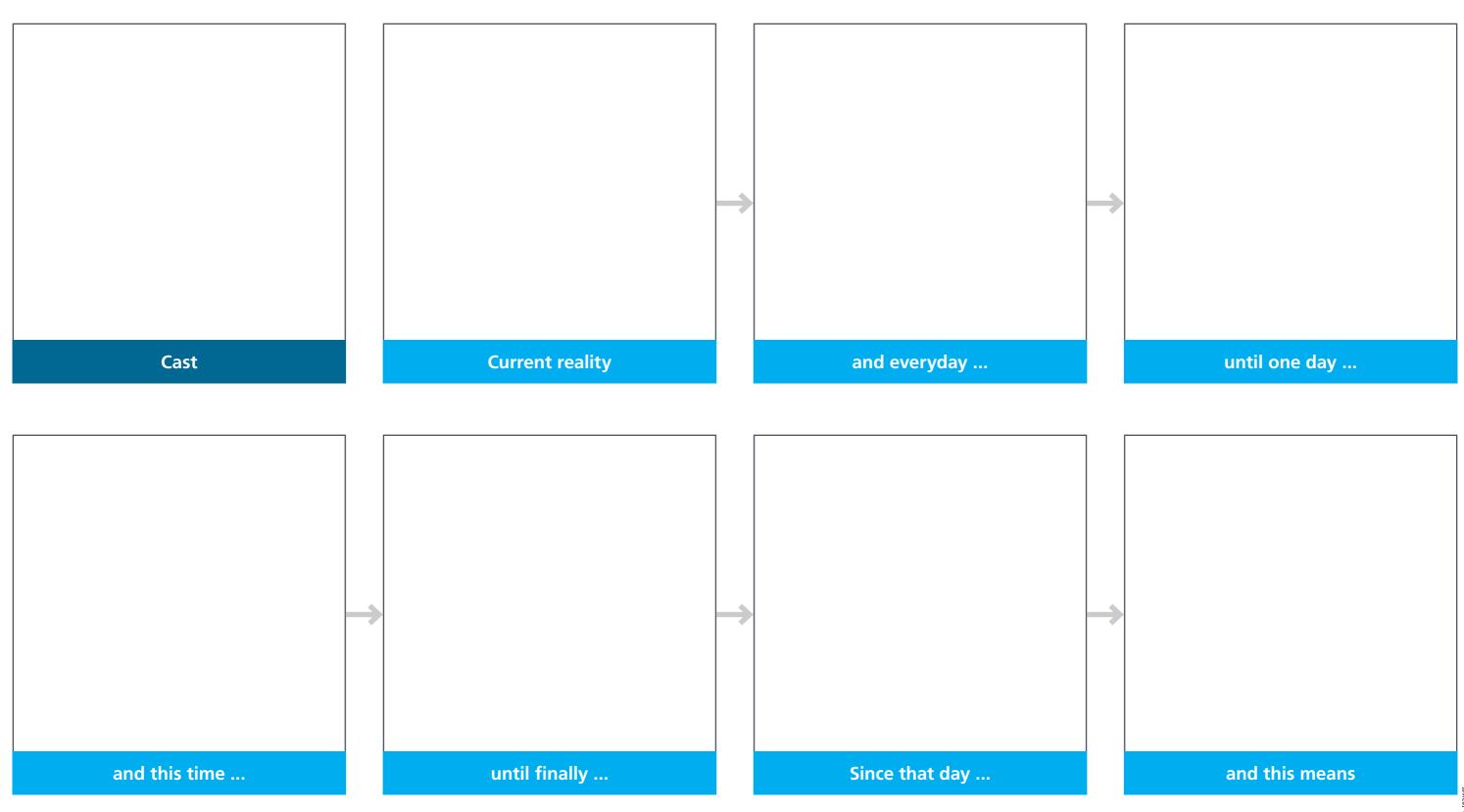
List the people involved in your narrative –your customer persona should be the key actor (hero). Introduce them with names, roles	Set the scene – what is the current reality of your hero – describe their situation		Describe the experience your hero has everyday in the context of your challenge		Describe the problem they need solved, what tensions are they experiencing?
List questions to check your assumptions made in this scene	List questions to check your assumptions made in this scene		List questions to check your assumptions made in this scene	→	List questions to check your assumptions made in this scene
Cast	Current reality		and everyday		until one day
		٦		1	
Describe the new world you are proposing – this may be more than one scene. Focus on the befits not features – if it is a product refer to it conceptual eg: a handheld device	What happened in this future – key outcome you have designed		Describe the new "normal"		Sum up the future for final comment and input from your audience
List questions to check your assumptions made in this scene	List questions to check your assumptions made in this scene		List questions to check your assumptions made in this scene		List questions to check your assumptions made in this scene

STORYBOARD – TEMPLATE





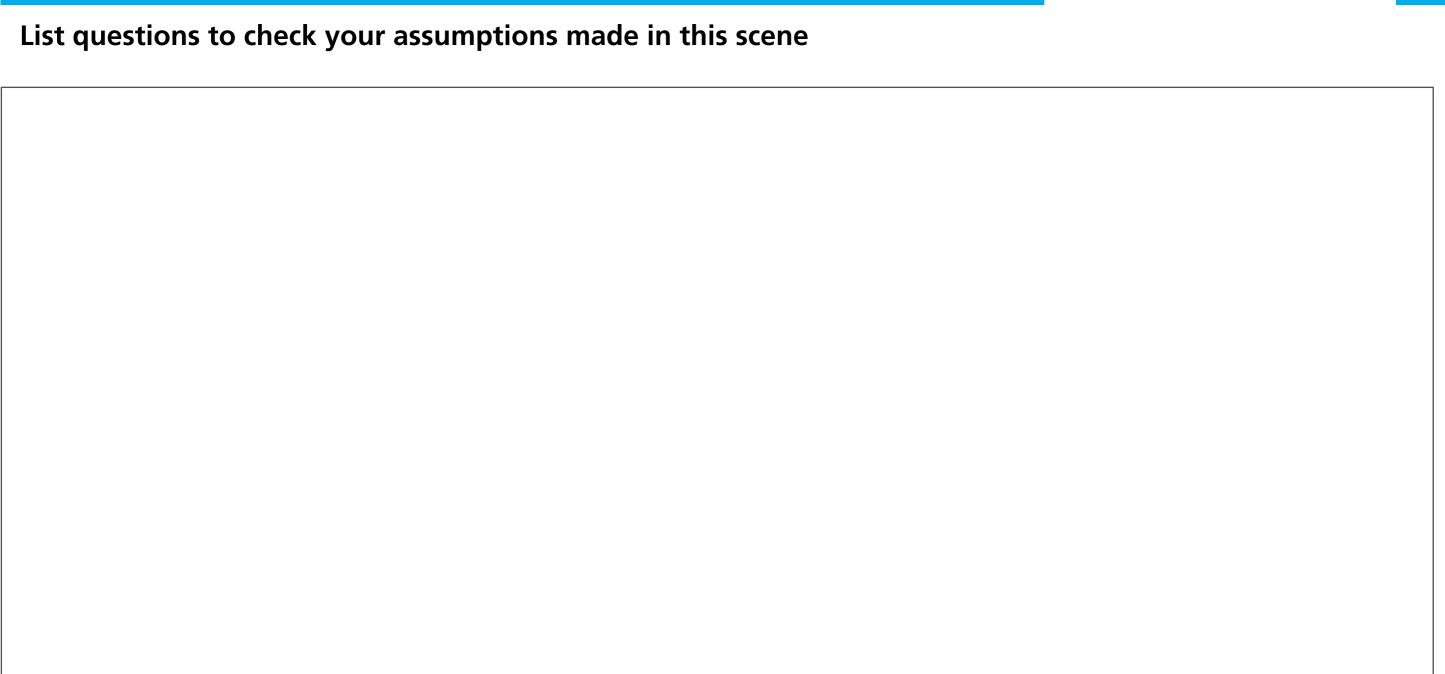




STORYBOARD – INSTRUCTIONS







STORYBOARD - EXAMPLE







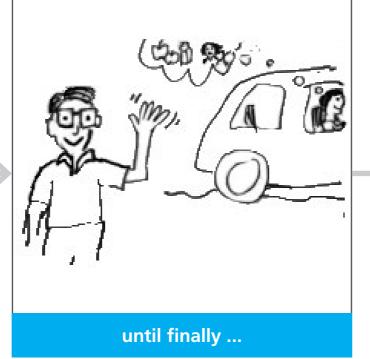


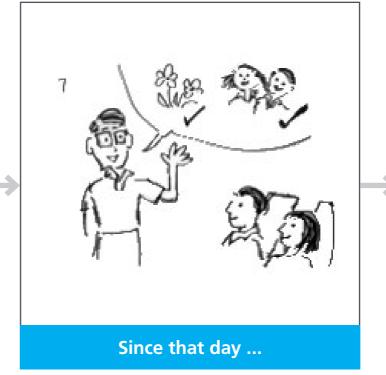














STORYBOARD - SCRIPT





His GP is not available and so he sees the

(See question Q1). Thank you for sharing those thoughts with us. We have had some ideas and would like to talk through them as a story of a possible future – perhaps in 3 years time.

My story includes:

Barry

who recently had a stroke and is attending rehab.

Jean

his wife

Barry's GP

Jess

the liaison person

A local hospital clinic & staff that offers services for rehab for people who have had a stroke. All services under one roof

Cast

A month ago, Barry had a stroke, was admitted to hospital for acute care.

After 3 weeks in hospital, Barry is back at home but requires rehabilitation to improve his speech, walking and general motor skills on his left side.

Current reality

Barry and Jean either spend time driving to appointments for rehabilitation with physio and OT. He also sees the GP at least once a week. They find this really hard emotionally and physically, but continue with the hope that they will beat this and things will get back to normal. It does mean that the time they used to spend with the grandkids is not possible and Barry can no longer garden and help Jean look after the house. He feels ashamed and hates the kids pandering to him hates relying on everyone around him.

and everyday ...

another GP who introduces the "community services liaison" person, Jess, to him. This is a new position in the GPs practice and is a direct link to public hospital & community services. After listening to Barry and Jean about the busy rehab schedule Jess suggests that she can help. She informs them of the services available at the local clinic - where they can go to one place for everything Barry needs, the appointments can be synchronised, either in person or using an online calendar and there is also a pick up and drop off service. She gives them a brochure with all this listed and contact details. Jean and Barry are amazed that they have been past this building many times and never realised that it provided all this information.

until one day ...

The following week, Barry and Jean meet Jess at the clinic - she organises all the rehab appointments for Barry over the next month, includes community bus pickups for Barry. It all seems so easy! Jean also suggests that Barry could attend the following week on his own and she can start looking after the grandkids a few days a week again or get the chores done

and this time ...

Barry's rehab progressed well. not only was he receiving the medical and associate services like physio and speech, he also arranged his own appointments, took advantage of the shuttle bus.

until finally ...

As he got better and recovered more, in between the formal appointments Barry joined the craft group and made small presents for his grandkids and Jean. As he progressed even further he helped in the live skills group meetings - helping other people in rehab with their simple accounts tapping into his professional expertise!

Since that day ...

Barry has regained his mobility as well as feeling independent and in control. He feels he has regained his position in the family.

He can now plan a holiday with Jean. He feels not only connected with his children again, but also enjoying helping others at the clinic.

and this means

STORYBOARD – QUESTIONS





Q1

Before I introduce my story of a possible future:

What were the biggest challenges for you as you recovered form your stroke?

Do you have any ideas that could have made it a better experience for you?

- Then introduce cast

Cast

Should someone like Jess meet Barry at the clinic initially?

Is independence important to you (like Barry)? Thinking about this situation, what would independence mean to you (and other times)?

Is it a good thing for (your spouse, partner, carer) to be able to head off rather than stay. Why, why not

and this time ...

Is this a similar situation to you?

Or Do you know someone who has been through a similar situation?

What would you say are Barry's or Jean's key needs at this point?

Current reality

What does "rehab progressing well" look like for you? Are there specific things that must be completed?

Or what does progress look like to you?

until finally ...

Does this sound familiar? How did your situation differ?

Can you relate to how Barry is feeling? Why, Why not?

and everyday ...

What services other than therapy would be good to have in a clinic like this? Why, why not?

Barry taps into his professional experience and runs sessions for patients, carers and staff. Is this is a good thing? If you were in that situation would you, or what would you like to do?

Since that day ...

How did you hear about the clinic? (if they did)

Would someone like Jess be a useful way to know about services available? Why, why not?

How else could stroke patients know if service or clinic exists?

What type of services would you want Jess to tell you about?

until one day ...

What types of things are you working towards? What is important to you?

Do you have any other ideas, suggestions or comments that could help us develop this further?

and this means

FEEDBACK – GRID TEMPLATE











