

# 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. Test**

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

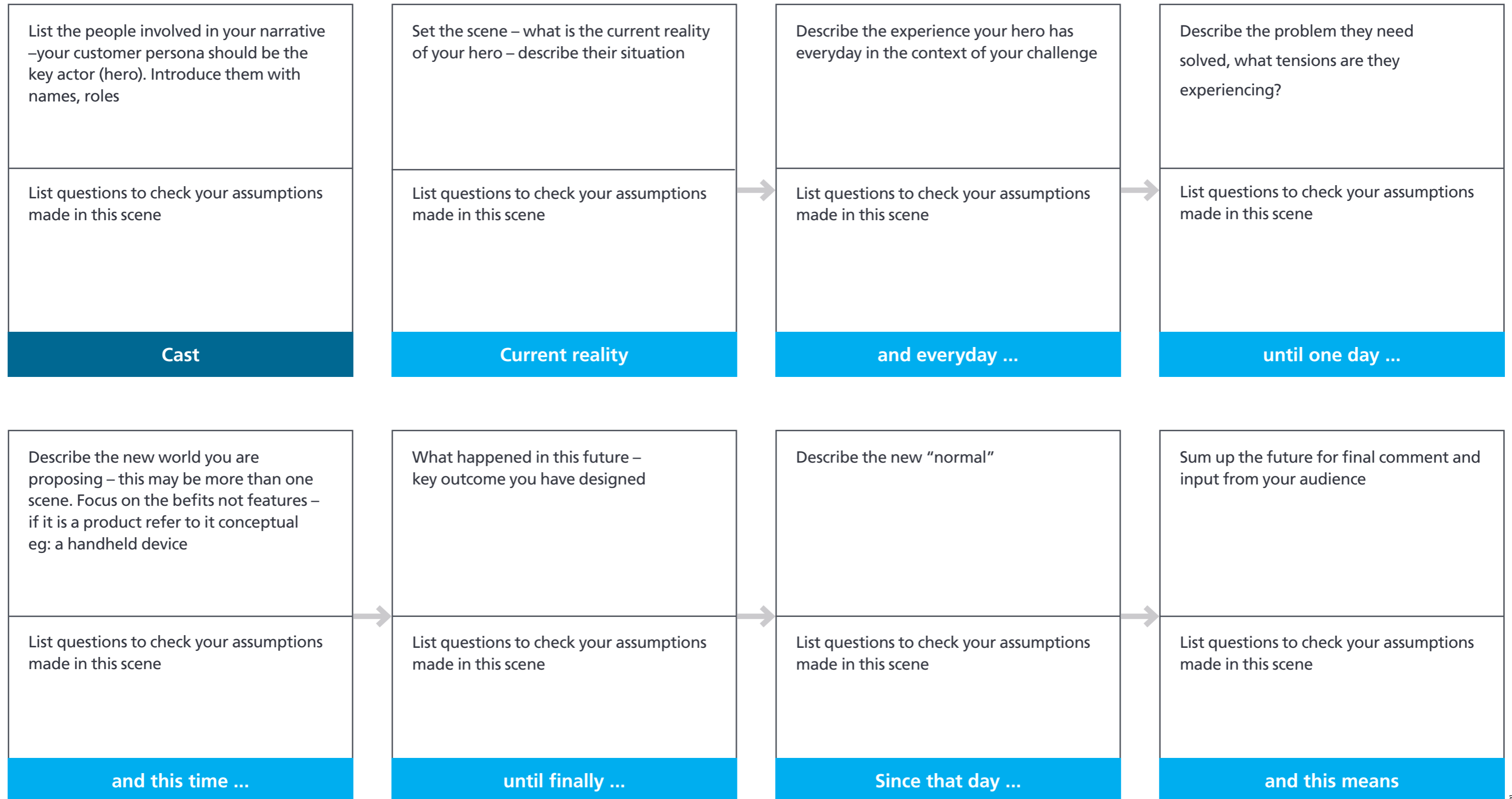
## Tips

- 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



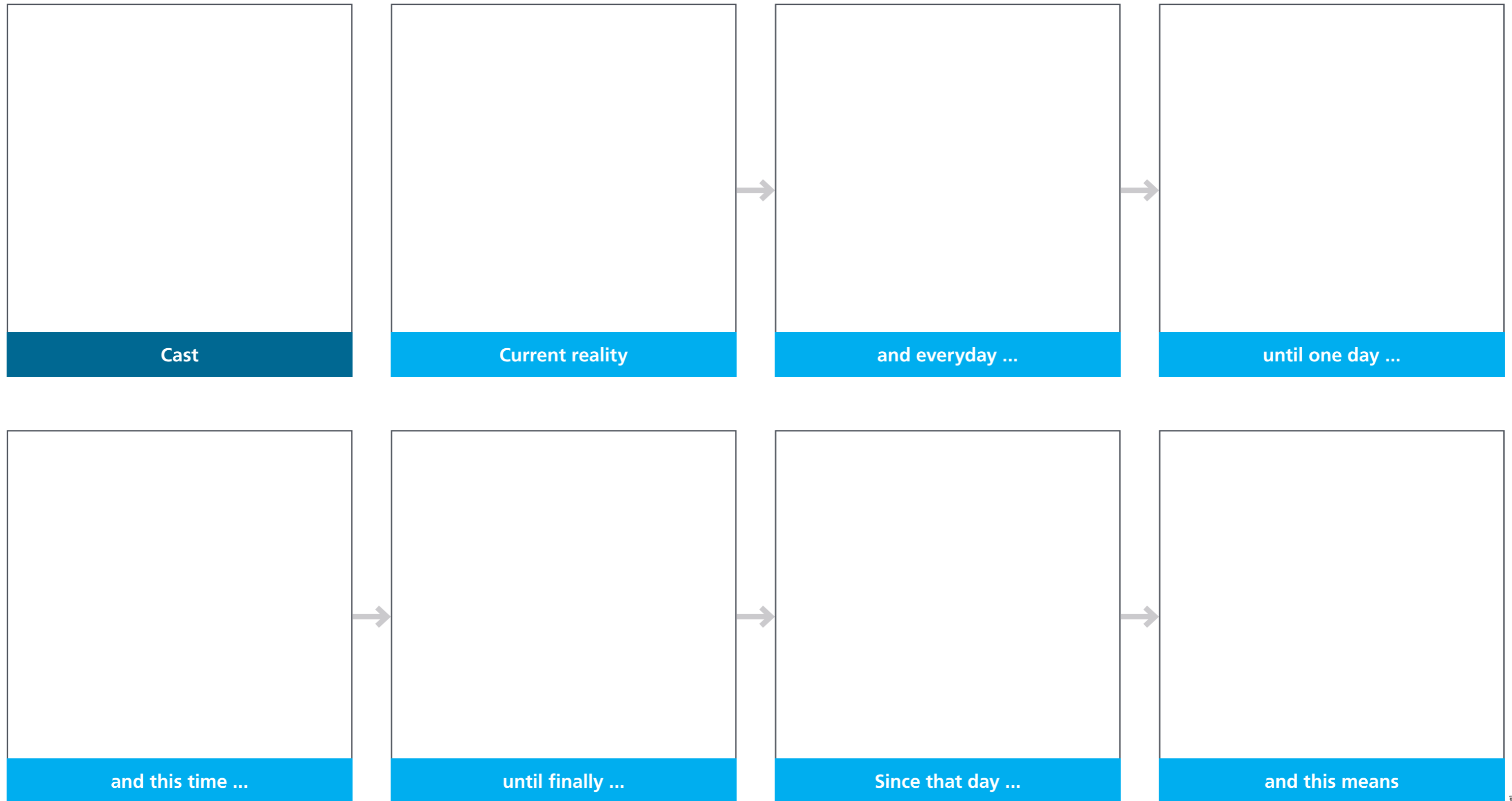
A visual representation of an idea or prototype, enabling testing with prospective users



# STORYBOARD – TEMPLATE



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



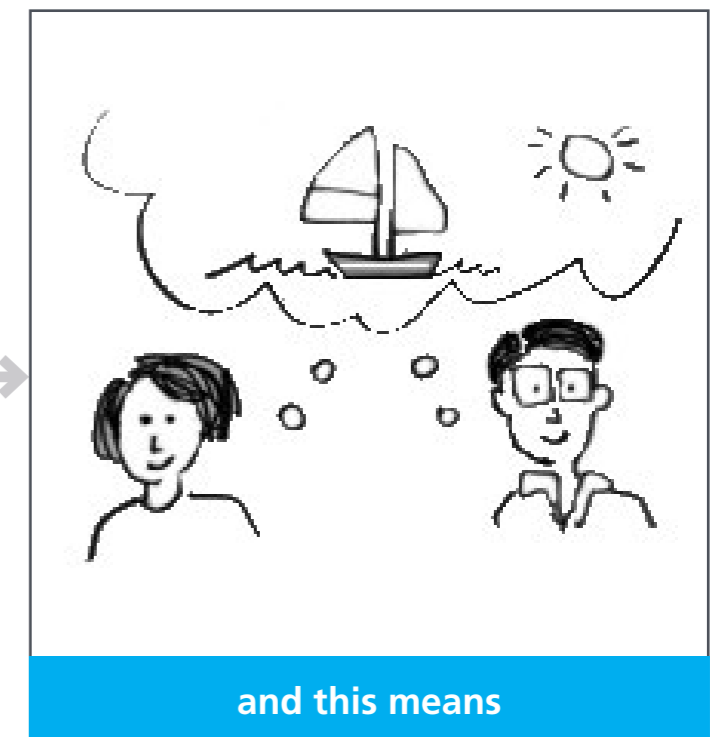
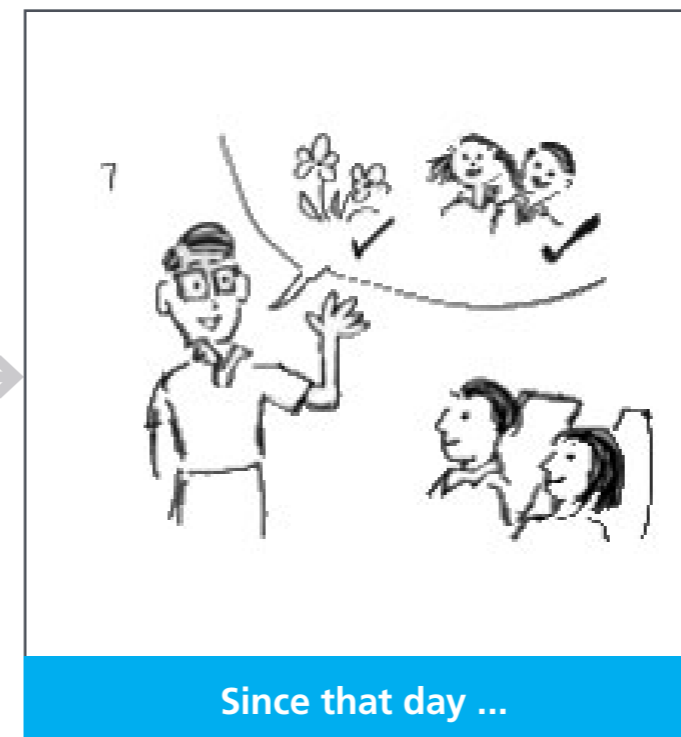
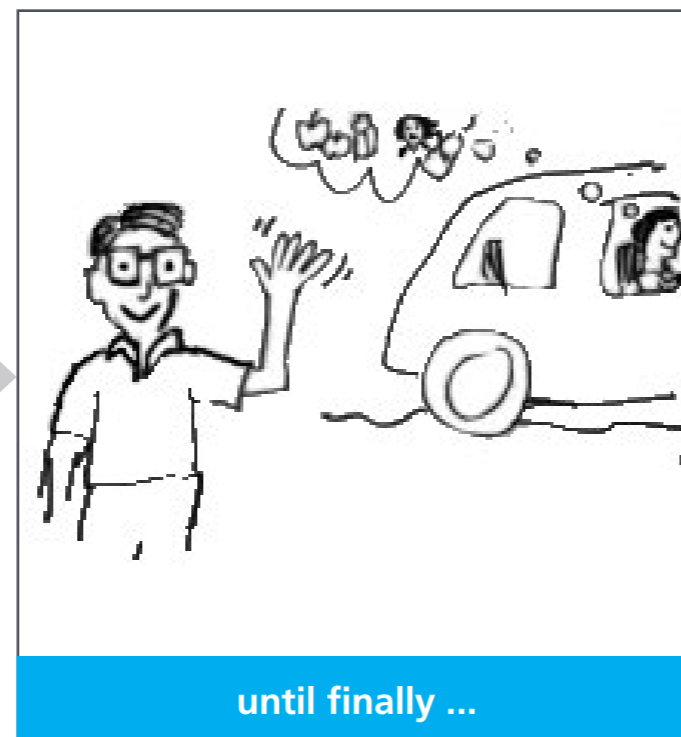
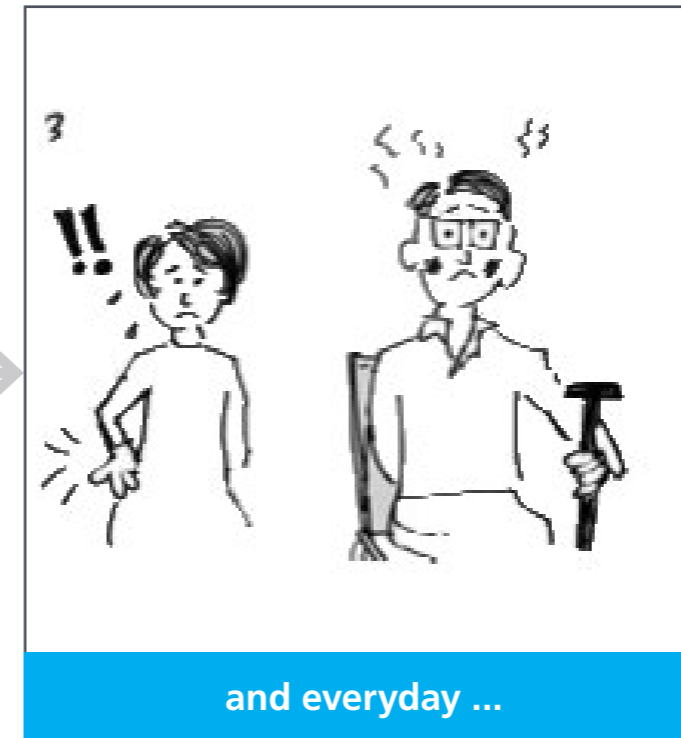
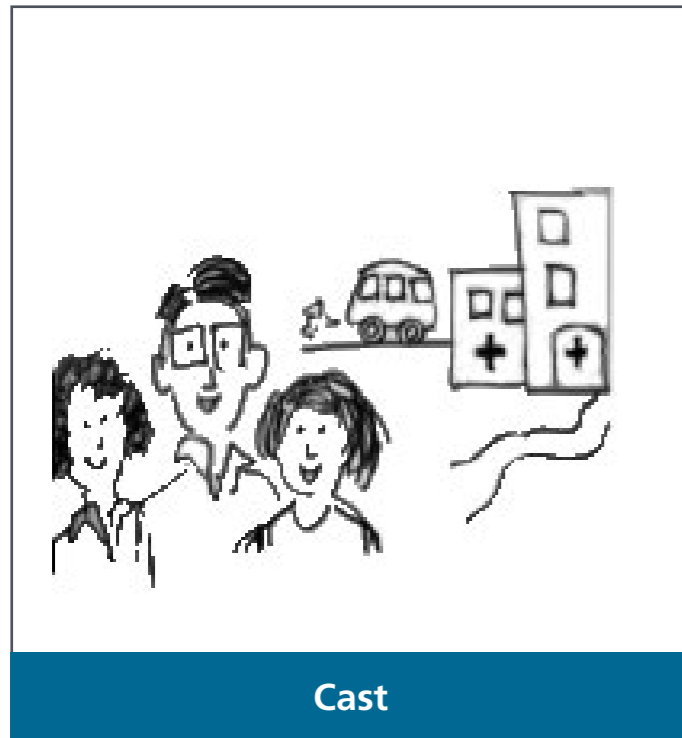
# STORYBOARD – INSTRUCTIONS



List questions to check your assumptions made in this scene

# STORYBOARD – EXAMPLE

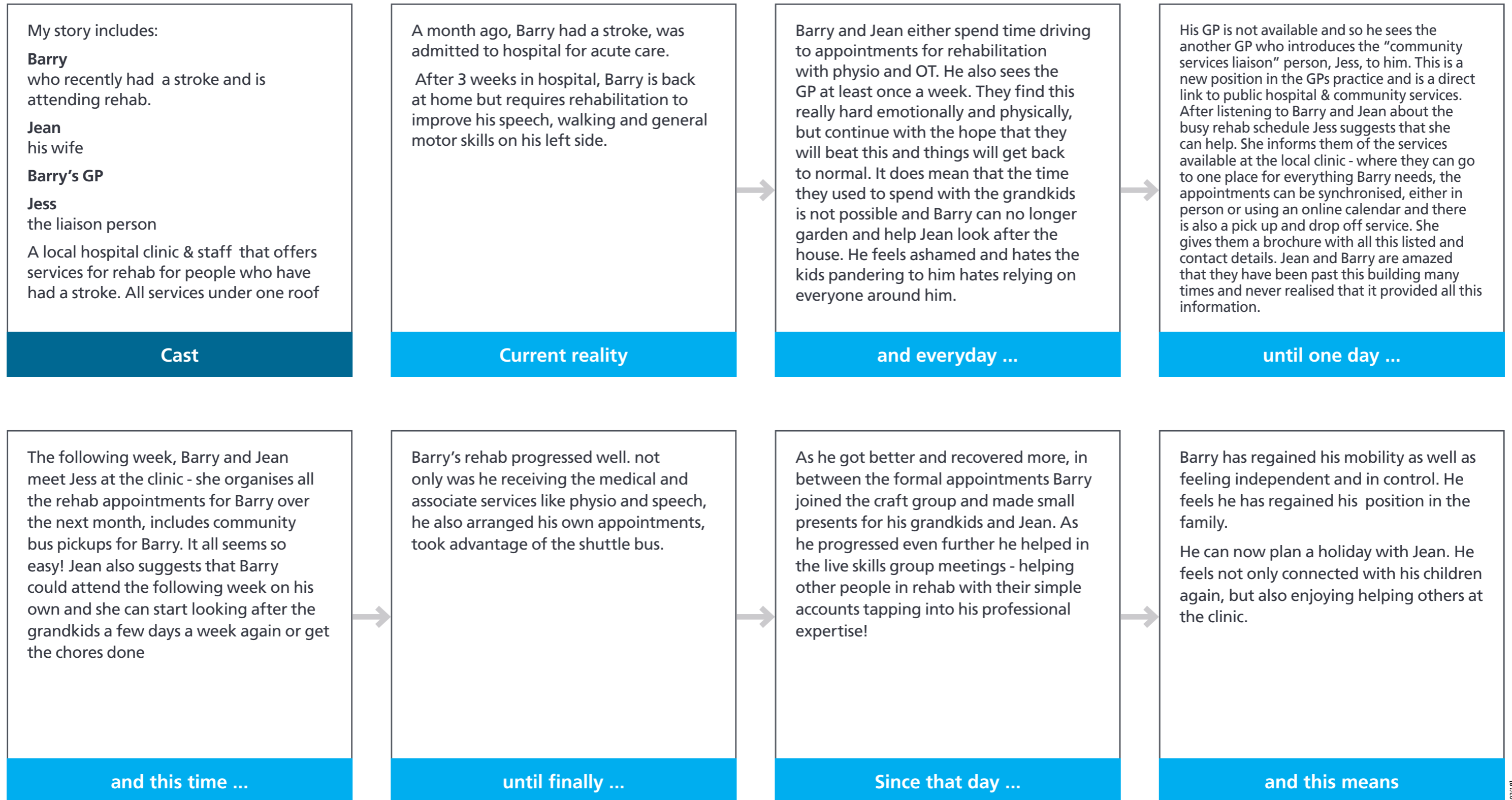
Our example is testing the possible solution of promoting a clinic via GP and also some extra services



# STORYBOARD – SCRIPT



**(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.**



# STORYBOARD – QUESTIONS



# FEEDBACK – GRID TEMPLATE



**OK**

**FAILED**

**IDEAS**

**Q&A**