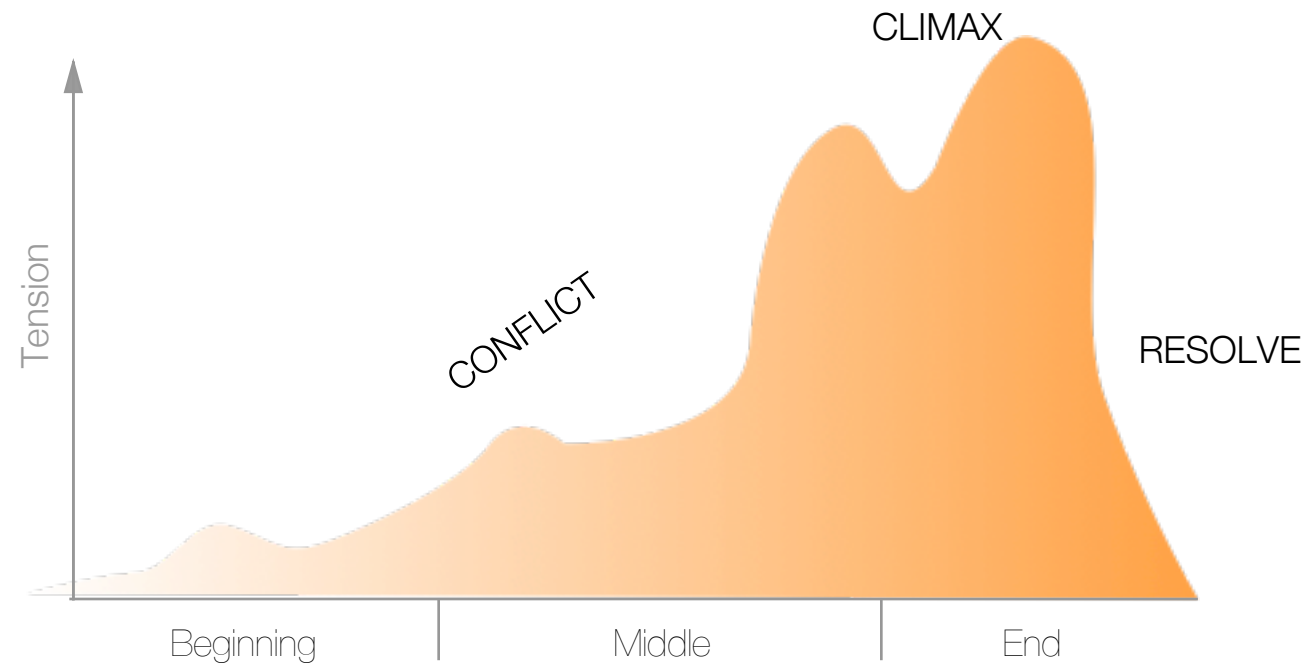
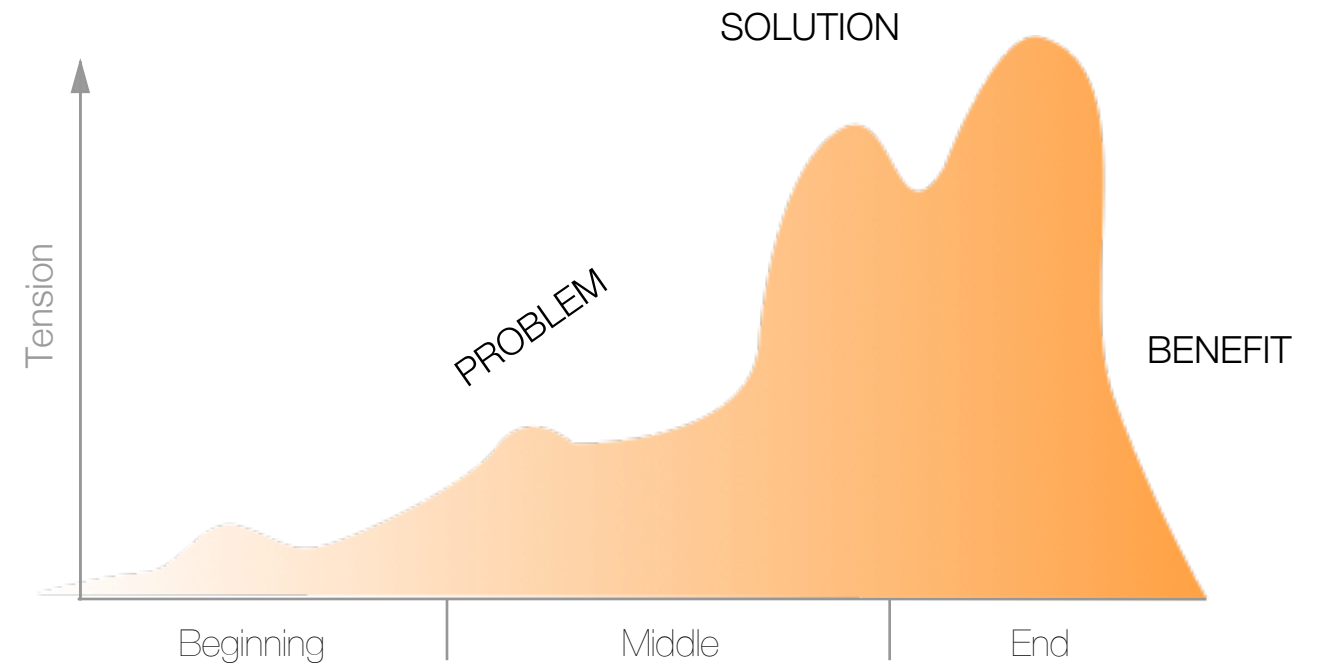


About Storyboarding

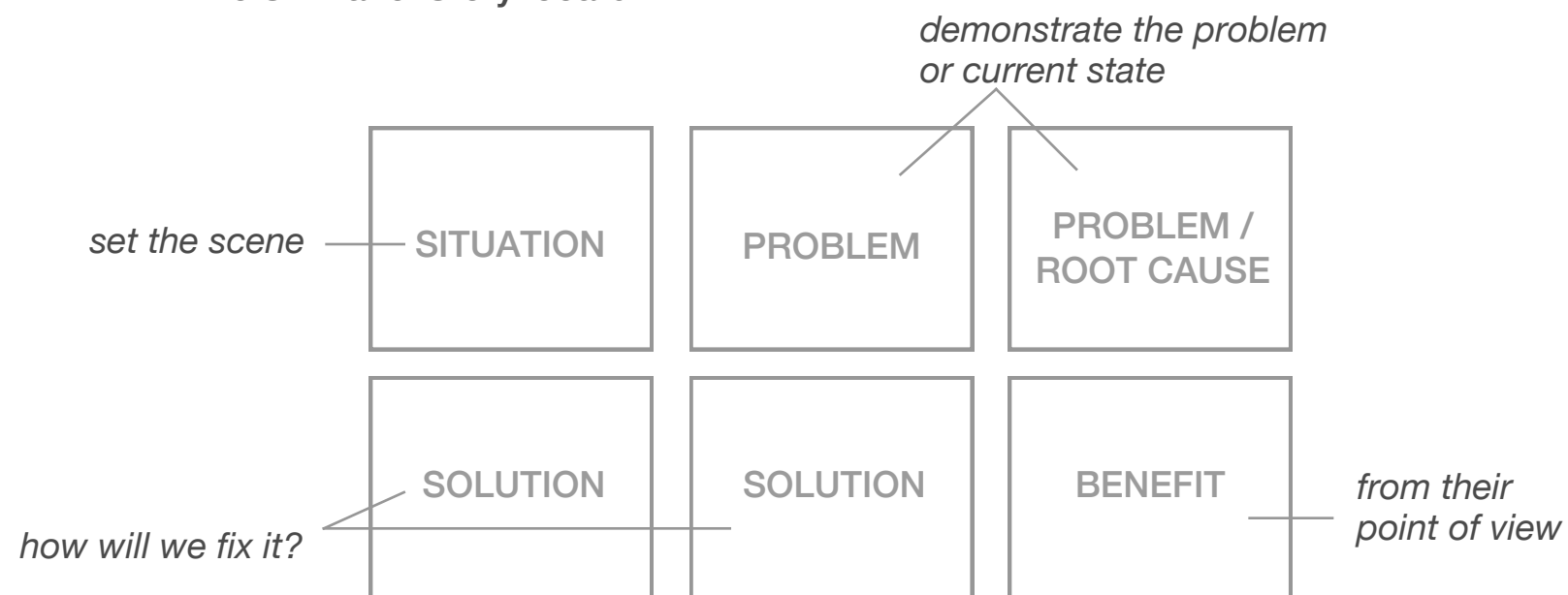
Typical Story Arc



Product Storyboard



The Six Panel Storyboard



Storyboarding Tips

- Write out your script on post-its, one per square
- Start with the benefit
- Get emotional - how are they feeling?
- Read aloud, does the story make sense?
- Stick figures are fine - Just get the idea across
- Alternatives to drawing - clip art, act out and photograph

Storyboard

Idea/Concept

[Empty dashed box for Idea/Concept]

[Empty box for Situation]

[Empty box for Problem]

[Empty box for Problem / Root Cause]

SITUATION

PROBLEM

PROBLEM / ROOT CAUSE

[Empty box for Solution]

[Empty box for Solution]

[Empty box for Benefit]

SOLUTION

SOLUTION

BENEFIT

Storyboard

Idea/Concept

call a ride



Mike lives on the outer part of an urban area

SITUATION



On weekends and evenings it's takes hours to get a cab

PROBLEM



Because they pick people up on route and the dispatcher has no idea

PROBLEM / ROOT CAUSE



Now Mike uses a new ride app that connects him with a driver

SOLUTION



He can now track the driver's progress, and can pay with it as well

SOLUTION



Now planning a night out is almost effortless

BENEFIT