About Storyboarding

Typical Story Arc

- **Beginning**
- **Middle**
- **End**

- **CONFLICT**
- **CLIMAX**
- **RESOLVE**

Product Storyboard

- **Beginning**
- **Middle**
- **End**

- **PROBLEM**
- **SOLUTION**
- **BENEFIT**

The Six Panel Storyboard

- **SITUATION**
- **PROBLEM**
- **PROBLEM / ROOT CAUSE**

- **SOLUTION**
- **SOLUTION**
- **BENEFIT**

**set the scene**

**demonstrate the problem or current state**

**how will we fix it?**

**from their point of view**

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
Mike lives on the outer part of an urban area.

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

On weekends and evenings it takes hours to get a cab.

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

Now planning a night out is almost effortless.

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