

# Telling Stories: Personas, Scenarios, & Storyboards

Informatics 132  
4/29/2012

# Personas

AMANDA



GLORIA



CHARLES



Age	7	34	66
Occupation	Second grade student	Part-time office administrator	Retired accountant
Home Life	Lives with her mother, father, and younger sister in the suburbs of a large city.	Lives with her husband and two children in a mid-sized city.	Lives with his wife in the suburbs; has four children and six grandchildren.
Education	In elementary school	Has a bachelor degree	Has an MBA
<b>LIFESTYLE</b>			
Activities	Plays soccer, reads, and takes ballet lessons; saves her birthday money and allowance to spend at the mall.	Enjoys crossword puzzles and reading mystery novels. Spends a lot of time driving her children to activities.	Likes to work in the garden and drink wine. Enjoys traveling with his wife and investing in the stock market.
Ultimate Goal	Goal is to turn 10 so that her parents will let her baby-sit her cousins.	Goal is to make sure her family is taken care of and to find a little time for herself each day.	Goal is to make sure he and his wife have enough money to enjoy retirement and leave his children an inheritance.

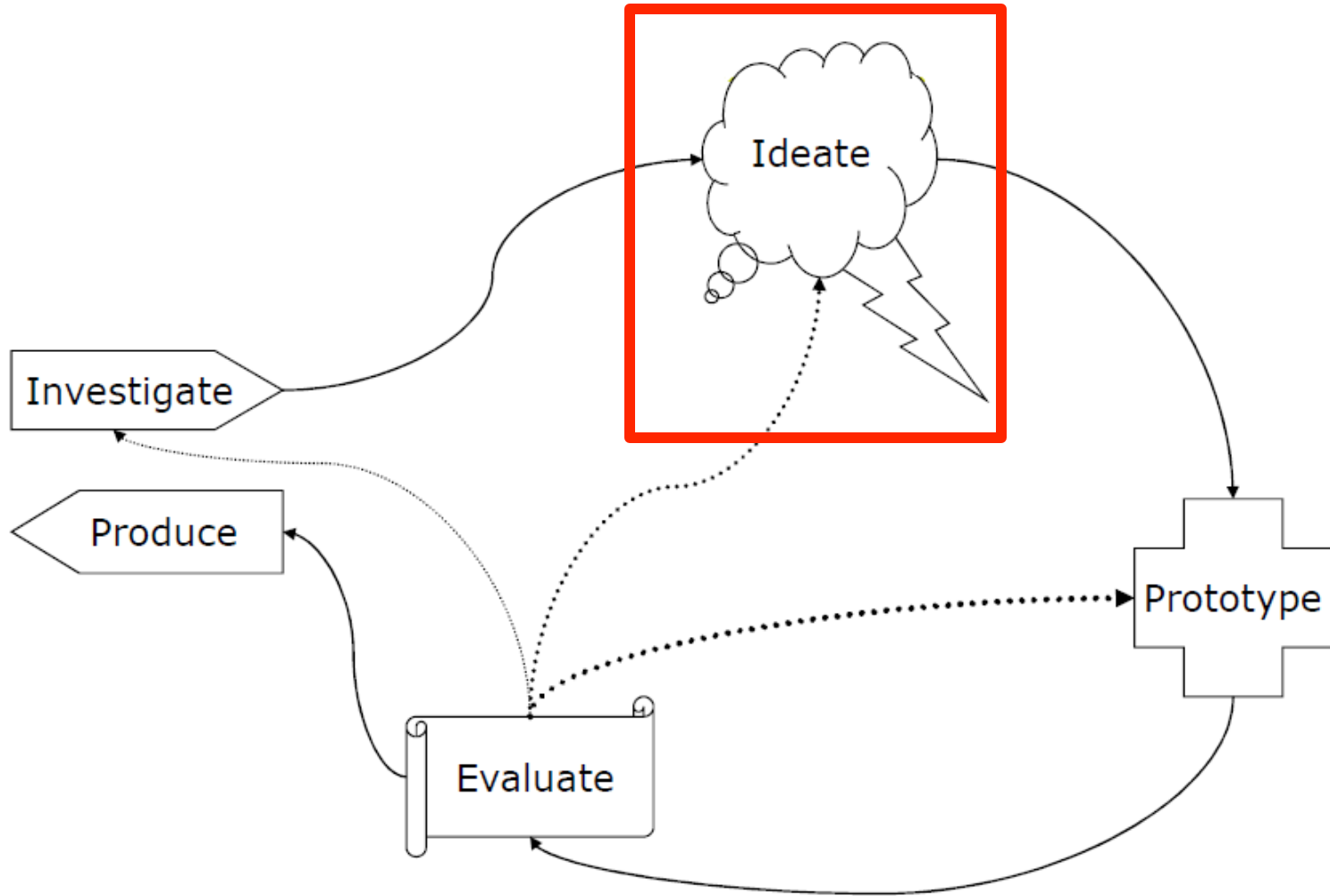
## TODAY

- Personas, Scenarios, & Storyboards

## UPCOMING

- Monday Discussion & Wednesday:  
In class work time
- Friday:  
User Research Presentations  
P1: *User Research*  
S3: *Civic Engagement*

# Ideate!





# Stories are at the Center of UX

→ How would you explain your favorite social media tool to someone living in 1995?

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→ Yelp?

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→ Twitter?

<http://www.commoncraft.com/video/twitter>

# Storytelling Methods

→ You kind of have some ideas about what you might be able to build, right?

# Storytelling Methods

- You kind of have some ideas about what you might be able to build, right?
- These tools help you stay:
  - User centered
  - Rapidly iterate on the kinds of interactions you might want to design.
- More focus here on “holistic” than “artifact.”



# Design Thesaurus

- Personas: User types, Market segment
- Scenarios & Storyboards: Use case, Happy path, Interaction diagram, Collaboration diagram,

# Three Ways of Telling Stories

- Scenarios
  - Written accounts and narratives of the experience
  - Analogy: Books
- Storyboards
  - Visual storytelling with rough sketches/cartoons
  - Analogy: Comics, Picture books
- Video Scenarios/Storyboards
  - Richer visual storytelling
  - Analogy: Movies/TV

# Storytelling

- Can be used to both:
  - Tell the users' current situation
  - Describe a users' hypothetical experience using a new technology design
- Can be written, visual, or video-based
- Alternate ways of conveying a story

# Written Scenarios

- Allow the user to imagine themselves in a given situation
  - Similar to books, imagination plays some role
- This is good and bad
  - Good for engagement
  - Bad for specifics
- Use personas as characters to help with empathy
  - They should be fully developed



# Example Scenario

Before the clinic visit, Sue, a CEO, describes how she feels: “you walk into an appointment already scared, already having half convinced yourself that the worst is about to happen...you can't listen as fully... the stress of being in these meetings, even for someone like me that functions well in high stress environments, whoosh.” During the visit, Sue sits on the exam table balancing her question list and pencil on her lap, while she attempts to maintain eye contact with Dr. Jones, to record notes, to communicate with hand motions, to track her list of questions, and to collect handouts that are given to her.



## Example Scenario (cont.)



At one point, Dr. Jones becomes frustrated when he discovers that Sue has neglected to bring in a list of her current medications with their dosages. Next, Dr. Jones commences to describe Sue's treatment options at 204 words per minute (normal conversation rate is 125-175 words per minute). Sue exits the appointment realizing that she forgot to ask an important question about how to manage the surgical drains embedded in her body.



## Example Scenario (cont.)

In later discussions with the friend who she brought to the clinic with her, they discover that each came away with a different interpretation of the treatment options that Dr. Jones presented. Whose interpretation is correct?

Additionally, as Sue looks through the collection of notes from a previous visit, she discovers the name of a genetics book, but she can't remember why she recorded that information. Did the doctor recommend it? Was there a particular chapter to look at? How did this book relate to her specific health condition?

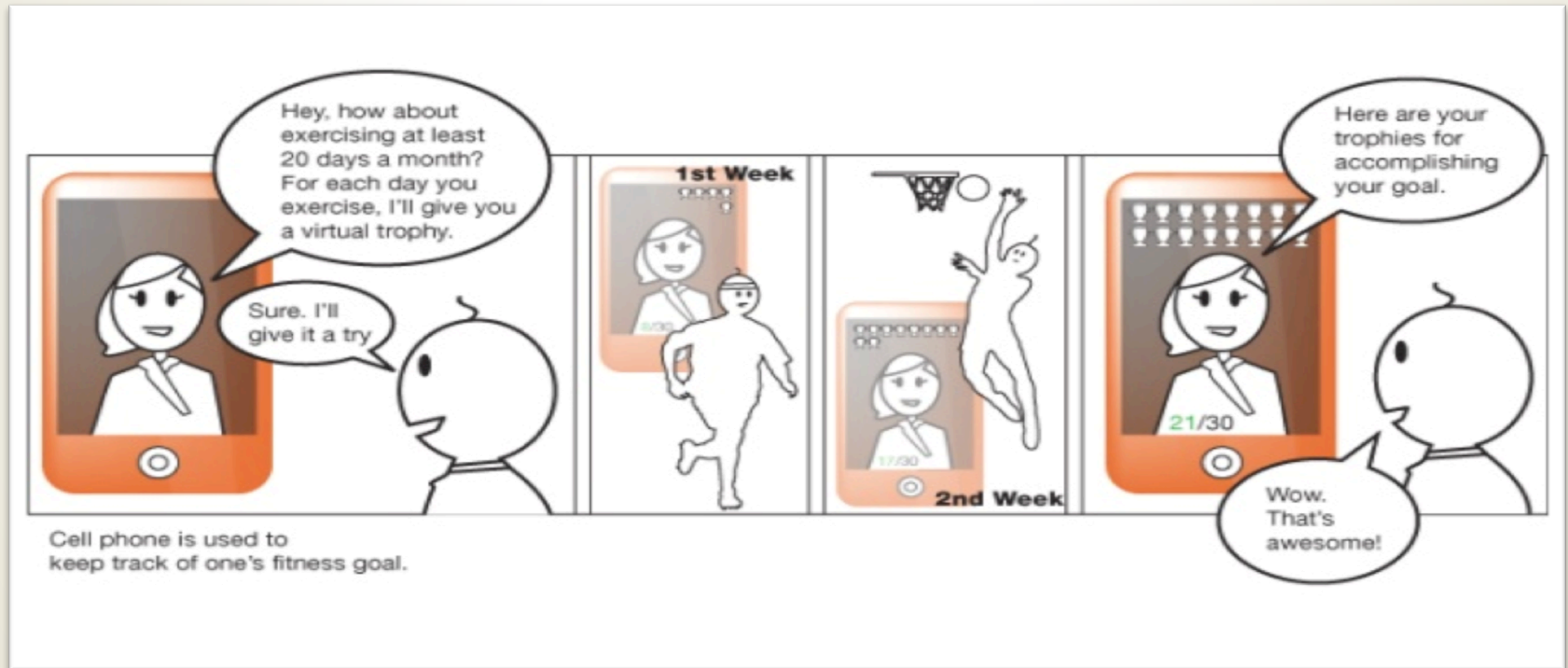
# Video Scenarios

- Similar to written ones, but acted out and filmed
- Advantages
  - Can be more engaging
  - Specifics/prototypes are shown more easily
- Disadvantages
  - Requires actors
  - Much more difficult to create
  - May be harder for people to relate to

# More on video scenarios

- Detailed instructions from FrogDesign:
  - <http://www.slideshare.net/changeorder/video-storyboarding-v7takehome>
- Some examples
  - <http://vimeo.com/3423797> *Made by students in James Landay's HCI class at University of Washington*
  - <http://windows.microsoft.com/en-US/windows-8/meet>
  - <http://www.asktog.com/starfire/starfire.mp4>

# Storyboarding





# Uses / background

- Very similar in nature to:
  - Comic art / cartoons
- Used in:
  - Movie / multimedia design
  - Product / software development

IVAN, I NEED SOME IDEAS ON HOW TO EXPLAIN THIS PRODUCT CONCEPT TO AMAR.

THAT'S EASY. WE'VE GOT THESE JACK AND JILL PERSONAS HERE ...



OK/Cancel

HE KEEPS TELLING ME THAT I DON'T KNOW JACK AS WELL AS HE DOES.

USE CASES?

NEVER READS 'EM

WHY DON'T YOU TRY DRAWING A SCENARIO AS A COMIC?



comic relief : copyright 2006 tom chi and kevin cheng -

C'MON BE SERIOUS. WHAT SCHMUCK WOULD USE COMICS FOR THAT?

YOU'RE RIGHT, MATE. I DON'T KNOW WHAT I WAS THINKING ...



www.ok-cancel.com 02.03.06

# How is it done?

- Determine the story
  - A very iterative process through a lot of initial drafts
  - Includes a lot of brainstorming
  - Start with a scenario and break into logical segments
- Sketch on pen + paper
- Generate more polished art for presentation

# Storyboarding

- Challenges
  - Determining what to draw is hard
  - Drawing is difficult!
  - How is it presented? (time, length, attention)
- Usefulness
  - If done right, can help gain quick invaluable user feedback on early ideas
  - Quicker / easier than building the whole application or a prototype



# Examples

If you're the user, how would you feel about this service? How do you think it would work?





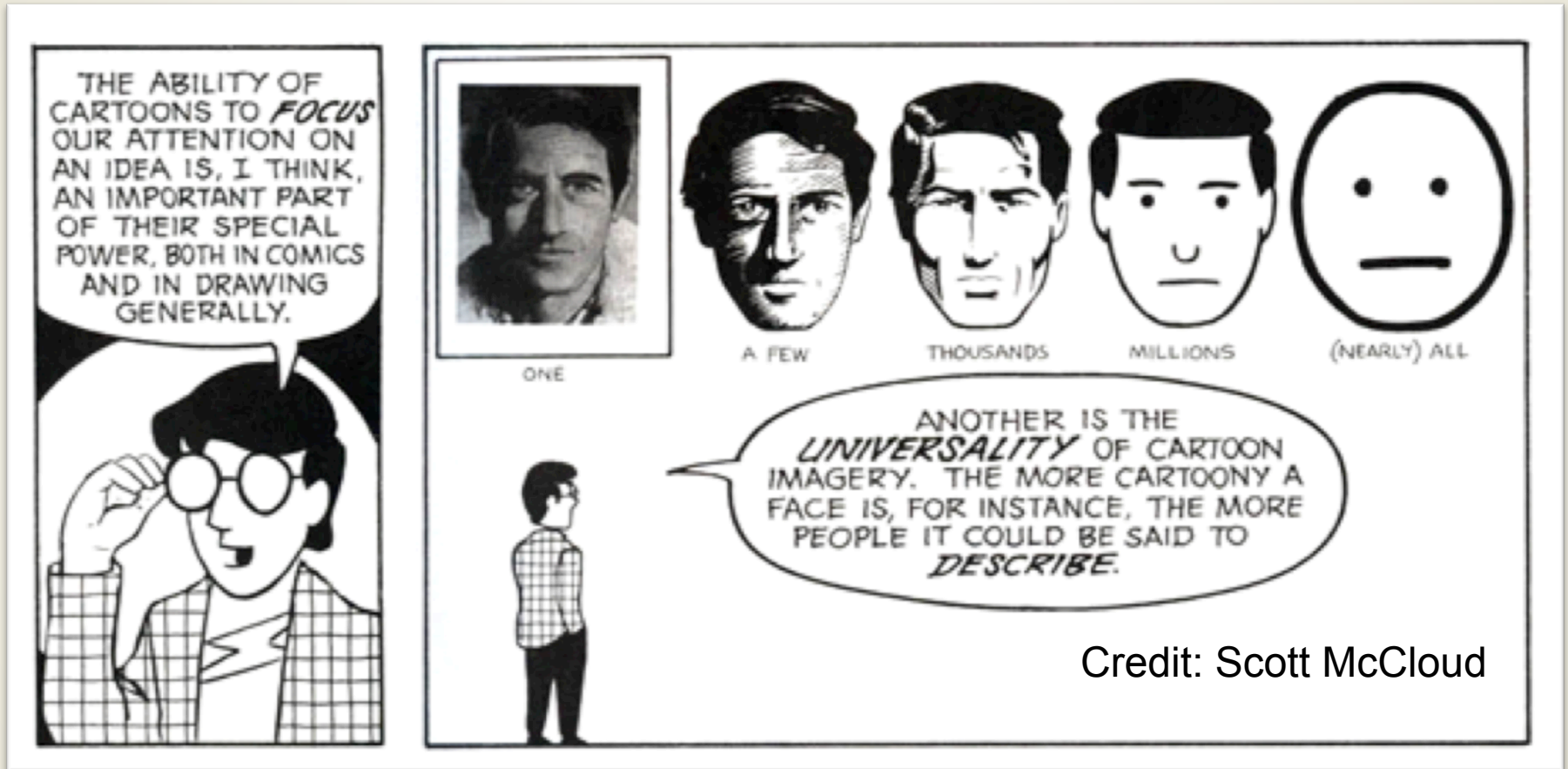
# Elements of a Storyboard

- 5 visual elements
  - Level of detail
  - Inclusion of text
  - Inclusion of people & emotions
  - Number of frames
  - Portrayal of time

Truong et al., 2006

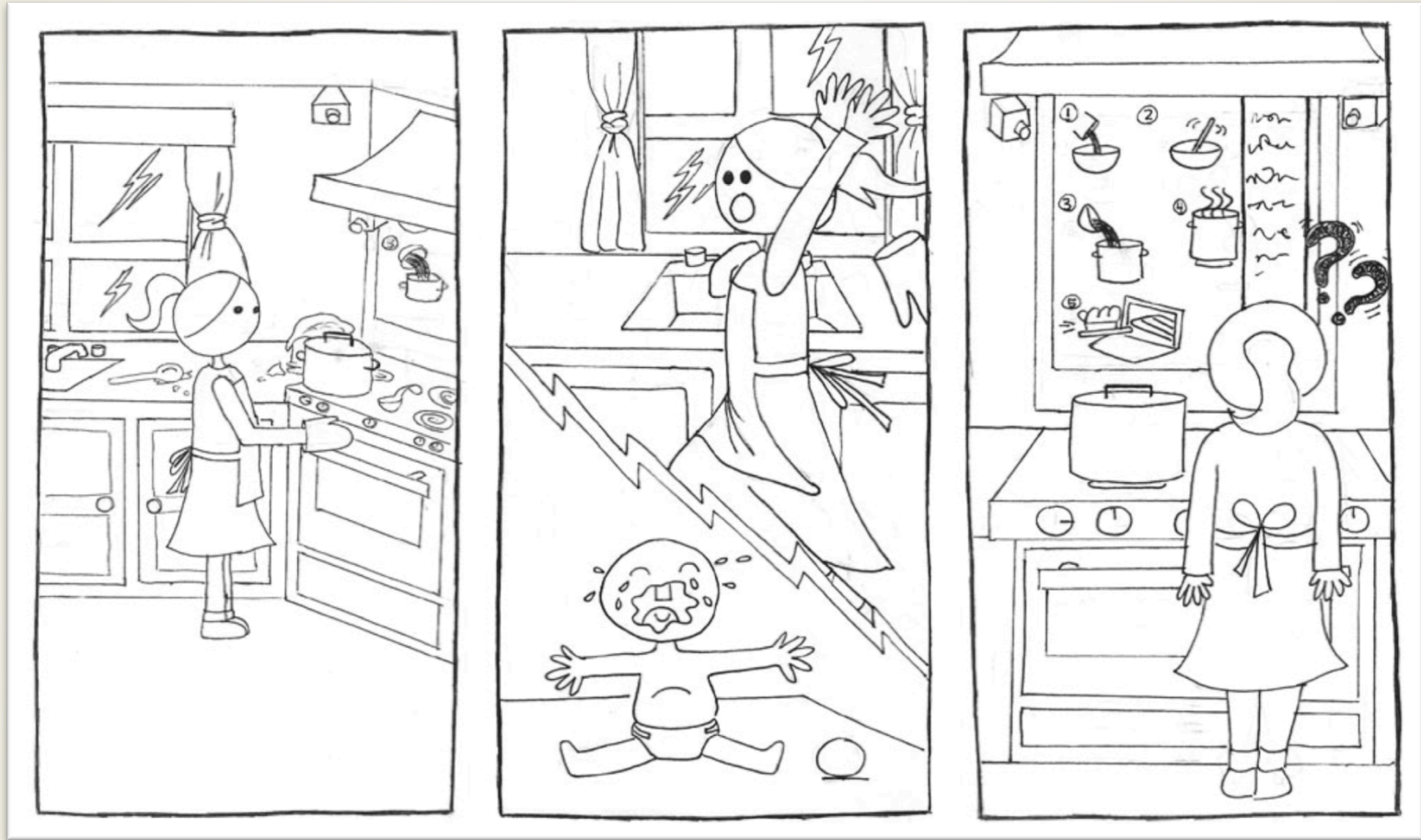


# How Much Detail?

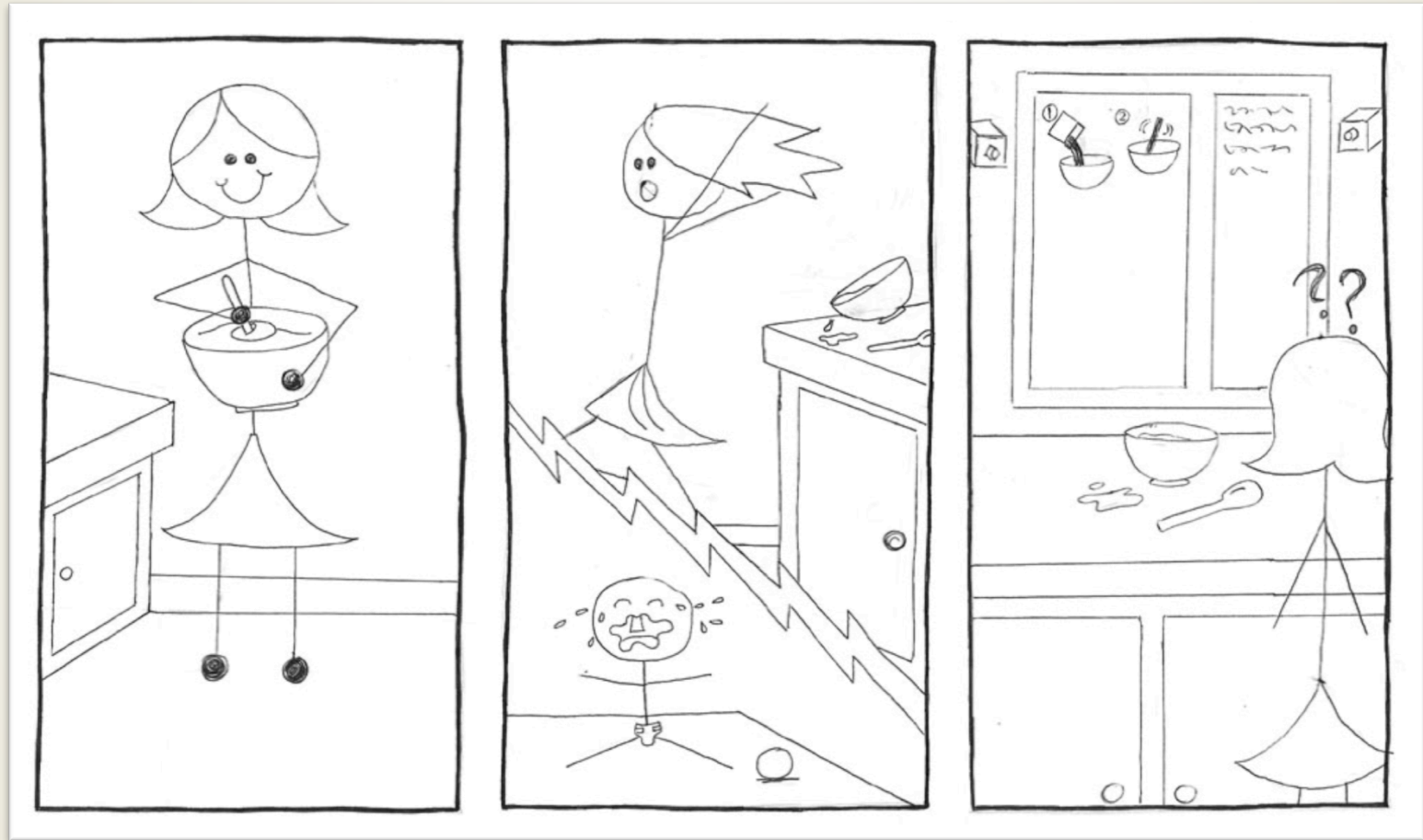


Guideline: too much detail can lose universality

# How Much Detail?

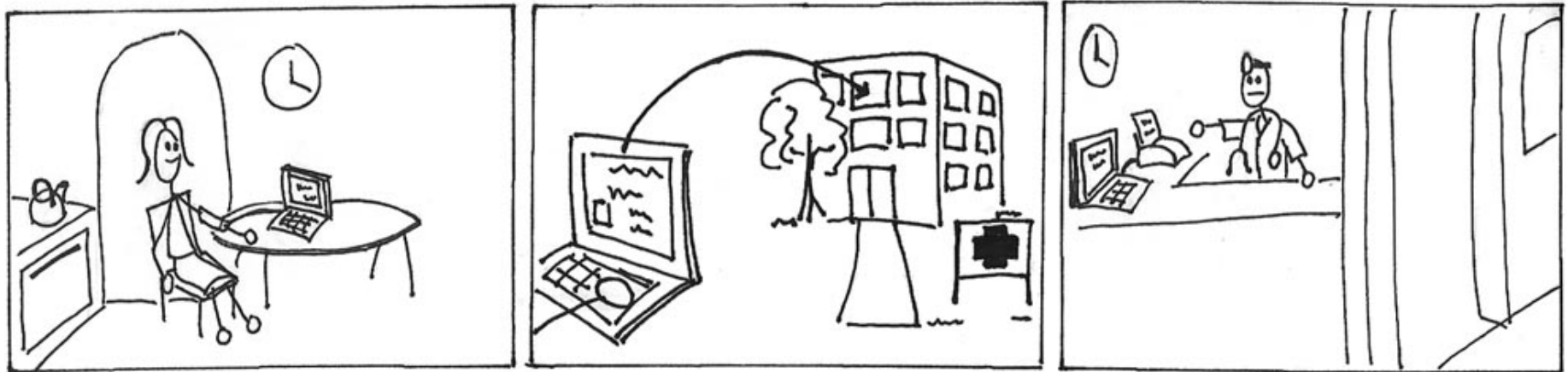


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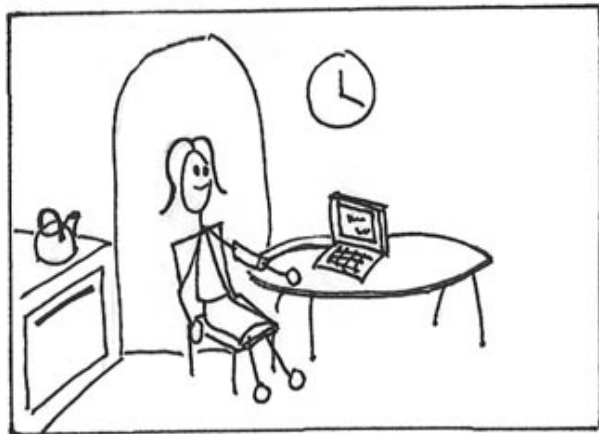


# Use of Text

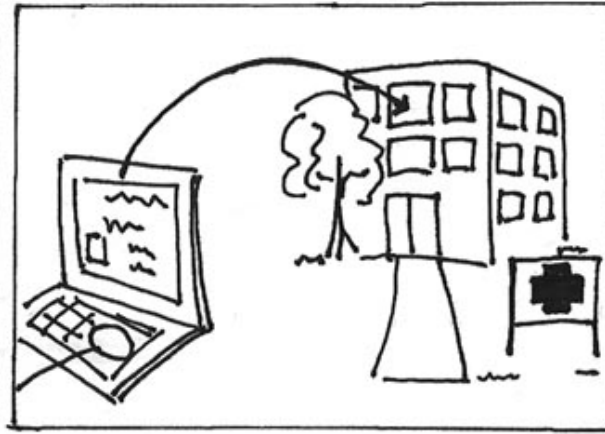


Guideline: It's often necessary, but keep it short

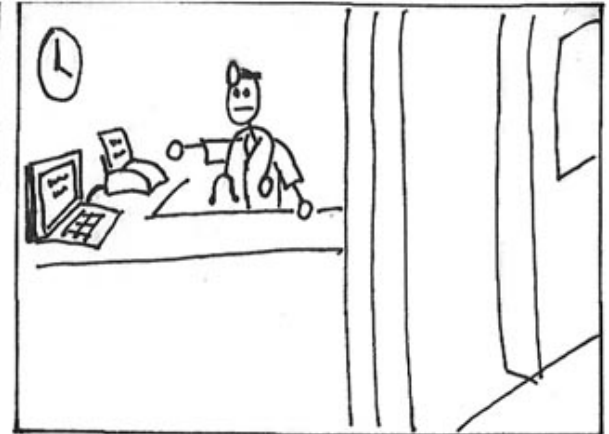
# Use of Text



1. At home, Mary checks her blood pressure.



2. After a few simple key presses, her blood pressure readings get sent to a clinic.



3. The information is made available to her doctor.

Guideline: It's often necessary, but keep it short



# Include People and Emotions

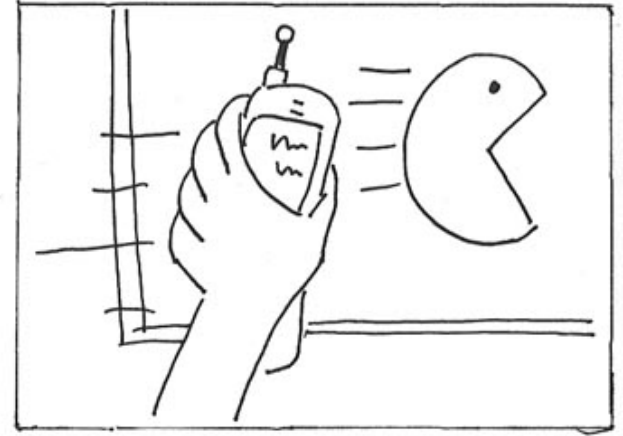
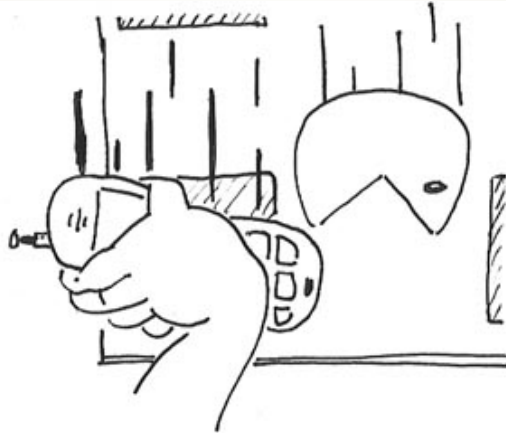
Remember: The point of storyboards is to convey the experience of using the system

Guideline: Include people experiencing the design and their reactions to it (either good or bad)

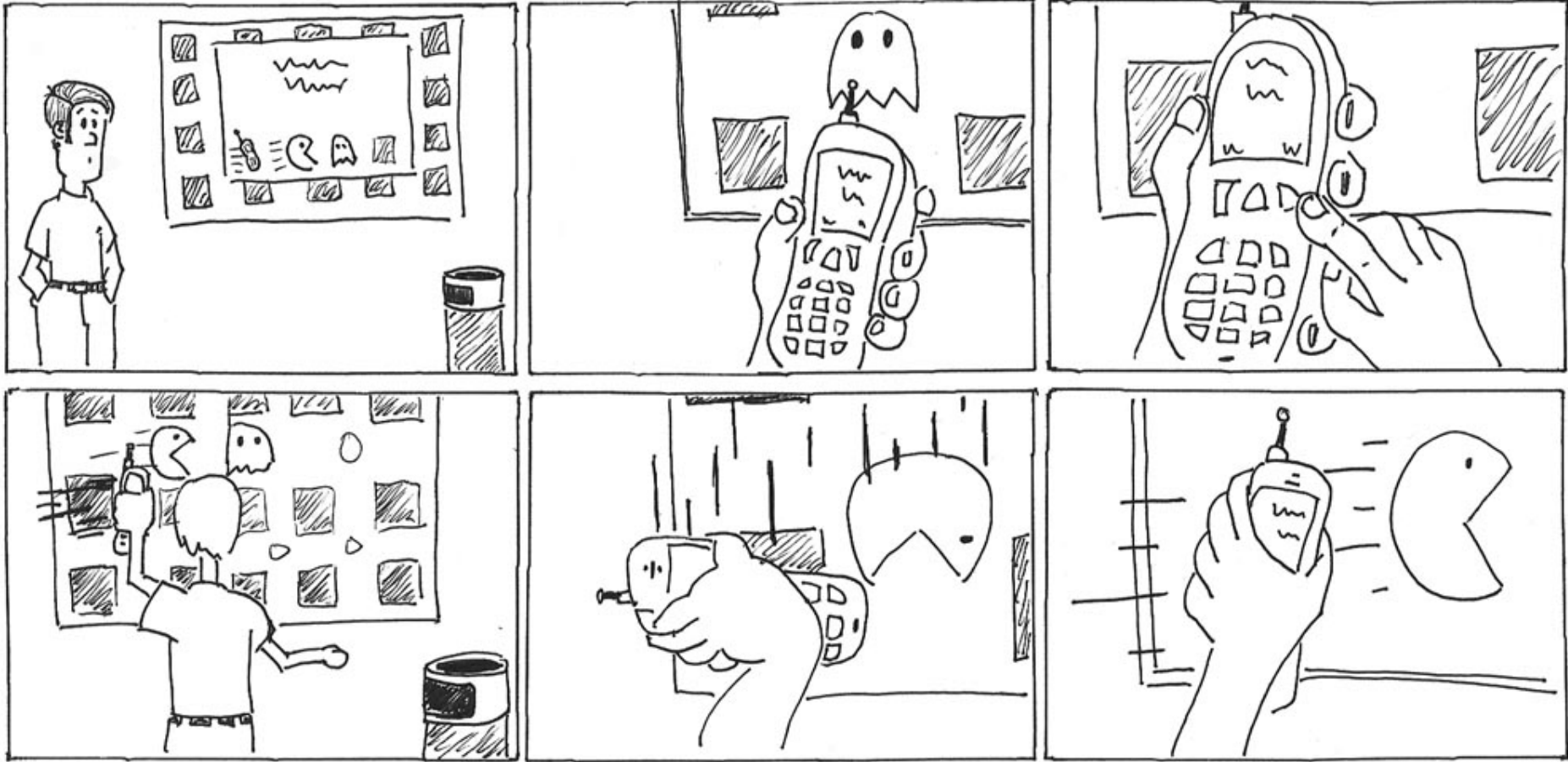
## 4. How Many Frames?

- Guideline: 4-6 frames/panes is ideal
- More is not always better. Why?
  - May lose focus of story
  - May lose reader's attention
- What this means:
  - Less work on the designer
  - Must be able to succinctly tell story

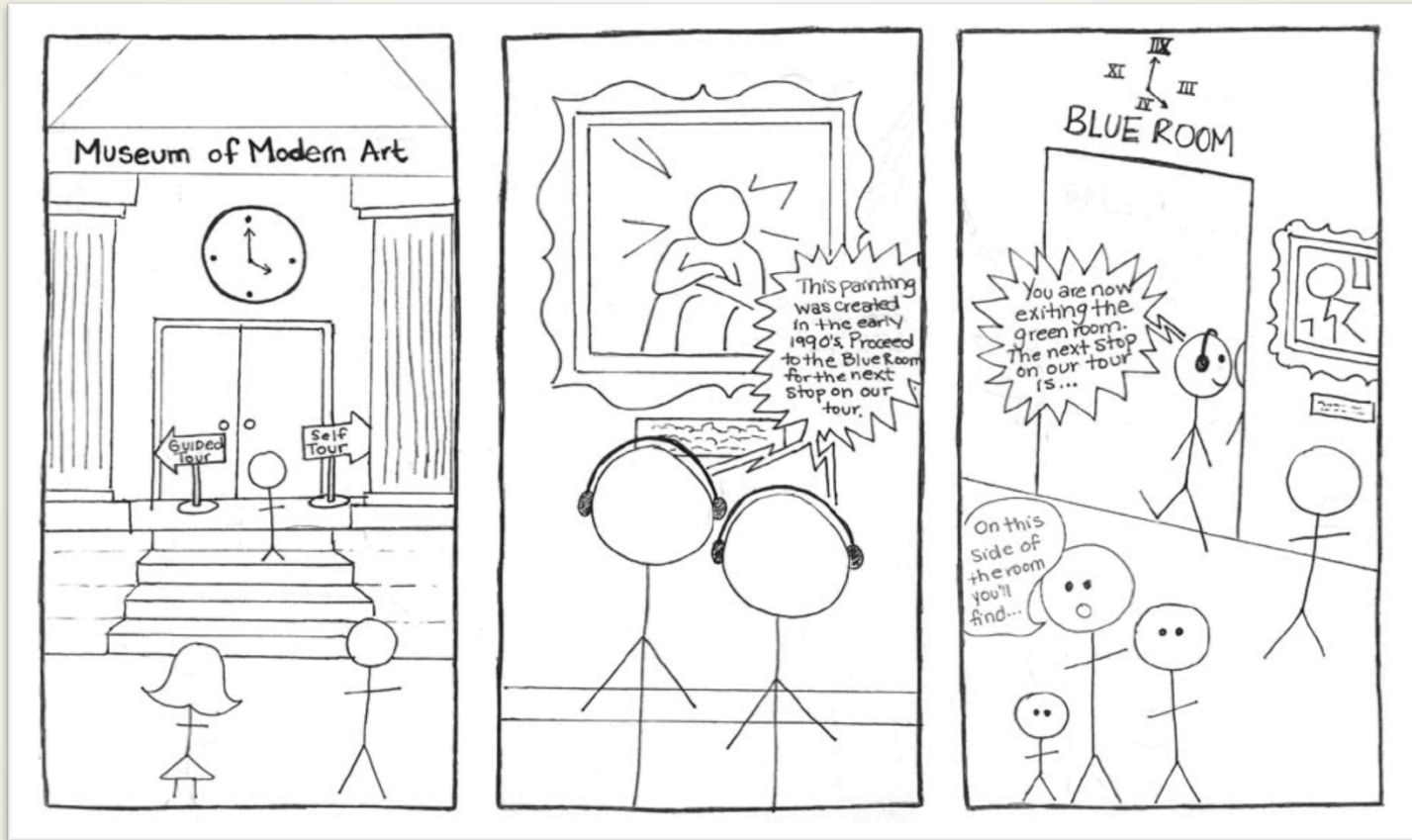
# How many frames?



# How many frames?



# Passage of Time



Guideline: Only use if it's necessary to understand story



# Drawing is hard...

## It doesn't have to be drawings..



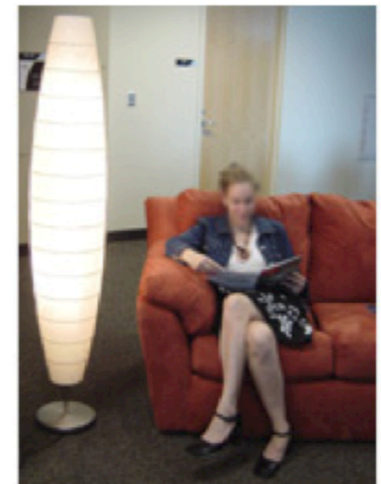
IT IS SO DARK JANE CAN  
HARDLY READ HER BOOK



SHE GESTURES IN FRONT OF HER  
SPECIAL PENDANT TO TURN ON  
THE LIGHTS



THE LIGHTS TURN ON!

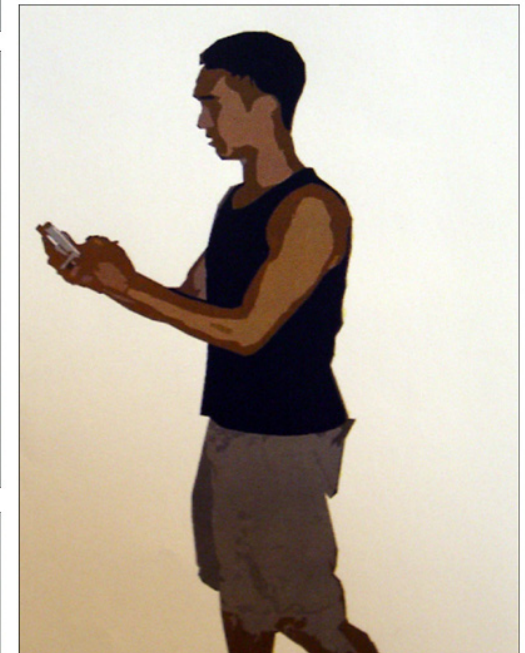
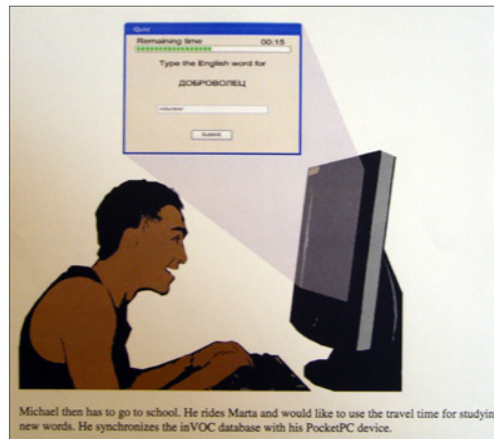
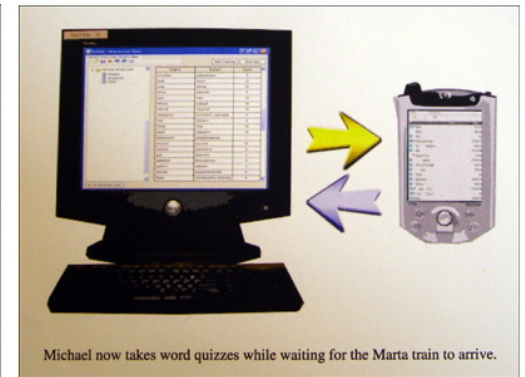
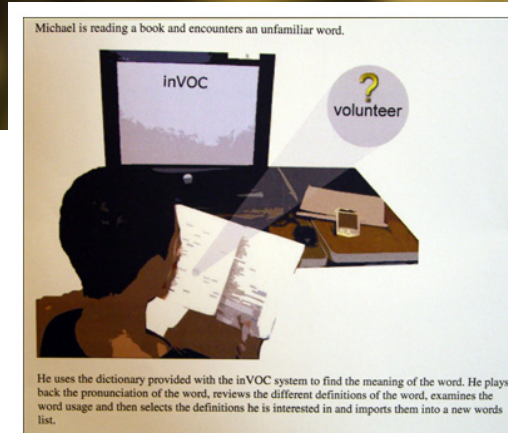


FINALLY, SHE CAN  
READ HAPPILY.



# Blur out unnecessary detail

Use Photoshop filter “cut out” or similar

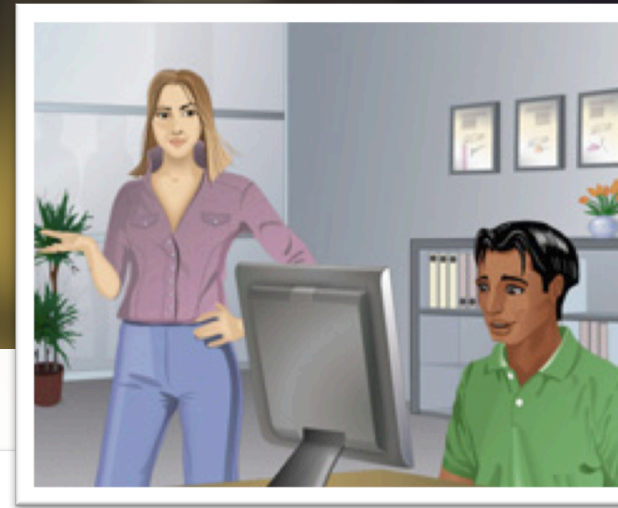


# Grab images form other sources

- Design comics is awesome.

<http://designcomics.org/>

- Anyone else have favorites?



# Get inspired by other comics

BUT IF YOU'RE WORRIED ABOUT BOMBS, WHY ARE YOU LETTING ME KEEP MY LAPTOP BATTERIES? IF I OVERVOLTED THEM AND BREACHED THE CELLS, IT WOULD MAKE A SIZEABLE EXPLOSION.

OH GOD.

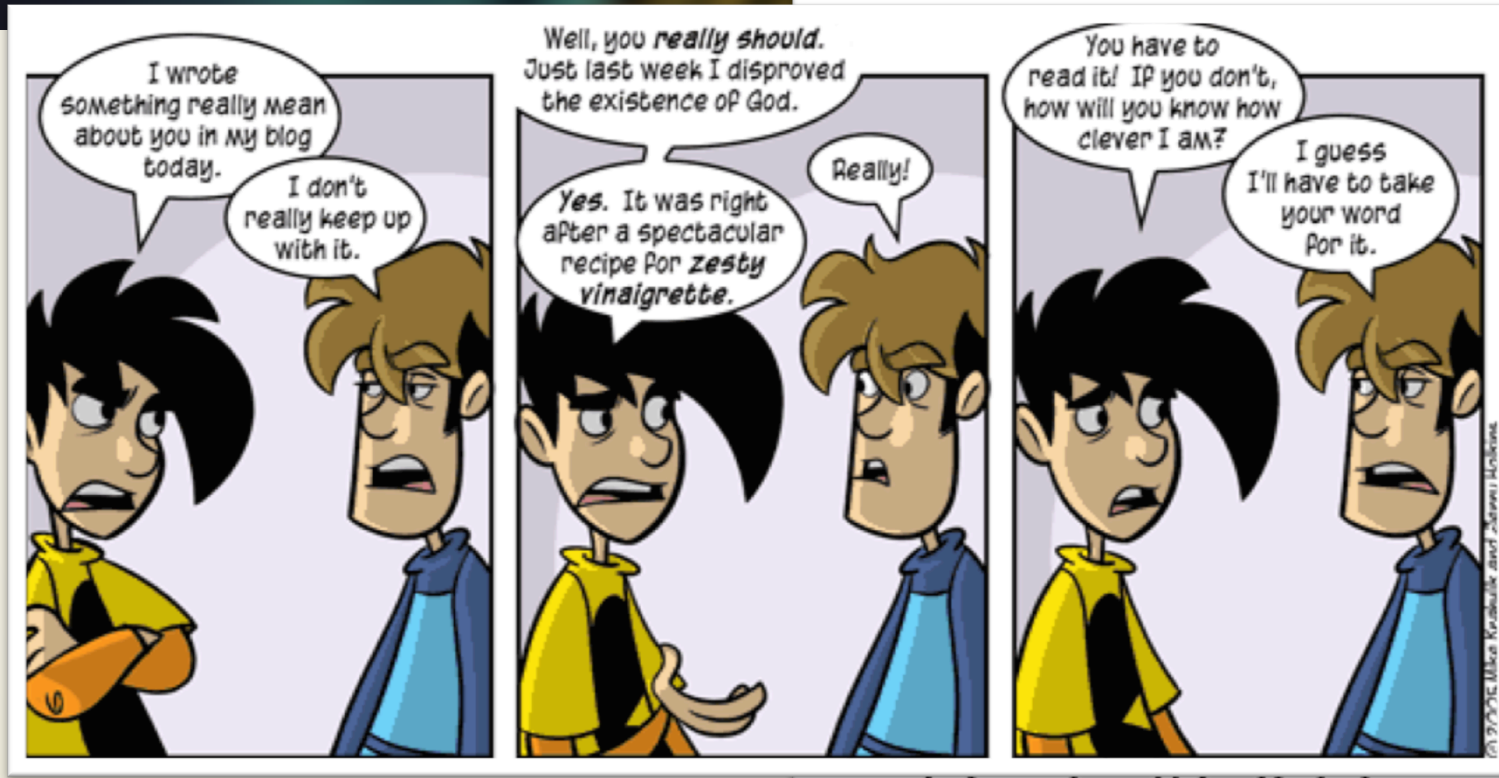
IT'S OKAY, DEAR. IN A MOMENT HE'LL REALIZE I HAVE A GOOD POINT AND RETURN MY WATER.





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BUT IF YOU'RE WORRIED ABOUT BOMBS, WHY ARE YOU LETTING ME KEEP MY LAPTOP BATTERIES? IF I OVERVOLTED THEM AND BREACHED THE CELLS, IT WOULD MAKE A SIZEABLE EXPLOSION.



MOMENT  
A GOOD  
TY WATER.



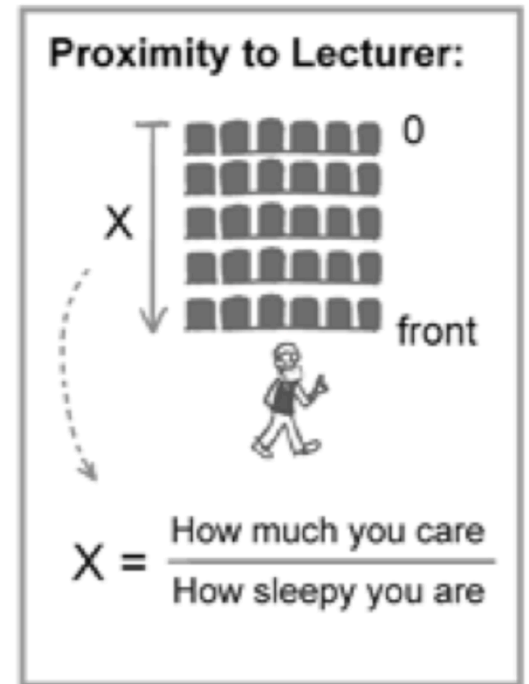
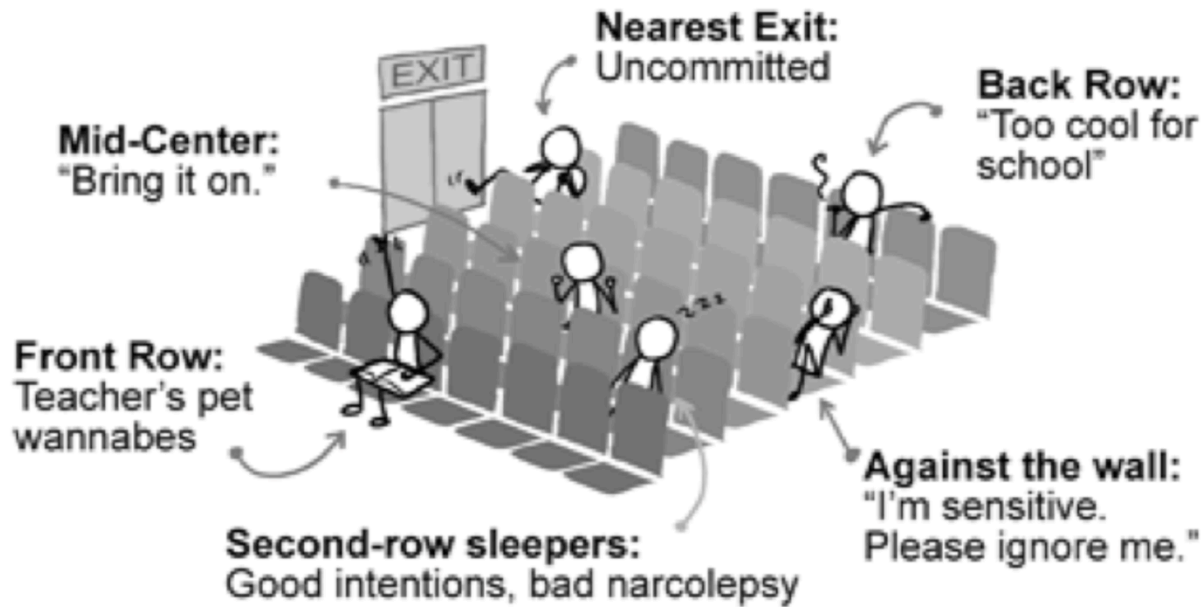
BUT IF YOU'RE WORRIED ABOUT

WWW.PHDCOMICS.COM

JORGE CHAM © 2008

# WHERE YOU SIT IN CLASS/SEMINAR

And what it says about you:



# Summary

- Think about how long you have a captive audience
- Think about how much you want to tell
- Think about options for presenting sequences of drawing



# Design Activity: Storyboarding

- In small groups, spend 15 minutes doing a very rough sketch of a storyboard solution for the following design concept:
  - “A navigation system that helps long-distance cyclists find restaurants and amenities”
- First write a short scenario and then draw pictures depicting the scenes (stick figures are fine!)
- Think about:
  - Use of people and emotions
  - Indicating passage of time
  - Usage of text captions
  - Amount of detail
  - Number of frames (4-6)

