Telling Stories: Personas, Scenarios, & Storyboards

Informatics 132
4/29/2012
<table>
<thead>
<tr>
<th></th>
<th>AMANDA</th>
<th>GLORIA</th>
<th>CHARLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>7</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td>Occupation</td>
<td>Second grade student</td>
<td>Part-time office administrator</td>
<td>Retired accountant</td>
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<tr>
<td>Home Life</td>
<td>Lives with her mother, father, and younger sister in the suburbs of a large city.</td>
<td>Lives with her husband and two children in a mid-sized city.</td>
<td>Lives with his wife in the suburbs; has four children and six grandchildren.</td>
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<tr>
<td>Education</td>
<td>In elementary school</td>
<td>Has a bachelor degree</td>
<td>Has an MBA</td>
</tr>
<tr>
<td>Activities</td>
<td>Plays soccer, reads, and takes ballet lessons; saves her birthday money and allowance to spend at the mall.</td>
<td>Enjoys crossword puzzles and reading mystery novels. Spends a lot of time driving her children to activities.</td>
<td>Likes to work in the garden and drink wine. Enjoys traveling with his wife and investing in the stock market.</td>
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<tr>
<td>Ultimate Goal</td>
<td>Goal is to turn 10 so that her parents will let her baby-sit her cousins.</td>
<td>Goal is to make sure her family is taken care of and to find a little time for herself each day.</td>
<td>Goal is to make sure he and his wife have enough money to enjoy retirement and leave his children an inheritance.</td>
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</tbody>
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Personas, Scenarios, & Storyboards

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?
Stories are at the Center of UX

→ How would you explain your favorite social media tool to someone living in 1995?
→ Yelp?
Stories are at the Center of UX

→ How would you explain your favorite social media tool to someone living in 1995?
→ Yelp?
→ 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://www.asktog.com/starfire/starfire.mp4
Storyboarding

Cell phone is used to keep track of one's fitness goal.

Hey, how about exercising at least 20 days a month? For each day you exercise, I'll give you a virtual trophy.

Sure. I'll give it a try.

1st Week

2nd Week

Here are your trophies for accomplishing your goal.

Wow. That's awesome!
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...

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?

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

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

OK/Cancel

comic relief: copyright 2006 tom chi and kevin cheng...
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

Credit: Scott McCloud
How Much Detail?
How Much Detail?
Use of Text

Guideline: It’s often necessary, but keep it short
Use of Text

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/](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.

I'll realize I have a good point and return my water.

It's okay, dear. In a moment he'll realize I have a good point and return my water.
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.

I wrote something really mean about you in my blog today. I don't really keep up with it.

Well, you really should. Just last week I disproved the existence of God.

Yes. It was right after a spectacular recipe for zesty vinaigrette.

Really!

You have to read it! If you don't, how will you know how clever I am?

I guess I'll have to take your word for it.

A moment of a goodemy water.
WHERE YOU SIT IN CLASS/SEMINAR
And what it says about you:

Mid-Center: “Bring it on.”

Front Row: Teacher’s pet wannabes

Second-row sleepers: Good intentions, bad narcolepsy

Nearest Exit: Uncommitted

Back Row: “Too cool for school”

Against the wall: “I’m sensitive. Please ignore me.”

Proximity to Lecturer:

X = \frac{\text{How much you care}}{\text{How sleepy you are}}
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)