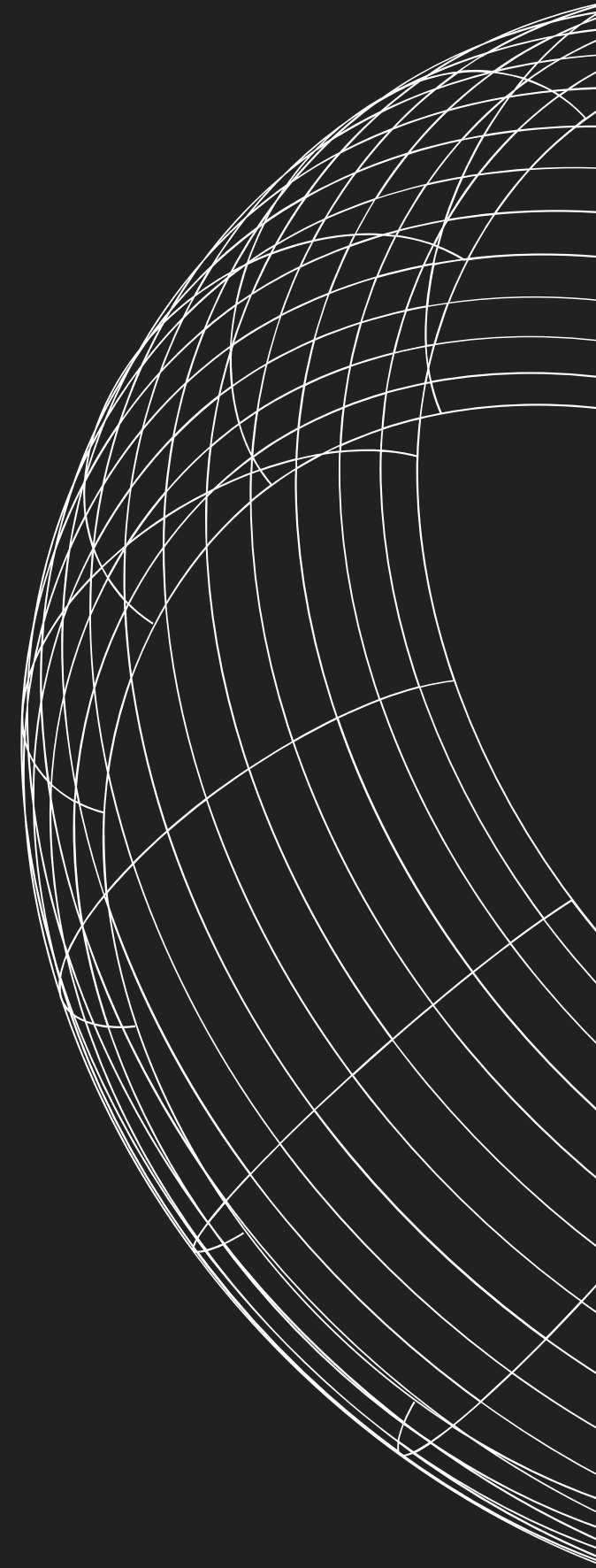




Storyboards

(...and how they take shape)

Club Meeting - 10/27

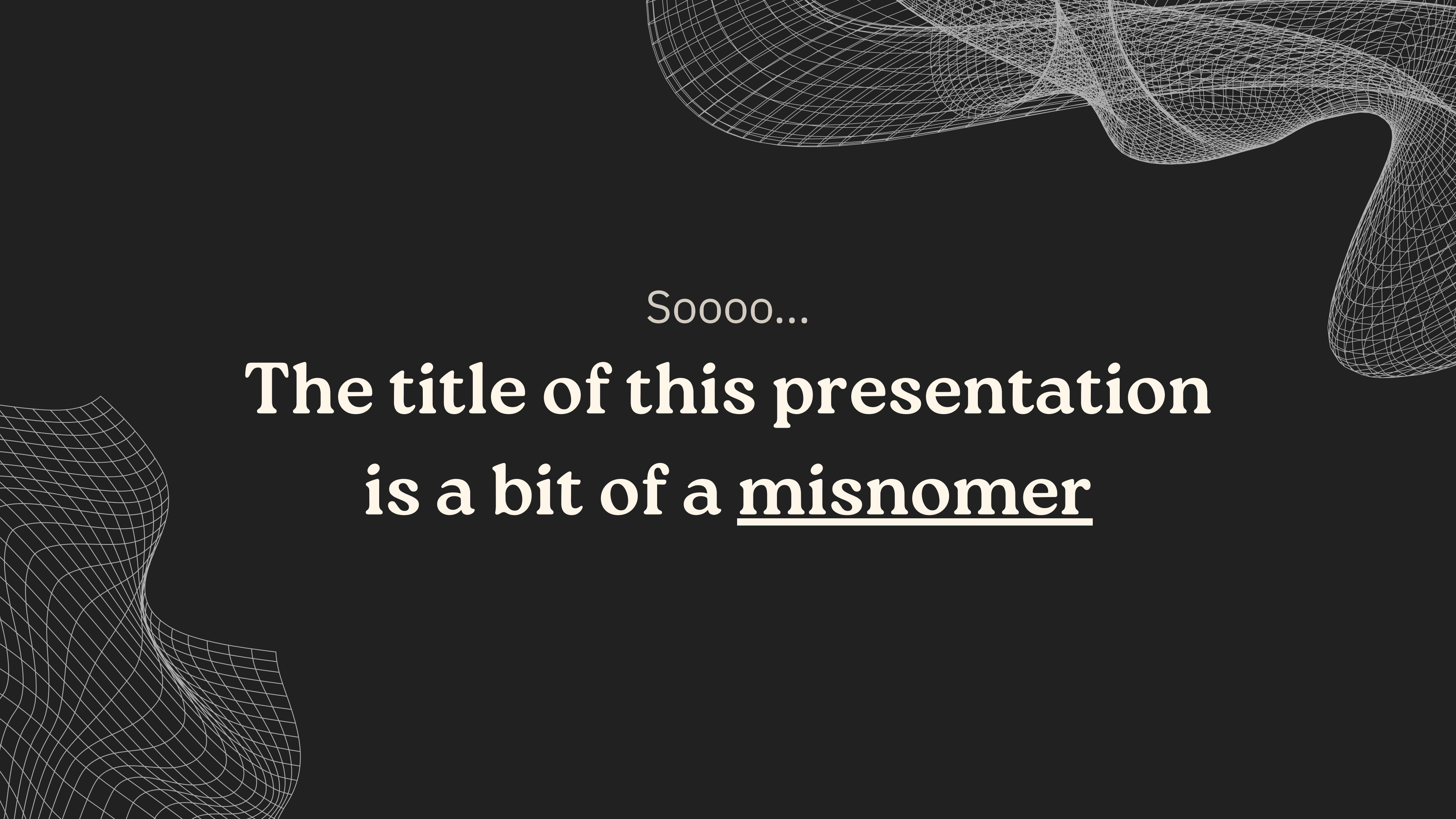
Please Sign In!



This will be shown again at the end of the meeting too!

While you wait, enjoy this chrome dino :)



The background of the slide is a dark charcoal grey. It features two large, abstract, white wireframe mesh structures. One structure is in the top right corner, and the other is in the bottom left corner. Both structures consist of a grid of lines that are warped and curved, creating a sense of depth and movement. The text is centered in the middle of the slide.

Soooo...

**The title of this presentation
is a bit of a misnomer**

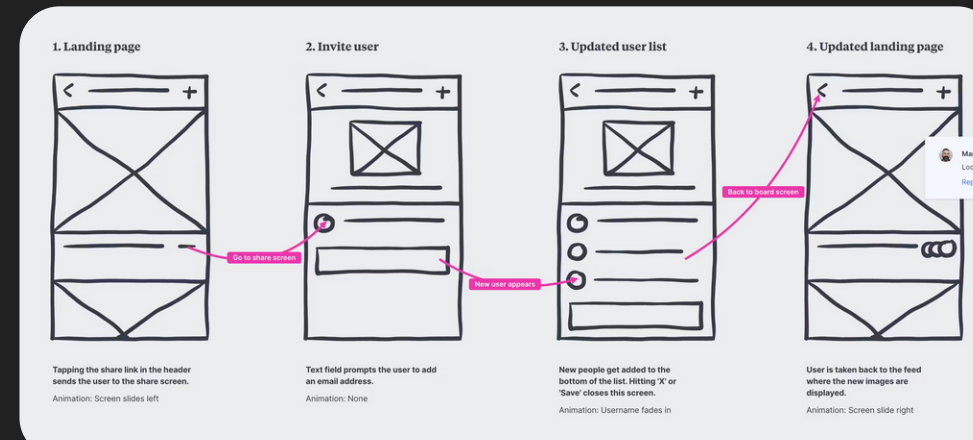
The UX Designer's Toolkit

UX designers actually have **two** key assets to carry their ideas into reality:



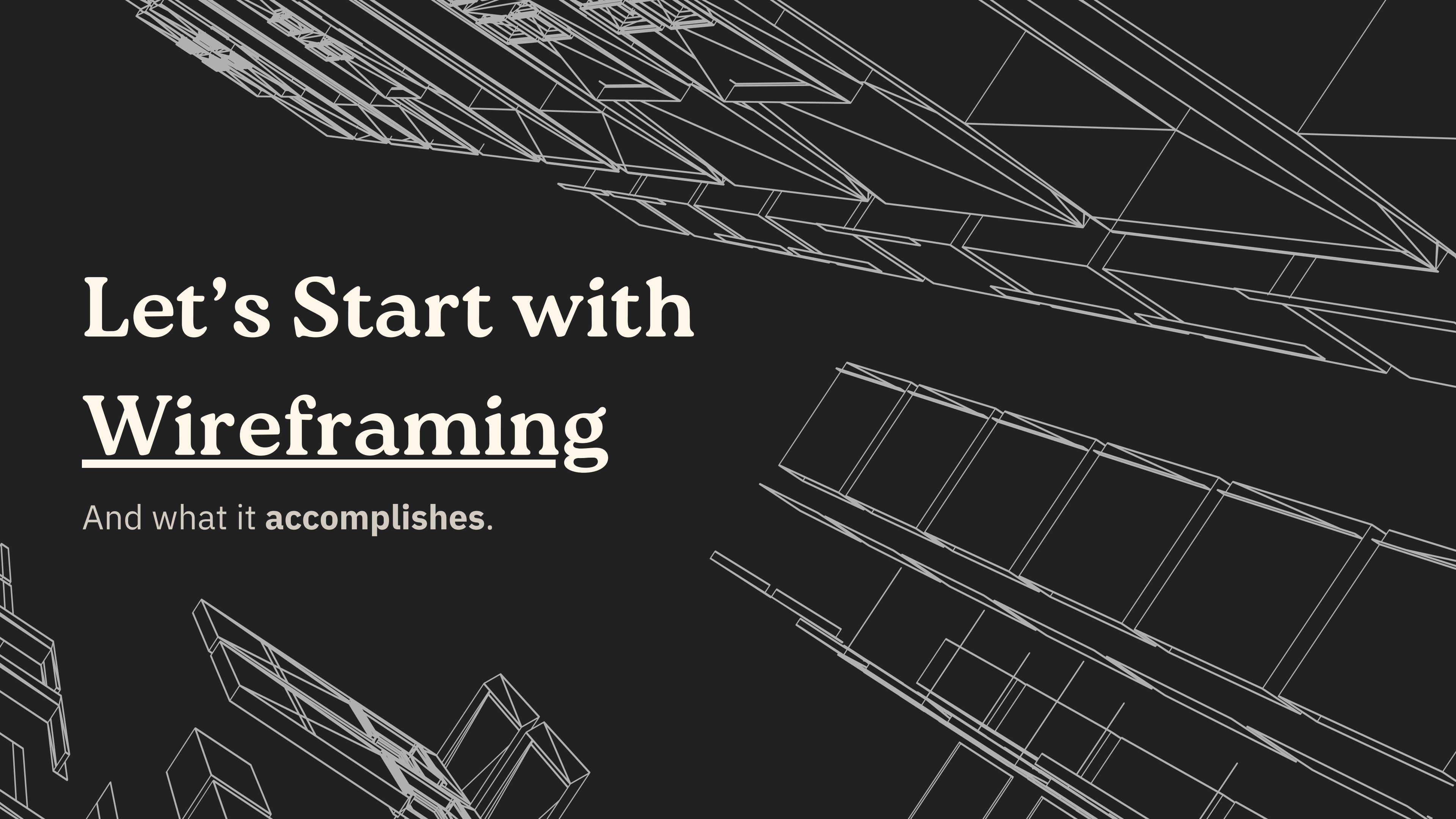
Storyboard

- Visualizes a user's journey through an app using a cohesive **narrative**
- Focuses on the user's **emotions** and **motivations**
- Helps teams align on potential **use cases** before converging on design details



Wireframe

- Outlines the **structure** and **layout** of each screen or interface
- Focuses on **functionality** and **hierarchy**, not visuals
- Translates **narrative steps** into **interactive design** (defined major layout) elements

The background of the slide is a dark gray with a complex, abstract pattern of white wireframe lines. These lines form various geometric shapes, including rectangles, triangles, and larger, more complex polygons, some of which are tilted at angles. The lines are thin and create a sense of depth and structure, reminiscent of architectural blueprints or a digital wireframe model.

Let's Start with Wireframing

And what it **accomplishes**.

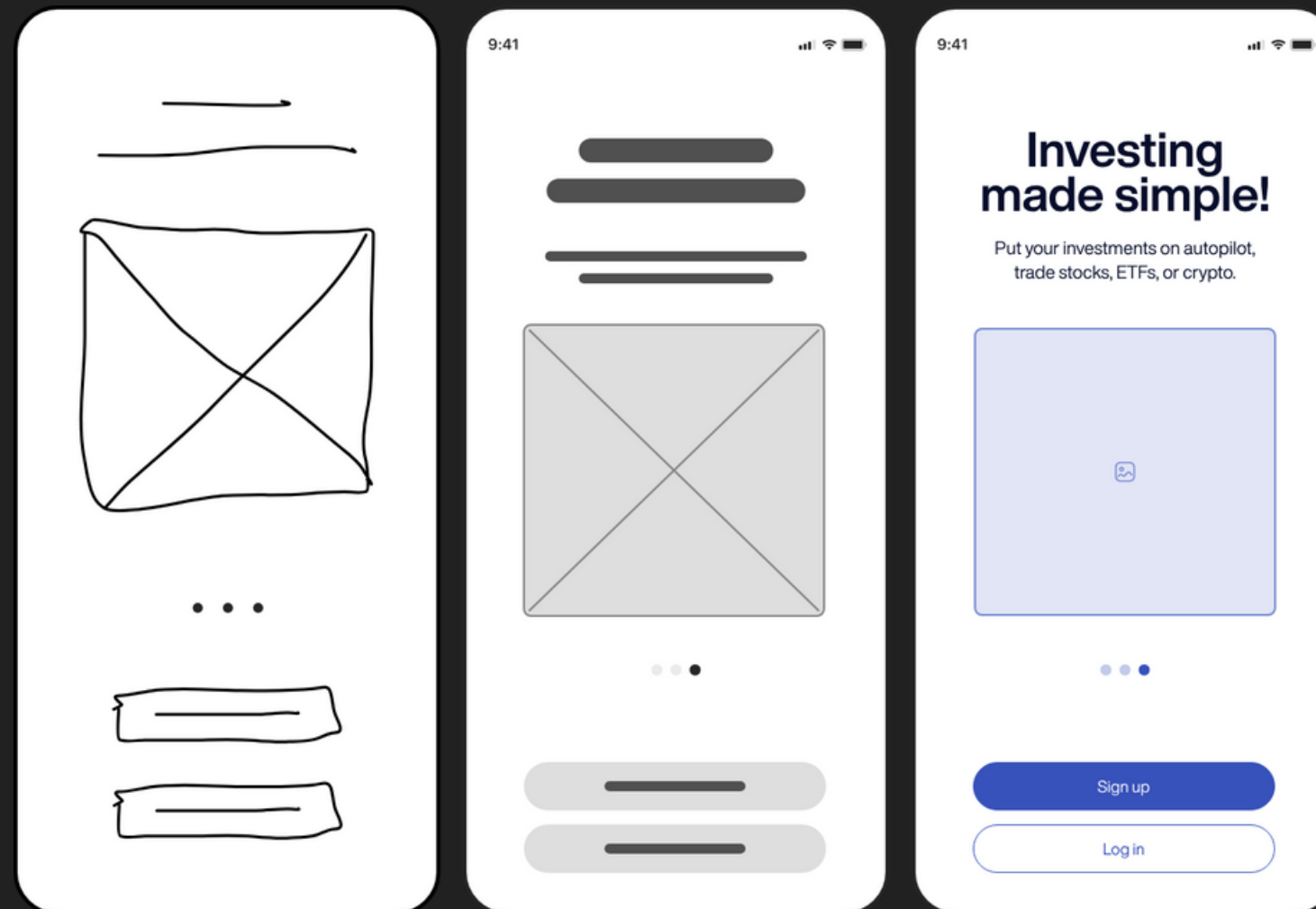
Why Wireframe?

- **Clarify App Structure**
 - Test that your app's structure and hierarchy will work on its own before bringing branding into the mix
- **Reduce Potential Reworks**
 - If there are glaring usability issues, they will be caught early, saving your developers time
- **Align The Team**
 - Explains how content, interactions, and goals connect on a by-screen basis

Tiers of Fidelity

LOW

Quick, simple sketches that focus on **layout** and **flow** without much visual detail.



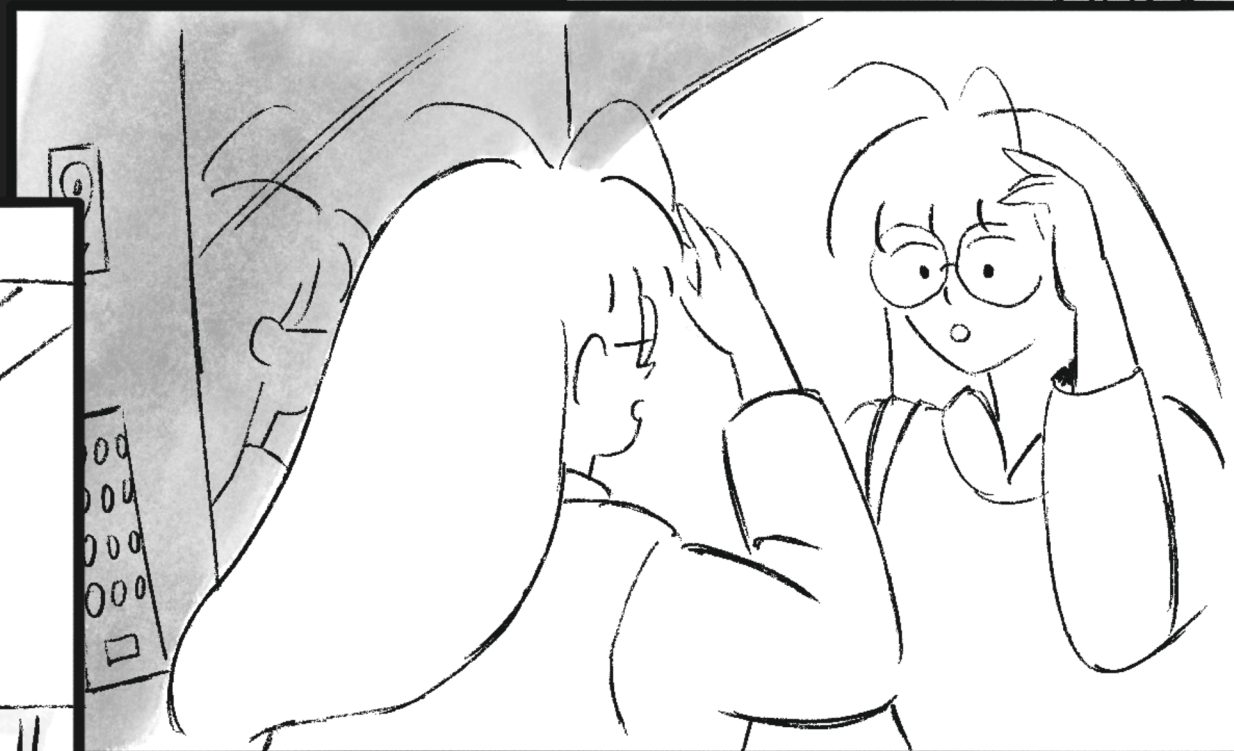
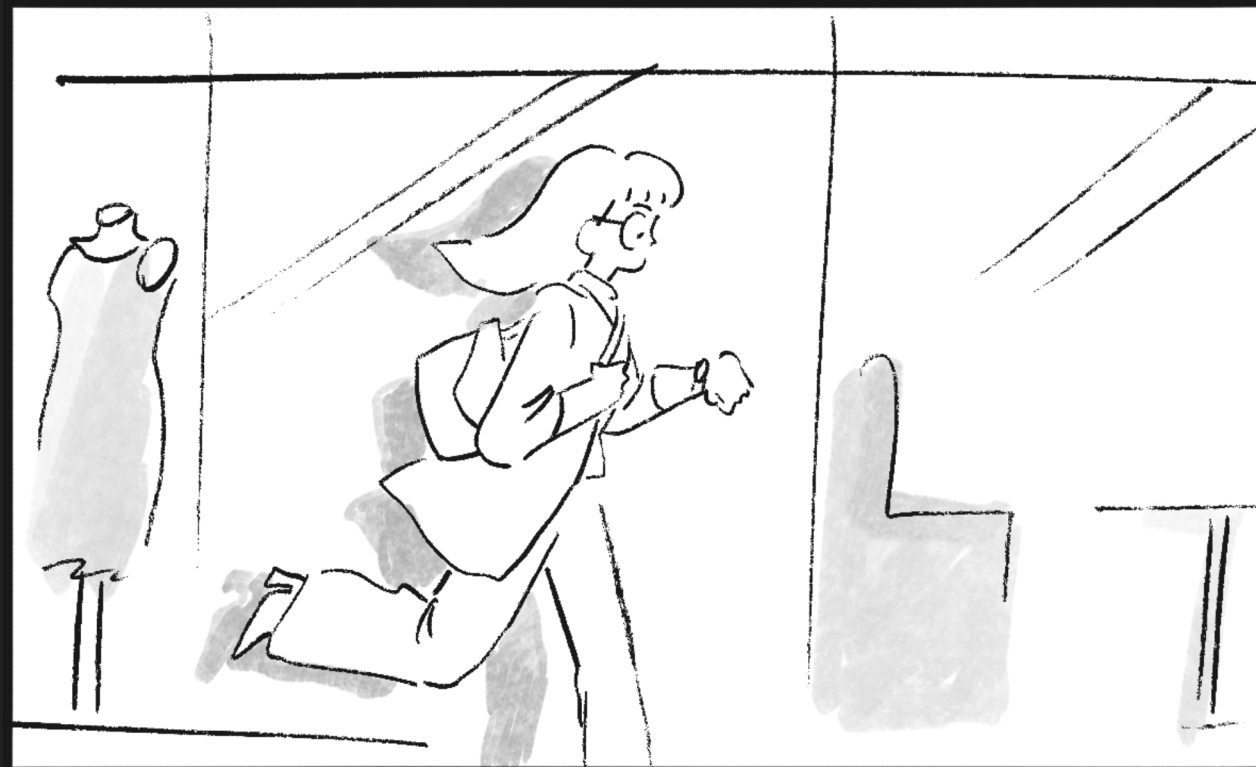
HIGH

Detailed layouts that show **visual polish** and **behavior** close to the final implementation.



Storyboarding

it builds on what we *just* learned!



Basic Progression of a Storyboard

Character

Who is your story about?

Define a **user persona**. Give them a name, background, and motivation. This helps humanize your storyboard and anchor it in a real user experience.

Goal

Why is the user even here?

Clarify the user's **purpose** or **problem to solve**. This captures the emotional or practical motivation driving the interaction you'll visualize.

Outcome

What are the results?

Conclude with the **result** of the interaction. Success, frustration, or something else? This helps highlight **design opportunities** or **points of friction** to improve upon.



Setting

Where/when does it take place?

Establish the **context** of your scene. The **physical environment**, **digital interface**, and **moment in time**. Setting gives cues for mood, tone, and constraints.

Action

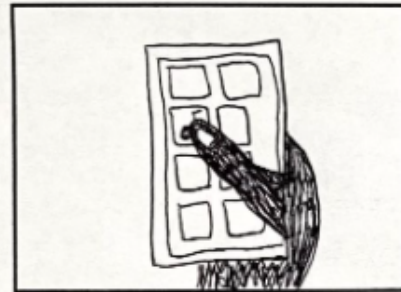
How does the story unfold?

Break the story into a **clear sequence** of user actions and system responses. Each frame shows a key moment. What the user does, sees, or feels as they move toward the goal.

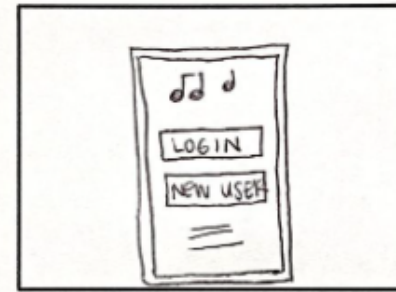
A Pertinent Example

UX Design Storyboard

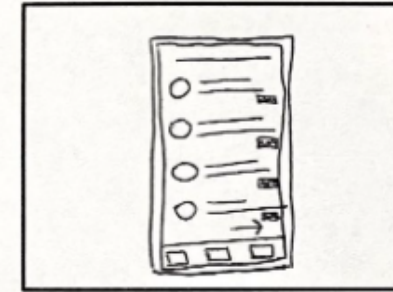
Scenario: An app that allows users to recruit qualified, new, or substitute musicians to join their band.



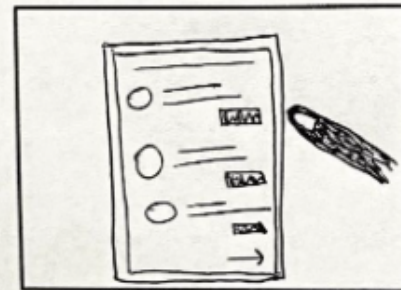
User finds musician app and taps the icon to open the app.



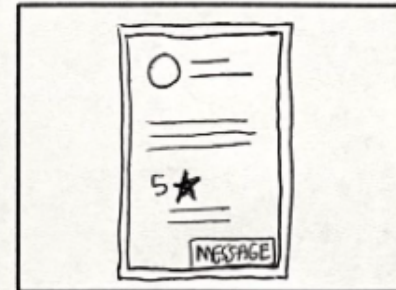
New user creates profile OR existing user logs in.



User scrolls through musician profiles to search for qualified candidates and sets filters.



User selects "view profile" to review musician's experience, qualifications, location, etc.



User selects the "submit" button to send a message to a specific musician.



User receives confirmation that message was sent and expected next steps.

A Pertinent Example

- Every good storyboard needs a **title** and a little bit of background
- Keep your **scenario** brief (just a sentence at max)

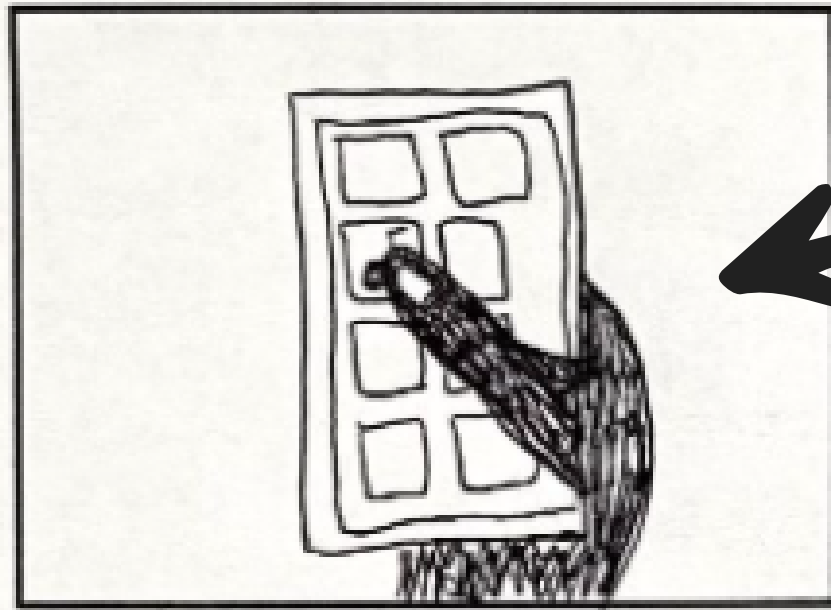


UX Design Storyboard

Scenario: An app that allows users



A Pertinent Example

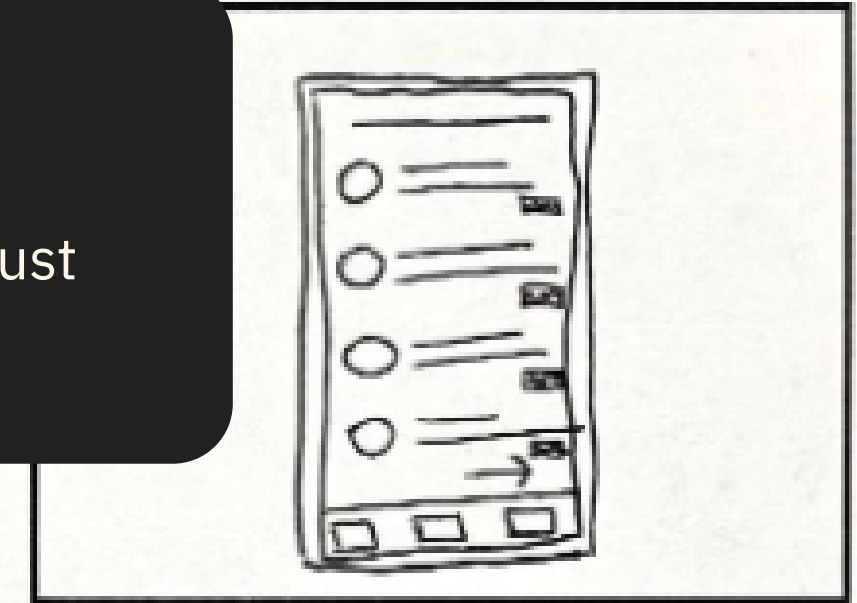


User finds musician app
and taps the icon to open the app.

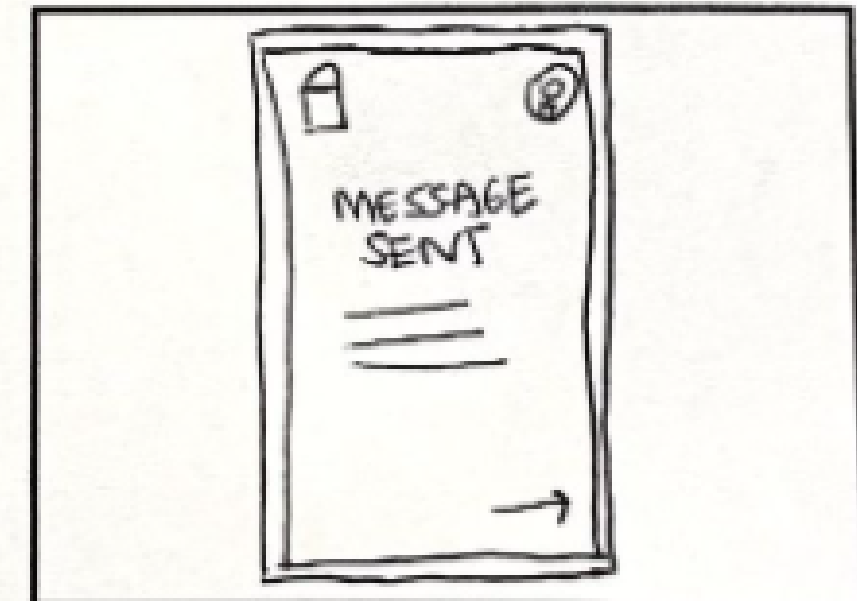
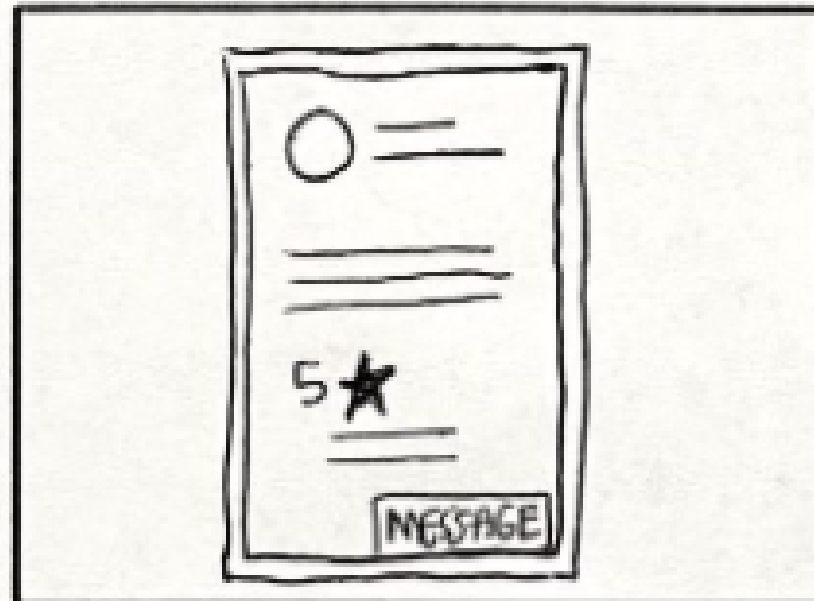
Each panel should have an **image** and a separate **blurb** of what the image is describing. Think of it like a comic strip, just with dialogue written *outside* of the box!



New User creates profile
OR existing user logs in.



User scrolls through musician
profiles to search for qualified
candidates and sets filters.



Additional Resources...

(ala Goldi)

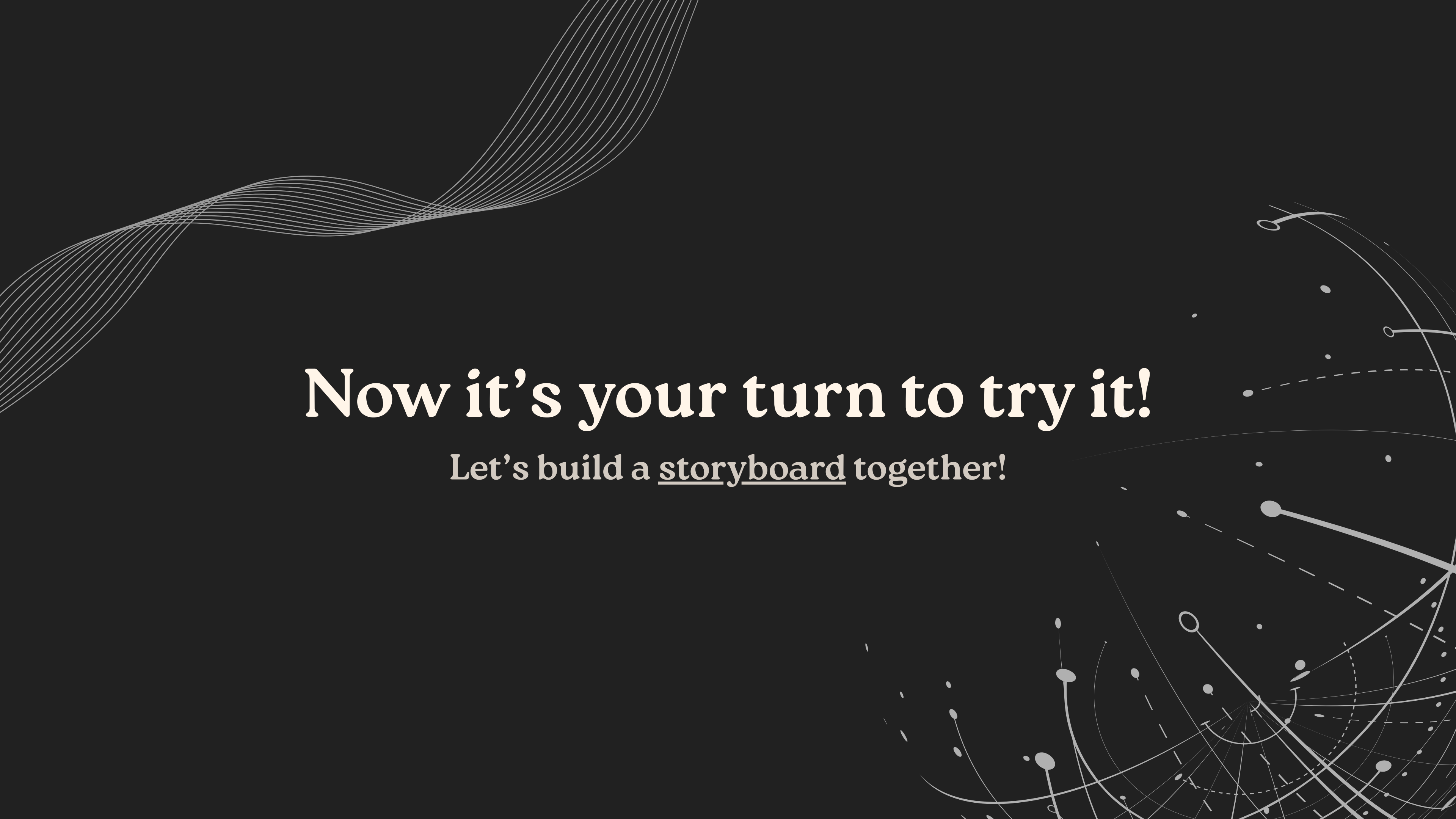


10 Best Practices for
Wireframing



Wireframing vs
Storyboarding



The background is a dark gray gradient. On the left, a series of thin, white, wavy lines flow from the top left towards the center. On the right, there is a complex network of white lines, including solid, dashed, and dotted curves, with small white dots scattered throughout, resembling a stylized orbital or network diagram.

Now it's your turn to try it!

Let's build a storyboard together!

The background is a dark gray gradient. On the left, a series of thin, white, wavy lines flow from the top left towards the center. On the right, there is a complex pattern of white lines and dots, resembling a stylized constellation or a network diagram. The lines are of varying thickness and curvature, some solid and some dashed. Small dots of different sizes are scattered throughout, some connected by lines, others isolated.

Uber for Cats!

Ways to Contact Us!



@uxdpitt



UXD Discord Server



lbs57@pitt.edu

Thank you for coming!

Sign In Form



Discord Server

