

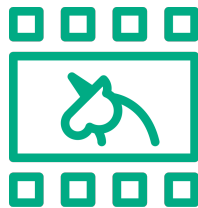


Storyboard

 60 minutes

 Pens and templates that you will find on page 3 and 4

 Can be done individually, but it's best to work with stakeholders



What?

A storyboard is a future scenario that illustrates how the customer wants to do a job or complete a task by way of various events or stages.

Why?

This method helps you to communicate the ideas for an overall story from start to finish. It indicates various points of interaction between the customer and the parties delivering the service/product.

How?

You use images or sketches of events in a prearranged sequence to explain how you can solve a problem for the customer.

What to do

Visualise events

This can involve simple sketches or images. Visual communication says more than words.

Focus on the customer's experience – positive and negative

For the first event/the first few events, you can focus on negative experiences and those that trigger the need for a new solution. For the remaining events, focus on the positive experiences and how your ideas for a solution create value for the customer. For the final event, focus on how the customer perceives achieving an objective by using the solution.

Add details with a description

In order to add depth to the story, you should describe how the events can be realised. What potential partners are there? What resources are required? Who has overall responsibility – internally and externally?

Tools and tips

We recommend having pens and paper available. You can use the template on the next page or a storyboard that uses the Storytelling method (Once upon a time...).

Use post-it notes. That way you can more easily change elements when conducting tests with customers or other parties.

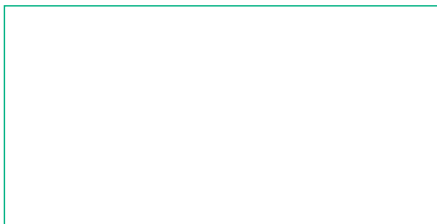
What do you get out of this?

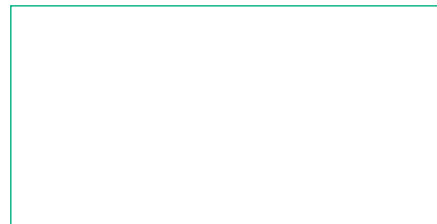
Visual communication of a customer's experience of a future service from start to finish, as well as where and when key players and products have a decisive role.

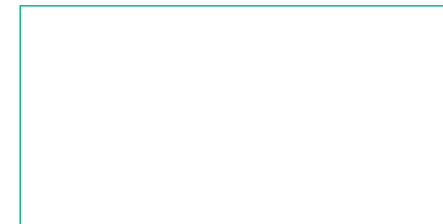
Introduce the problem here

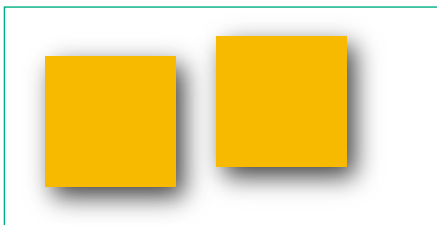
Illustrate how the problem affects the customer emotionally and socially

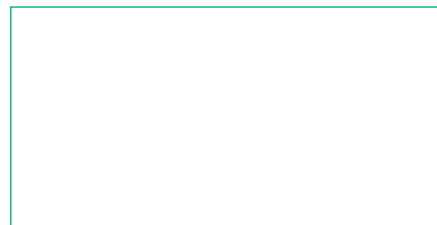
Illustrate how your idea helps the customer in this situation/at this stage. Focus on experiences.











Illustrate how your idea helps the customer to achieve an objective. Focus on experiences.
