

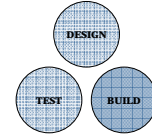
## Storyboarding & Prototyping

Jon Kolko  
Savannah College of Art & Design

IDUS315 - HCI | 1

## Overview

- Where normally happens ..
- Storyboarding
- Prototyping



IDUS315 - HCI | 2

## What Normally Happens ...

- We've **collected data** from real users and from competitive products
- We've determined the **Mental Models** our users have by developing **Personas**
- We have a good idea of the **Scenarios** of use that our users will attempt
- It's pretty tempting to go find a computer and start building something!

IDUS315 - HCI | 3

## Put Down The Laptop.

- **No! Wait!** Once we start using the computer (Photoshop, Coding, Alias) ..
  - .. we stop thinking conceptually and start thinking pragmatically
  - .. we focus on the software tool's constraints instead of the problem's constraints
  - .. we pay attention to painstaking details (colors, font sizes, pixels) instead of overarching concepts (users, goals, needs)

IDUS315 - HCI | 4

## Storyboarding : Overview

- Borrowed from the film/animation/comic industries
  - One panel = One Scene
  - Presented to a group of people
  - Gauge their reactions, understanding
  - Takes time up front, saves time later
- Intended to visualize our scenarios
- Provide a mechanism to gracefully move from conceptual design to screen design
- Allow us to make mistakes early, in paper (cheap and quick), instead of later, in software (expensive and tedious)

IDUS315 - HCI | 5

## Storyboarding : General Concepts

- **Screens**
  - You are not designing the detailed interface yet
  - Include general layout, navigation elements, core concepts
  - Capture relevant information, remove extraneous information
- **Scenes**
  - Personas in their physical context
  - Cultural/Interpersonal relationships or handoffs
- Show sequencing of main ideas
- Although these can be quite visually attractive, they are not works of art:
  - Black & white, pencil
  - Quick
  - **No renderings!**

IDUS315 - HCI | 6

## Storyboarding : Tips

Use your scenarios and personas!

- Use long paper
- Use one square per scene
- Number each scene
- Visually group similar scenes into conceptual tasks
- Include a text description of each scene
- Call out interesting or important aspects into the margins and annotate them



## Storyboarding : An activity

In groups of two or three, create storyboards for the following scenario:

**Melvin Freshman is going to check his email on the computer in the cluster in Gulfstream. He's expecting a pressing email from his girlfriend.**

Start as Melvin enters the computer lab; be sure to list your assumptions as you progress.

IDUS315 - HCI | 8

## Prototyping : Overview

- A representation of the product
- Determining level of fidelity required is imperative!
- Iterative, so it's hard to be "done":
  - Paper prototypes always come first.
  - A progression and evolution of ideas and fidelity (level of finish)

IDUS315 - HCI | 9

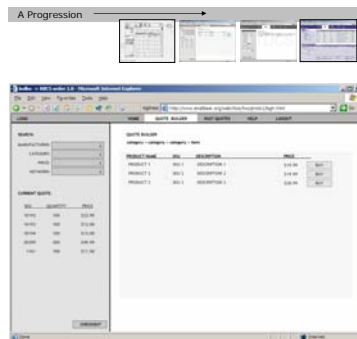
## Prototyping : A Progression : Paper

- Quick
- Portable
- Easy to **edit**
- Easy to **annotate**
- Easy to copy
- Can still focus on visualizing the **concepts** without being bogged down in the details
- Sketches of main ideas, concepts, navigation paths
- Important ideas are annotated for later reflection



## Prototyping : A Progression : Wireframe

- Able to focus on navigation and composition while ignoring many other factors
- Solidify concepts
- Determine **composition and layout**
- Identify **navigation** between pages as well as navigation on a specific page
- Identify **vocabulary** used for main concepts; "greek" the rest of the content



## Prototyping : A Progression : Visual Elements

- Focus attentions on intended emotional responses, giving the interface human qualities
- Begin to add **visual, emotional qualities** ("womanly", "child-like", "businesslike")
- Refine font sizes, choices
- Refine **vocabulary and content** placement
- Solidify **composition, navigation and layout**



### Prototyping : A Progression : Style Refinement

- Visually complete the interface to make it "sexy"
- Add colors
- Solidify **vocabulary** and **content** placement
- Solidify font choices, visual style



### Prototyping : A Progression : A Cycle



- But really, our progression is an iterative cycle.
- **It's ok to go do more paper prototyping at any stage!**

Rule of thumb:

You will become emotionally attached to your visual designs, and will be hesitant to change them – even when they are unusable! Push them off as long as you can!

### Prototyping : Fidelity

- Static vs. Dynamic
- Level of "polish"
- What is the purpose of the prototype?

IDUS315 - HCI | 15

### Prototyping : Some Tricks

- The photocopier is your friend
- Spend as much time as possible on paper before moving to the computer
- Scan your paper prototypes, add an Image Map in Dreamweaver, and get an instant clickthrough
- Photoshop/Illustrator are great for wireframes – turn layers on/off as necessary
- Powerpoint can also be used with "link hotspots" for a quick clickthrough

IDUS315 - HCI | 16

### Prototyping : An activity

In groups of two or three, create prototypes for the following scenario:

**Melvin now wants to send his girlfriend a greeting card. Prototype a website that allows him to create a musical greeting card and then send it to his girlfriend.**

IDUS315 - HCI | 17

### Wrap Up

- Mental Models
- Personas
- Scenarios
- Storyboarding
- Prototyping

IDUS315 - HCI | 18