

The background features abstract, overlapping purple geometric shapes, including triangles and polygons, in various shades of purple, creating a modern and dynamic aesthetic.

# Digital Innovation Development for Entrepreneurs

# Models to Design

Digital Innovation Development for  
Entrepreneurs

storyboards

# Storyboards

## Constructing a storyboard

- cartoon
- from filmmaking
- notes key moments and interactions
- the 'feel' or 'flow' of the experience



1) on arrival at the hotel, the guest goes straight to the reception desk.



2) At the Reception desk, the receptionist types details of the guest into the computer and checks the guest in.



3) The receptionist asks for a credit card from the guest as a deposit.



4) The receptionist then gives the guest the key to their room.

Figure 13.4 A hotel storyboard showing a high-level impression of the registration process

# Storyboards

## Constructing a storyboard

- traditional
  - notes attached (below)
  - what will happen
  - dynamic not static
- scored
  - add notation for motion
  - e.g. type, colour, images, sound etc.
- text-only
  - complex sequences
  - what image, text, media etc.

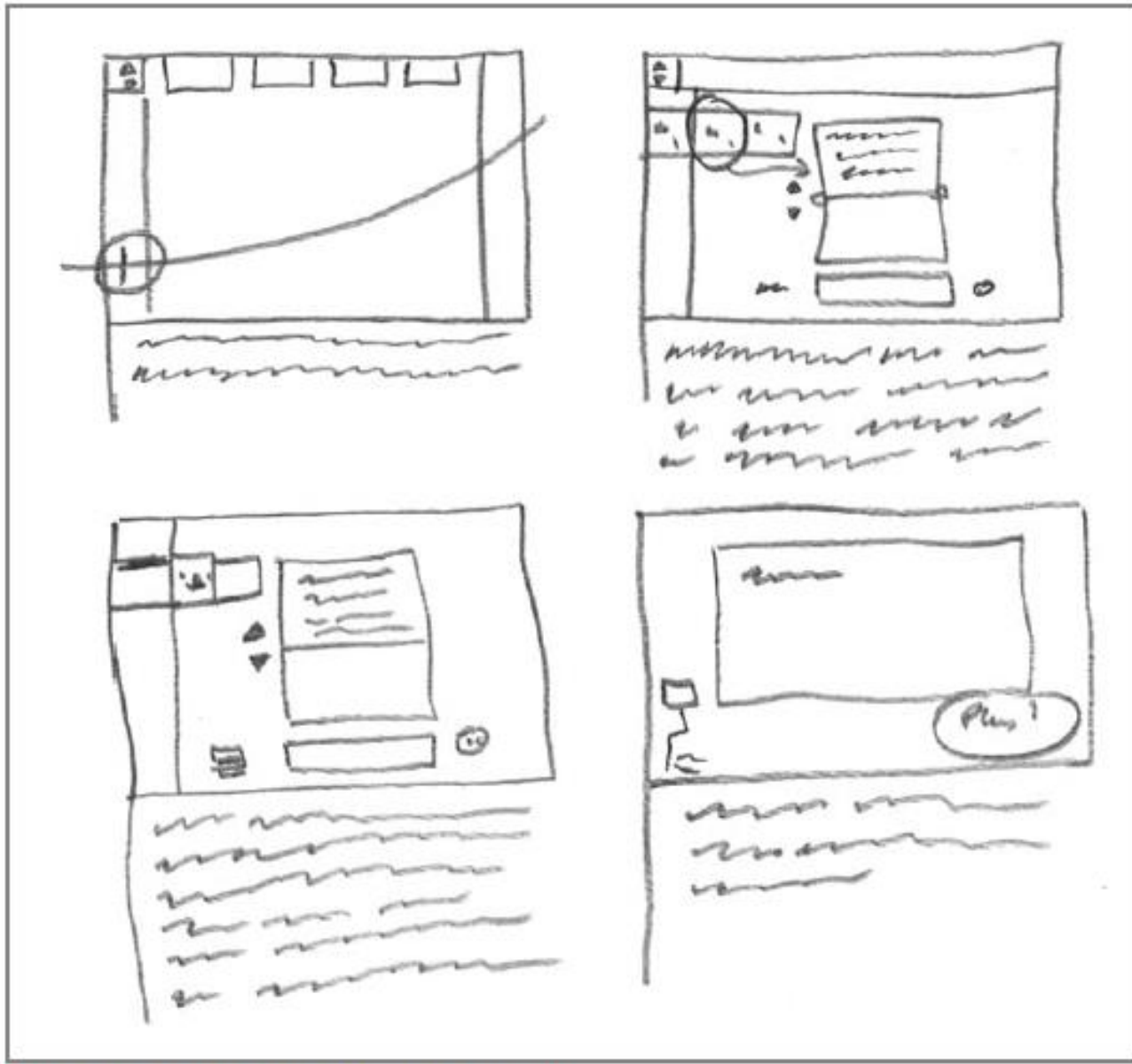


Figure 8.3 Sketched storyboard for the HIC

# Storyboards

## Constructing a storyboard

1. identify key tasks, choose one, review the models
2. draft a detailed design
  - consider alternative options
  - consider implications of the alternatives
3. check the redesign against the sequence models
  - are the intents OK?
4. sketch
5. repeat for all the tasks & review



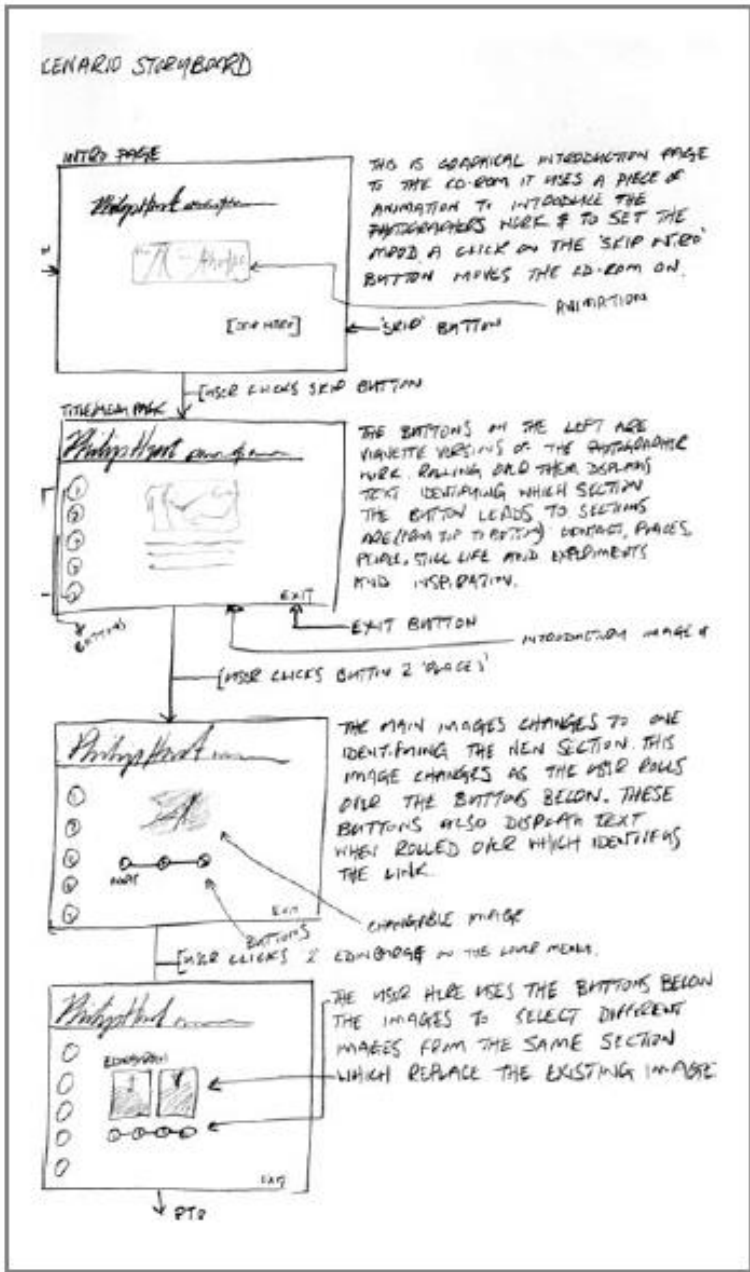


Figure 8.4 Part of a storyboard for a photographer's website



1) on arrival at the hotel, the guest goes straight to the reception desk.



2) At the reception desk, the receptionist types details of the guest into the computer and checks the guest in.



3) The receptionist asks for a credit card from the guest as a deposit.



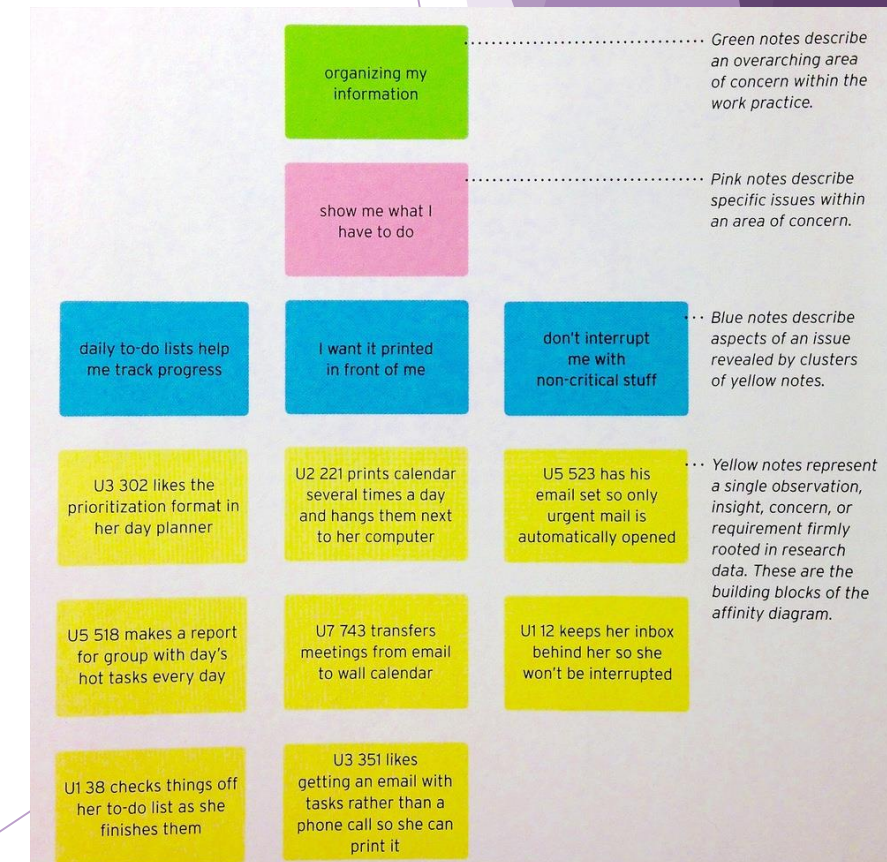
4) The receptionist then gives the guest the key to their room.

Figure 13.4 A hotel storyboard showing a high-level impression of the registration process

- Frame 1. The guest arrives at the reception desk and announces 'I have a reservation and I wish to check in'. The receptionist stops what she is doing and asks for the guest's name.
- Frame 2. The receptionist then consults the hotel's information system *and* accesses the database to match the guest's name against reservations. The name is found and the receptionist updates the database to indicate that the guest has arrived and allocates a room to her.
- Frame 3. The receptionist then asks the guest for her credit card in order to secure payment. The card is swiped and its details are entered into the hotel's information system.
- Frame 4. Finally, the receptionist gets the room key from the key board and hands it to the guest.

## Choose a storyboard

- represent a 'user intent'
- use a model (e.g. flow or sequence model)
- or,
- use your affinity diagram from last week
- file copy is in teams and mango





**Thank you!**  
any questions?