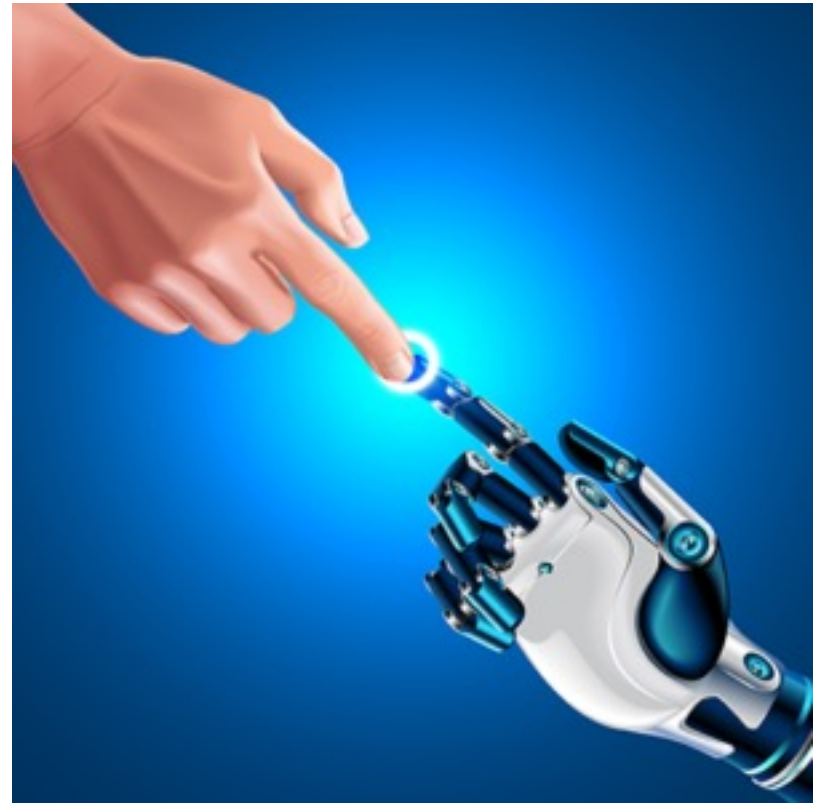


# **HUMAN COMPUTER INTERACTION**



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# LESSON PLAN

- **Swimming Lane Diagrams**
- **Storyboards**

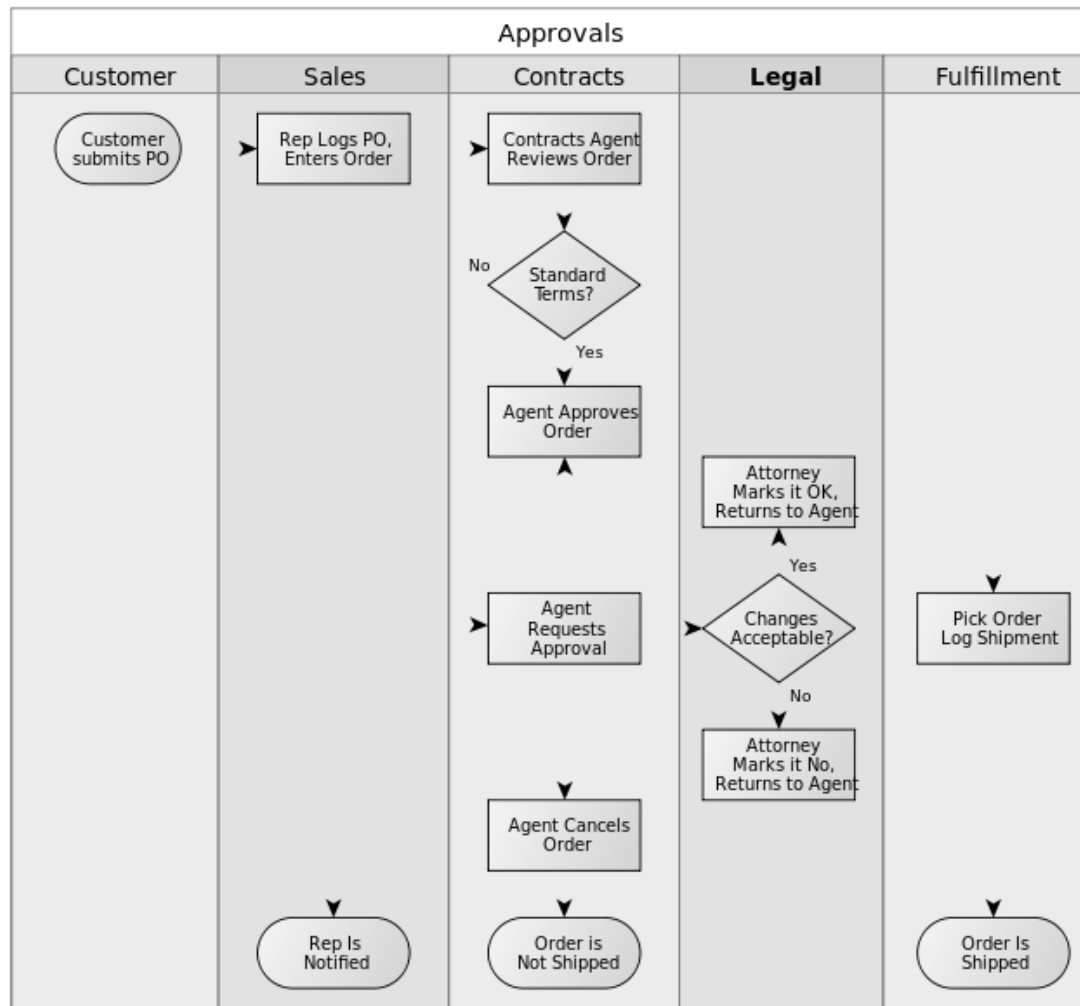
# WHAT ARE SWIMMING LANE DIAGRAMS?

- **A type of process flow diagram showing who does what at a high level**
- **Uses separate lanes for each unique participant role in the process**
- **Focuses on one process and shows who does what in that process and/or when things occur in the process**
- **Invented to depict any kind of multi-person or cross-functional process and the flow among process steps or tasks**

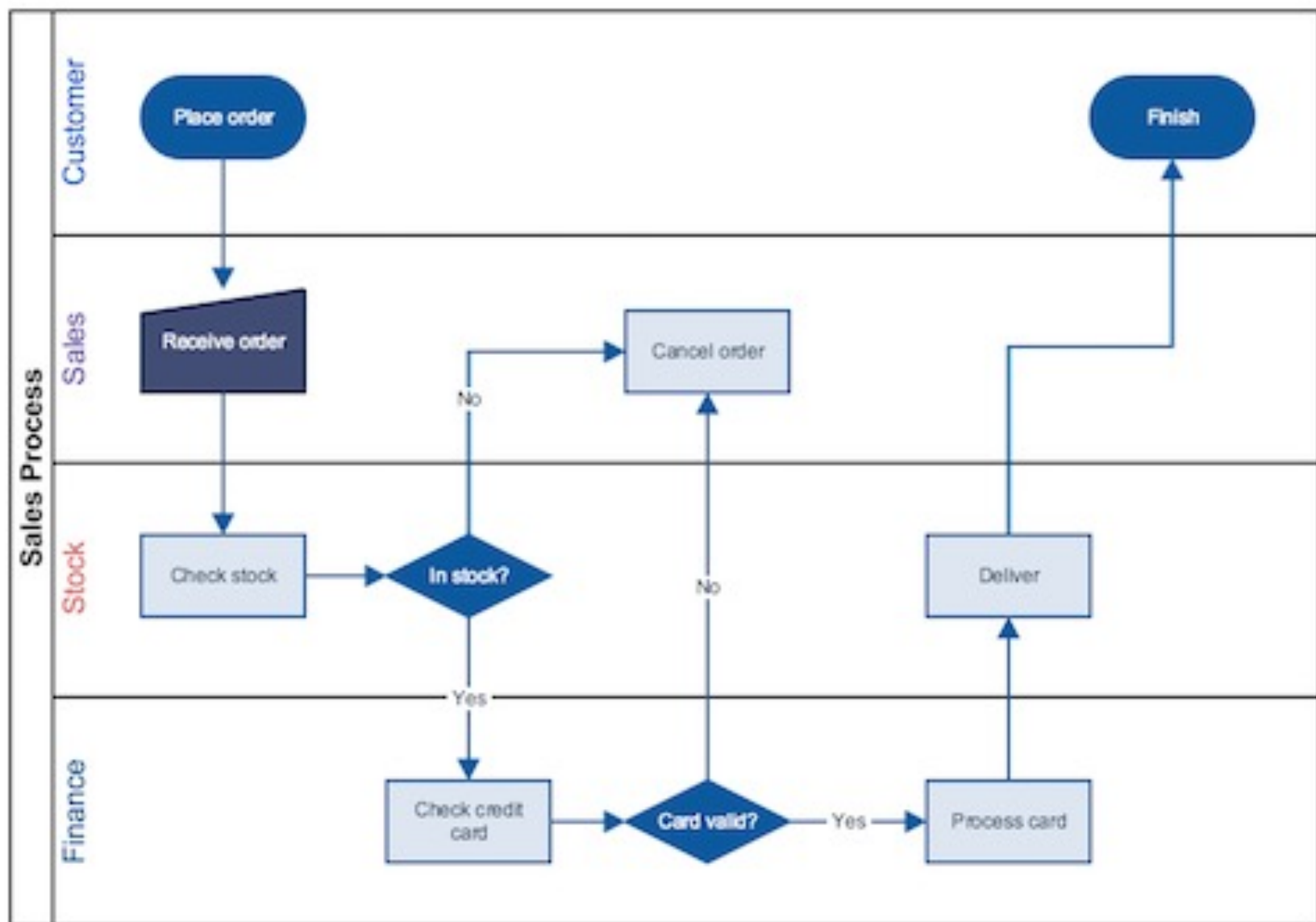
# HOW DO YOU CREATE SWIMMING LANE DIAGRAMS?

- Lanes represent the different people, roles, or organizational roles participating in the flow
- A process flows or 'swims' within and across lanes
- Create the process flow by drawing processes and decisions made
- Use arrows to indicate process flow

# EXAMPLE SWIMMING LANE DIAGRAM



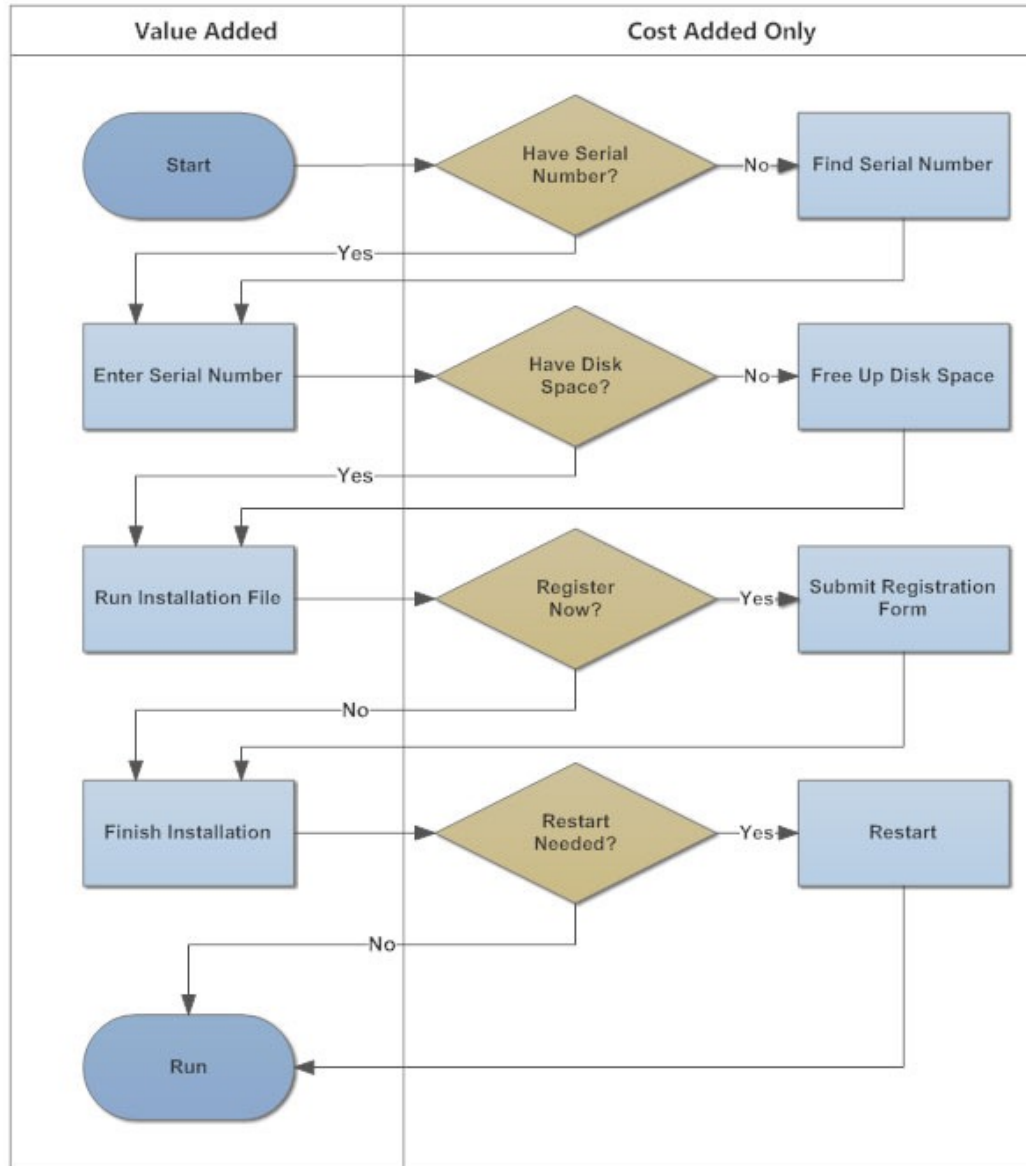
1. Wikipedia contributors, "Swim lane." *Wikipedia, The Free Encyclopedia*, [http://en.wikipedia.org/wiki/Swim\\_lane](http://en.wikipedia.org/wiki/Swim_lane)








# Opportunity Flowchart

## Installing Software

An opportunity flowchart divides a process into "Value Added" and "Cost Added" components — or into steps that occur when things go right, versus those that occur when things go wrong.



# SYMBOLS AND MEANING

Symbol	Meaning
	Beginning Point
	Decision
	Activity
	Terminal point
	Connector



# STORYBOARD



# WE HAVE PERSONAS AND JOURNEYS. WHY DO WE NEED UX STORYBOARD?

They have some indisputable additional benefits.

## 1. Visual benefits

Images on a UX storyboard can speak more powerfully than just words; they add extra layers of meaning. High-level stakeholders or people outside of the design team will process information presented this way much more easily.

## 2. Emotional engagement

A UX storyboard focuses on problems and situations rather than features, just like personas or journeys do. But since it does so in a more engaging visual form, people emotionally relate to it more easily.

## 3. Memorability

Storyboards let us understand the flows and problems at a glance. Posting them on your team's wall literally keeps these stories and flows in sight.

# WHEN TO STORYBOARD?

## 1. During the discovery phase of a new product

In creating a completely new product or service, storyboarding can summarize and explain existing user stories and problems really well.



# WHEN TO STORYBOARD?

## 2. While building the product

Model the user interaction with a product based on data gathered from user testing, interviews or analytics. Here, we can speak of both existing or developing products.

A UX storyboard shows their embeddedness in daily situations, as well as the scenarios where people use them.

Example of a storyboard about a user story of an already existing product.



# WHAT IS A STORYBOARDS?

- **Similar to a movie script**
- **Tells the story of a user's interaction with a feature or the system**
- **Create a visual story with sketches that depict a sequence of events**
- **Typically 3-5 sketches per storyboard**
- **Contains enough high-level detail to tell the story**
- **Can include:**
  - People
  - Objects
  - Context
  - Text
  - Indication of date or time

# WHAT IS A STORYBOARDS?

- **Has a small number of steps**
- **Corresponding number of visual frames**
- **Each frame captures a step**
- **Storyboard interactions must:**
  - Have several meaningful interactions
  - Be meaningful to the user
  - Be closely related to personas and scenarios



SAP's printable storyboarding kit. Let the fun begin (without drawing at all)!



# HOW TO DESIGN A FIRST STORYBOARD. EXAMPLE.

Developing a photo sharing app for families.

1. **Step one – Get some data!** Just like with user journeys or buyer personas, **real data** forms the base of storyboarding. This data comes from research.
2. **Step two – Pick a flow to focus on.** Choose one of the many different user stories and use cases most important to focus on at the moment. This can also depend on the current stage of the research process.





# HOW TO DESIGN A FIRST STORYBOARD. EXAMPLE.

## 3. Step three – Write down the plot steps and basic outline of the story

Think through the steps and events of the user story. Start working on these basic parts of the user story.

A few guiding points:

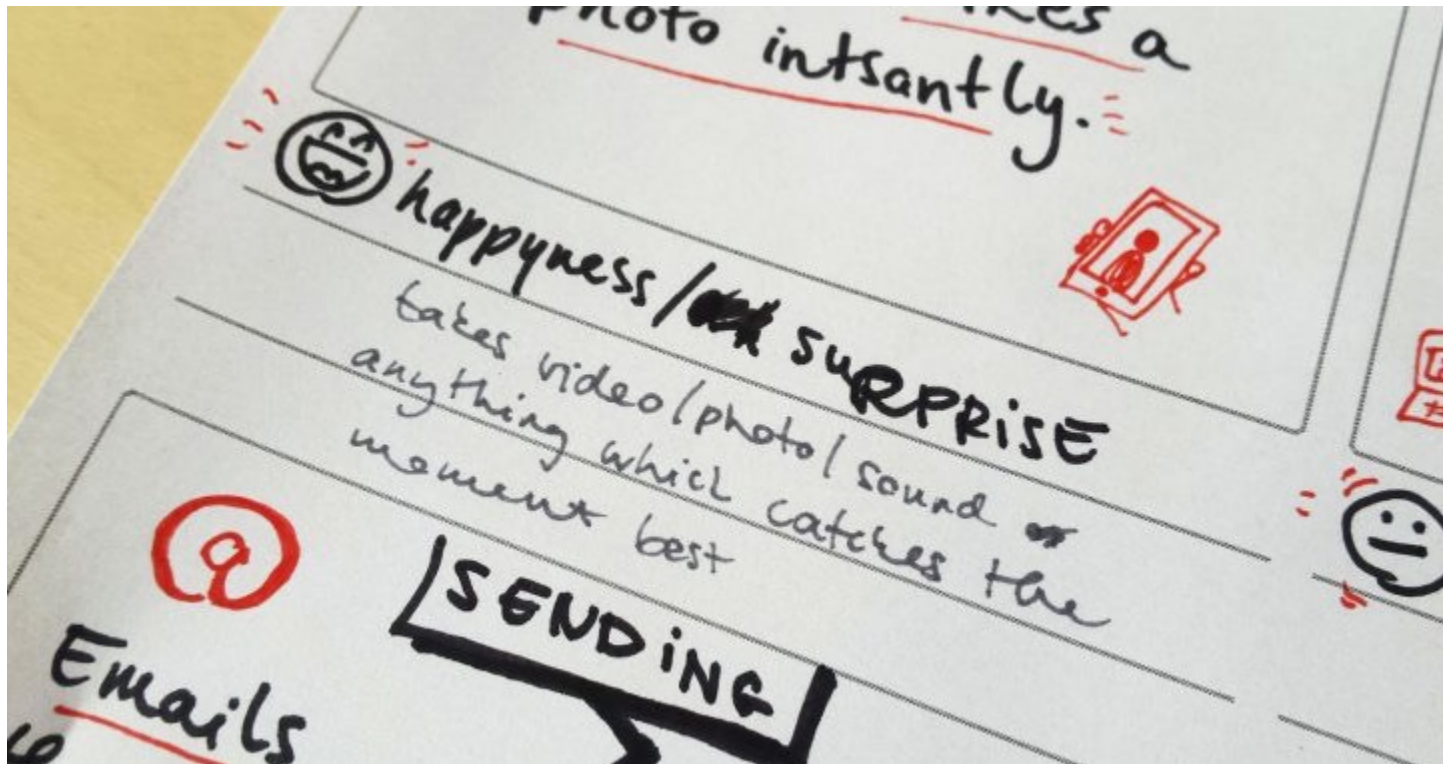
- **The main character.** The specific persona involved in your story defines the characteristics, expectations and overall attitude of the main actor and can also make the story more lifelike.
- **Scene.** Think through the places, the environment where the story takes place.
- **Plot Steps.** The narrative itself. Assemble the list of events, problems, and solutions occurring during the story.



# HOW TO DESIGN A FIRST STORYBOARD. EXAMPLE.

**4. Step four – Add emotions and scene details.** Emoticons illustrate the feeling the user is experiencing at a given moment. Add emoticons to every step the user takes.

Additionally, write down any additional details of importance to add more detail.



# HOW TO DESIGN A FIRST STORYBOARD. EXAMPLE.

## 5. Step five – Create the storyboard!



**CREATING A STORYBOARD ON STICKY NOTES ALLOWS YOU TO BE COLLABORATIVE AND REARRANGE THE SEQUENCE AS YOU DISCOVER NEW INFORMATION.**



Sees commercial



downloads app



places order

Hunger continues



estimated pick up time given in the app



DRIVES TO RESTAURANT



complete survey



food

COUPON

e-coupon in inbox



# STORYBOARD. EXAMPLE.

## STORYBOARD



- MAKES NOTE OF SUPPLIES NEEDED ON CLIPBOARD
- PHYSICAL INVENTORY

## PERSONA:

CORPORATE BUYER,  
JAMES



- SELECTS ITEMS FROM FAVORITES LIST
- USES DESKTOP & SUPPLY LIST AS TOOL

## SCENARIO:

REPLENISH OFFICE SUPPLIES



- RECEIVES SHIPMENT WINDOW W/ORDER SUBMISSION
- SETS PLAN FOR RESTOCK

# TEMPLATE OF A STORYBOARD

PERSONA:

USER STORY/SCENARIO:



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PAGE #

PROJECT/TEAM:

DATE:

STORYBOARD [NNGROUP.COM](http://NNGROUP.COM)

PERSONA: KELLY

USER STORY: RECORD MILEAGE WHILE ON AN OUTDOOR RUN

