



# UX ACADEMY

# Day 3

## Decision Making & Storyboarding

# Plan

**Decision Making & Design Feedback**  
**Storyboarding & Low Fi Wireframes**

# Goal

**Have final version of solution storyboard ready for tomorrow's finalisation process.**

# Choosing the “Best” Solution



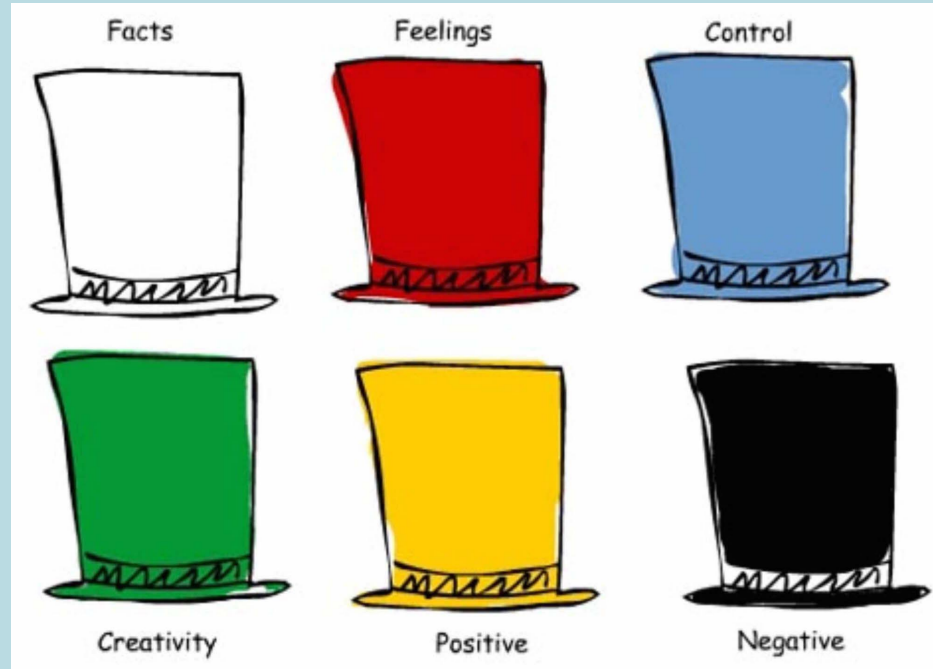


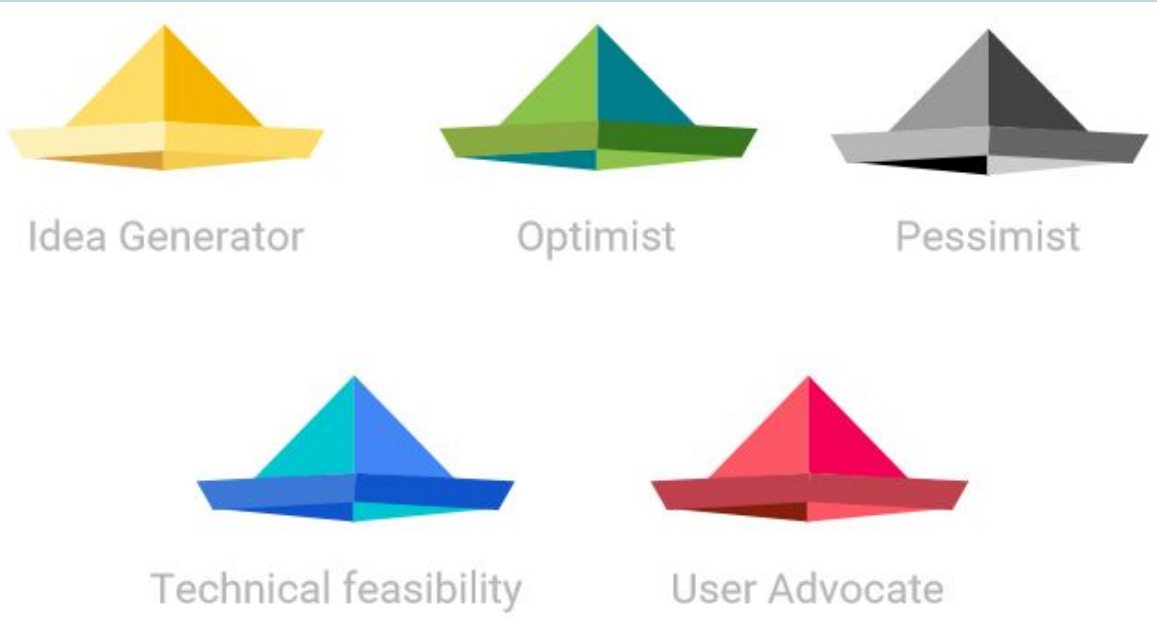




# Decision Methods

# “6 Thinking Hats”



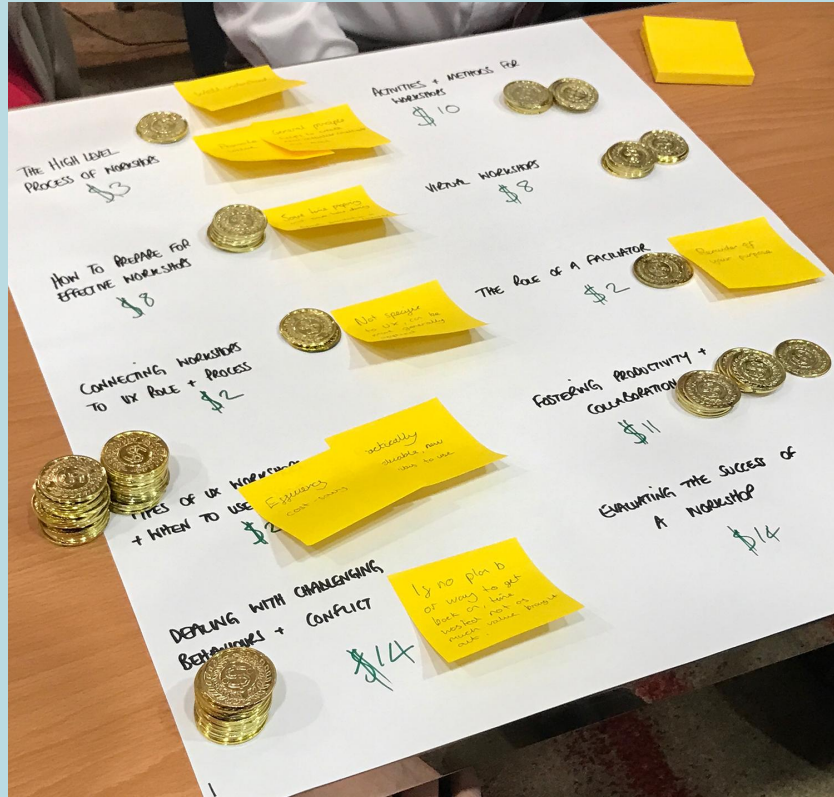


# “\$100 Test”

# \$100 TEST

Item/Topic/Issue	\$	WHY?
Internet Access	\$21	to tell others & ask for help
alarm clock	\$7.50	the only one often available
Telephone	\$55	connect with EMS
SMS	\$8.50	help during emergencies
camera	\$4.25	documentation for insurance
Solitaire	.75¢	stress relief
voice recorder	\$3	capture disaster interviews





# “NUF Test”



	NEW	USEFUL	feasible
promotional bat-mobile	7	2	6 = 15
Facebook Group	∅	3	10 = 13
Austin bat tours	∅	6	8 = 14
guano fertilizer	8	9	5 = 22
sponsors for bat colonies	10	4	1 = 15

# Method Advantages

- **Provides a structure to a discussion**
- **Everyone's opinion can be heard / seen**
- **Ideas can be evaluated equally and deconstructed**
- **Set evaluation system helps to reach final decision**

# “The Sticky Decision”

# 3 Part Structure

- **Art Museum** — observe, think and write comments.
- **Feedback** — present and discuss.
- **Poll** — voting for best solution.

# Important Part Of Decision Making

# Design Critique



# Design Feedback



# Before Giving Feedback

- **Establish Clear Roles.**
- **Set the scene:**
  - Problem
  - Longt term goal
  - Proto personas

**“A design critique usually manifests as a group conversation with the ultimate goal of improving a design.”**



# How to give proper design feedback?

# Listen and evaluate the idea.

Think about these points:

- Great
- Good
- Can be improved

# Critique the work, not the author.

“The way you drew the idea won’t work.”

VS

“It would be easier to understand users journey if the checkout process was included in the sketch.”

# Pose thoughts as questions.

“This text isn’t accessible enough.”

VS

“What could we do to make the text more accessible?”

# Be critical, but remain affable & curious.

“This layout is confusing and hard to read.”

VS

“Information hierarchy of this page is not clear, let’s think how to structure it better so the most important information is visible.”



# After Feedback

# Be Critical

# Recap

# Decision Making Methods

- Six Thinking Hats
- \$100 Test
- NUF Test
- The Sticky Decision

# Design Feedback

- **Before feedback: establish roles, set the scene.**
- **When giving feedback:**
  - **Listen & evaluate idea**
  - **Critique the work, not the author**
  - **Pose thoughts as questions**
  - **Be critical, but remain affable & curious**

# Q&A

# Task

# Decision Making (90 min)

- Art Museum (20 min)
- Speed Critique (5- 10 min each)
- Poll (20 min)



# Art Museum (20 min)

- Put your solution sketches on a wall.
- Space them out like in a museum.
- Observe and write down ideas that come to mind.

# Feedback (7 min each)

- Gather around the sketch & set timer for 7 min.
- Creators present the idea sketch.
- The team calls out standout ideas and writes them on sticky notes.
- Review concerns and questions.
- Move to the next sketch.

# Feedback (7 min each)

## Key things to remember:

- If a sketch has a lot of good ideas, take a couple of extra minutes to capture them all.
- Remember that all you're trying to accomplish in the speed critique is to create a record of promising ideas.

# Poll (10+5 min)

## 10 min

- Everyone gets a **single dot sticker**.
- Group reminds the problem they are trying to solve.
- Each person privately writes down his or her choice.

## 5 min

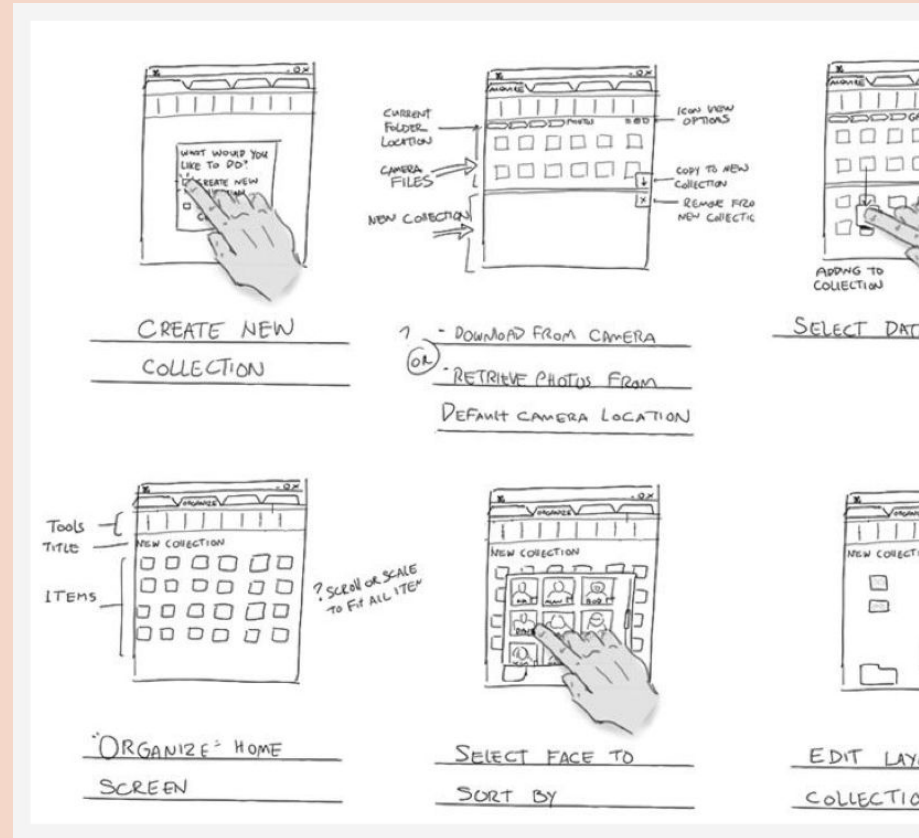
- Once time is up each person places the vote and explains their decision.

# Break

# Storyboarding

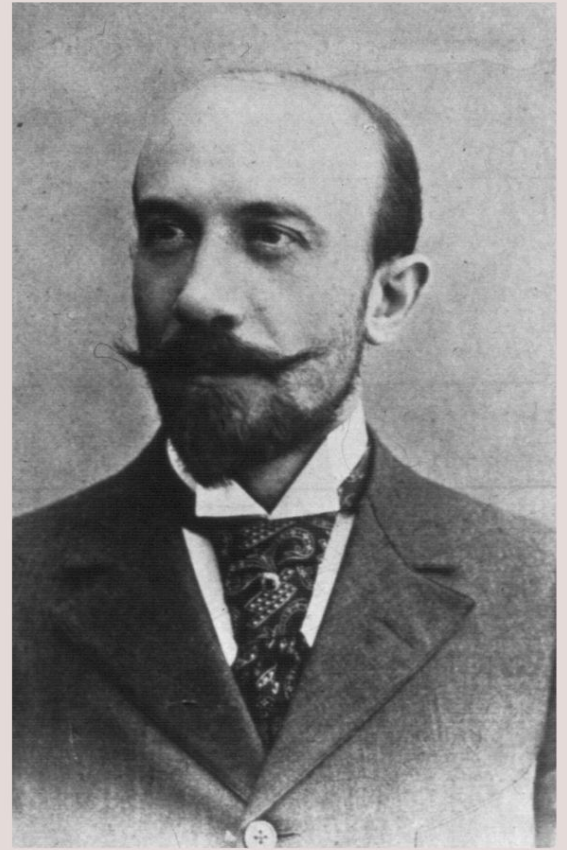
# Storyboard

It's a sequential art, where images are arrayed together to visualize the story.



# Georges Méliès

Special effects pioneer













# Storyboarding in UX

# Storyboarding in UX

- To tell a story
- To feel Empathy and be Human-Centered.
- Set priorities
- Communicate



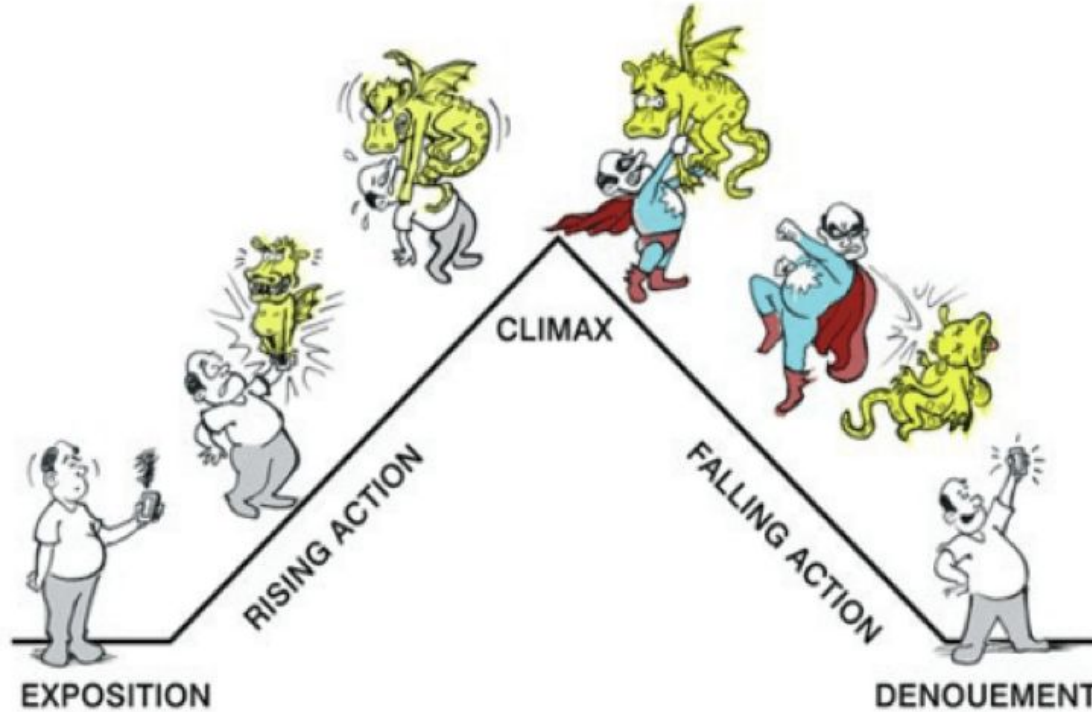
*I'm glad we all agree.*

# The goal is to make it as a story

- It has character
- Scene
- Plot
- Narrative



# Freytag's Pyramid





## Guest Journey



**Exposition**



**Rising Action**



**Climax**



**Falling Action**



**Denouement**

**Guest Journey**





# Storyboarding time

# Six-Step Storyboard

- Individual flow
- Presenting
- Silent Vote
- Discuss & Merge

# Individual flows

- **Each team member individually writes a six step action flow for the concept on sticky notes. (20 min)**
  - **Start with the End and Beginning**
  - **Fill in the rest**

# Presenting

- Each members reads out loud his flow (30s - 60s per person)



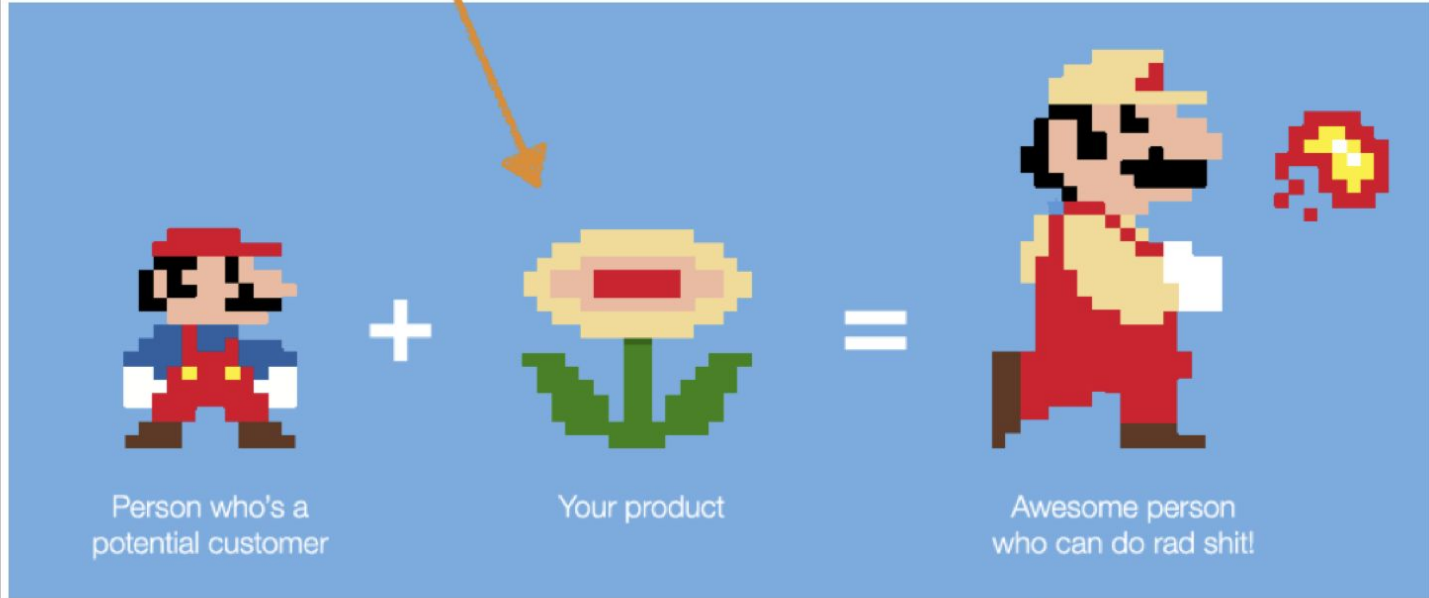
# Silent Vote

- **Silent vote (5 min)**
  - **Everyone takes a look at each flow and vote which you think is the right one**

# Discuss and merge

- Discuss flows and merge, replace something if needed (5 min)

This isn't what your business makes



This is

# Individual flows (20min)

# Presenting flows (5min)

# Silent votes (5min)

# Discuss and merge (5min)

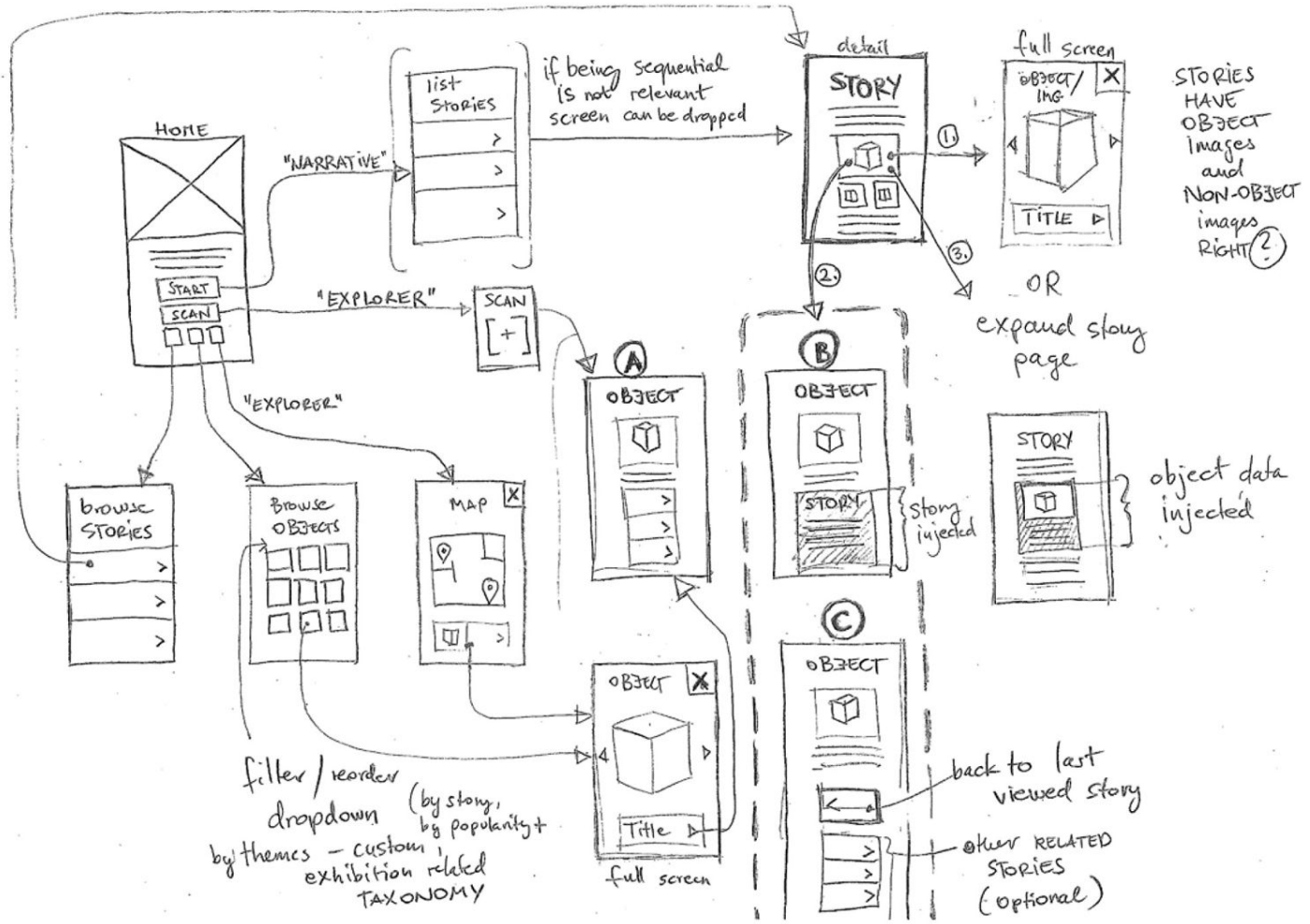
# Keysteps in storyboard

- **Get some data**
- **Pick a flow to focus on**
- **Write down the plot steps and basics outline of the story**
- **Add emotions**
- **Create a storyboard!**



# Detailed Storyboard

- **Visuals**
  - **Sketches, illustrations or photos**
- **Captions**
  - **Ugly is good and words matter**



New York Times

roasters you should know about

Potting shed

Linden alley

4pm Roasters

Blue Bottle

Shenstone

OUTSIDE AIR

Potting Shed Coffee

How do you brew?

Pour over Espresso

What do you like?

Floral Bright

Bright Pour over coffees

Linden Alley

How?

Taste?

Floral

4pm Roasters

Pity about us they feed us

Coffee	BY METHOD	BY TASTE
Pour over	Espresso	Floral
Drip		Bright

Best coffee for Pour Over

Grand Step

How to heat it up?

Grand steps

ADD TROUSERS

How it tastes

Bright, Chocolate, RC Cola

How to make it

Chemistry French press

Tech spec

Tech spec

Founder notes

Also great for pour over

Also great

17 foot ceiling

How it tastes

Tech

17 foot ceiling

Added to cart

CHECKOUT

Suggestions

5 liter

Carry over

PRINCE & GUY

Shipping

Billing

Shipping

Billing

Shipping

We'll send it tomorrow!

○ ~ ~ ~

○ ~ ~ ~

○ ~ ~ ~

○ ~ ~ ~

NEXT

Payment

Thanks!

We'll send it tomorrow!

2 days later... You get the coffee

How's your coffee?

1 week later... You run out

OUT OF COFFEE?

4pm Roasters

By weight

By taste

RECENT

17 foot ceiling

Subscribe

17 foot ceiling

Subscribe

Start a subscription

17 foot ceiling

1 bag every 2 weeks

You'll be billed \$18 every 2 weeks. You can cancel, pause any time.

ADD

Added SUBSCRIPTION 1 bag of 17 ft ceiling every 2 weeks

CHECKOUT

Checkout

...

You're subscribed! Any time you can PAUSE ADJUST CANCEL

BK

BK

BK

BK

BK

BK

BK

BK

# Q&A

# Storyboarding

## (90 min)

# LO-FI Wireframes

# What is LO-FI wireframe?

- Hierarchy of content
- Available functionality
- Intended behaviors

# Tools

- **Balzamic**
- **Axure RP**
- **Sketch**
- **Figma**
- **etc.**



upshift

Personal Business About Pricing FAQ Contact Us Log In [Join now](#)

# Just drive. We'll do the rest.

All-inclusive, usage-based car subscriptions.

Phone number... [Get started](#)

BUSINESS INSIDER WIREF URBAN-X METROPOLIS CURBED

Placeholder image for testimonial.

"Since becoming a monthly subscriber, I feel like I have my car back again. It's like I own a car without the worries or cost of keeping it around all the time."

SAM B. ★★★★★  
28 reviews on Yelp

02 HOW IT WORKS

## Simple and

Snow chains, surf board rack, key lock box, or dog car seat hammock available upon request.

Still got questions? We've probably covered them all in the Help Center.

**FlexPass**  
Get 2 days/month

**\$159**/month

Not sure how much you drive? Get a magic button anytime you need a car.

[Start with FlexPass](#)

[View plan details →](#)

RECOMMENDED

**Getaway**  
Get 4 days/month

**\$219**/month

Get away up to once a week. Your car is delivered and disappears - like magic.

[Start with Getaway](#)

[View plan details →](#)

**Freedom**  
Get 8 days/month

**\$389**/month

Get a car up to twice a week. It's freedom whenever you want it (and no additional fees when you don't).

[Start with Freedom](#)

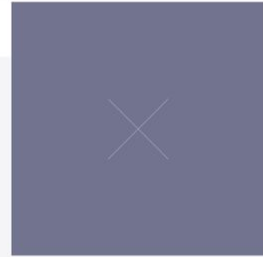
[View plan details →](#)

03 THE CAR

## Always Drive an Identical Prius

All our cars are the same so they feel familiar. No branding so you don't stick out.

Fits 5 comfortably - or a surfboard, bicycle, or skis. 54 MPG hybrid gets you to Tahoe and back on a single tank. Phone mount, charging cables, and FasTrak included. Bluetooth and safety technology like adaptive cruise control. We use all natural deodorizers and cleaning supplies.



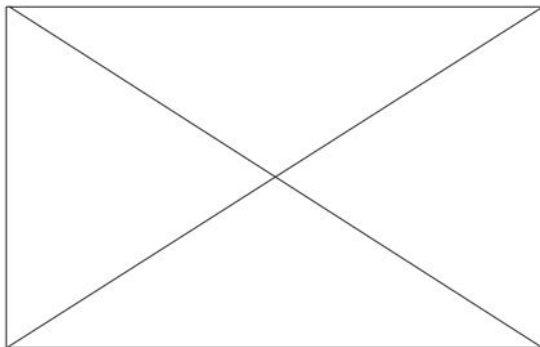
Join instantly with \$0 down and get your car right now.

[Get started](#)

# Always drive an identical prius

All our cars are the same so they feel familiar. No branding so you don't stick out.

Get started



## FlexPass

get 2 days/month

**\$159/month**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at mollis massa, id facilisis nulla. Integer sed pharetra quam.

Start Free Trial

More details

## Getaway

get 4 days/month

**\$219/month**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at mollis massa, id facilisis nulla. Integer sed pharetra quam.

Start Free Trial

More details

## Freedom

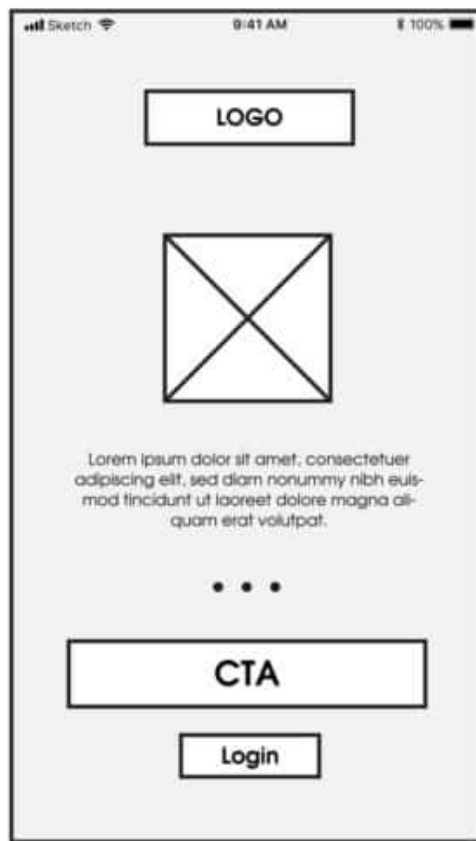
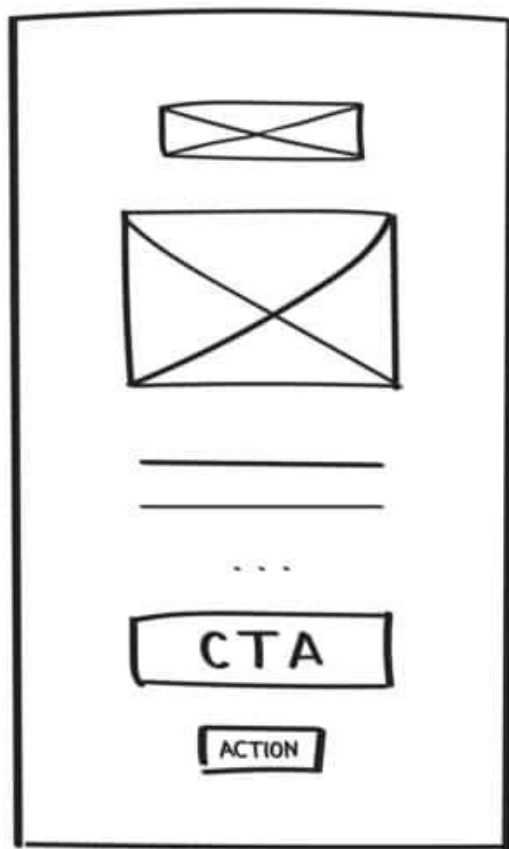
get 8 days/month

**\$389/month**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at mollis massa, id facilisis nulla. Integer sed pharetra quam.

Start Free Trial

More details



# Wireframing guides

- Use black, white and grey
- One typeface
- User real words, no lorem ipsum
- Use Captions to explain functionality

# What to draw?

- **Items List**
- **Form Including Input Fields, Dropdowns etc.**

# Q&A

# LO-FI Wireframes (90min)



# UX ACADEMY





LLI-338 “Paradigm shift from „traditional“ to creative industries – the essence for sustainable regional development“

**Thanks for your attention!**

**wix**Lithuania

Nida  
2019