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Interaction Design

SAE INSTITUTE

StoryBoard / Usability

SESSION TYPE : LESSON with WORKSHOP

WBD4400

Story boards

What is it?

Examples

Uses

Disciplines

Principles

Layouts

Practice

Usability

Narrative: Methodology

Definition

Importance

Measurement

Evaluation

Workshop

Assignments Catch up.

What is it?

The word Storyboard took his name originally from cartoons, where sketches show elements of each cartoon moment.

In film-making, it is a tool which allows a filmmaker to pre-visualize his ideas and refine them, and serve as the clearest language to communicate ideas to entire production team shot by shot.

In multimedia, it is a visual representation of each page or most important pages and how they interact with each other.

From the Storyboard you should be able to impress clients and give a clear idea of how you intend to shape you project.

Through the process of creating it you will be also confronted with the first thoughts about technical issues of your project.

In real life, storyboards serve also as a tool to make sure clients are informed about what they are agreeing for.

Any further changes on the projects usually lead to a change of this document to allow an overview and further agreement between you and the client or/and brief.
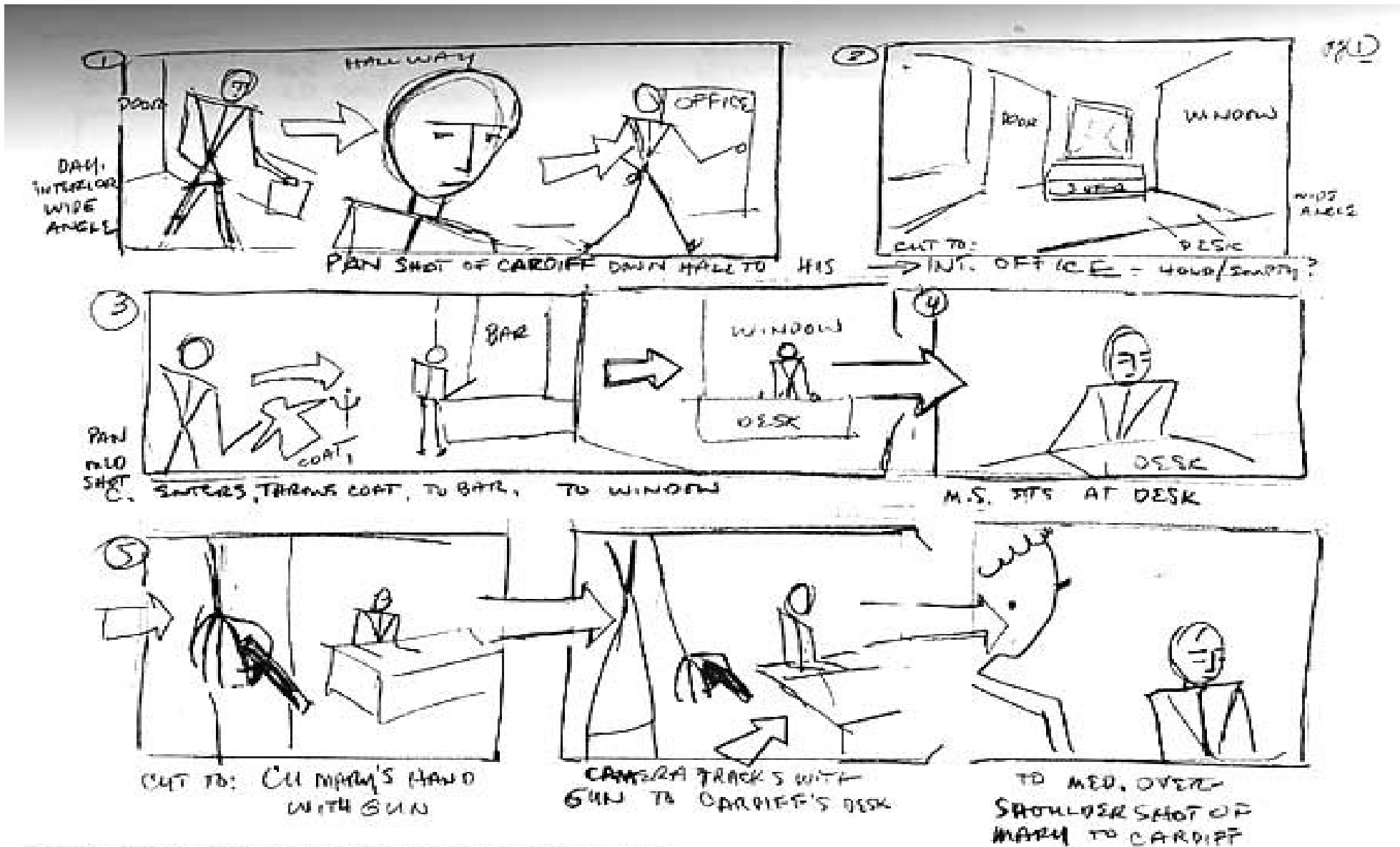
Storyboarding

Figure 3-5   Venus Mountain, stick figure interpretation. Reprinted with permission.

index.html

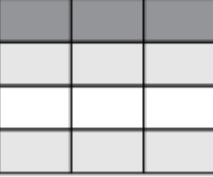navigation bar

The Trends of Teenagers Over the Generations

Content

dance.html

navigation bar

The Evolution of Dance Styles and Music

phrases.html

navigation bar

The Language of the Day

List

entertainment.html

navigation bar

The Way to Spend the Day

Content

technology.html

navigation bar

Technological Advancements of the Time

Content

culture.html

navigation bar

The In and the Now

List

Story Board: Uses

Story boards are useful for mapping the customer journey through a website or application.

Storyboards are used in interface design and user experience design.

It is a technique for illustrating an interaction between a person and a product

Film Making

Animation

Logo design

Can you think of more examples?
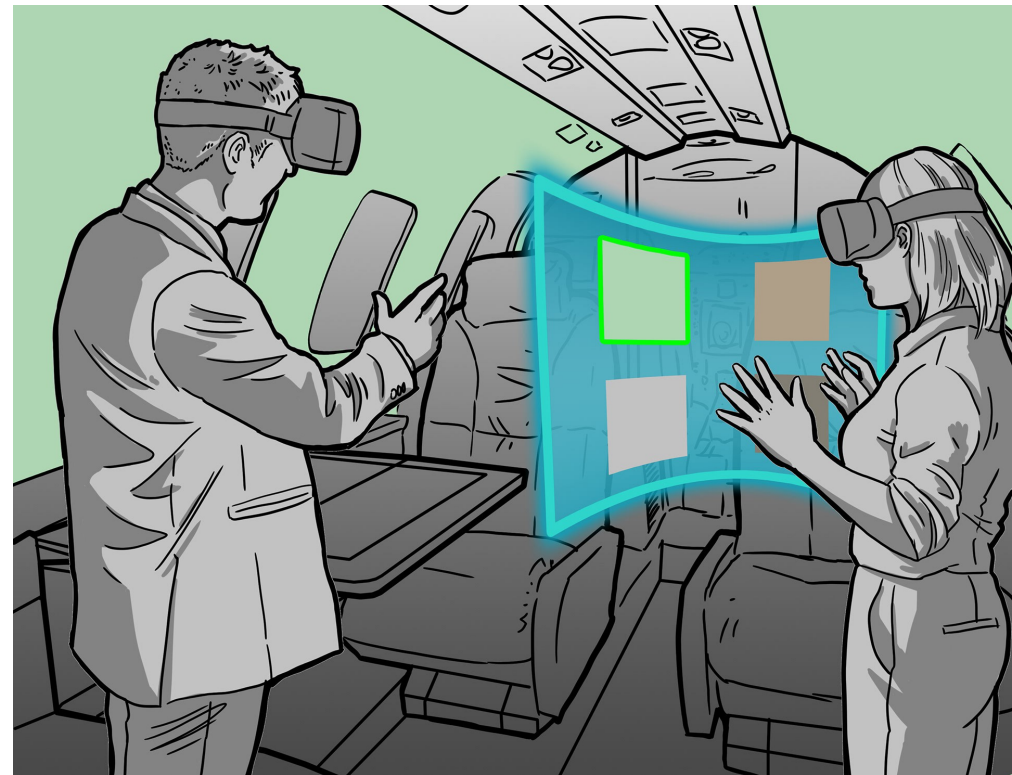
Story Board: Disciplines

Each different field in which story boards are used will require a different kind of story board.

How would one differ from the other?

Website versus animated logo for instance?

8 STEPS for an awesome **eLearning STORYBOARD**

01 Know the Course Goal
Ask yourself and the client... Why are we creating this course and what is the outcome we want?

02 Gather Content
Work with your client, your SMEs, and do your homework:
- Analyze Needs
- Identify required knowledge
- Identify constraints

03 Define Learning Objectives
Define your learning objectives. Your learning objectives will guide your development process.

04 Create Assessment Criteria
Each learning objective needs to align with a level of Blooms Taxonomy. This will help you create your knowledge checks or scenarios to assess your learners.

05 Use a Storyboard Template
*Organize your content into chunks in a way that works for you. Consider using an eLearning storyboard template.

**06 Pick a Design Model**
To deliver effective eLearning content for your audience to easily apply, consider using these popular design theories:
- ADDIE
- Knirk and Gustafson
- SAM
- The Action Mapping Process
- Gagne's 9 Principles

07 Choose Design Elements
Compile the design elements that will best achieve your learning objectives:
- Images
- Videos
- Interactions
- Quizzes

08 Select an Authoring Tool
Choose a tool that will best support your design elements:
- Articulate Storyline
- Articulate Studio 13
- Lectora
- Adobe Captivate
- Moodle
- Claro
- Udutu

*Free Storyboard Template
bit.ly/FreeStoryboardTemplate

By Landon Ransom

eLearning brothers

Story Board: Principals

What are the principals of story boarding?

Speed or timing

Readability (communication), the client might see this.

Navigation and organization.

Story Board: Layout

Story board have a different layout depending on the discipline used.

← Typical for web.

Story Board: Practice

For best practice avoid crumpled together content and space things out.

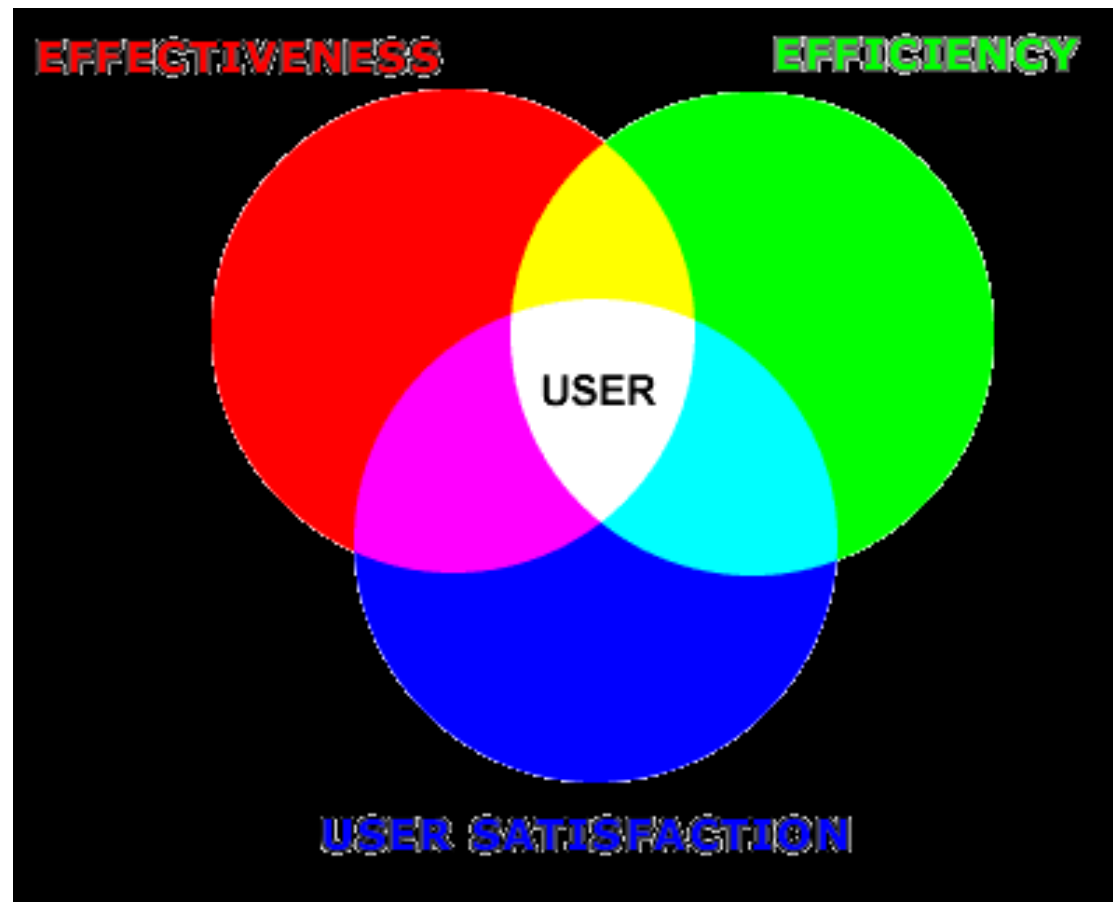Use captions to better illustrate what is happening

When demonstrating 3D please use 3D style wireframes.

Imply motion with arrows and indicators.

Usability: Definition

Assessing the usability of a product with the purpose of identifying usability problems and/or obtaining usability measures.

Importance of Usability

An effective interface...

allows customers (users) to achieve their goals, has a high conversion rate

meets business objectives, delivers a positive brand image.

An efficient interface...

provides answers quickly, follows a logical sequence

doesn't waste resources, requires less content management time

A satisfied user...

achieves their goal, enjoys their experience, tells others, comes back again

Usability testing will tell you where your website has opportunities for improving all of these aspects, and in the process achieve a high return on your website investment.

Usability Measurement

- Pluralistic Walkthrough

- Heuristic Evaluation

- Cognitive Walkthrough

- Heuristic Walkthrough

- Metaphors of Human Thinking (MOT)

- Persona Based Inspection

Pluralistic Usability Walkthrough

Assigning a group of users a series of tasks that represent the product interface and including participation from developers.

A systematic group evaluation of a design in which usability practitioners guide users through tasks and facilitate feedback about those tasks while developers and other members of the product team address concerns or questions about the interface.

Heuristic Evaluation

A usability evaluation method in which one or more reviewers, preferably experts, compare a software, documentation, or hardware product to a list of design principles and identify where the product does not follow those principles.

The diagram shows the following principles surrounding "Heuristic Evaluation":

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalistic design
- Help users recognize, diagnose, and recover from errors

Cognitive Walkthrough

The cognitive walkthrough is a usability evaluation method in which one or more evaluators work through a series of tasks and ask a set of questions from the perspective of the user.

The focus of the cognitive walkthrough is on understanding the system's **learnability** for new or infrequent users.
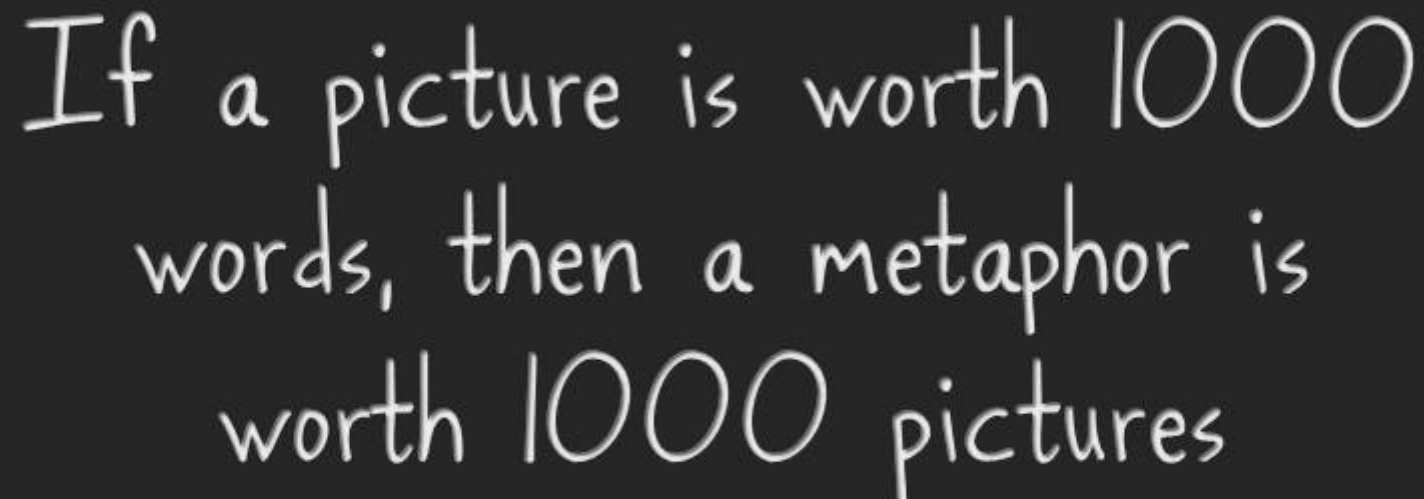
Heuristic Walkthrough

The heuristic walkthough is a type of inspection that combines aspects of heuristic evaluation, the cognitive walkthrough, and the pluralistic usability walkthrough.

Participants in this method make two passes through a product. The first pass uses "thought-provoking" questions and requires the evaluators to work through a set of prioritized tasks. The second pass requires evaluators to use a set of heuristics to find additional problems. The assumption here is that the task-based review will enhance the heuristic review.

Metaphors of Human Thinking

Compared to Heuristic Evaluation, the aim of metaphors of thinking (MOT) is to focus inspection on users' mental activity through metaphors inspired by classical introspective psychology.

If a picture is worth 1000 words, then a metaphor is worth 1000 pictures

Persona-Based Inspection

A Persona-Based Inspection, is an evaluation conducted in-house before the product is tested with real users. Your evaluators — members of your product team or other co-workers — are asked to adopt a general type of user perspective as they examine a product for problems.

Provisional personas are straw men for exploring potential use problems, but not yet the final personas constructed from completed user research.

Usability Evaluation.

The purpose of evaluation can be to improve the usability of the product as part of design/development (formative evaluation), or to assess the extent to which usability objectives have been achieved (summative evaluation).

Lets Make a short group Evaluation of a chosen Website or Interface

Suggestion You Tube

VR

A pluralistic walkthrough

We quickly evaluated Google and You Tube.

Workshop

Storyboard your piece (logo animation) that explains your project, fixing the clue moments of the motion and identifying where the piece needs to acquire speed, or is in need of a visual slow down.

Add background colours and other graphical elements that you might find relevant to your animation.

A good method to develop creative skills is to create a series of study sketches.

Once identified the most successful idea, you can go ahead with storyboarding it, breaking down the animation visually to identify its basic motions adding details in a later stage.

Assignments Catch up

Week 3 – time to begin

Animated Logo

Application evaluation.

Using Summative Assessment PDF for WB4400 available on SAE Campus online.