

DYW Senior Phase design workshop

Storyboard & Background Card

Storyboards are a simple way to visualise the end-to-end experience of an idea, product or service, from the viewpoint of a particular person. **Background cards** support storyboards by identifying the required actions and steps that need to happen behind the scenes to make each element of the journey occur.

Total tool completion time: 90 mins

Storyboard tool in context

Using the persona they had identified on their concept cards as being relevant to their idea, teams mapped out the end-to-end experience of the journey – from beginning, to middle, to end. Participants were encouraged to create a minimum of 10 frames per storyboard, breaking them down into step-by-step actions, e.g. Mum, Jennie, is handed an advice leaflet about the senior phase at parents evening.

It's important to push participants to use both sketching and text to describe each action in detail, as the added visual will make the journey come to life and help other people fully understand it. Don't forget to reassure participants that stick figures are fine!

When creating a storyboard, keep in mind:

- How does someone become **aware** of your product or service?
 - e.g. do they see a poster or receive an email?
- How do they **join** your product or service?
 - e.g. do they sign up online or contact someone directly?
- How do they **use** your product or service?
 - e.g. Are they attending an event or using a mobile app?
- How do they **grow** with your product or service?
 - e.g. what are they gaining from your product or service, are students able to contact employers?
- Why/how do they **return** to your product or service?
 - e.g. What makes them use it again?

Background card tool in context

Whilst the storyboard cards take one persona through the journey of the proposed service, the background cards encourage participants to consider what is required 'behind the scenes' for the interactions to happen, allowing them to add depth to each frame of their story.

Things to consider include:

- What actions need to happen?
- What people need to be involved?
- What resources are required?
- What touchpoints are there?
- What is the timescale?

For example:

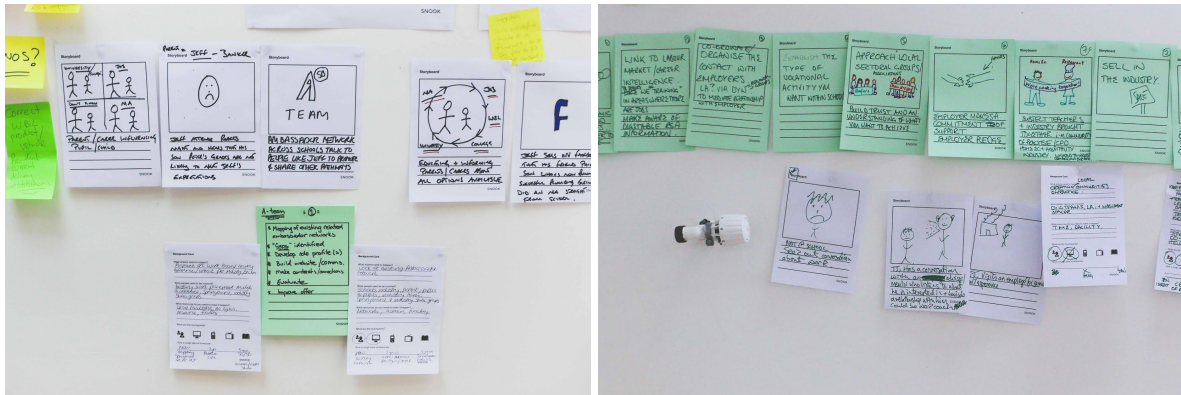
Storyboard card: Mum, Jennie, is handed an advice leaflet about the senior phase at parents evening.

Background card: Education Scotland send a pack of leaflets via post to the teacher at the school, this can take up to one week to arrive.

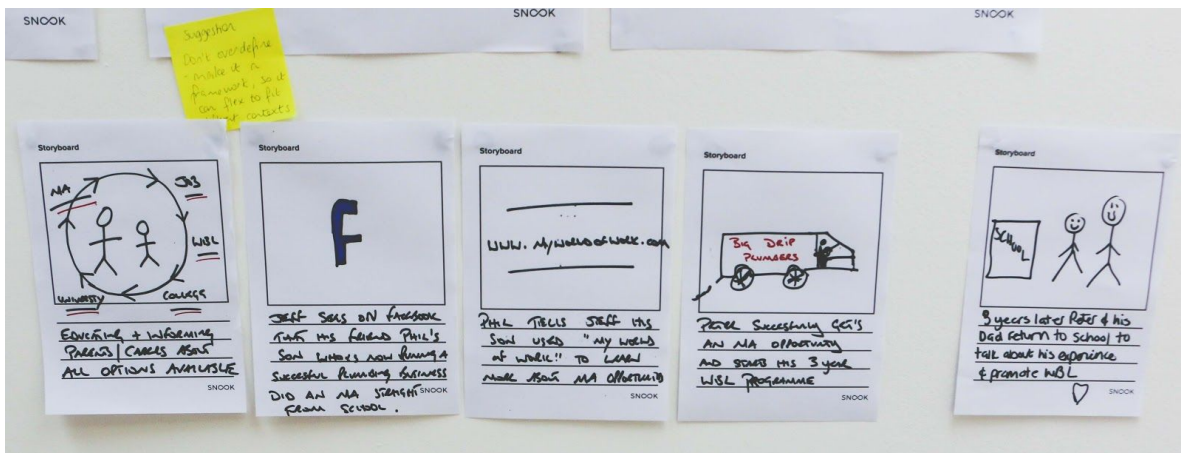
Why storyboard and background cards?

This places the focus back on the customer/user – and considers how the concept would fit into their life – would this idea really work for them? How would it work for them? Mapping out the journey allows the team to identify where their idea might not quite work so they can improve it.

Core tool learnings: Understand how to design end-to-end services, visualise concepts, develop ideas focused on relevant users. Explore how your idea might work to identify core stakeholders, partners, resources etc. Delve deeper, considering wider stakeholders, systems, processes and impact and start making your idea tangible by creating an action plan to bring it to life.

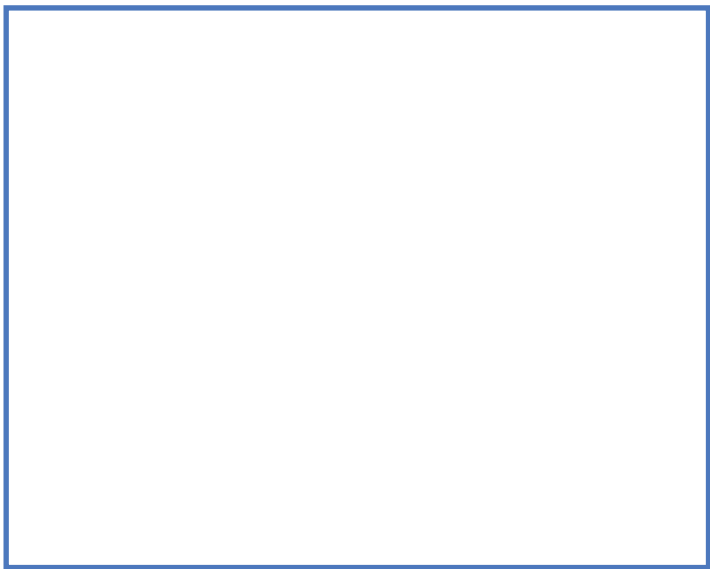


Examples of storyboards developed during the workshop



Storyboarding a "networking dinner" to facilitate connections within the DYW programme

Storyboard



Background Card

What actions need to happen?

What people need to be involved?

What resources do you need to make it happen?

What are the touchpoints?



Give a rough idea of timescale.
