

Storyboard: Overview

What is your objective for this activity?

What: a sequence of illustrations or images that outline the key elements and events of a story

Why: a visual aid to communicate ideas or sequences effectively before implementing them.

1. Choose a single persona and storyline you'd like to focus on and, as a group, caption each step of your story
2. Use images, icons, annotations, or simple sketches to set the scene for each step.

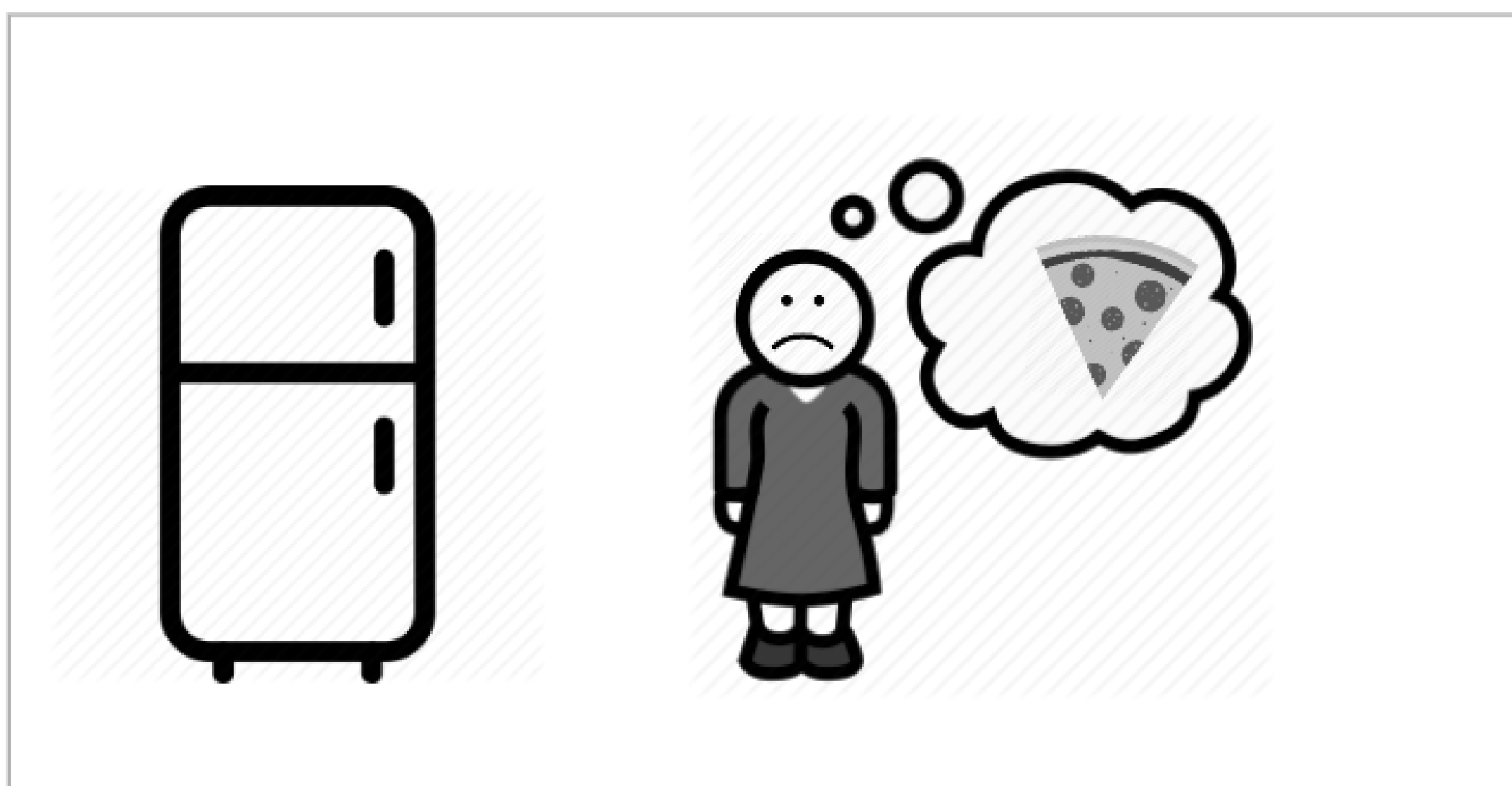
FAQs

What goes in each frame? - props, backgrounds, as well as any necessary text or notes to describe the actions, dialogue, context and other details that need to be conveyed in each frame. Think about the key moments, milestones, or ideas in an experience that we as entrepreneurs can react to? Get creative and put it out there!

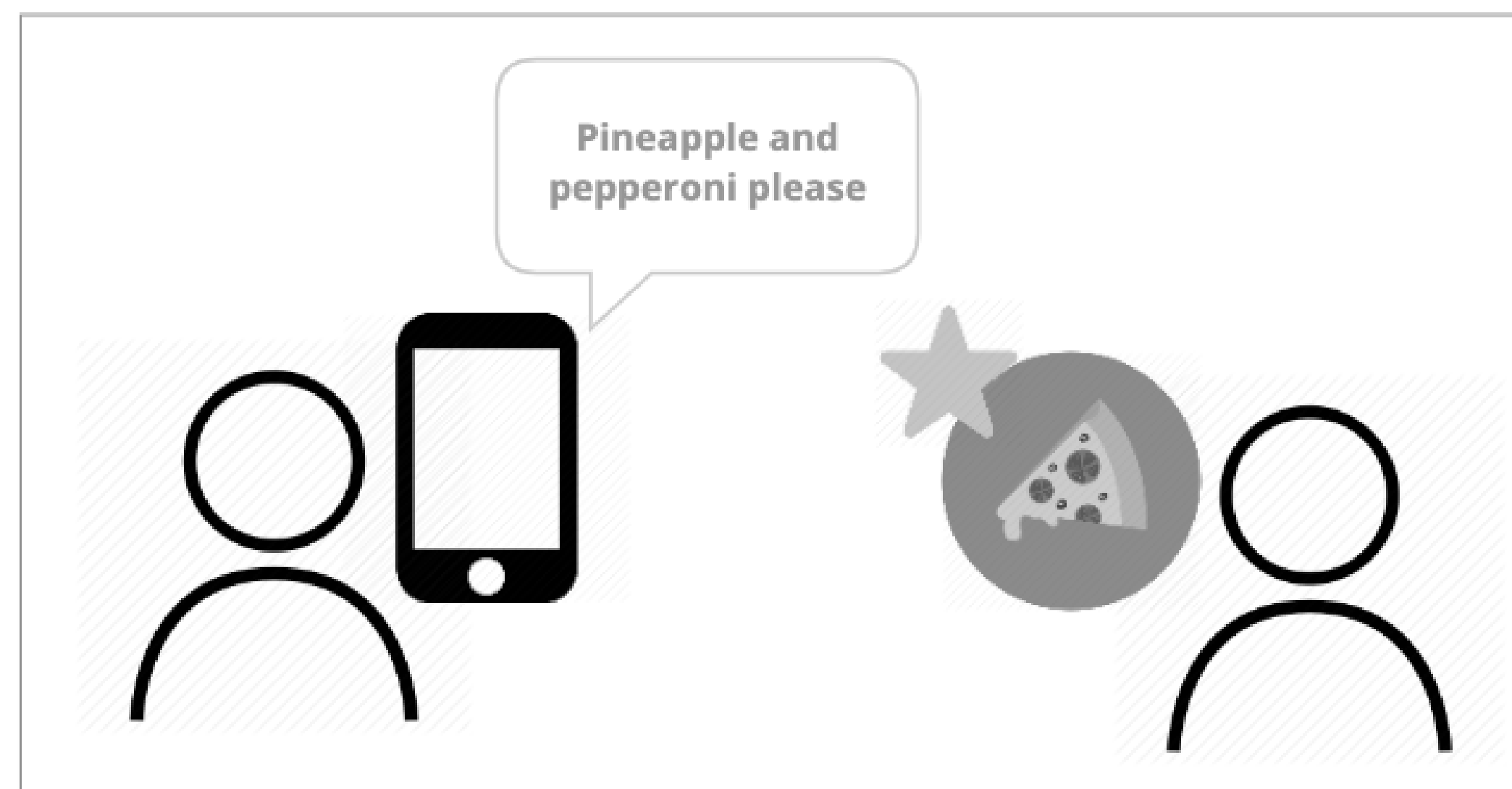
Example

Tell a story about a **restaurant customer** using
a **new curbside app**.

i What's the issue?

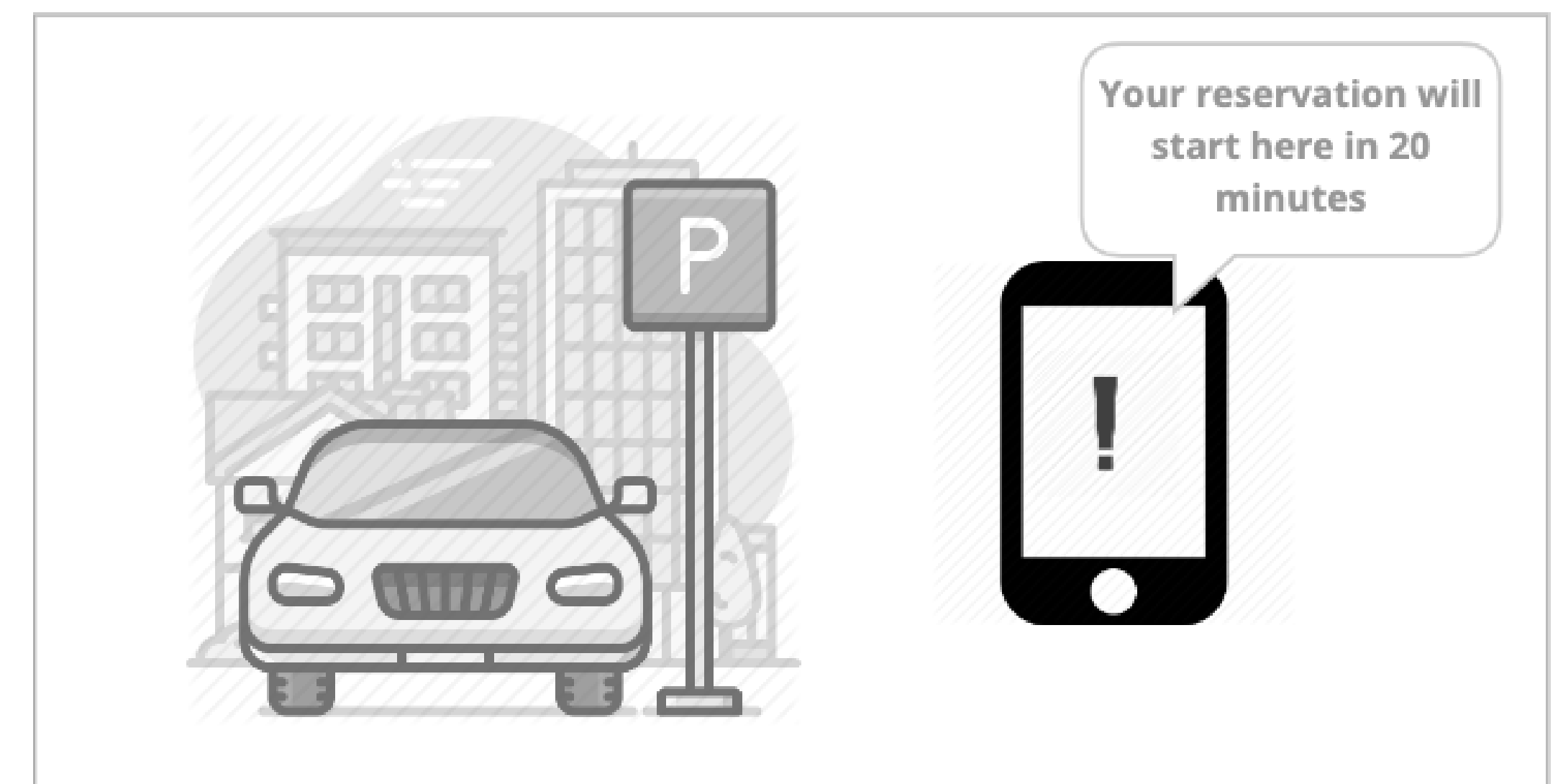


At home, hungry, at suppertime. Fridge is empty. Wants pizza.



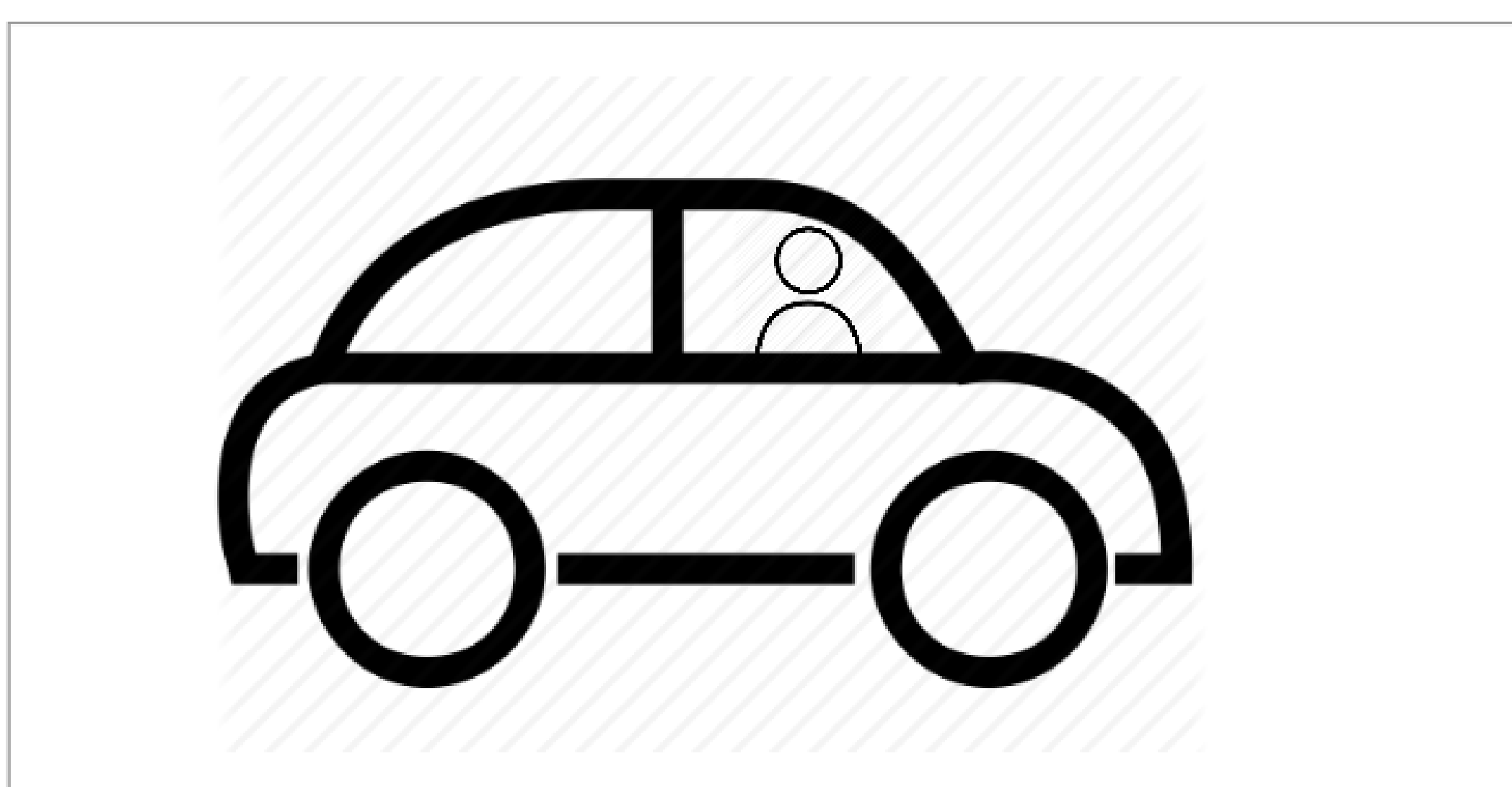
Call up Jay's Pizza place, ask for any specials and order their favorite pizza.

i What are you doing differently?

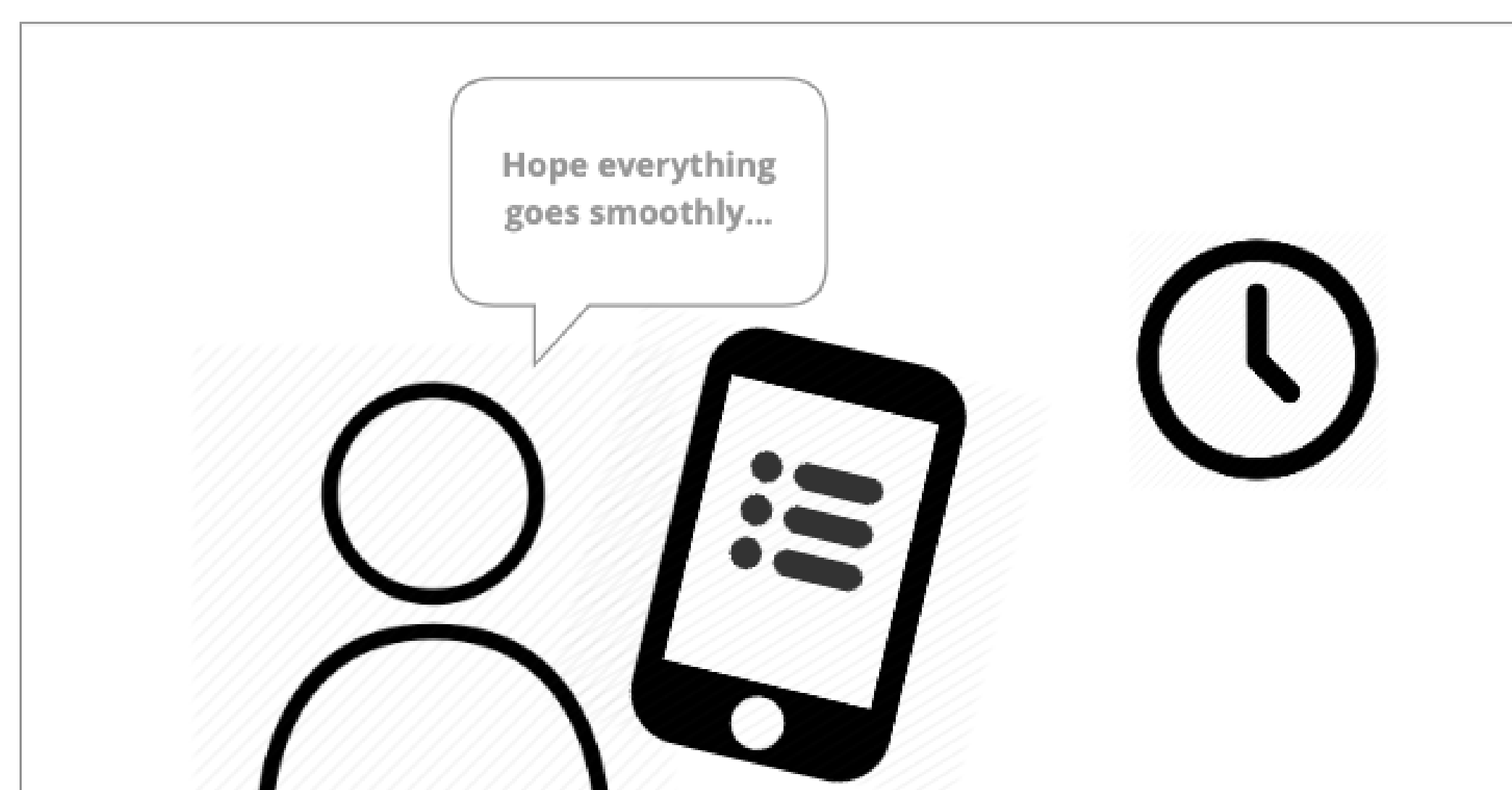


Decides on curbside pickup, since it's free.
Gets a text message for free parking, with
a time and directions.

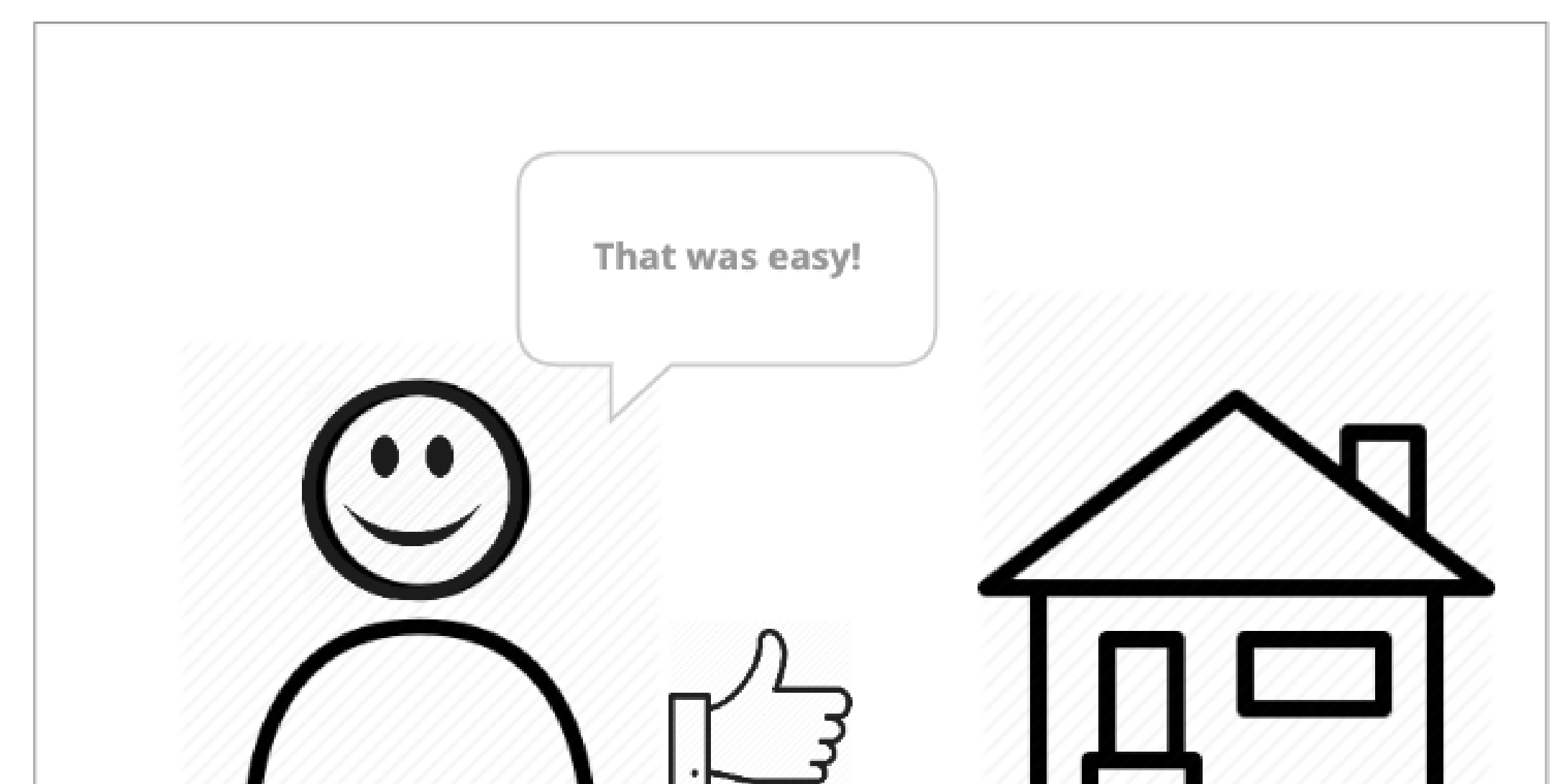
 Success!



Drives to designated parking spot. Checks phone at red lights to make sure they're on track



Checks pickup instructions, which say an employee will put it their order in their trunk. Sits back and waits for employee



Order is delivered on time. Heads back home.

Your Name / Team:

Date:



Storyboard: Worksheet

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