Storyboarding

|  |  |  |
| --- | --- | --- |
| **TOPIC** | **TIME [30 MIN]** | **FACILITATOR’ S NOTES**  |
| **Identify the experience to storyboard** | **5** | You will need a few items for this activity:1. Pen and a blank sheet of paper.
2. A way to visually share storyboards, this is easy if in person. If virtual, you can snap a photo and upload it to a shared document or virtual whiteboard (e.g., Mural), or hold it up to a camera.

Before starting, share the goal of the session with participants and ensure they have all materials needed.Clarify the aspect of the experience your team is trying to understand or reimagine (e.g., sketching the current and ideal user experience for a particular activity, current/desired state of working together as a virtual team, best/worst experience launching a new product).If needed, show a sample storyboard to give everyone an idea of what they are trying to do.Facilitation tip: As a facilitator, know that you can also provide more time for reflection, sketching or discussion by either: (a) Selecting just one experience to draw instead of comparing experiences or (b) by allotting more time for this activity overall. |
| **Sketch storyboards** | **5** | Direct participants to create their storyboards on their blank sheetsof paper. Let them know how much time they have for the activity and have them start drawing. Make an announcement verbally when one minute is left to finish their sketches. Facilitation Tip: Level set that “this is not an expert drawing activity,stick people are people too. Being visual and not just using words has been shown to pull out more ideas and high fidelity ideas from people as we engage different parts of our brains.”Also help set a more creative mood by playing music in the background during the sketching time. |

Storyboarding

|  |  |  |
| --- | --- | --- |
| **TOPIC** | **TIME [30 MIN]** | **FACILITATOR’ S NOTES**  |
| **Compare perspectives** | **10** | When they are done, direct them to share. This could be in small groups, or one at a time; this is up to you.After sharing storyboards, each small group should discuss: What are you noticing between all the storyboards? Any similarities? Differences? Surprises?Facilitation Tip: Prompt the teams when it’s time to shift from storyboards to discussing insights and perspectives.  |
| **Discuss observations and insights** | **5** | Invite people to reflect/ share what stood out to them either out loud or in the chat function.Discuss: What do you see differently about the process or experience now? What new insights came to life? |
| **Wrap up** | **5** | Summarize the session. Consider using select storyboards later to continue brainstorming (we call it story-storming!) new ideas or to share with others for feedback. Storyboards are also great for Stakeholder Engagement. |