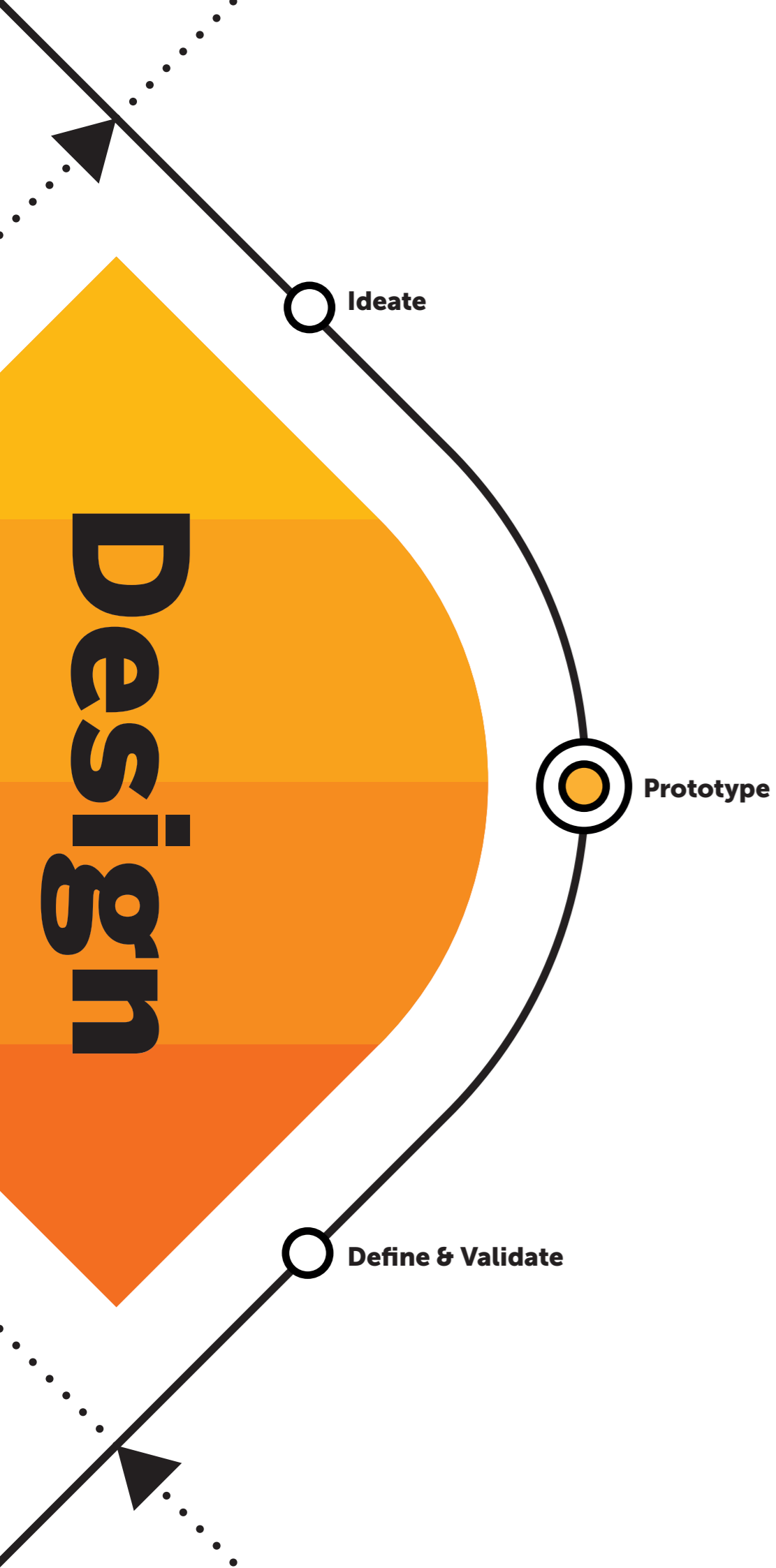




DESIGN PHASE / Joint Activity

# Create a Vision Storyboard

The Vision Storyboard is a visual story of how a proposed solution idea could be used in a possible future scenario.



## Why to create a Vision Storyboard?

The purpose of the Vision Storyboard exercise is to define a future scenario in which a persona uses a proposed solution idea to reach their goal.

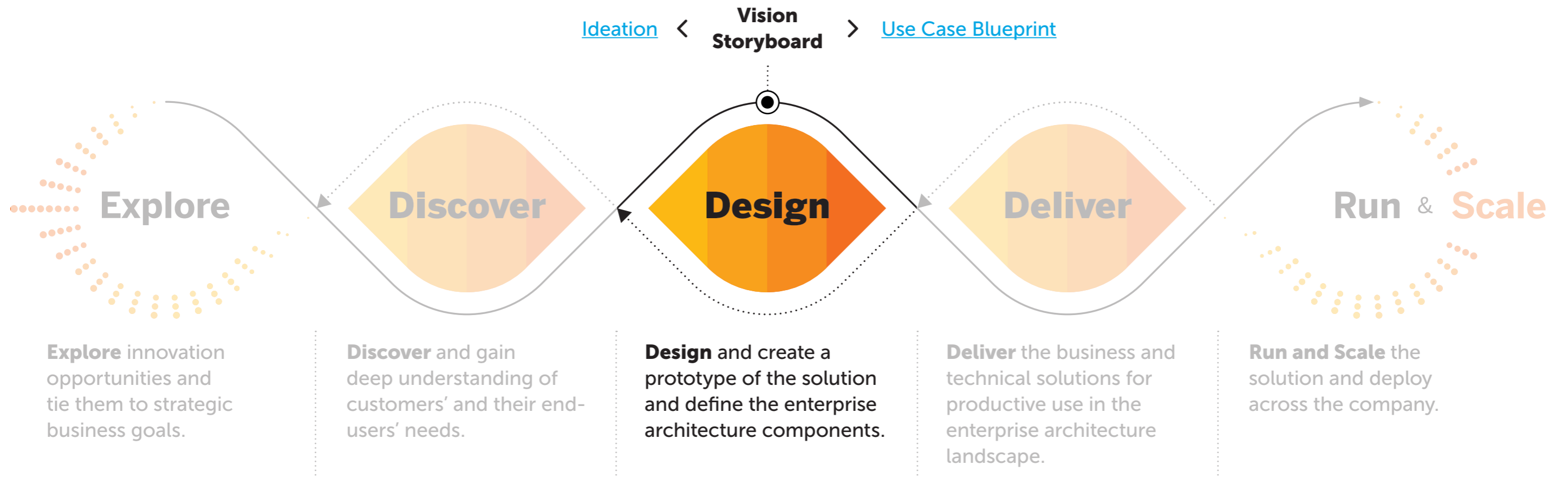
As final result of the exercise, the team creates a storyboard which can be used as a prototype to communicate and validate early ideas with different stakeholders, such as end users and project sponsors.

The resulting storyboard can also be used as the basis for more detailed representations of the solution idea, such as interactive prototypes, user stories and implemented versions.

# When to create a Vision Storyboard?

The Vision Storyboard is used during Design Phase to define the future scenario and prototype how a proposed idea should work. Therefore, it is recommended

to have an ideation session previous to this exercise, where several ideas are discussed and the best ones are chosen.



Learn more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# How to create a Vision Storyboard?



Duration  
**60 - 90 Minutes**



Participation  
**3 - 6 People**



Roles  
**Designers, Architects,  
End-Users**



Use input from

- [User Experience Journey Map](#)
- [Brainstorming](#)
- [Idea Napkin](#)

## Steps

- 1 Brainstorm Capabilities:** Imagine you are creating a commercial about your solution idea: what makes it stand out? What can its users achieve with it? How does it improve their lives? Write as many capabilities / aspects as possible and vote for the top 5.
- 2 Draft the Storyline:** Write a story about how your end-user (the protagonist) uses your solution idea to reach a goal. Focus on what the protagonist does and thinks at each step, and incorporate the selected capabilities as mini situations along the story. Use a narrative structure like the Freytag's Pyramid as guidance.
- 3 Create a Storyboard:** Separate your storyline in different scenes and give each scene a name. Use the AppHaus tool [Scenes](#) to visualize your story and create your storyboard.
- 4 Test your Story:** Once all scenes are finished, give a title to the story. Present your story to stakeholders or end users and ask for feedback.

## Expert Tips

Once you have aligned with your team on a storyline, you can create the different Scenes simultaneously in pairs or individually to speed up the creation of the storyboard.

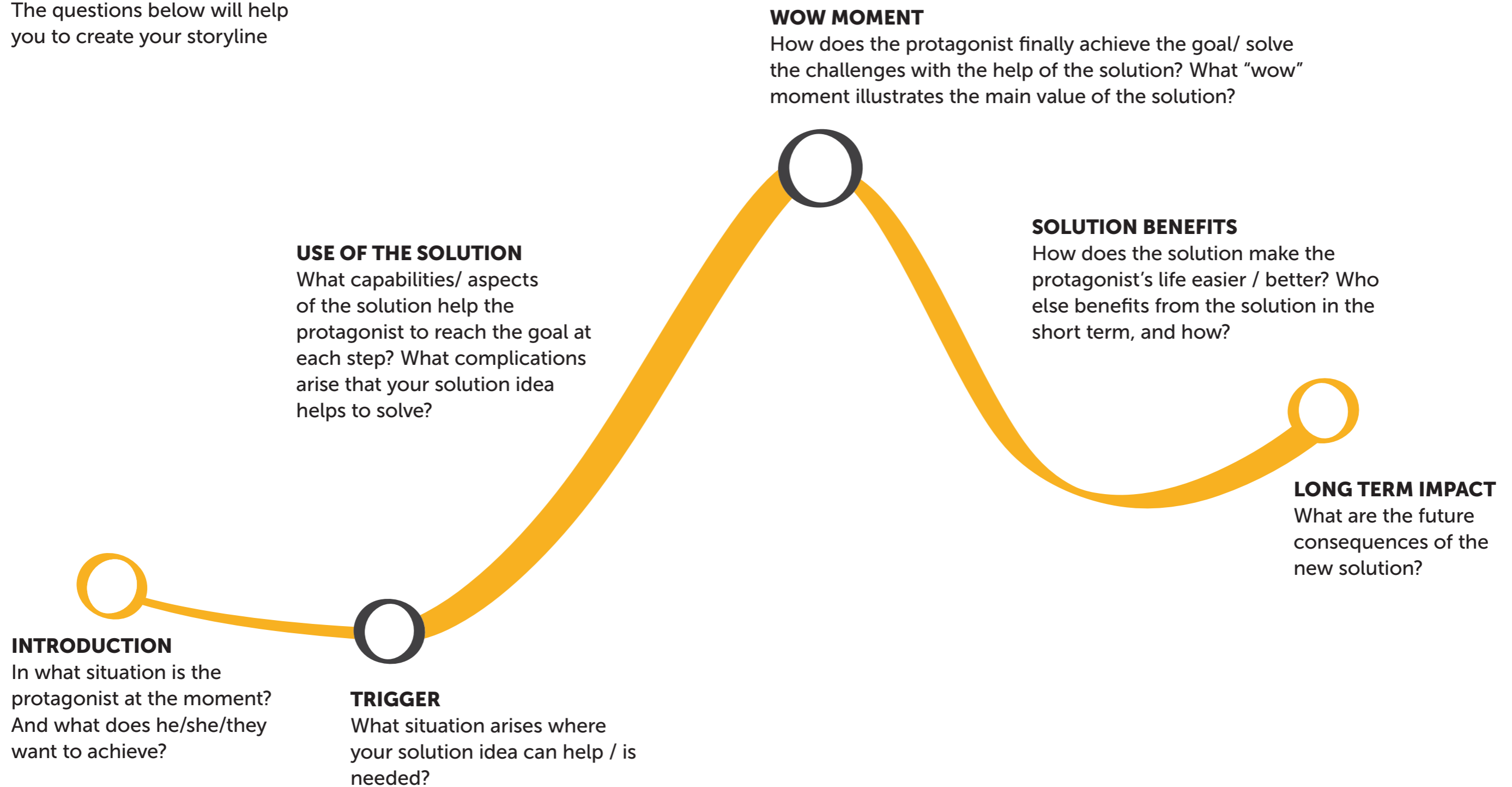
If you are using the physical version of Scenes, use the caption markers to describe what happens in each Scene. This will make it easier for others to understand your story after the workshop.

Take a picture of each of the Scenes on a white background for clear documentation.

Video record the presentation with your phone to capture relevant details.

# The Freytag's Pyramid to create a storyline

The questions below will help  
you to create your storyline

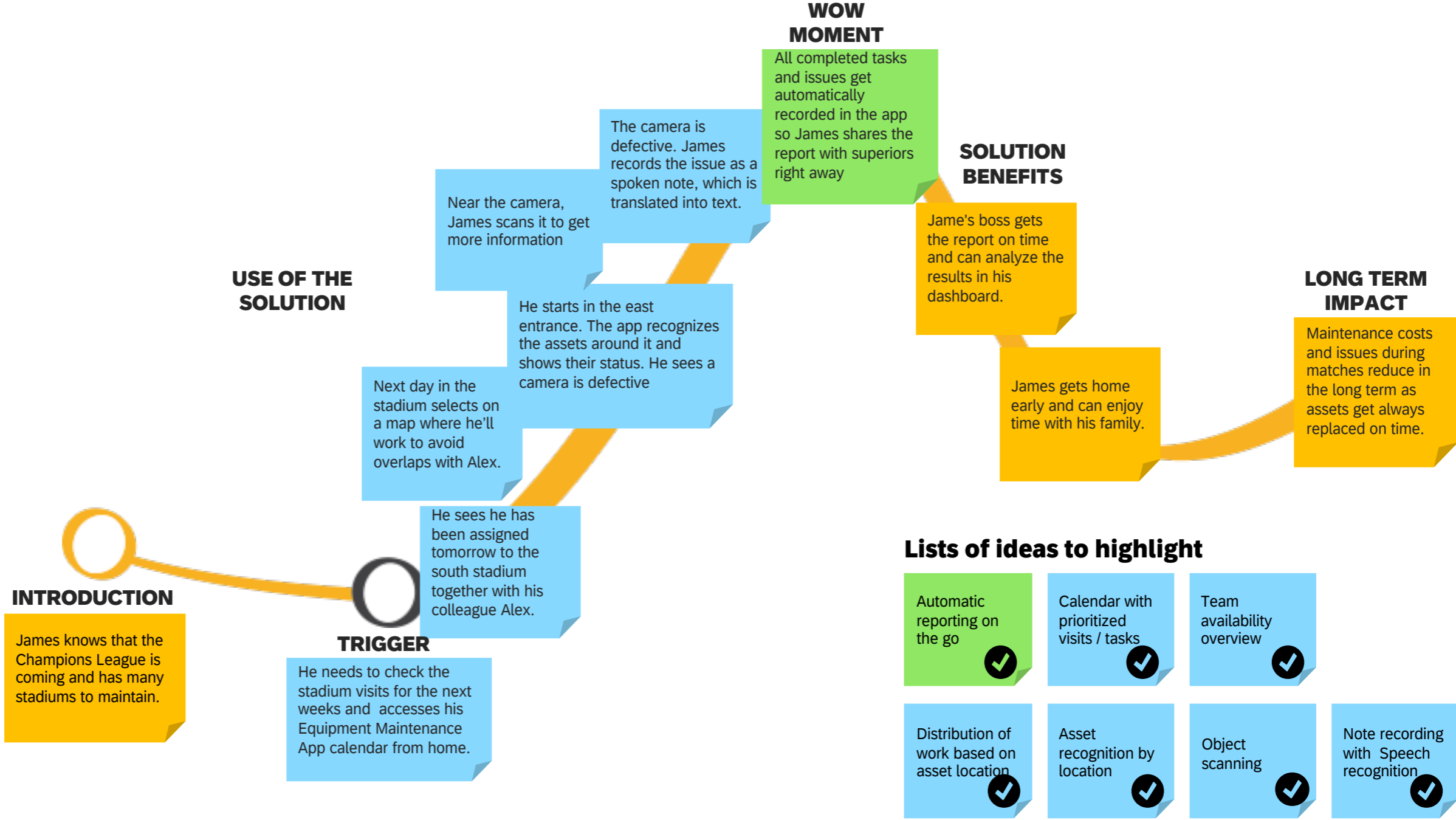


# Example Storyline

**Challenge:**  
Improve the asset maintenance experience at football stadiums

**Title:**  
A new maintenance routine

**Protagonist:**  
James, football stadium maintenance coordinator



# Example Storyboard

**The New Maintenance Routine**

**James, 42**  
Area Coordinator

**Alex, 32**  
Technician

**SCENE 1**

**Next Activities**

- March 3 **Luganes** 3 ⚠️  
PREVENTIVE MAINTENANCE
- March 3 **Metropolitano** 10 ⚠️  
PREVENTIVE MAINTENANCE
- March 3 **Campeones** 2 ⚠️  
EVENT

Checking next tasks

James knows that the Champions League is coming and has many stadiums to maintain.

He accesses his Equipment Maintenance App from home to check the stadium visits for the next weeks in the calendar

**SCENE 2**

Assignado to south stadium

Assigned!

Re-assigned!

Team overview

He sees he has been assigned tomorrow to the south stadium together with his colleague Alex.

**SCENE 3**

The Next Day...

OK, I'll start in sector 1

Setting up inspection round

Next day in the stadium selects on a map where he'll work to avoid overlaps with Alex.

**SCENE 4**

EAST ENTRANCE

Progreso de mantenimiento 10 / 20

Equipos por chequear en el sector x

Checking asset status

He starts in the east entrance. The app recognizes the assets around it and shows their status. He sees a camera is defective

**SCENE 5**

Cámara 616525

OTI Actas Documentos Ayuda Técnica

Scanning a defective asset

Near the camera, James scans it to get more information

**SCENE 6**

Camara defective. Needs replacement

Reportar aviso para Cámara 616525

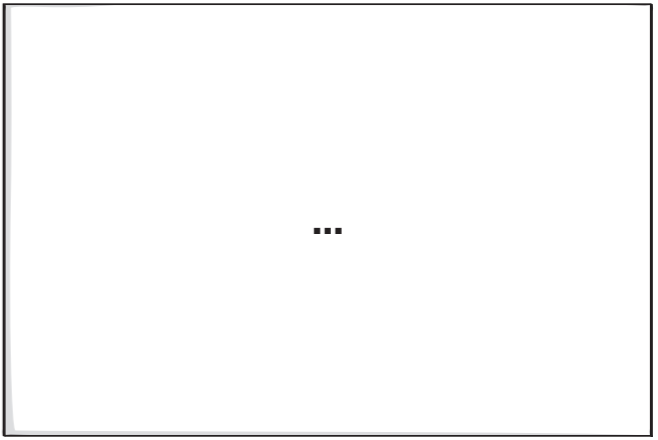
Razón

Nota

Camara defective. Needs replacement

Recording an issue

The camera is defective. James records the issue as a spoken note, which is translated into text.





# Template for Print

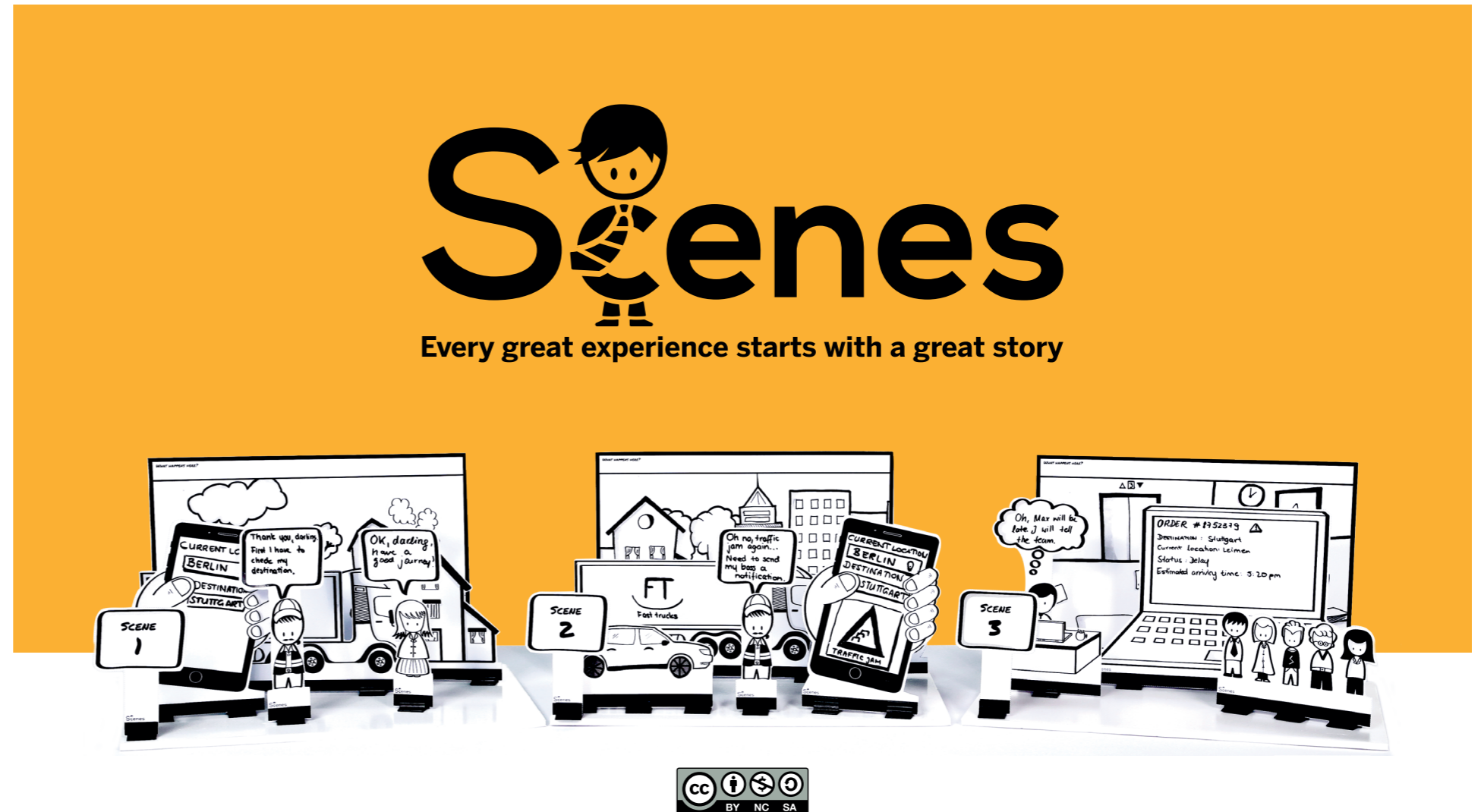


# Scenes

## to visualize the story

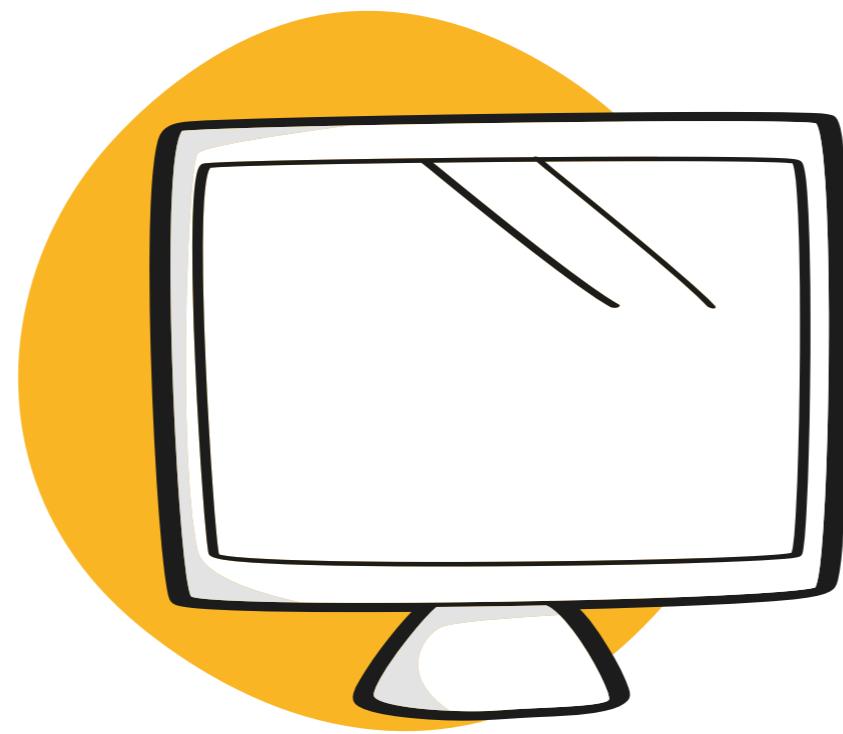
Scenes is a tool and a method to create storyboards about products and services fast, collaboratively and iteratively. Use the Scenes illustrations to shape your ideas and scenarios in the form of fun illustrative stories without the need of refined drawing skills.

[Get Scenes for free](#)



Scenes is a method and a toolkit created at the SAP AppHaus Heidelberg and licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>. Based on work at <http://experience.sap.com/designservices/scenes>. Scenes™ is a trademark of SAP SE.

Powered by  AppHaus



# Virtual Collaboration Template

# MURAL Template

## Vision Storyboard

**VISION STORYBOARD**  
Create a visual story showing how your solution idea will be used.

### GETTING STARTED

**Purpose**  
The purpose of the Vision Storyboard exercise is to define a future scenario in which your persona uses your new solution idea to reach their goal. As first result of the exercise, participants create a storyboard which can be validated with different stakeholders and be used as the basis for more detailed representations of the solution idea, such as interactive prototypes, user stories and implemented versions.

**Setup**  
People, Zoom, Mural

**Main Outcomes**  
A storyline describing the process of using the future solution and its value.  
A storyboard showing how the solution could look like.

**Prerequisites**  
User research, a persona or target user defined, a selected solution idea to prototype.

**Steps**  
1. Brainstorm capabilities (15 min)  
2. Draft the storyline (30 min)  
3. Consolidate the Storyline (25 min)  
4. Create a storyboard (40 min)

**Resources**  
To do this exercise you will use Scenes, a tool to create visual about products and scenarios without the need of refined drawing skills. This template comes with the Scenes Basic Set, but you can download more Scenes Illustrations from the Scenes Website.

**Scenes**  
https://www.scenesapp.com/

**Getting Started**  
Before you start with the exercise, you need to know your target audience and have selected a solution idea to prototype. You can consider the information of your persona and selected idea in these templates to "future scenario".

### The Narrative Structure

The Protégé Pyramid is a dramatic story arc or narrative structure that can help you as a guide to draft your storyline. You can explore the structure to find how you plan to describe your persona's journey towards reaching the specific, meaningful, meaningful goal based on what they can do to reach their goal.

**Story Title:** The new maintenance routine  
**Persona:** James, maintenance technician  
**Problem:** Equipment Maintenance App

**The Protégé Pyramid**  
1. Current Situation (Present Day)  
2. A New Challenge or Problem  
3. A New Opportunity or Goal  
4. A New Solution (Future Day)

### CREATE A VISUAL STORY

**1. Brainstorm Capabilities (15 min)**  
Brainstorm capabilities for your solution idea.

**2. Draft The Storyline (30 min)**  
Draft a storyline of how the persona uses the solution idea to reach their goal.

**3. Consolidate The Storyline (25 min)**  
Consolidate the storyline into a single, coherent story.

**4. Create a Storyboard (40 min)**  
Visualize your story for using Scenes.

**Scenes**  
Every great experience starts with a great story.

Scenes is a tool and a method to create storyboards about products and services, fast, collaboratively and iteratively. It empowers business leaders and professional of all industries to shape their ideas and scenarios in the form of fun, illustrative stories without the need of refined drawing skills.

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### Scenes Basic Set

**CHARACTERS**  
Icons representing different people and roles.

**OBJECTS**  
Icons representing various objects and items.

**SCENES**  
Icons representing different scenes and environments.

**BACKGROUND**  
Icons representing background elements and settings.

**Download more Scenes Illustrations from the website:**  
https://www.scenesapp.com/design-templates/scenes-illustrations

Access the MURAL template: <https://www.mural.co/templates/vision-storyboard>