Create a Vision Storyboard

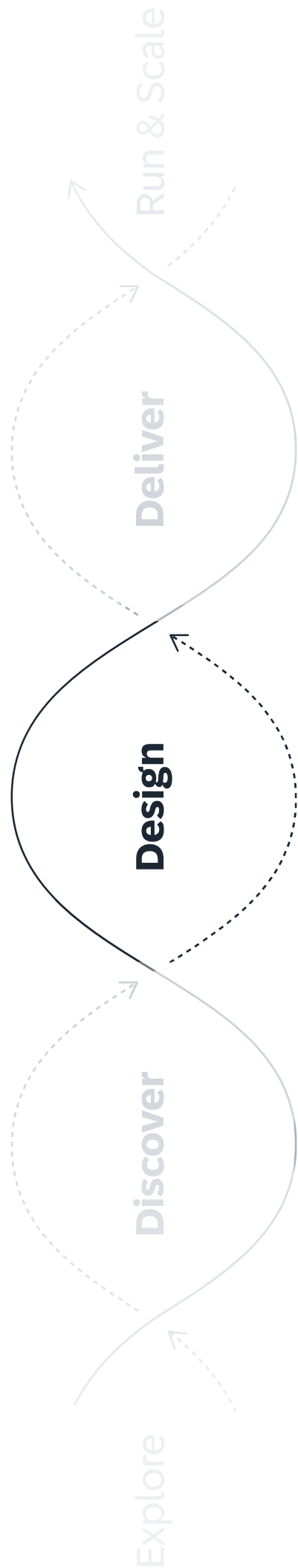The Vision Storyboard is a visual story of how a proposed solution idea could be used in a possible future scenario.

member of the SAP
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Why To
Create a Vision Storyboard

The purpose of this exercise is to define a future scenario where a persona uses the proposed solution to achieve 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.
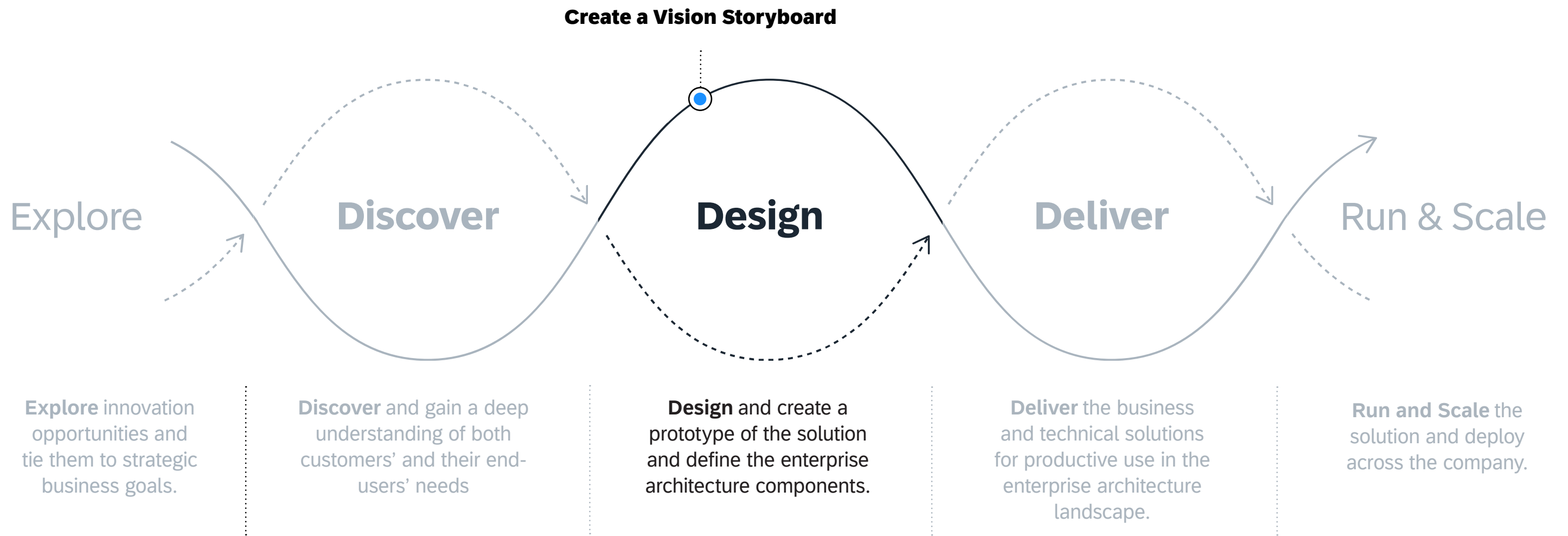
The resulting storyboard can also be used as the basis for more detailed representations of the solution idea, such as interactive prototypes, user stories, and implemented versions.

When To
Create a Vision Storyboard

The Vision Storyboard is used in the Design Phase to outline the future scenario and prototype how the proposed idea should function. Therefore, it is recommended to have an ideation session before this exercise, where multiple ideas are discussed, and the best ones are selected.

Create a Vision Storyboard

Explore **Discover** **Design** **Deliver** Run & Scale

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: **https://apphaus.sap.com/approach**

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How To
Create a Vision Storyboard

Duration
60 - 90 Minutes

Participation
3 - 6 People

Roles
Designers, Architects, End Users

Use Input From
- **Map the User Experience Journey**
- **Generate Ideas With Ideation**
- **Create an 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-scenarios throughout the story. Use a narrative structure like the Freytag's Pyramid as guidance.

3 **Create a Storyboard:** Break your storyline into separate scenes, and assign a name to each one. 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, either in pairs or individually, to accelerate the storyboard creation process.
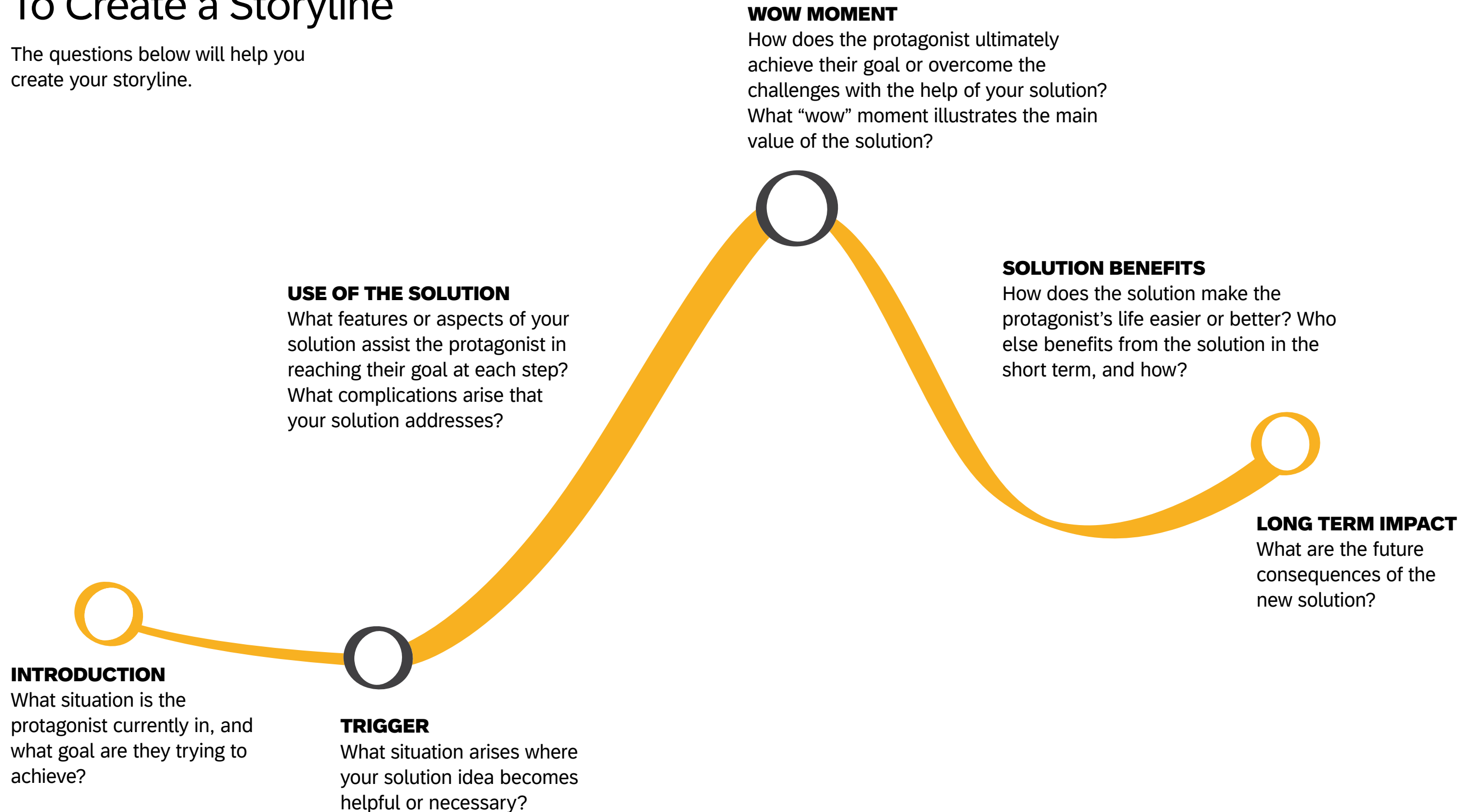
If you are using the physical version of **Scenes**, use the caption markers to describe what happens in each scene. This will make it easier for others to understand your story after the workshop.

Take a photo of each scene against a white background to ensure clear documentation.

Use your phone to video record the presentation, capturing all relevant details.

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The Freytag's Pyramid
To Create a Storyline

The questions below will help you
create your storyline.

WOW MOMENT
How does the protagonist ultimately
achieve their goal or overcome the
challenges with the help of your solution?
What "wow" moment illustrates the main
value of the solution?

USE OF THE SOLUTION
What features or aspects of your
solution assist the protagonist in
reaching their goal at each step?
What complications arise that
your solution addresses?

SOLUTION BENEFITS
How does the solution make the
protagonist's life easier or better? Who
else benefits from the solution in the
short term, and how?

LONG TERM IMPACT
What are the future
consequences of the
new solution?

INTRODUCTION
What situation is the
protagonist currently in, and
what goal are they trying to
achieve?

TRIGGER
What situation arises where
your solution idea becomes
helpful or necessary?

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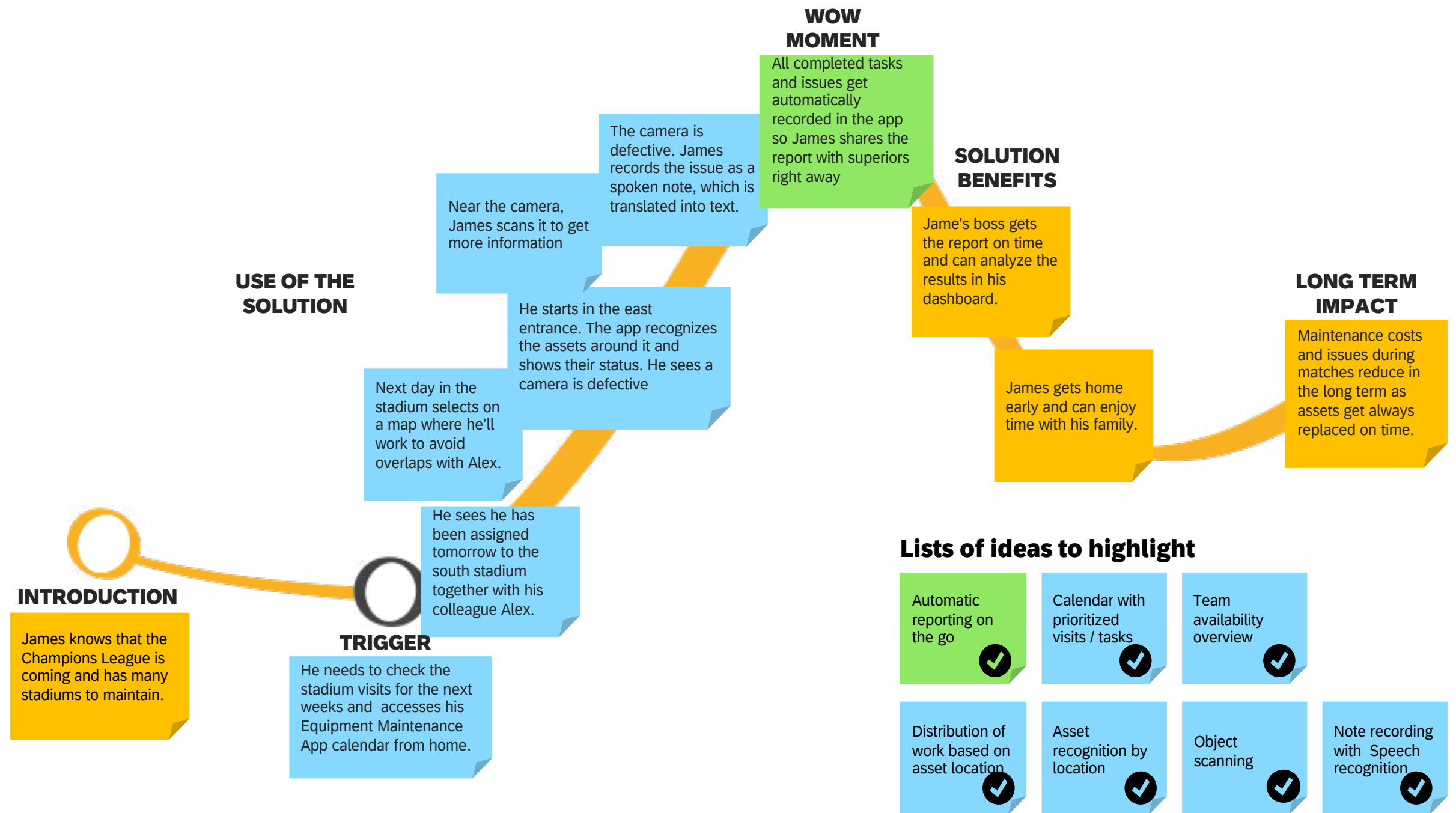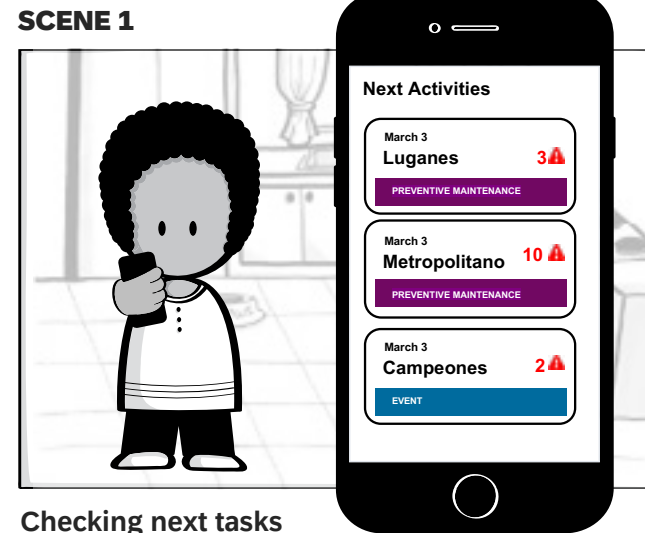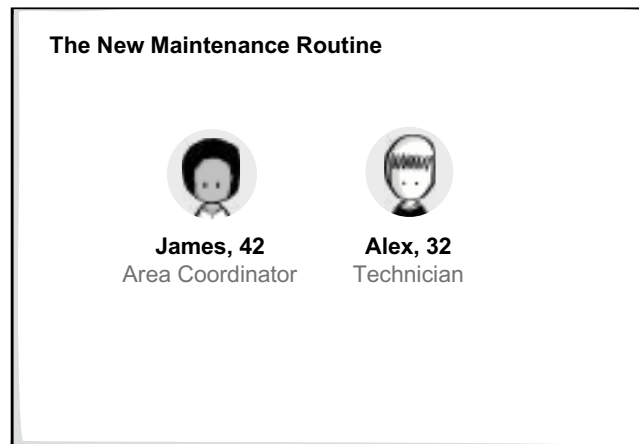**AppHaus**Network

Example
Storyline

Challenge:
Improve the asset maintenance experience at football stadiums

Title:
A new maintenance routine

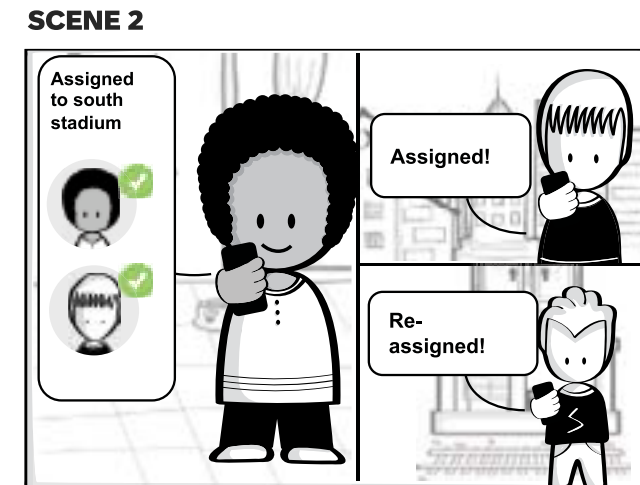**Protagonist:**
James, football stadium maintenance coordinator

WOW MOMENT

All completed tasks and issues get automatically recorded in the app so James shares the report with superiors right away

USE OF THE SOLUTION

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

Near the camera, James scans it to get more information

SOLUTION BENEFITS

Jame's boss gets the report on time and can analyze the results in his dashboard.

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

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

LONG TERM IMPACT

Maintenance costs and issues during matches reduce in the long term as assets get always replaced on time.

James gets home early and can enjoy time with his family.

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

INTRODUCTION

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

TRIGGER

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

Lists of ideas to highlight

Automatic reporting on the go ✔	Calendar with prioritized visits / tasks ✔	Team availability overview ✔
Distribution of work based on asset location ✔	Asset recognition by location ✔	Object scanning ✔

Note recording with Speech recognition ✔

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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 ⚠
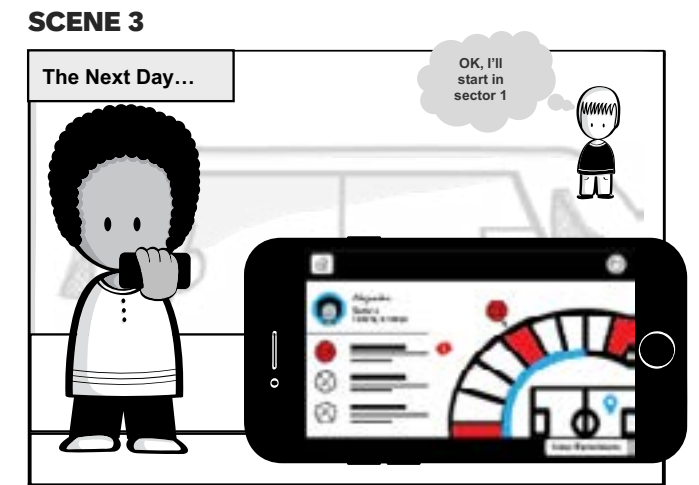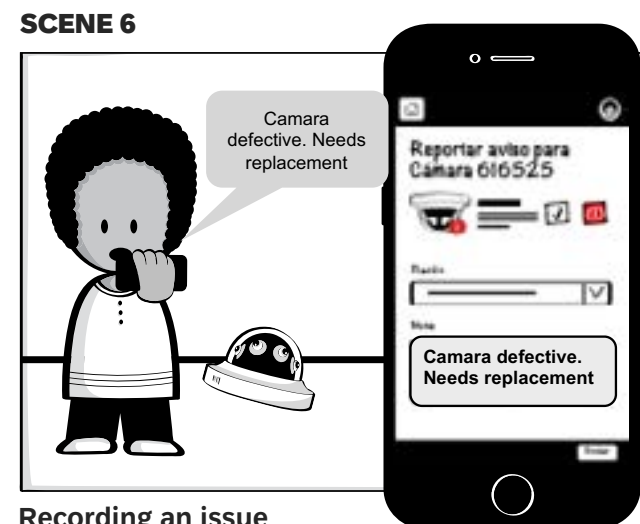PREVENTIVE MAINTENANCE

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

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SCENE 2

Assigned 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

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
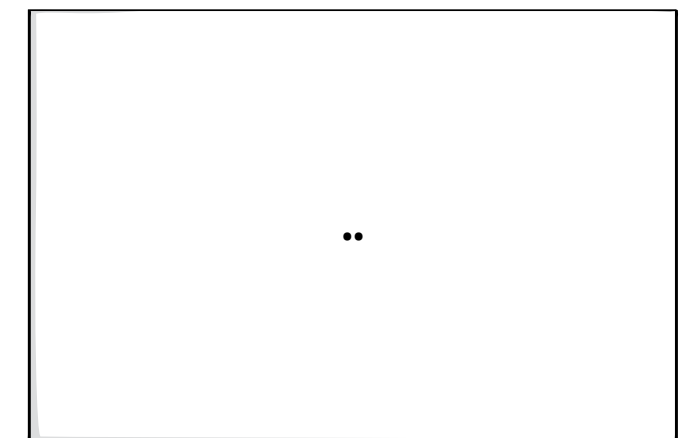

SCENE 5

Cámara 616525

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

Camara defective. Needs replacement

Recording an issue

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

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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.
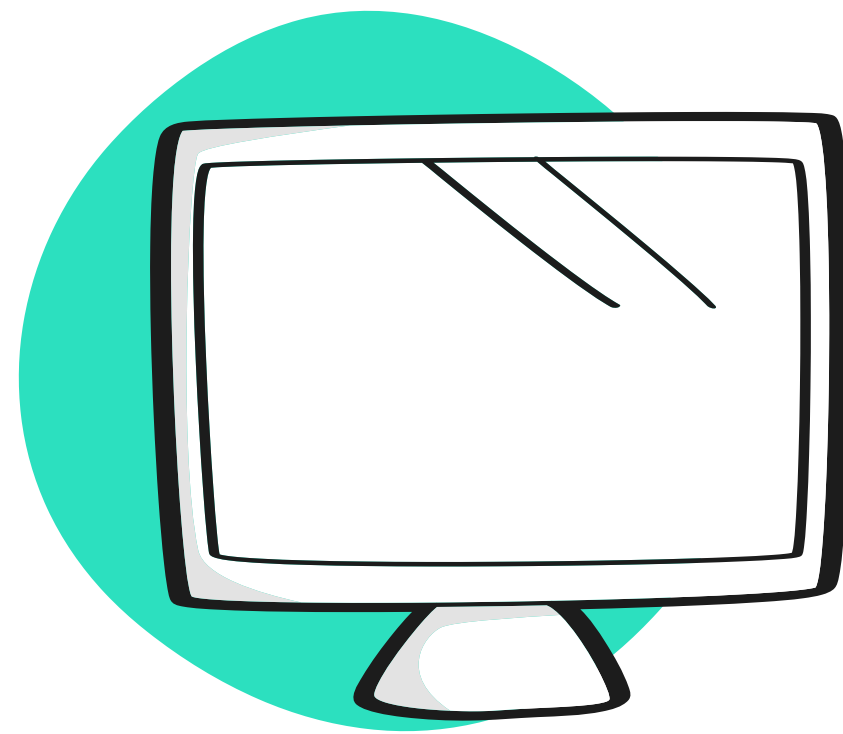
Get Scenes for free

Every great experience starts with a great story

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Virtual Collaboration Template

MURAL Template
Create a Vision Storyboard

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

*Registration required