



DEVELOP

STORYBOARDING

Storyboarding is a visual tool used to tell a user's story or journey in a simple, illustrated way. It helps teams understand **experiences, pain points, and opportunities** from the user's perspective.

How to Create a Storyboard:

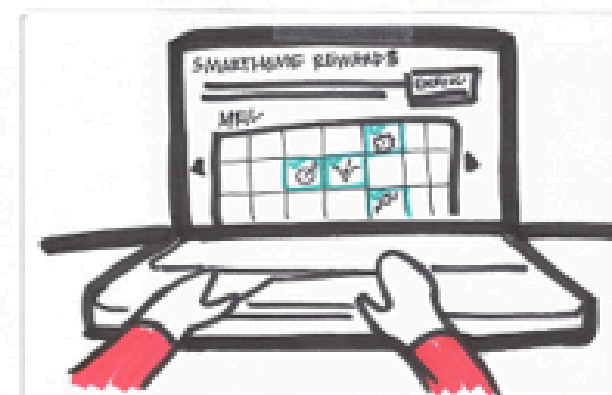
1. Define the scenario – Who is the user, and what are they trying to achieve?
2. Break it into steps – Identify key moments in the user's journey.
3. Draw each step – Use sketches, annotations, or captions to show actions, thoughts, and feelings.
4. Highlight opportunities – Mark pain points, moments of delight, or improvement ideas.
5. Review and iterate – Share with the team or users for feedback.



AFTER A BIG STORM, SALLY'S BASEMENT FLOODS.



SHE CONTACTS HER AGENT TO REPORT THE ISSUE AND THE AGENT INFORMS HER OF THE SMART HOME REWARDS PROGRAM.



SALLY ENROLLS IN THE PROGRAM ONLINE AND SETS UP APPOINTMENTS FOR INSTALLATION OF SENSORS, DONE BY APPROVED VENDORS.



THE NEWLY INSTALLED SENSORS PROTECT THE HOME AGAINST AN ARRAY OF PROBLEMS, AND HELPS SALLY EARN POINTS, DISCOUNTS, AND CASH BACK.



WHILE ON VACATION, SALLY IS ALERTED ABOUT ANOTHER INCIDENT AT HER HOME, BUT THE SENSORS SEAMLESSLY ACTIVATED THE SUMPUMPS.



SALLY IS SO HAPPY AND RELIEVED THAT SHE ENROLLED IN SMART HOME REWARDS AND SHE TELLS HER FRIENDS AND NEIGHBORS ALL ABOUT IT.

Example from LUMA Institute ©