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Storyboarding Applications:
Bridging the gap between technical and business teams

Tomasz Miekisz - Consultant
The Magic of Story

Story

1. How and why life change

2. The Beginning

3. The End
Facts versus Story

Raw data

• Red Hood has to walk 1 mil from Point A (Home) to Point B (Grandma’s)
• Red Hood meets Wolf
• Wolf runs ahead to Grandma’s, eats her and dresses in her clothes
• Red Hood arrives at Grandma’s and asks 3 questions
• After third question Wolf eats Red Hood (Problem)
• Woodsman kills Wolf and rescue Red Hood and Grandma

Cole Nussbaumer Knaflic
Little Red Riding Hood
Take Advantage of Mobile Design
Identify Your Audience

Audience

• Who?

Max 2
Identify the Goal

Opportunity

• 1 set at a time
Current State

Main goals

• Current state of the main goal
Trends

How I got here?
Choose Proper Visualization

- **Bar Graph**
- **Bar Horizontal Graph**
- **Line**
- **Heat Map**
- **Grids**
- **Simple Text**
Choose the Proper Visualization

Cole Nussbaumer Knaflic

Choose the Proper Visualization


Cole Nussbaumer Knaflic
Always Preview Design on the Target Screen

Marvel App
Creating, editing, playing and sharing Prototype

Skala Preview
Preview design on device
Clutter

https://libwww.freelibrary.org/explore/topic/cutting-clutter
Eliminate Clutter

Take up space but don’t increase understanding
Eliminate Clutter

Remove borders and gridlines
Eliminate Clutter

Remove marks
Eliminate Clutter

Adjust labels
Eliminate Clutter
## Icons

**Must be functional**

Icons must visually describe their function and purpose. Make them simple, familiar and meaningful.

**Picture superiority effect**

<table>
<thead>
<tr>
<th>Text</th>
<th>Text + Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>65%</td>
</tr>
</tbody>
</table>

**It is not a decoration**

Icons should only be used when necessary. Avoid overusing them and do not use them simply for decoration.

**Distortions**

Always display images at their intended aspect ratio to avoid distortion.
Memory

- Sensory memory
- Short-term memory
- Long-term memory
Focus Your Audience’s Attention

How many 3’s do you see?
Focus Your Audience’s Attention

How many 3’s do you see?
Preattentive Attributes

Use contrast to indicate importance

• Color
• Size
• Shape
Focus Your Audience’s Attention

Preattentive attributes
Focus Your Audience’s Attention
Focus on Content

- Put key information first
- Users start at the top left and the first 2-3 words are scanned the most
- F shape pattern
## Color

### 2-3 colors

<table>
<thead>
<tr>
<th>Limit colors</th>
<th>60-30-10 rule for success</th>
<th>Consider colorblindness</th>
<th>Useful tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 – 3 colors</td>
<td>60% 10% 30%</td>
<td>Non color blind</td>
<td>Protanope</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Deuteranope</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tritanope</td>
</tr>
</tbody>
</table>

Consider colorblindness:
- Protanope
- Deuteranope
- Tritanope
Thank You!