



Welcome

Story Board/Ideation

You don't need to be a great artist to create a great Storyboard. **By visually plotting out elements of your product or service, you can learn a lot about your idea.** Not only will this method help you refine what your idea is, it can also reveal who will use it, where, and how. Like all prototypes, the idea here is to make something really rough as a way to help you think the idea through. It's amazing what putting pen to paper can reveal.

STEPS.

1

With a partner or your team, determine what it is you want to accomplish. You don't have to Storyboard the entire project. Use it to test even one component of your idea, like an interaction, or how a customer finds your product.

2

Spend no more than 30-45 minutes drawing how your ideas work. Use a series of comic book-style frames for your drawing. This will help you spotlight key moments and build a short narrative. Don't forget to tell your story!

3

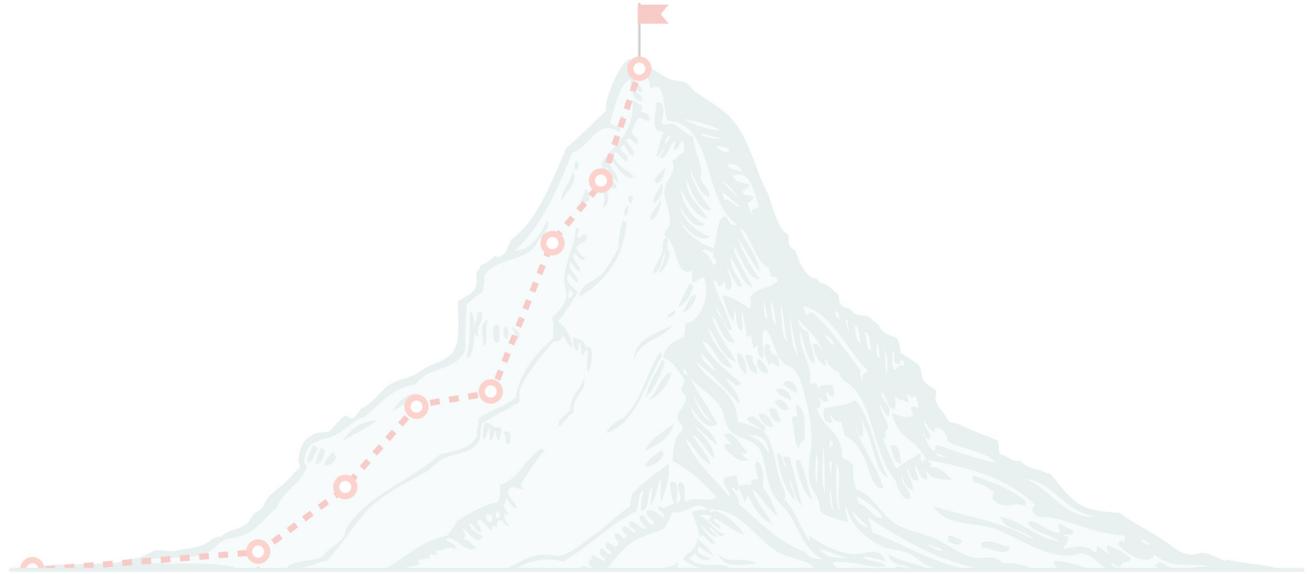
Don't get hung up on your drawing abilities. It's more important that it helps you fully think through your concept than create something that looks beautiful. Make sure to mention key points about your product or service and how to create a great user experience for your audience.

4

Once you're done, act out the Storyboard to your team for feedback. **Tips & Tricks** - Don't forget to tell the story about your business or product. Define the problem your attempting to solve. Provide all information and content you want to include in the project (Functionality, Color, Design, Strategy, and Goals. (Don't forget to fax or email a copy to us at your earliest convenience. We look forward to helping you with your vision.

DOMAIN NAME/BRAND NAME (Company or Individual).

Here you can jot down names for brainstorming. If you already have a name please skip this section. Create slogan, mission statement, and insight statements to discover new opportunities. Also adopt your company brand message, and color pallet here.



MAP YOUR PROJECT

List products/services for each box to determine how you will reach the customer. What communications are important for your company for out reach to the public. Example. Social Media (What type or should I use a messenger app). Make sure you write down and list all content necessary to help your audience understand your product or service. It is important to understand what type of interactions are required to help sell your service or product.

Check out the example below:

Communication - Technology

Messenger Service - answer customer questions on the go via our website and mobile phone.

Events Calendar- enable prospects on the website to submit information for company and community events. What platform is best for this process for staff and our clients

Social Media - What platform is right for our clientele? (Facebook, Instagram, Twitter)

Advertising - Facebook and Instagram only (We did not advertise on old website. Seeking to do so know. Why? What? How?)

CLIENT

212Bikes.com

Problem: Client wants to create a new website for his travel & tour business.

Why: Easy! The client wants to increase revenue and to do that he would like to take advantage of more online sales.

What are the current functions and technology that are successful on your old website? Establish if the website is the problem or if the company name recognition is the problem.

How much advertising and marketing used in relation to promoting the product or service. Social Media Advertising, Print, TV, Radio, etc.

Community Out Reach - Events - How many did you attend within the last year? Determine how to meet new prospects at community events. Did your company sign up for groups or is it worth it?



*Creating Brands
That Rise to The Top*



*Creating User Experiences
To Drive Revenue*



*Creating Brands that will connect
customers to company products & services.*
