

Method

Storyboard

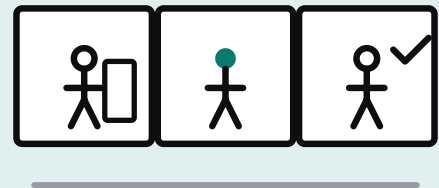
A sequence of panels that shows a person using a product or a service in context, step by step.

Origin

From film; in product design, van der Lelie (2006)

Output

A sequence of panels showing use, step by step



What it's for

Makes the context and moment of use visible, and gives the whole team a shared language to talk about the idea.

Key elements

A person

Someone specific, with a goal.

A context

Where and when it happens.

Steps

What happens before, during, and after.

How it's done



Choose the **situation** and the person.



Draw the **steps** in a few panels.



Share it and gather feedback.

Applications in design

✓ When to use it

To explain an idea to clients or users before building anything.

✗ Avoid

Drawing only screens instead of the situation.

👁 Don't fall for it

Also draw what happens before and after using the product.

Connections

Related to

■ Sketching	■ Contextual Design	■ Audiovisual design
■ Journey map	■ Role playing	■ Personas
■ Prototyping	■ Design speed dating	■ Design sprint

Authors and works

2006	Corrie van der Lelie	Showed that style matters: a sketchy storyboard invites comments; a highly finished one discourages them.
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Sources

Original sources

- van der Lelie, C. (2006). The value of storyboards in the product design process. Personal and Ubiquitous Computing, 10(2), 159–162.
[View source \(https://doi.org/10.1007/s00779-005-0026-7\)](https://doi.org/10.1007/s00779-005-0026-7)

Last reviewed: October 23, 2026

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