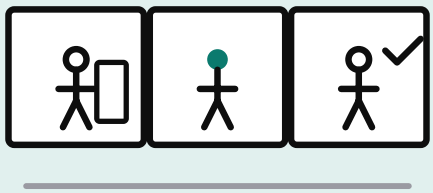
Method

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

1 

Choose the situation and the person.

2 

Draw the steps in a few panels.

3 

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

Used by

- Picturebook
- Audiovisual design
- Exhibition design
- Interaction design
- Service design
- Learning design
- Industrial design
- Motion design

Related to

- Sketching
- Contextual 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.

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)

Last reviewed: October 23, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.