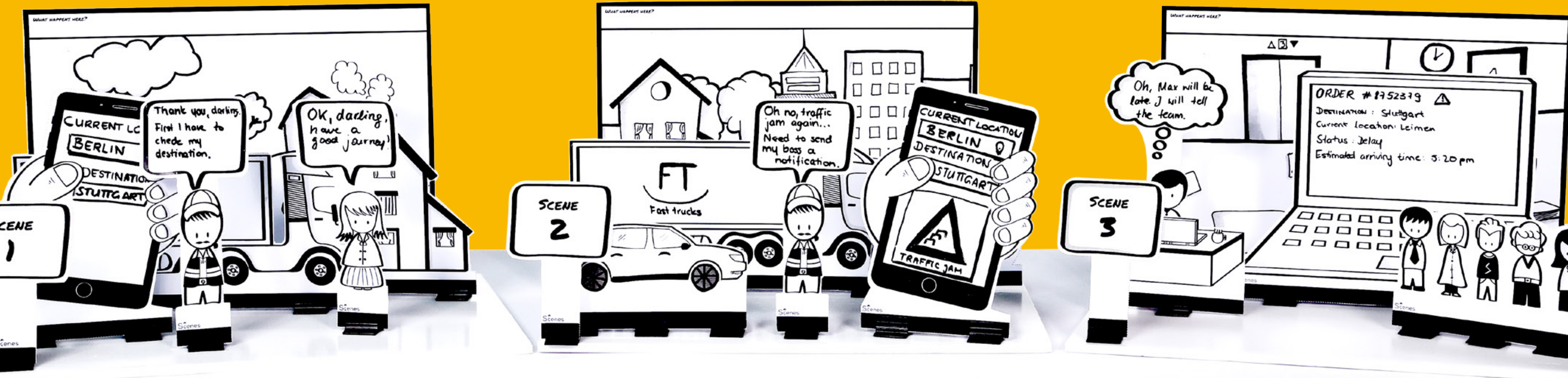


CONCEPT  
AND BUILDING  
GUIDE

# Sscenes

Every great experience starts with a great story.







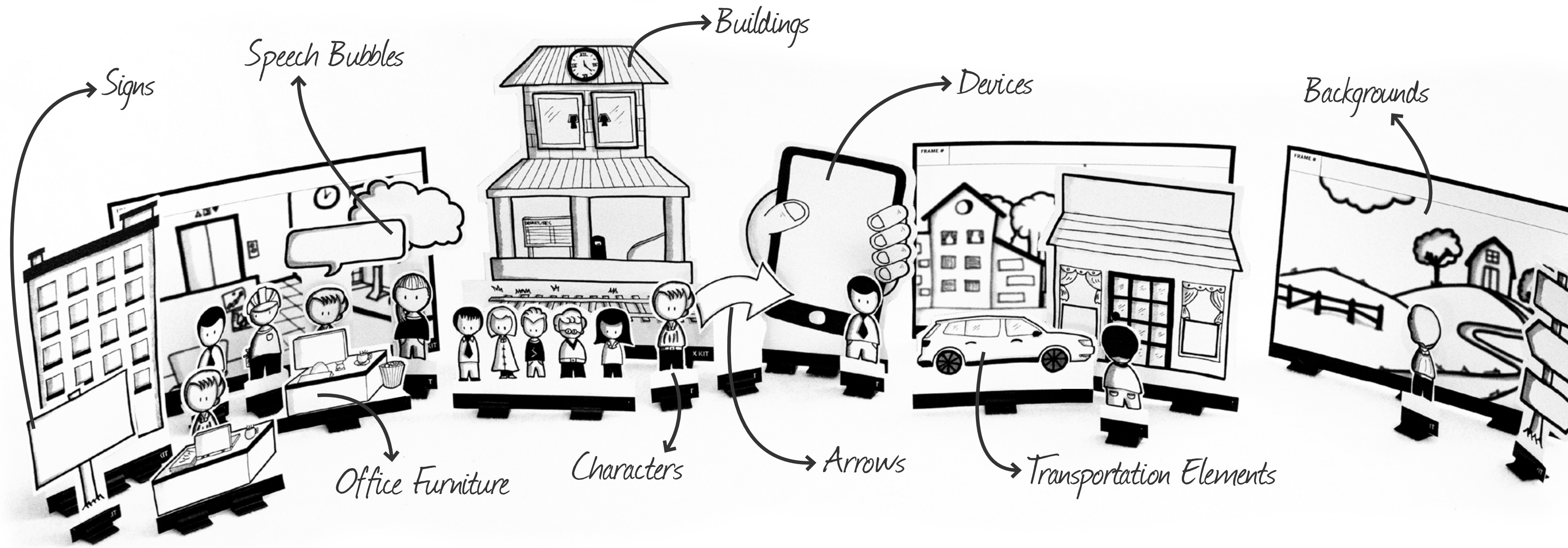


“Stories help you keep people at the center of your work.” [1]

Visual stories are very valuable to make ideas memorable and understandable for others. We draw often storyboards to communicate our current scenarios, envision new ones and validate them. **“Scenes” is a storyboarding method and tool** intended to help design and business professionals to focus on their ideas instead of their drawing skills when creating these stories.

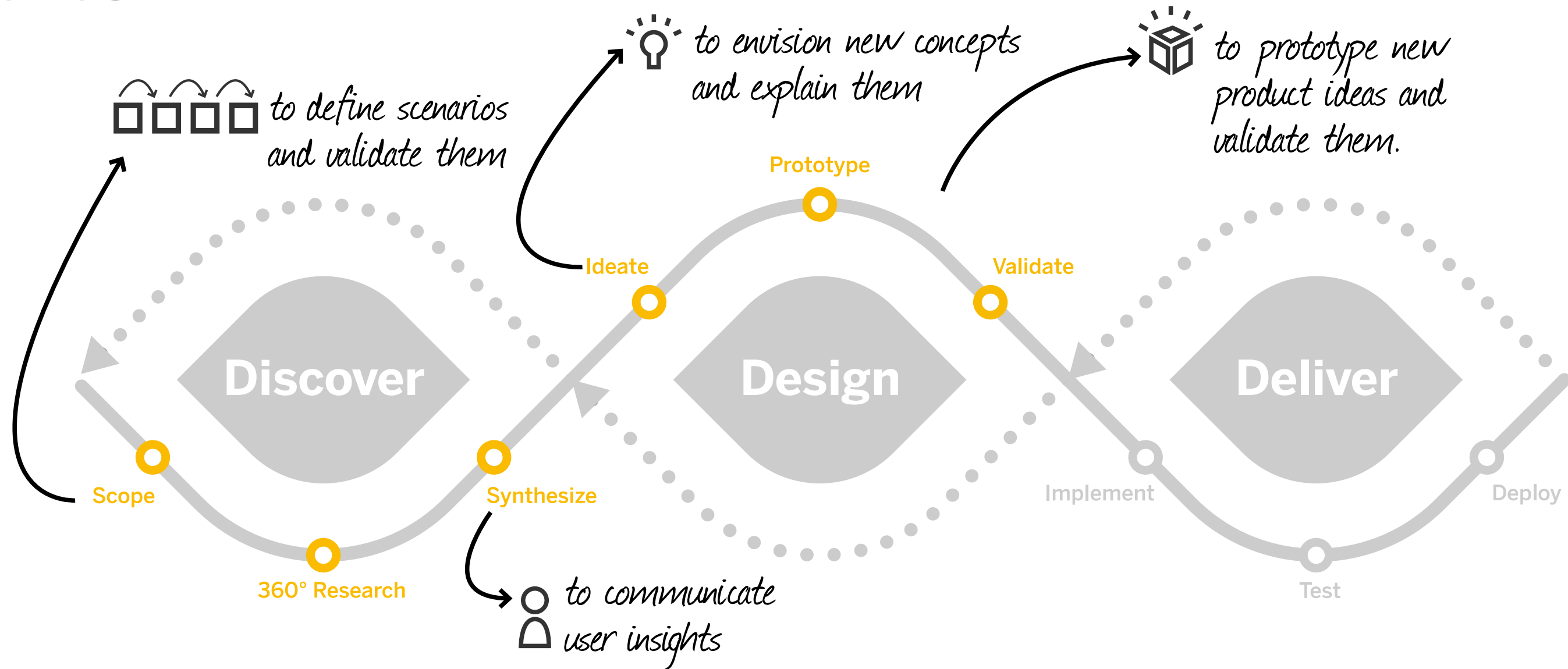
[1] Brooks, Kevin and Quesenbery, Whitney. “Chapter 1. Why Stories?” *Storytelling for User Experience*. New York: Rosenfeld Media, 2011. E-Book version.





The basic “**Scenes**” set contains around 50 illustrations that can be combined physically or digitally in “Scenes” to create a visual story. The illustrations are divided in 9 categories: characters, speech bubbles, signs, arrows, buildings, devices, transportation elements, office furniture and backgrounds. Users of “Scenes” are encouraged to modify the elements by writing or drawing on them as needed. For example, characters’ faces can be enhanced with emotions by adding eyebrows and mouth on them.





Design process (SAP Design and Co-Innovation Center – DCC)

You can use “**Scenes**” whenever you need a story as an output. During the design process, stories are used for a variety of purposes: to “humanize” user insights and communicate them; to spark new design concepts and envision them; to share ideas and create a common understanding [1]. Definition and validation of scenarios and product ideas during early stages of the design process are some of the activities that can be strongly supported by “**Scenes**”.







BUILD



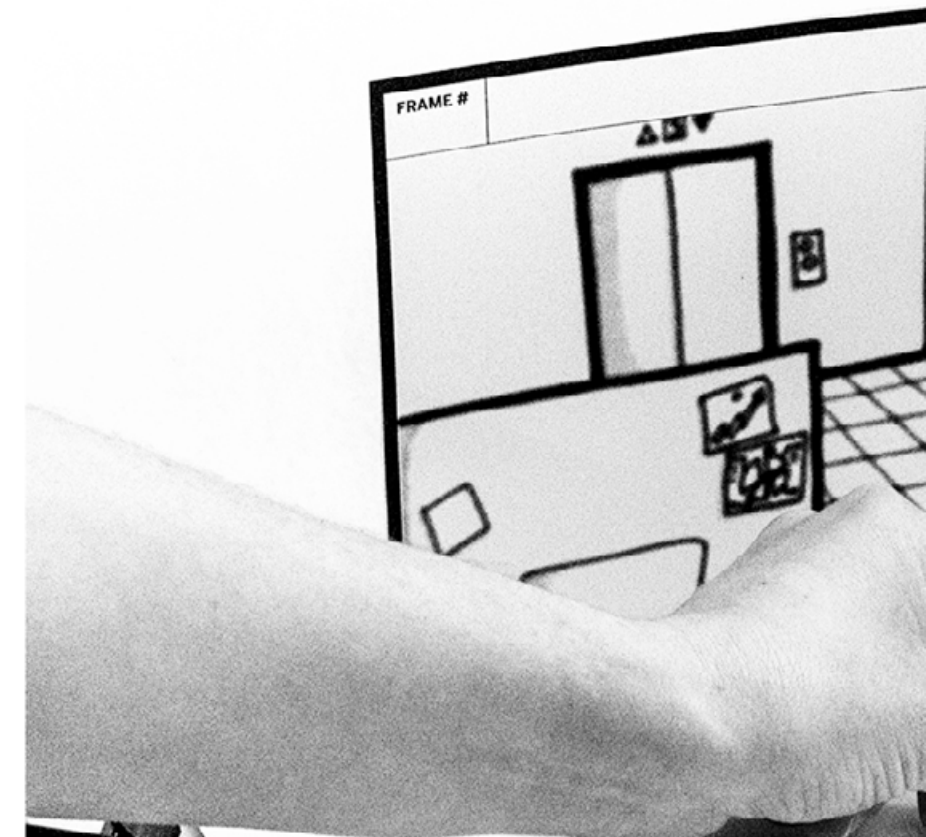
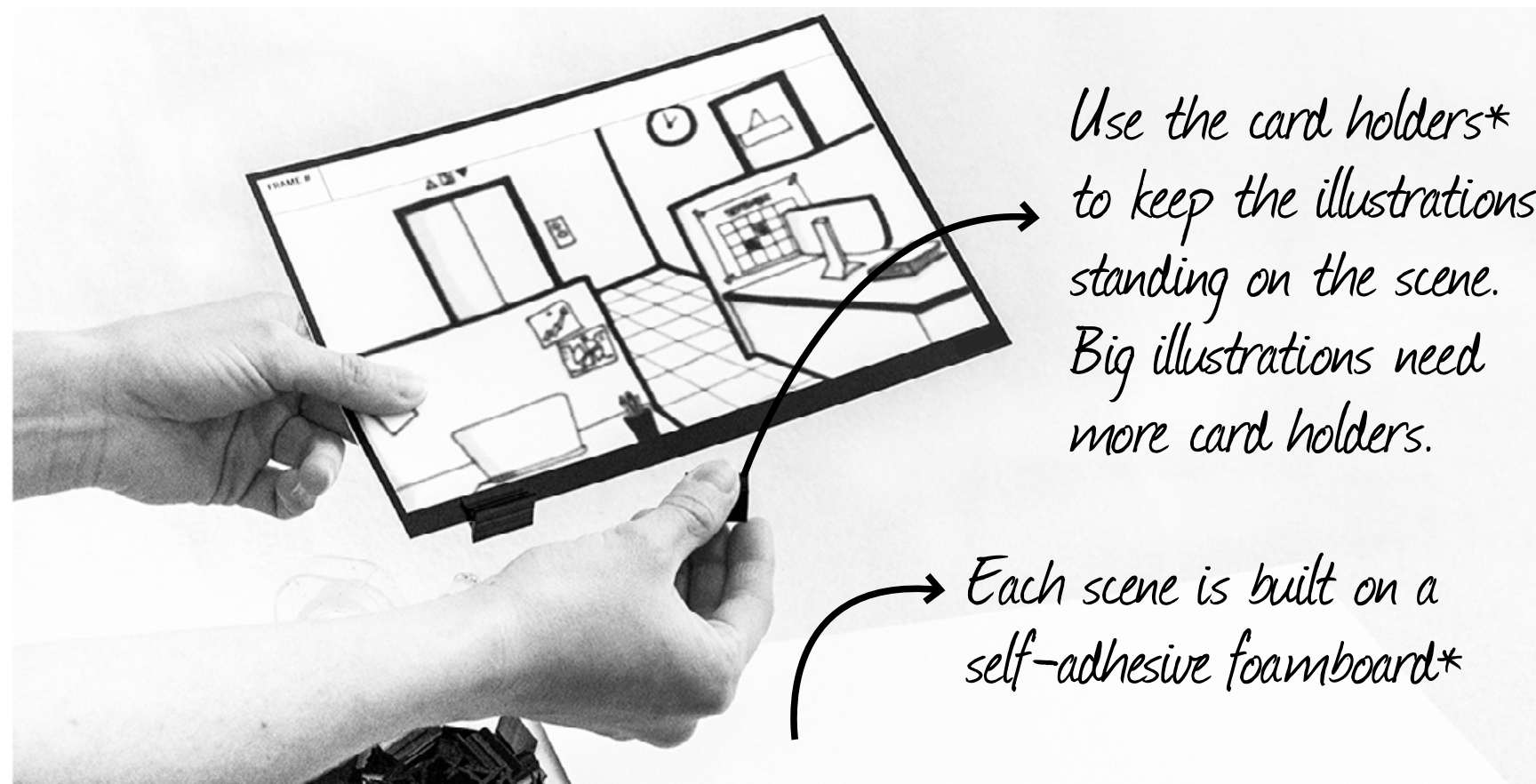
CUSTOMIZE



DOCUMENT

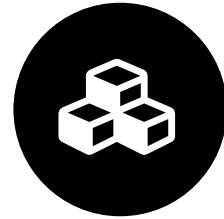
## Build your scenes

Every story is composed of 2 or more “Scenes”.  
This is how you build them.

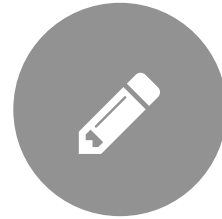


\*See page “Get the special material”

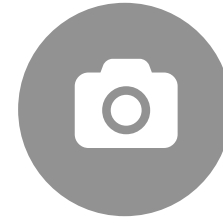




**BUILD**

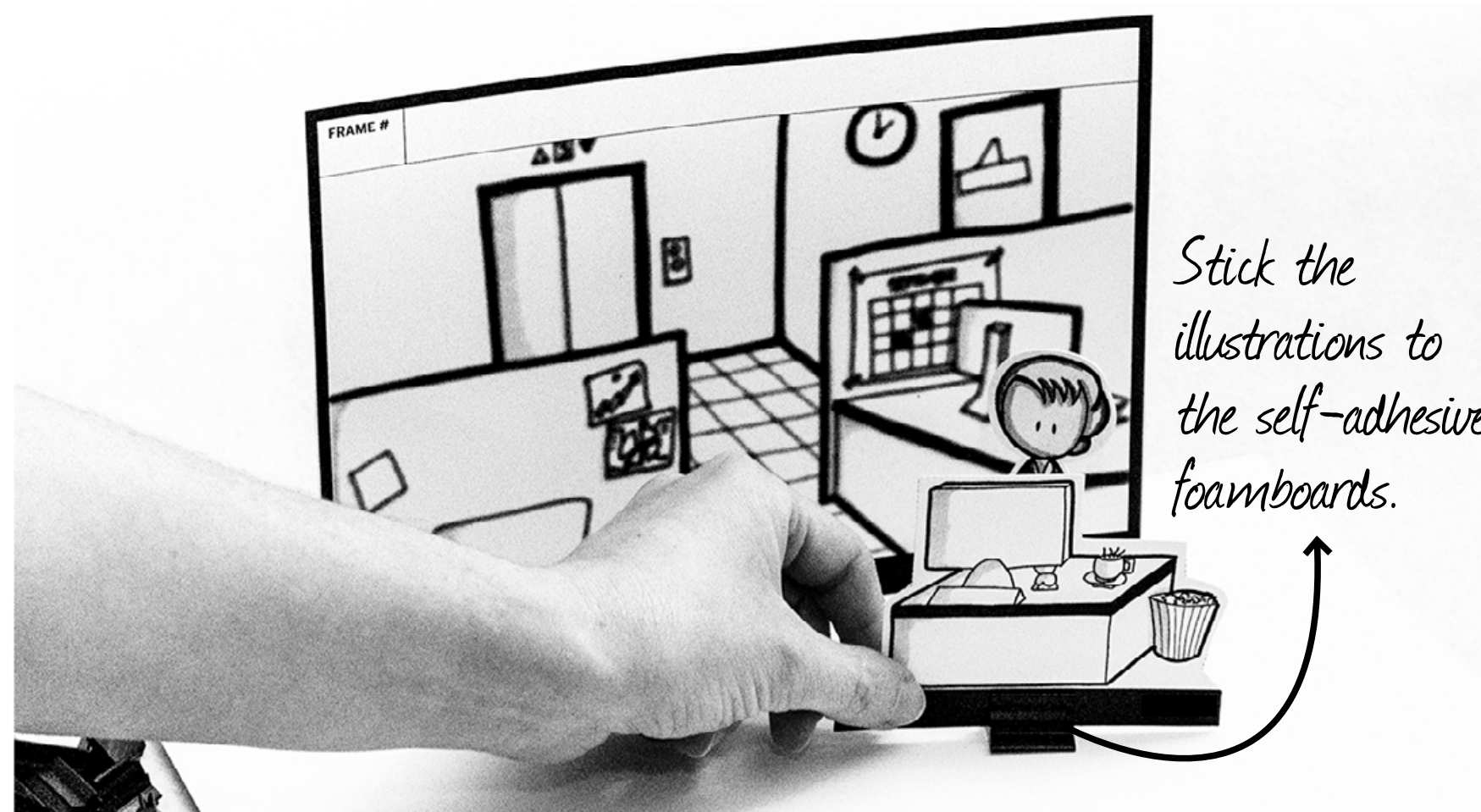


**CUSTOMIZE**



**DOCUMENT**

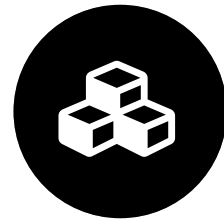
# Build your scenes



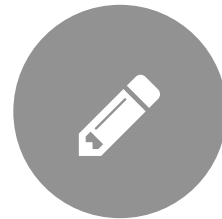
*Stick the illustrations to the self-adhesive foamboards.*

*The self-adhesive foamboards let you transport the whole scene to another place.*





**BUILD**

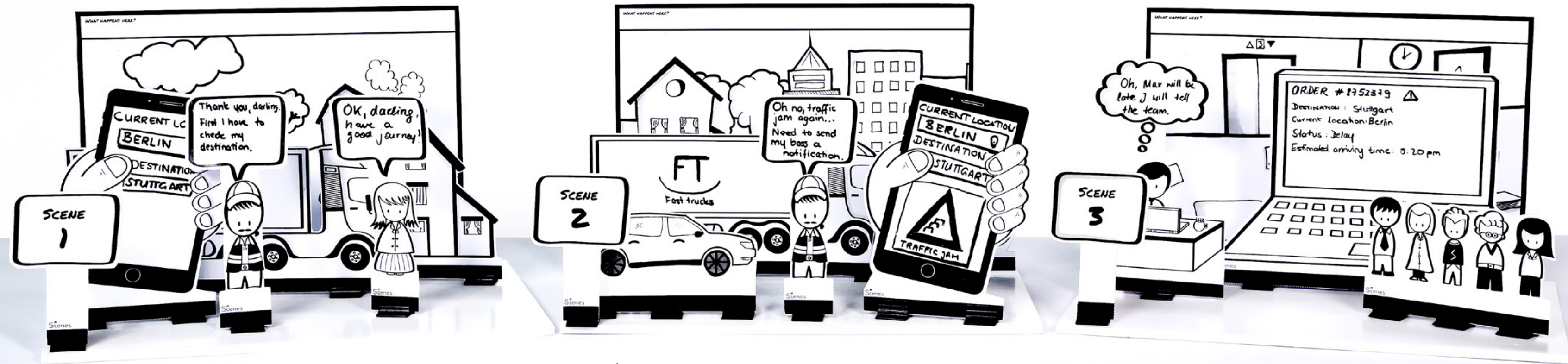


**CUSTOMIZE**



**DOCUMENT**

# Build your scenes

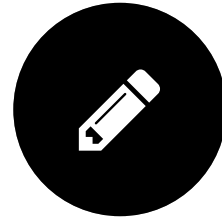


*Build as many scenes as your story needs.*





BUILD



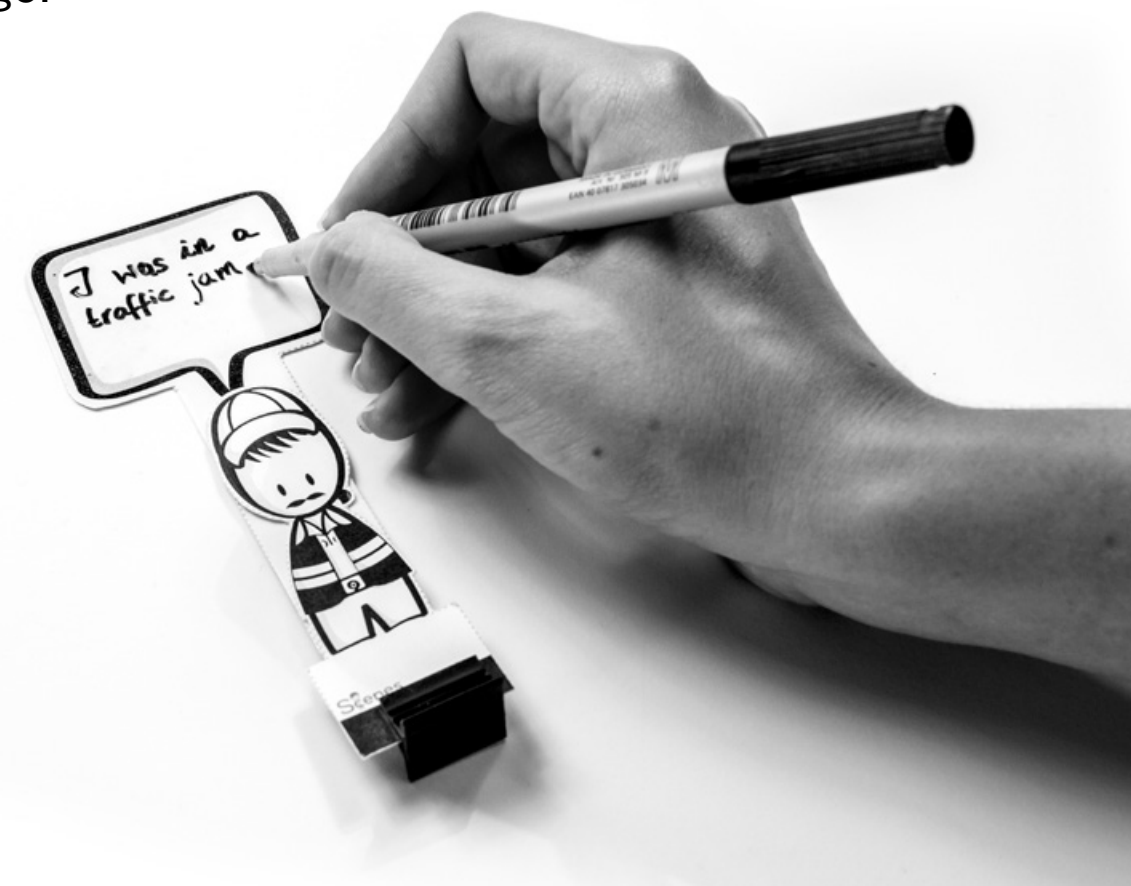
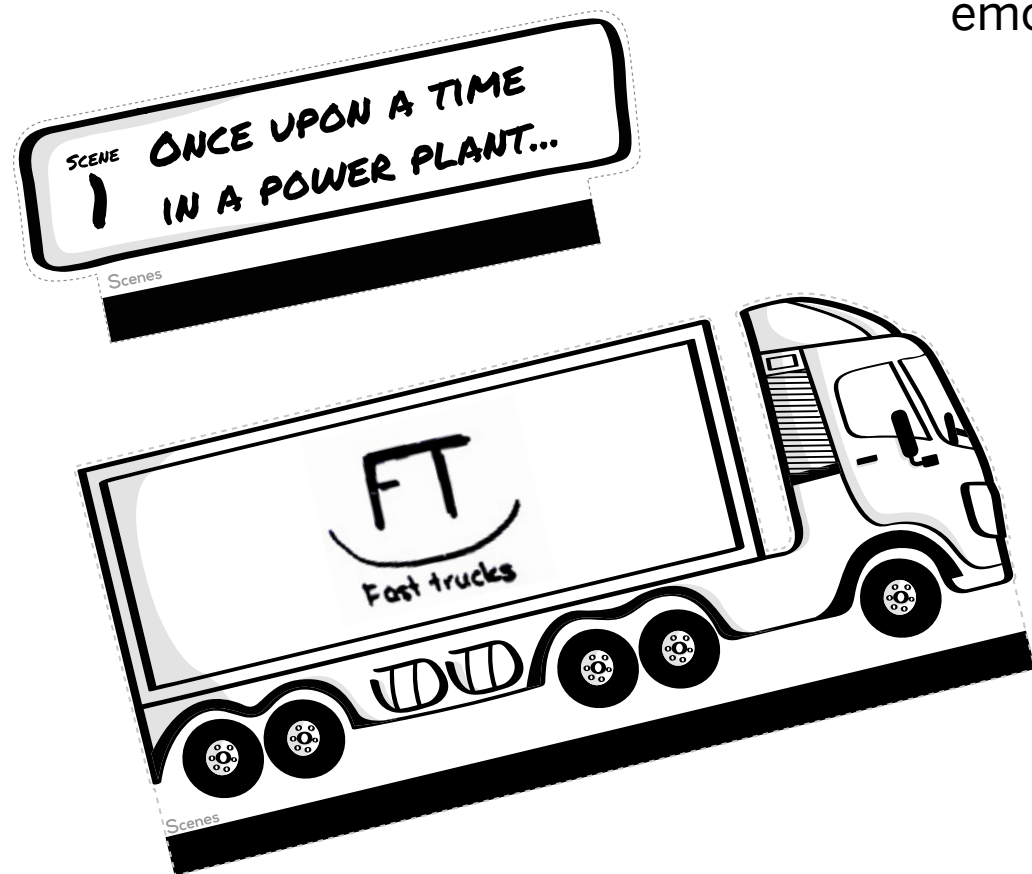
CUSTOMIZE



DOCUMENT

## Write and add emotions

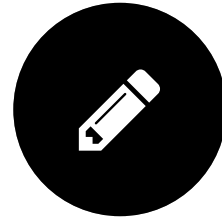
Use the available surfaces of the illustrations to customize them according to your story. Draw eyebrows and mouth on the characters' faces to give them emotions. See an emotion cheat sheet on the next page.



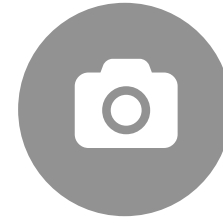




BUILD



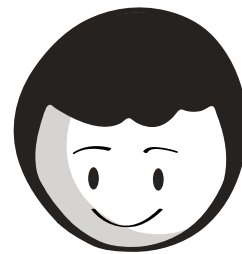
CUSTOMIZE



DOCUMENT

## Write and add emotions

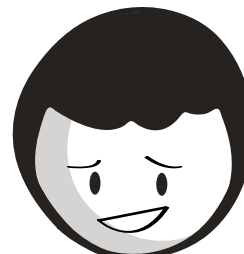
Humanize your characters by giving them emotions.  
This will make them more expressive and your story  
more meaningful.



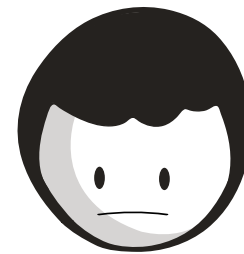
*Happy*



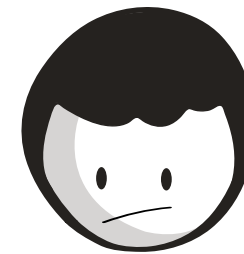
*Sad*



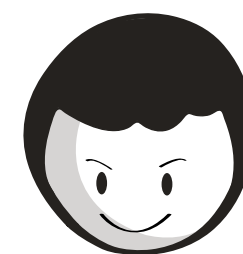
*Ashamed*



*Neutral*



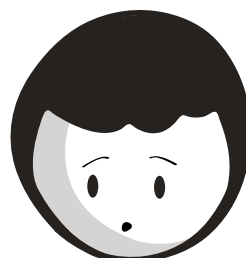
*Disappointed*



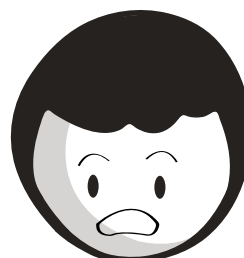
*Evil*



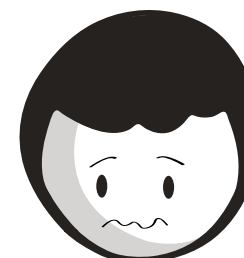
*Angry*



*Worried*



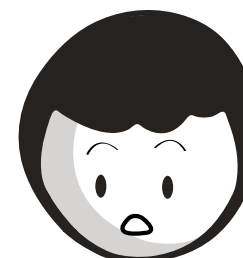
*Scared*



*Unwell*



*Amused*



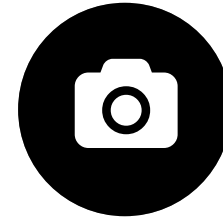
*Surprised*



BUILD



CUSTOMIZE



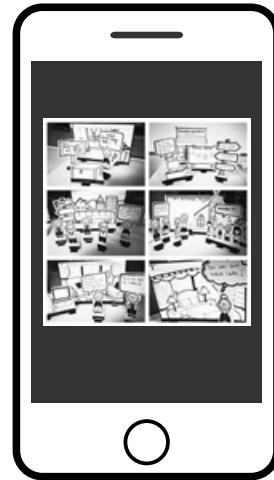
DOCUMENT

# Capture and share

Take a picture of each scene.



Put all scenes together in your application of choice\*



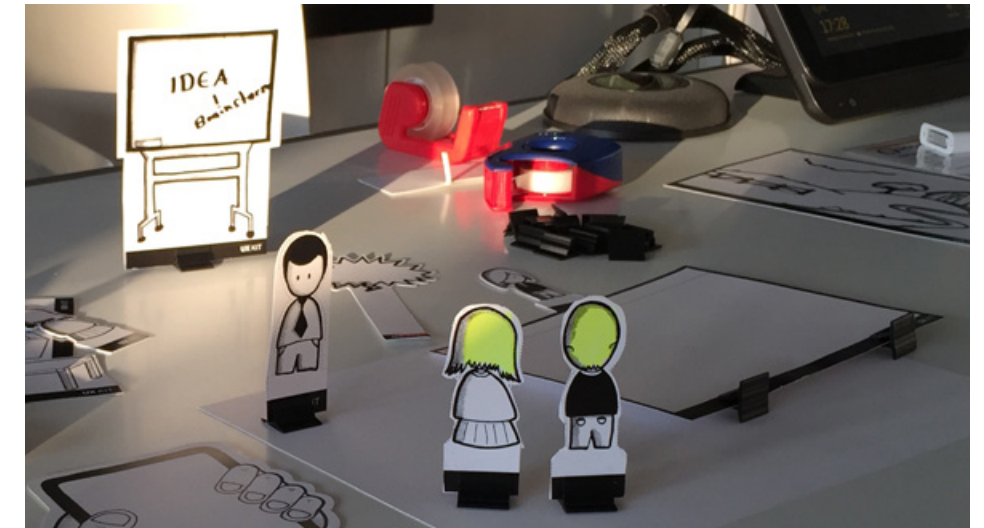
Send and/or print



\* Try out Pic Stitch <http://bigblueclip.com/portfolio>

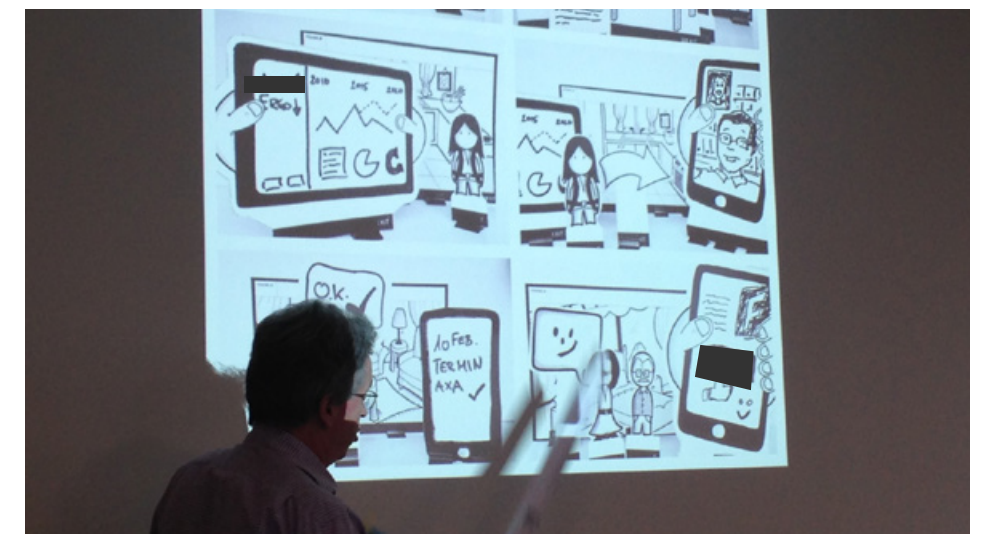
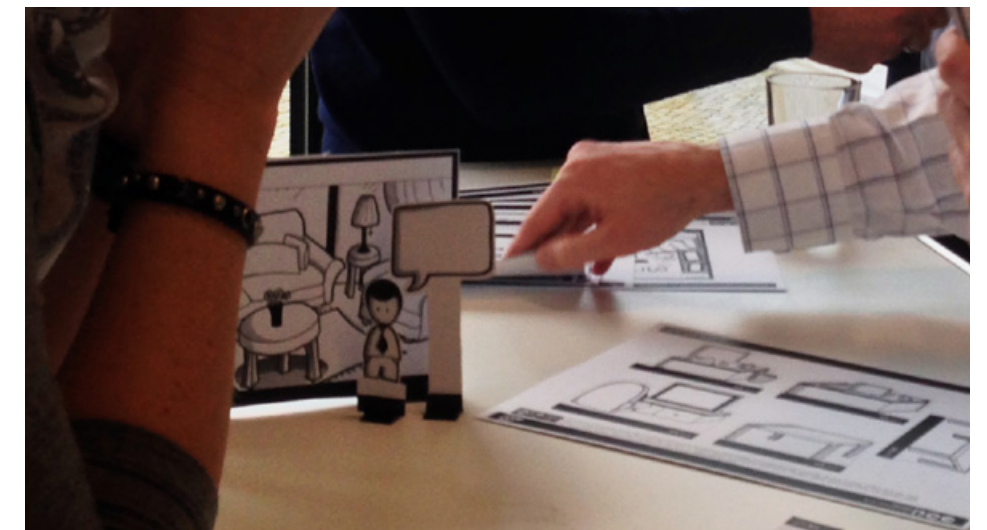






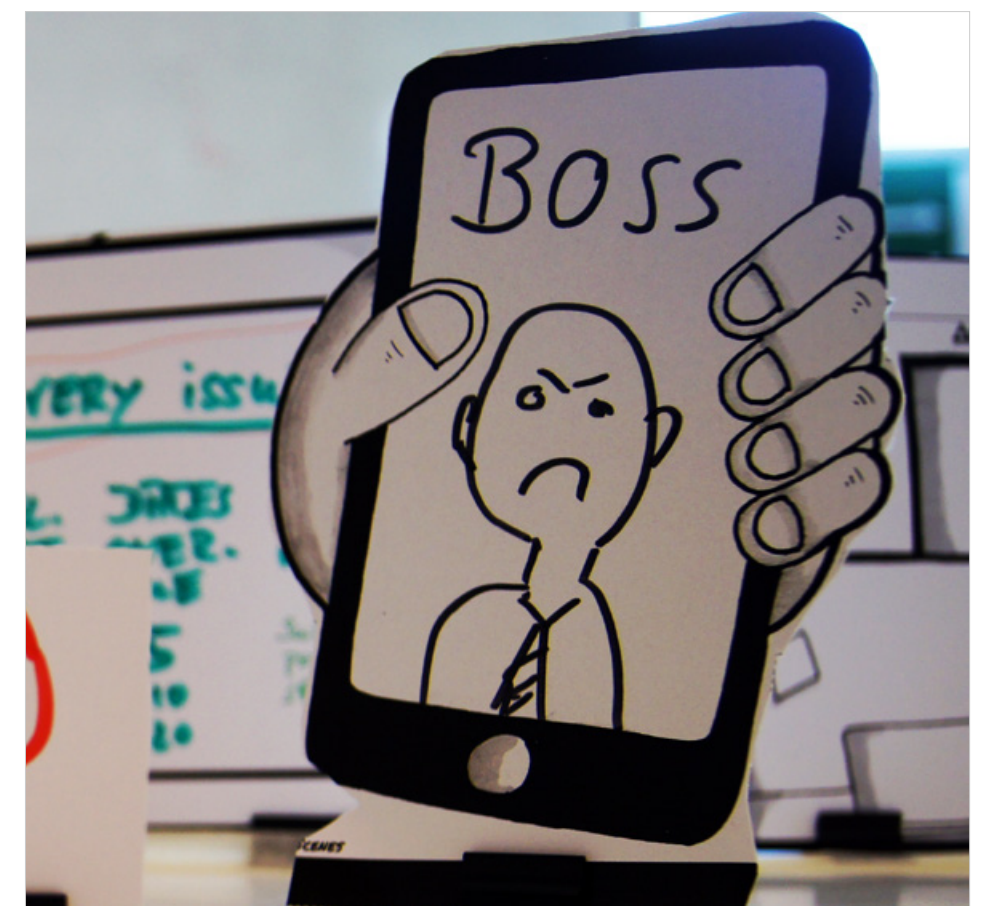
First tests of the “Scenes” method and tool for physical storyboarding during an Internal Design Workshop, SAP SE





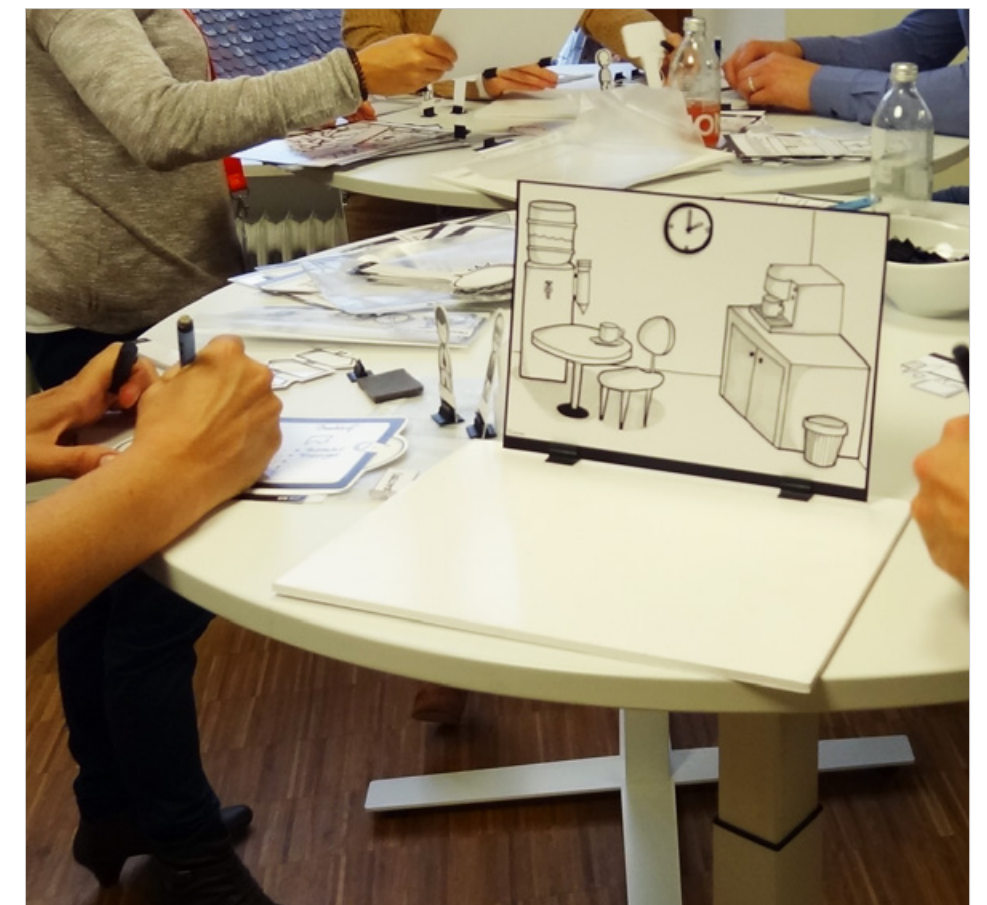
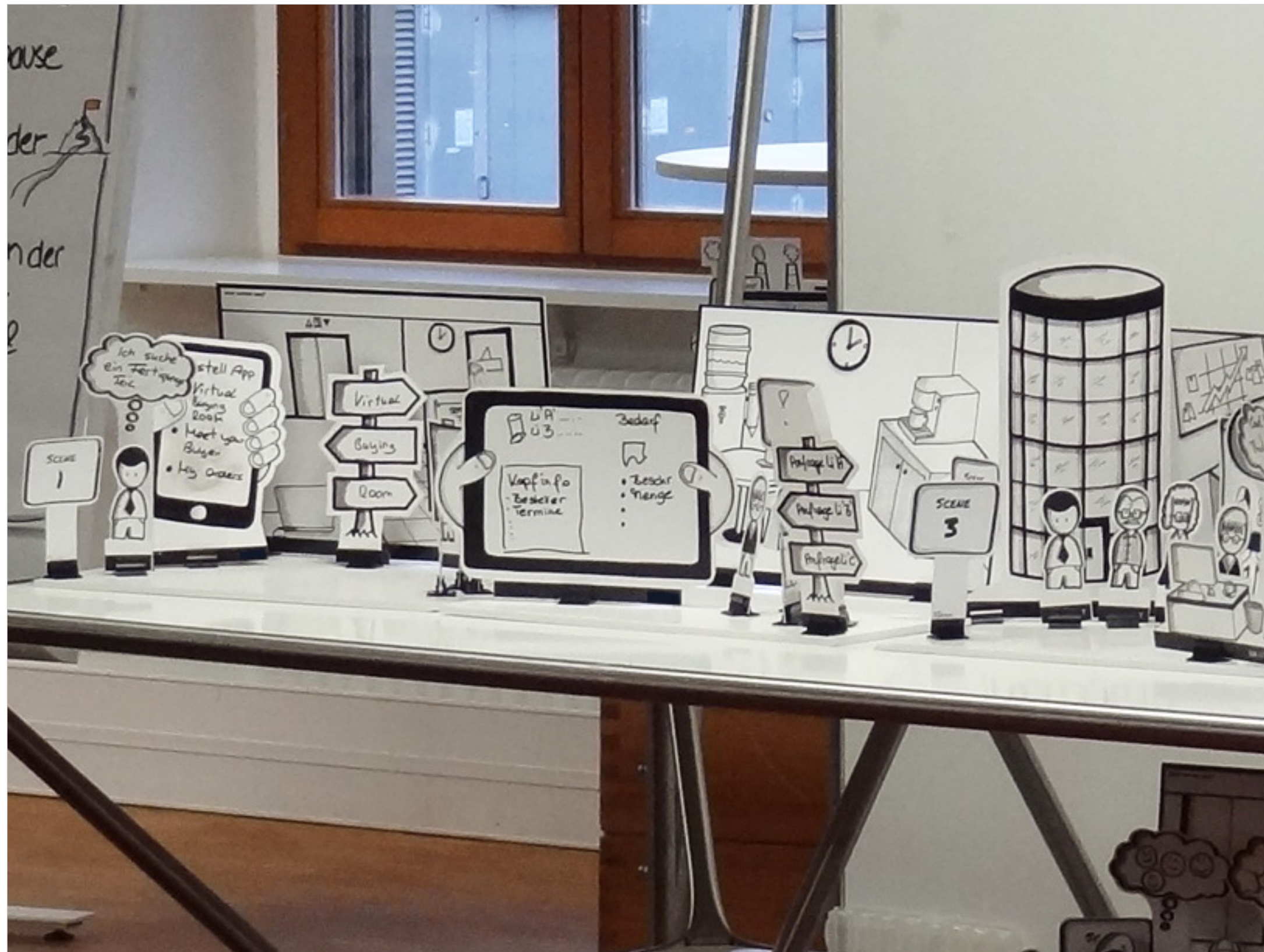
First tests of the "Scenes" method and tool for physical storyboarding during a "Big Data Workshop" for an insurance company.





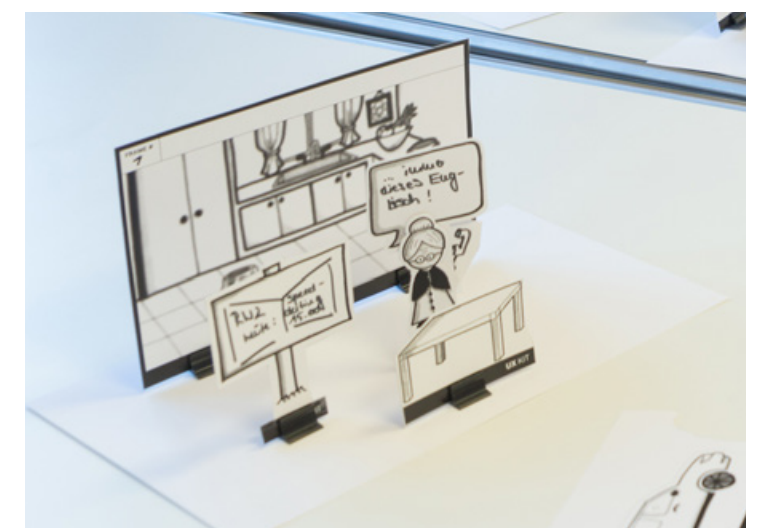
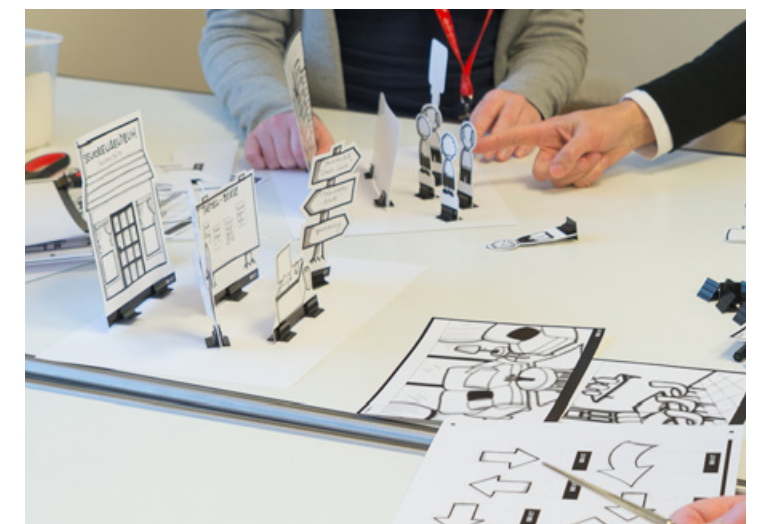
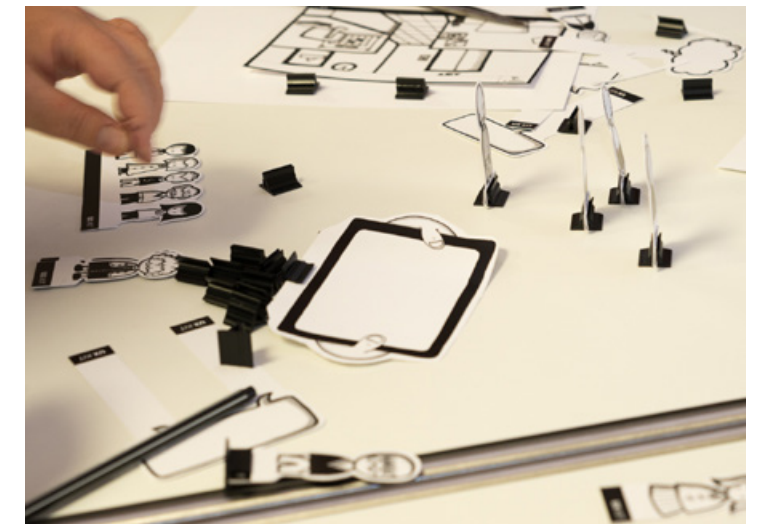
First tests of the “Scenes” method and tool for physical storyboard during innovation workshop with metals trader company.





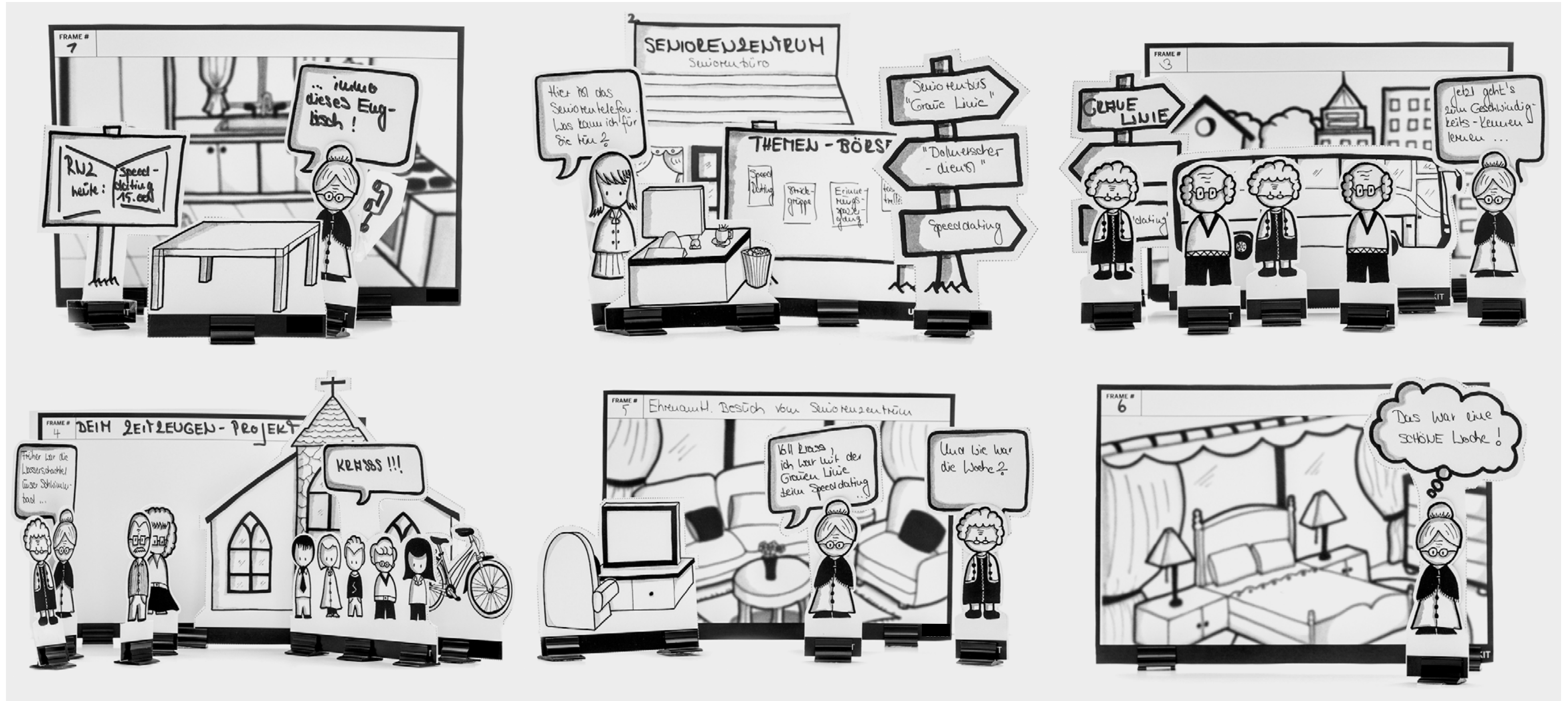
Physical storyboard during a design thinking workshop with IT employees of a chemical company to improve the procurement process.





Project with the social welfare agency of the city of Heidelberg, Germany. Ideation workshop to envision new scenarios for a service design concept.





Project with the social welfare agency of the city of Heidelberg, Germany. Result from the ideation workshop to envision new scenarios for a service design concept.









Project with the social welfare agency of the city of Heidelberg, Germany. Iteration of a service design concept as digital storyboards.

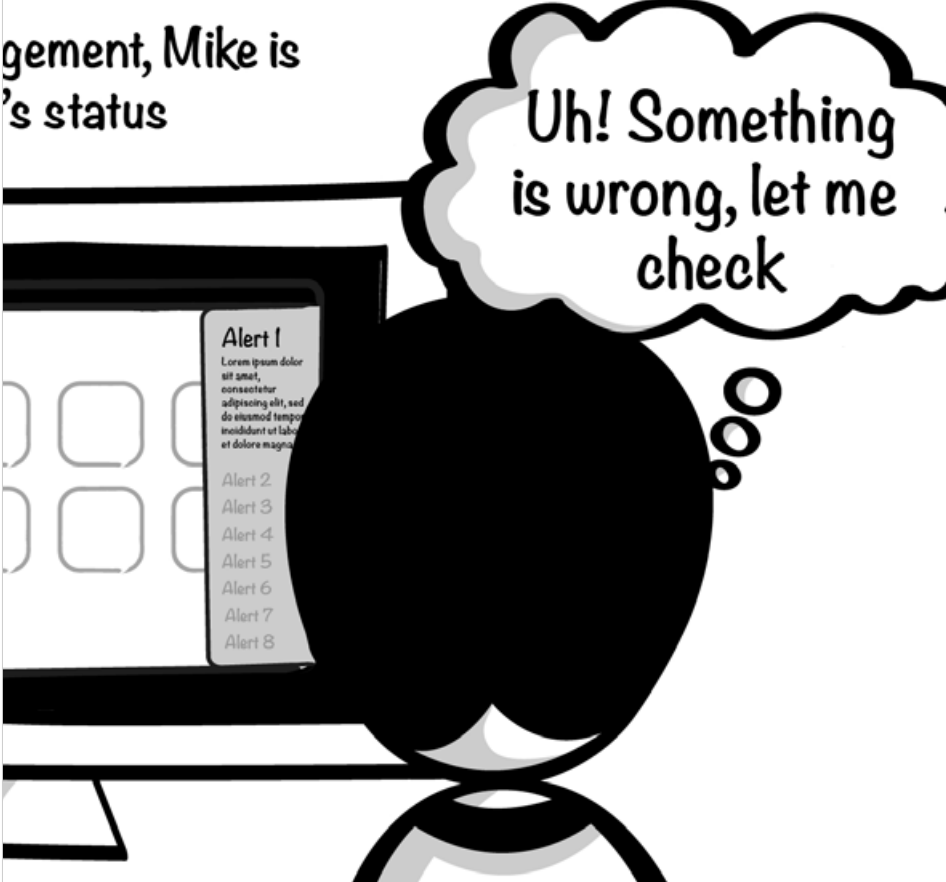
Tony is driving towards his destination...



### Starring

 <p><b>Tony</b> Delayed driver TRIP 5</p>	 <p><b>Mike</b> Hub Manager KEY-USER</p>
 <p><b>Tim</b> Driver ahead of schedule TRIP 3</p>	 <p><b>Herbert</b> Good receiver at the hub</p>

gement, Mike is  
's status



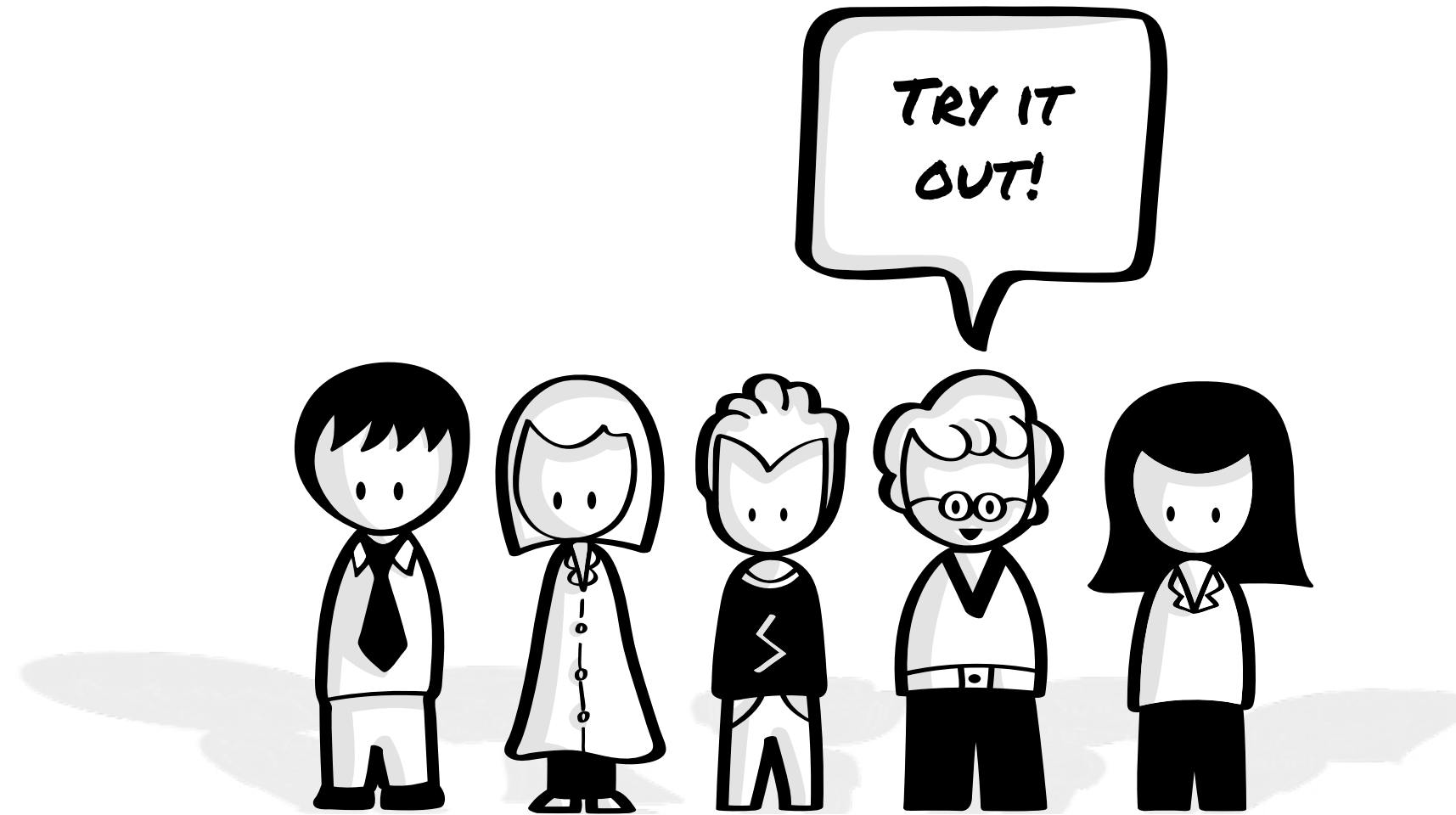
Uh! Something is wrong, let me check

Alert 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna...

Alert 2  
Alert 3  
Alert 4  
Alert 5  
Alert 6  
Alert 7  
Alert 8

Digital storyboard for IoT use case – SAP SE





[bit.ly/sapscenes](https://bit.ly/sapscenes)

Watch the video: <https://vimeo.com/140415926>

For more information about "Scenes" please contact [karen.detken@sap.com](mailto:karen.detken@sap.com)