

THE
ESB DESIGN
HANDBOOK

EVENT
STORYBOARD
CANVAS



EVENT STORYBOARD CANVAS, #ESB

Designer name(s):

Client:

Date:

Event name:

Version:

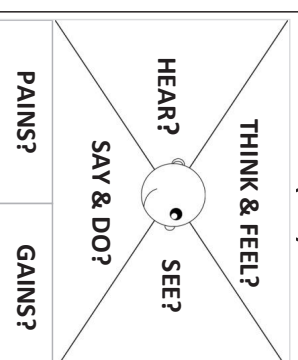
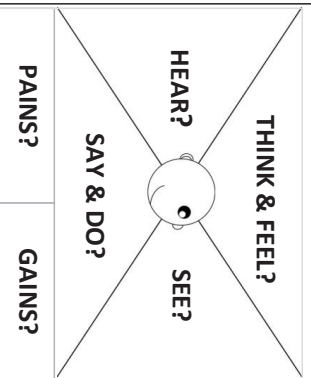
1 What are your goals

4 Customer Journey StoryBoard

2 When are you satisfied

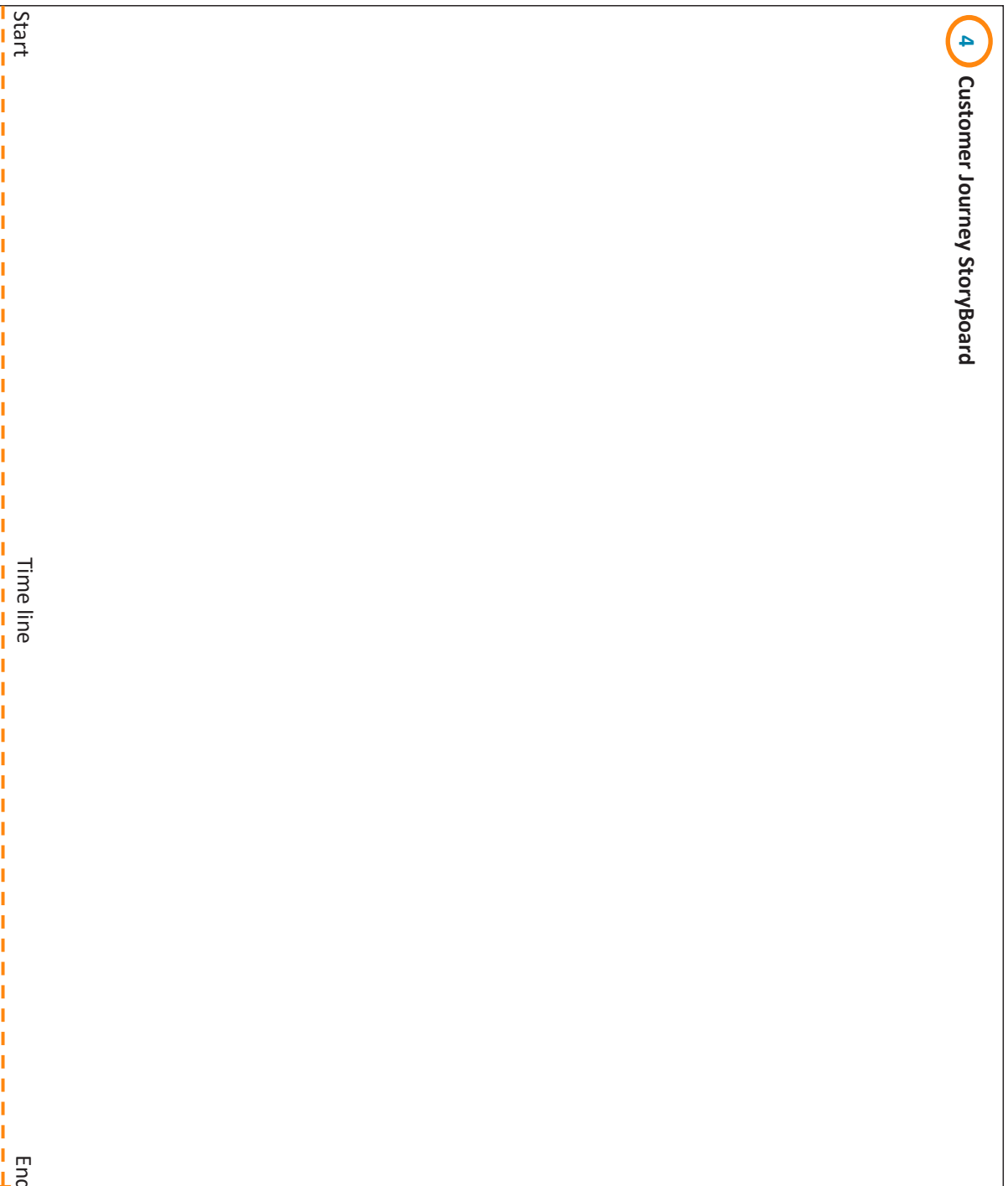
3 Who is your customer

5 What does your event achieve (ROI)



Empathy map

Empathy map



Empathy map is developed by Scott Matthews of XP|LANE

StoryBoard.events

Version: 041115: 0.1



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STEP 1. SETTING CLEAR GOALS

NUMBER OF PARTICIPANTS: 2-5

DURATION: 15-30 MINUTES

MATERIAL: PEN AND PAPER

You get the best results when you include your client and (core) team

GOAL

The goal of the exercise is to clarify the goals you are setting for your event. The descriptions below will help you set the goals for your event!

IMPACT GOALS

The Impact, or Business Impact, is the ultimate value contribution to your stakeholders. Think about the reward you ultimately want for the time and money you invest in the project. Impact goals are usually either sales or organisational effectiveness.

BEHAVIOUR GOALS

What do the targeted participants need to do, during and after the event, in order to create value for your event? The answers may well be different for different categories of the target group. Some actions may be significant (e.g. subscribe to a membership, a change in work ethic etc.) whereas others only make a small contribution to value, maybe increasing the probability of a purchase (e.g. ask for more information, share knowledge about X with colleagues, subscribe to one of the social channels etc.). The behavioral change may involve to stop doing something, doing something differently, or taking some new actions as a result of participating in the marketing campaign.

LEARNING GOALS

What cognitive change (i.e. learning) is required for the participants to change their behavior? All behavioral change is pre-empted by cognitive change. The cognitive change might be subconscious, but something always has to change in the mind before behavior changes. E.G. If you want your target group to share their needs with your company (behavior change), they would need to learn where and how they can do this.

STEP 1. SETTING CLEAR GOALS

LEARNING ENVIRONMENT GOALS

How can you design a learning environment which will make cognitive change most effective? Learning is influenced by the state of mind of the learner as well as ambient factors (e.g. design, music etc.)

TARGET PARTICIPANTS GOALS

Finally, how can we ensure that the right people are targeted. What kind of people are you looking to target and are they learning something new, which will change their behavior? As an example: you might want to target people that are subscribed to your Facebook or YouTube page, yet are unaware that your project offers a lot more on its website. These people will need a very different approach, and can be found through different strategies than when you are targeting people that are unaware of the existence of your project as a whole.

TIP:

- FOR BRANDS: Make sure your goals are aligned with the brand values and promises of your organisation
- Make sure the goals are aligned so they amplify each other

STEP 2. WHEN ARE YOU SATISFIED?

NUMBER OF PARTICIPANTS: 2-5

DURATION: 10-15 MINUTES

MATERIAL: PEN AND PAPER

You get the best results when you include your client and (core) team

GOAL

The objective of this exercise is to make your events' goals measurable. Most people would normally use the SMART method for this. However for us this method feels like it will kill your creativity before you even started designing your event. Nevertheless, making your goals measurable is a very important thing to do. So how do you get measurable goals without using the SMART method? Simple! Just ask yourself the following two questions:

- When am I satisfied with the event?
- When is my client satisfied with the event?

By asking yourself these questions you get almost the same results in a very playful way. The only thing that remains is to make sure the answers you gave are measurable. The easiest way to do this is to add a number or percentage to the answer(s)!

TIPS:

- Give answers that motivates you!
- Align the answers with your events and your clients values
- Make the answers challenging
- Make sure the answers are specific!
- Give positive answers

STEP 3. EMPATHY MAP YOUR CUSTOMERS

NUMBER OF PARTICIPANTS: 3-10

DURATION: 10-15 MINUTES

MATERIAL: EMPATHY MAP, POST-IT, PEN AND PAPER

You get the most concrete results when you use the customers view regarding your event

You get the most creative results when you use the customers view regarding their day-to-day life

GOAL

The objective is to quickly develop a customer profile by creating a degree of empathy for the customer. Start with having everyone synthesize with the customer personally: What does this person want? What forces are motivating this person? What can you do for this person? Try to fill in the empathy map by answering the six questions below. Write the answers down on a post-it and put them on a shared empathy map. Try not to add generic answers that do not add value to your event idea.

THE SIX QUESTIONS

What do they see?

- What is their environment?
- Who are the key people in their environment?
- What kind of offers are they exposed to?
- What problems do they face?

What do they say and do?

- How do they behave in public?
- What do they say matters to them?
- What are the differences between what they say and what they think?
- Do they influence anyone?

What do they hear?

- What do their friends and family tell them?
- What do they hear in their professional environment?
- Who are their main influences?
- How are they influenced? Through what means?

STEP 3. EMPATHY MAP YOUR CUSTOMERS

What do they think and really feel?

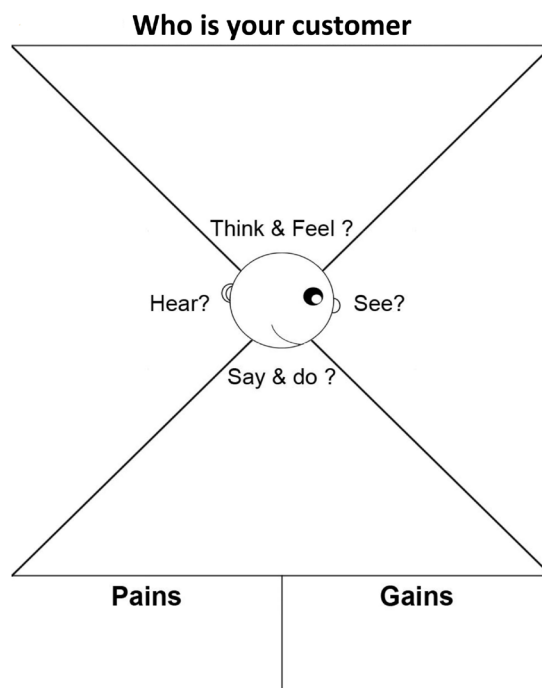
- What really matters to them (and what they do not say)?
- What moves them?
- What are their dreams and aspirations?
- What are their concerns?

What frustrates them? (Pain)

- What really concerns/frustrates them?
- What obstacles do they encounter to reach their goals?
- What risks do they have to assume?

What motivates them? (Gain)

- *What do they really want or need to achieve?*
- *How do they measure success?*
- *How do they try to achieve it?*



Empathy map is developed by Scott Matthews of XPLANE

STEP 4. THE CUSTOMER EXPERIENCE STORYBOARD

NUMBER OF PARTICIPANTS: 5-10

DURATION: 30 - > 180 MINUTES

MATERIAL: LARGE PAPER (A1, OR MULTIPLE A3), POST-ITS AND PEN.

You get the best results when you imagine that everything is possible!

GOAL

The objective is to visualize the journey your customer will be making. With the goals clearly defined and a deep understanding of our customer you can start designing your own storyboard. The visualisation of the journey will help with creating a flow in the design. It also makes it very easy to communicate your design with others.

First analyze and discuss your empathy map with the team. Then it's time to grab your pen and start drawing! Start with a broad feeling of the experience. Once this is done, try to give more details to all of the touchpoints. The more detail you add to the drawing, the easier your design will be communicated to others.

TIPS:

- Remember that everything is possible at this stage!
- When you get stuck, grab a post-it from the empathy map and create an idea around it
- Sometimes it helps to draw 'a normal day in the life of your customer'
- When you feel satisfied with your design, hang it at a central location in your office for 2 weeks and let others co-create your design with post-its. You'll be amazed by the results!

STEP 5. CHECKING YOUR ROI

NUMBER OF PARTICIPANTS: 3-10

DURATION: 15-30 MINUTES

MATERIAL: YOUR DESIGN

You get the best results when you imagine that everything is possible!

GOAL

The objective is to get a clear view on what your event achieves and if this is in line with your clients' goals, your customers' goals and your brand. This way you make sure your design is aligned with the needs of everyone involved. After step 5 is done you are left with 2 options: Everything is perfect and is exactly how your client, customer and brand want it to be, or some things are not perfect yet and you will need to adjust, add or leave out certain components.

CUSTOMER BASED ROI

What did your customer experience?

- What does your customer see at your designed event?
- What does your customer say & do at your designed event?
- What does your customer hear at your designed event?
- What does your customer think & feel at your designed event?
- Did the customer experience any pains at your designed event?
- Are all the pre-assumed pains taken care of at your designed event?
- Would your customer experience all the gains they want at your designed event?
- Are there any elements in your design that have a negative impact on your customer's experience?

GOAL BASED ROI

Are all your goals met?

- Will the impact you desire be achieved?
- Will the behaviour you desire be achieved?
- Will the cognitive change benefit your desired behaviour change?
- Is the environment ideal for the cognitive changes?
- Are you attracting the right target group?

STEP 5. CHECKING YOUR ROI

BRAND BASED ROI

Does the design represent your brand?

- Are the brand values of your organization represented?
- Are the brand promises of your organization represented?
- Are the brand values you wanted your event to represent, represented?
- Are the brand promises you wanted your event to represent, represented?
- Are there any elements in your design that might have a negative impact on the brand your organization represents?
- Are there any elements in your design that might have a negative impact on the brand your event represents?

TIPS:

- If your event does not represent a brand, you can skip the organizational brand questions.
- Remember that your event always has a brand in the eyes of your customer, even if you don't intend it to.

VISUAL

THINKING

SKETCH NOTES

WHAT IS
VISUAL
THINKING?

IT IS THE PROCESS OF THINKING
AND COLLABORATING USING TOOLS
AND METHODS THAT LEVERAGE
HUMAN'S MOST POWERFUL
CAPABILITY FOR UNDERSTANDING:

≡ VISUALIZATION! ≡

A LITTLE BIT OF SCIENCE:

75% OF OUR BRAIN'S
SENSORY NEURONS
ARE DEDICATED TO
{ VISUAL PROCESSING }

DAN ROAM.
UNFOLDING THE NAPKIN.
PORTFOLIO TRADE.
2009.

OF ALL THE INFORMATION
OUR BRAIN PROCESSES,

PICTURES ARE RETAINED AT FAR
HIGHER RATES THAN WORDS



DECADES OF RESEARCH HAS
PROVEN THIS. IT'S CALLED:

the PICTURE SUPERIORITY EFFECT

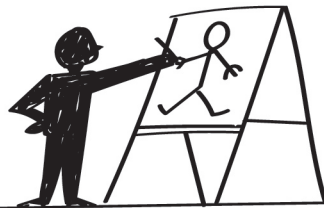
GEORG STENBERG. CONCEPTUAL AND PERCEPTUAL FACTORS IN
THE PICTURE SUPERIORITY EFFECT. EUROPEAN JOURNAL OF
COGNITIVE PSYCHOLOGY. 2006. 18(6): 813-847.

BUT I CAN'T
DRAW!

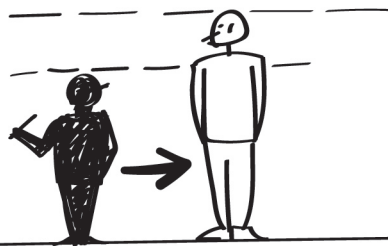
YES, YOU CAN!

HERE'S OUR LOGIC:

① ALL FIVE-YEAR-OLDS CAN DRAW



② YOU WERE ONCE 5 YEARS OLD



③ SO, YOU CAN DRAW! 😊

EXPRESSING YOURSELF VISUALLY
IS LIKE EXPRESSING YOURSELF
IN ANY LANGUAGE :

[YOU NEED TO BE
LITERATE!]

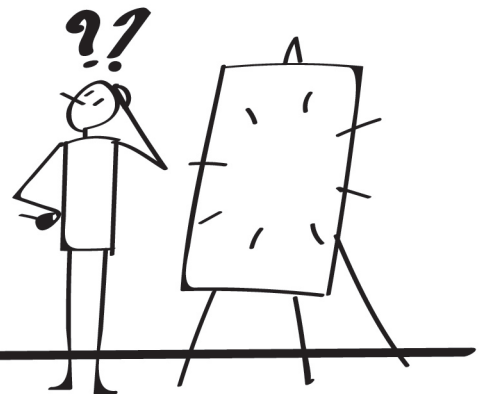
LITERACY IS THE ABILITY TO



IN OUR SOCIETY, WE ARE
GREAT AT READING VISUALLY.



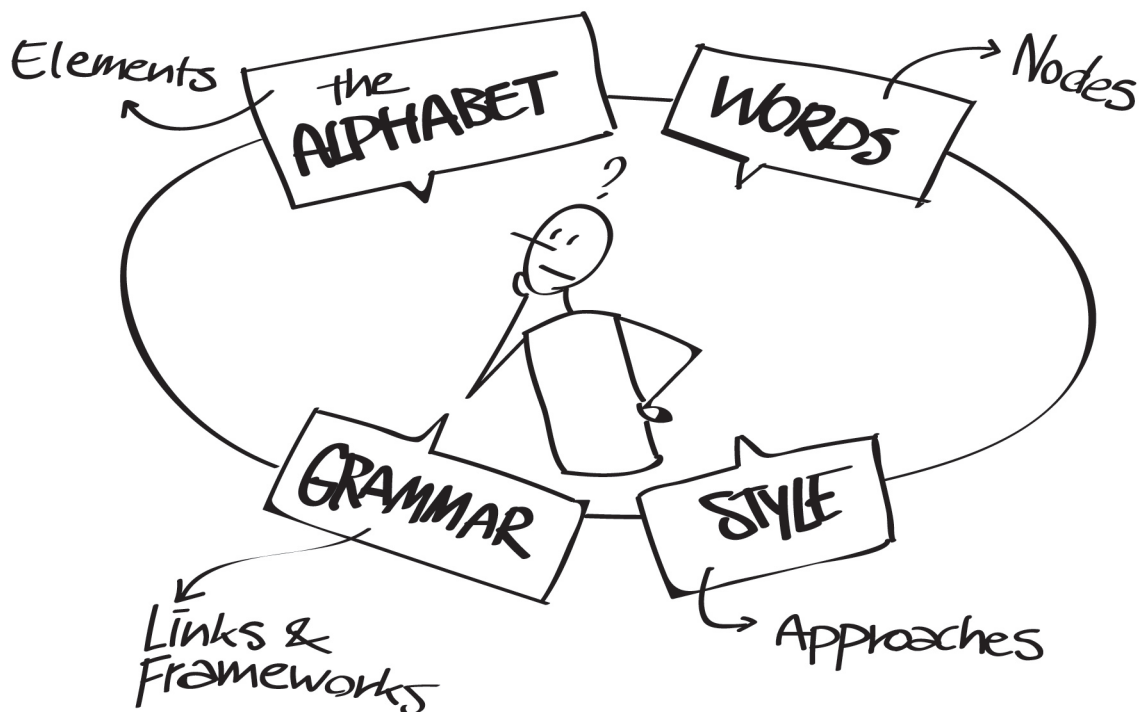
BUT NOT SO GREAT
AT WRITING VISUALLY!



HOW DO WE BECOME VISUALLY LITERATE?

IT'S LIKE MASTERING
ANY LANGUAGE,













YOU HAVE TO LEARN:



the ALPHABET

THESE ARE THE BUILDING BLOCKS OF EVERY VISUAL.

WITH THESE ELEMENTS, YOU CAN DRAW ANYTHING!

 POINT	 LINE	 ANGLE
 ARCH	 SPIRAL	 LOOP
 CIRCLE	 OVAL	 TRIANGLE
 SQUARE	 POLYGON	 CLOUD

NOW THAT YOU KNOW THE ALPHABET, YOU CAN START DRAWING WORDS!

WORDS

THE "WORDS" OF VISUALS ARE THE SMALLEST CHUNKS OF MEANING, CALLED NODES.

THEY CAN SHOW A PERSON, THING, SINGLE IDEA OR VIGNETTE.

PEOPLE

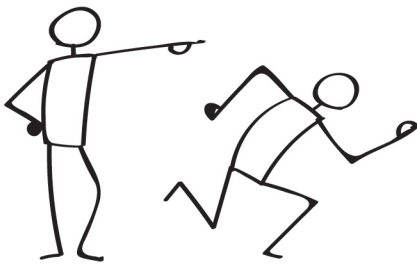
① START WITH THE BODY



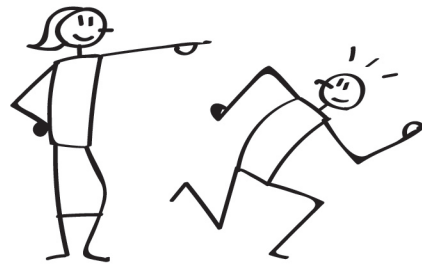
② ADD ARMS & LEGS AT THE CORNERS



③ ADD HEAD, HANDS & FEET



④ ADD NOSE (FOR DIRECTION) & OTHER DETAILS



THINGS



IDEAS



TRANSFORMATION



TARGET



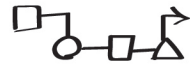
VICTORY



CHAOS



GROWTH



PROCESS

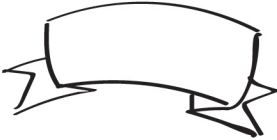


BROADCAST

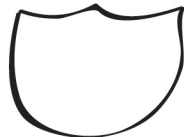


LAUNCH

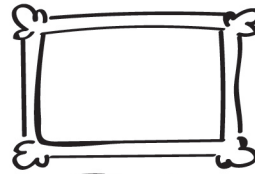
FRAMES



BANNER



SHIELD



FANCY
FRAME

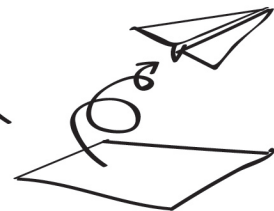
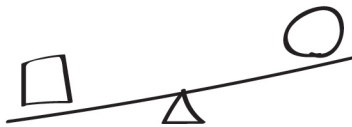
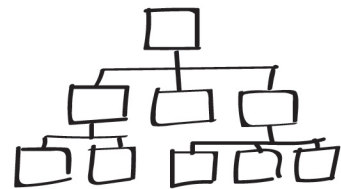
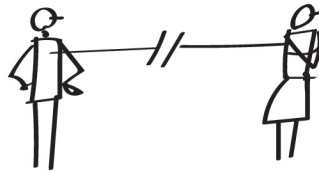


BALLOON

GRAMMAR

RELATIONSHIPS BETWEEN NODES
ARE INDICATED BY LINKS:

A \dashrightarrow B

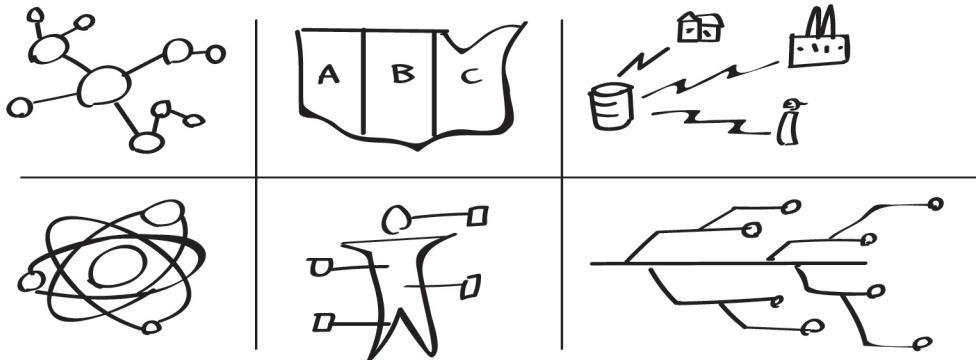


GRAMMAR VISUAL FRAMEWORKS

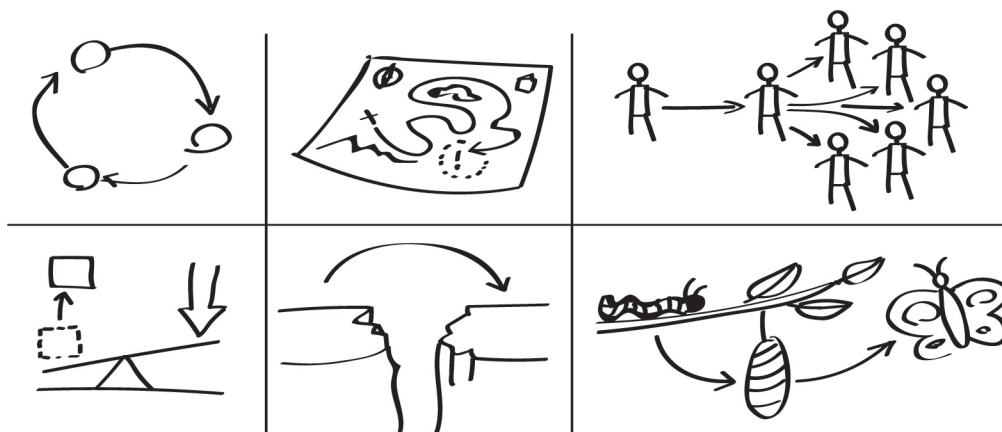
ARE FOR EXPLORING, ORGANIZING AND COMMUNICATING INFORMATION. THEY HELP CLARIFY THINKING & GENERATE NEW IDEAS.

YOU CAN GENERATE FRAMEWORKS BY ORDERING, CONNECTING, SEQUENCING OR GROUPING NODES.

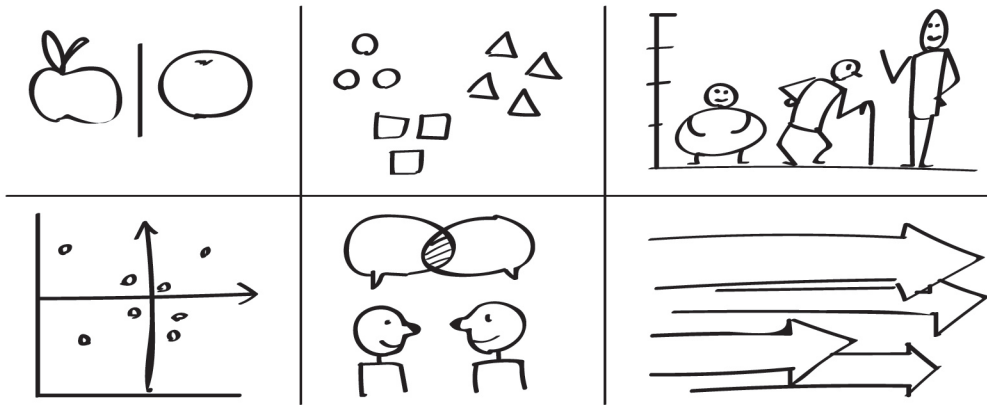
SYSTEMS DESCRIBE THE RELATIONSHIP AND STRUCTURE OF MANY PIECES AND PARTS



PROCESSES SHOW INFORMATION IN A DEFINED SEQUENCE



COMPARISONS SHOW DIFFERENCES OR COMMONALITIES BETWEEN TWO (OR MORE!) STATES



STYLE

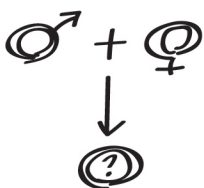
HERE ARE 3 APPROACHES TO APPLY TO FRAMEWORKS:



LITERAL → TELLS A STORY WITH REAL CHARACTERS AND CONTENT INVOLVED



METAPHOR → TELLS A STORY BY INVOLVING AN ANALOGY WITH A COMMONLY UNDERSTOOD CONCEPT



SCHEMATIC → TELLS A STORY USING ABSTRACT FORMS & RELATIONSHIPS

WOW!

SERIOUSLY,

YOU JUST LEARNED

A NEW
LANGUAGE

IN **10** PAGES!



LET'S LOOK AT WHAT
YOU CAN DO WITH
THIS NEW LANGUAGE

CUDAR & THE UNDERSTANDING CHAIN

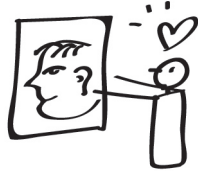
WHEN YOU COMMUNICATE CLEARLY,
PEOPLE UNDERSTAND,
SO THEY CAN MAKE INFORMED
DECISIONS TO TAKE ACTIONS THAT
DRIVE THE DESIRED RESULT.



NOW, TO DESIGN FOR CLARITY,
START WITH THE END IN MIND
AND REVERSE-ENGINEER THE STORY
FROM THE DESIRED RESULT YOU
WANT TO ACHIEVE. DO THIS:



① DEFINE YOUR
DESIRED RESULT,



② EMPATHIZE
WITH YOUR AUDIENCE,



③ AND CREATE
A CLEAR STORY
THEY WILL RESPOND TO

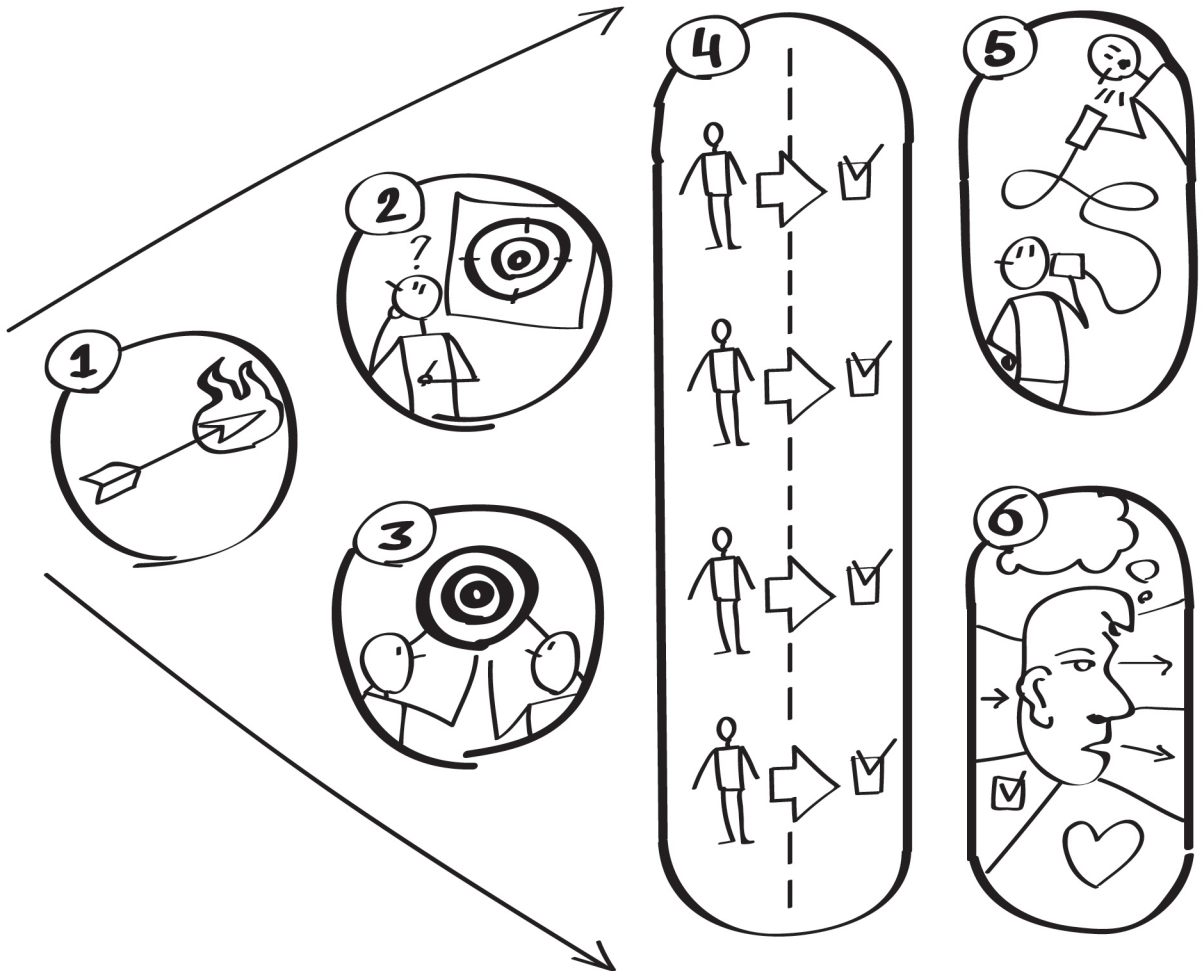


LET'S SEE WHAT THIS LOOKS LIKE IN ACTION

REVERSED UNDERSTANDING CHAIN

OPENING
(divergent)

EXPLORING
(emergent)



RESULT

ACTION

DECISION

①

FIRE
STARTING

②

VISION
DRAWING

④

WHO/DO

⑤

LISTEN TO
YOUR
AUDIENCE

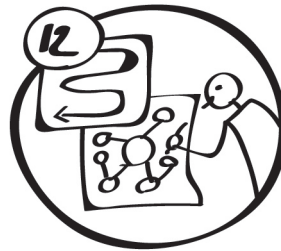
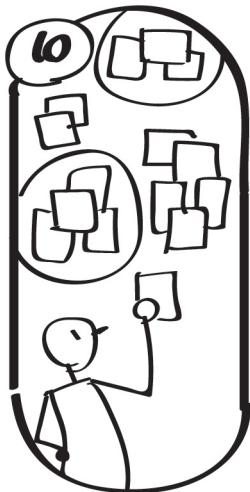
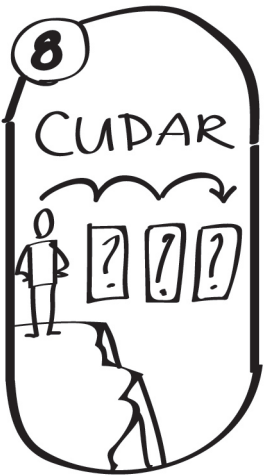
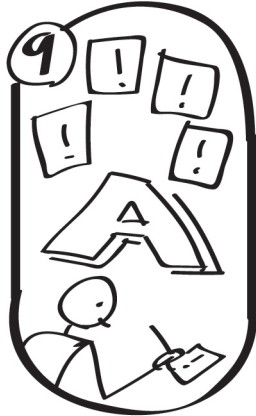
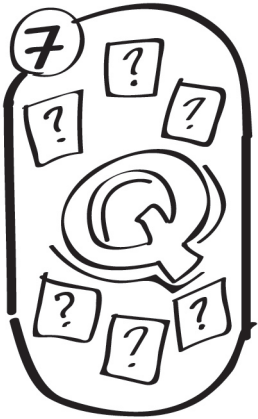
③

GOAL
ALIGNMENT

⑥

EMPATHY
MAPPING

CLOSING
(convergent)



UNDERSTANDING

CLARITY

7
QUESTION
POST-UP

9
NODE
GENERATION

11
STORY
MAPPING &
VISUALIZATION

13
PRESENTATION
& STORY-
TELLING

8
UNDER-
STANDING
CHAIN

10
AFFINITY
MAPPING

12
VISUAL
APPROACHES
& FRAMEWORKS

Good
Luck

&

Keep it
Visual!

**THE ESB CANVAS CAN BE
DOWNLOADED AND USED FOR FREE
EVEN COMMERCIALY!**

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[@EVENTSTORYBOARD](https://www.instagram.com/EVENTSTORYBOARD)

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