

# Aspect

## Storyboarding Tool

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## Storyboarding Tool

Sometimes it can be helpful to think about how your new social science opportunity might work for different stakeholders, supporters or customers in a simple way before going to the expense of building a website, or app, or establishing a pilot version of your service, and this can help inform your business planning process. You can use a storyboard to;

## Consult with others

By building an easy to change storyboard of your 'minimum viable product' (MVP) and the way it works you can use it to consult with these different groups to see how they like it (e.g. in market research) and shape it by changing it as you go along to get closer to your launch MVP at minimum cost and complication. Product and service designers use this type of technique to illustrate how they think a new product or service should work, consult with customers / focus groups, and maybe produce a few different versions of the same product or service to see which people prefer, find errors, incorporate improvements etc.

## Collaborate as a team or externally

Even multi-million dollar products like new films start with storyboards, so all the relevant contributors to the project have a common idea of how the new product looks and works, and how each scene contributes to the overall story and action. To build all the scenery, obtain all the props, adapt the script, move the actors and stunt people together with costume, special effects and everything else a movie needs AND adapt parts as you went along would be extremely difficult and expensive to achieve 'in real life' without some form of visual aid – and perhaps your fledgling social science commercial opportunity has a lot of moving parts too! (Though not so many explosions I hope!) As such a low cost way of bringing things together, which still allows some flexibility may suit you to work as a coordinated team or with others externally.

## To promote the project to potential customers / investors

A storyboard could be incorporated in a pitch to investors or to potential customers – to clearly demonstrate your idea to them without using a lot of text. The storyboard, eventually could be used to produce a promotional animation or video clip for marketing, awareness raising, to show in presentations, conferences etc

## To compare and contrast your product or service with competitors

You could map the journey(s) of the current policy, method of operating, etc against your new and improved proposed way of doing things. This may help you shape your offering to maximise the unique benefits that your new proposed way of working has, and help you convince potential customers of the upside of your opportunity.

Or map the way you treat your customers – what are the key features and benefits of the journey your own customers take versus those of your competitors?

## You don't need to be a great artist

If you can afford some bespoke graphics, maybe you have a logo or designs already – then all well and good. However, you can be creative, use royalty free clip art, images from online graphic depositories, even scribbled sketches, etc (providing you make sure you have permission for commercial use(s) and not just research use if you do buy in images). The main point here is this is a different communication tool – pictures, infographics, useful quotes, etc could all help tell the project 'story' to someone who is new to it and doesn't understand it in the same depth as you.









The example below just uses a simple table to walk potential customers through an imaginary scenario for the fictional social science spinout 'Health Chances' and examples of stereotypical 'end users' of their services (in green), together with an example of a typical NHS trust customer (blue).




## Example

Professor Watson has approached the Innovation Office with a new idea emerging from her research. The Prof is an expert in conducting surveys on attitudes to health screening. During the course of her work she has developed a number of validated questionnaires and similar research tools that have been successful in establishing why certain groups are sceptical about health screening. As a result of this work and changes in policy and practice, an increase in uptake of screening

opportunities has been seen in certain harder to reach groups within the population.

The team together envisage the tools developed by Prof Watson could be employed in different settings and want to visualise these to check their validity with potential customers and collaborators and so they develop some storyboard customer journeys to see which consultees prefer, before seeing which might be suited to e.g. web app development

Health Chances – Journeys			
RICKY	TONI	JOHAN	JANET
 <p>Ricky is a 25 year old man, he is reluctant to go to health screening as he feels well and doesn't really see the need for it, even though he is in a demographic that has a higher risk for testicular cancer.</p>	 <p>Toni is 36 and regularly attends screening for different cancers due to a family history that indicates she is at greater risk. She actively wants to participate in improving services</p>	 <p>Johan is 73, and his first language is not English. He was not always aware of screening opportunities in the past, in an effort to help his community he wants to share his opinions on screening and other health services to ensure they do not miss out</p>	 <p>Janet works for a local NHS trust developing a new 'well woman clinic' screening for a range of health conditions. She wants to ensure she researches the groups involved carefully to ensure the new service has a high uptake, especially in target groups where it has been poor in the past.</p>
Health Chances – Journeys			
 <p>We interact with Ricky through his mobile phone and SMS surveys</p>	 <p>We notify Toni of new survey opportunities through our App.</p>	 <p>We can post surveys to Johan</p>	 <p>Janet can work with us remotely using our survey design webtools with our support.</p>
How does Health Chances benefit these users?			
<p>Ricky doesn't mind helping out by giving his opinion on health screening, but wants an option to participate that fits in with his busy lifestyle.</p>	<p>Toni prefers to use our App as it allows her to be notified of new surveys and respond to them at a time that suits her lifestyle.</p>	<p>Johan prefers postal surveys as they suit him better than the other methods.</p>	<p>Janet can access our range of webtools but also gets support from our consultants who can guide the design process to achieve the results required.</p>
How could Health Chances approach benefit you?			
<p>By interacting with 'reluctant' audiences like Ricky we can gather more information about the attitudes of this group and adapt our approaches to promote screening. Our approach has led to a 60% increase in survey responses from this age group, better quality data and planning for men's wellbeing screening services.</p>	<p>Our App has already attracted 2,500 active users who have given consent to contact them about new surveys on a wide range of topics. We can design new surveys relevant to your services and canvas a representative group quickly to help you shape them for increased adoption.</p>	<p>We can translate our surveys into multiple end user languages to gather opinions from a wider pool of service users or harder to reach groups, using postal surveys where it is sensible to do so to improve responses from the group concerned. We are set up for automated processing of paper based surveys.</p>	<p>Since our formation three years ago, we have helped 16 NHS Trusts and 2 Health Insurance companies develop survey tools which have led o successful health screening projects in 3 countries.</p>

FACTORS	Health Chances – Journeys		
	HEALTH CHANCES	COMPETITOR 1	COMPETITOR 2
Recruitment methods	Integrated across multiple platforms, bespoke advertising, data base of current respondents	Bespoke recruitment of participants	N/A
<b>PARTICIPANT SURVEY METHODS</b>			
	SMS or App	App	App
	Y	N	N
	Web App	N	N
<b>CONTACT OPTIONS</b>			
Methods	Emails, Notifications via App	Email only	SMS / Email
Follow up	Call Centre follow up to increase respondents	N/A	N/A
<b>ANALYSIS OPTIONS</b>			
Artificial Intelligence	Y	Y	N
Web portal reporting	Y	N	Y
Security	Y	Y	Y
<b>KEY ADVANTAGES AND DISADVANTAGES</b>			
	<p>Bespoke database and list of potential respondents.</p> <p>Fits in with respondent lifestyles</p> <p>Bespoke survey design service via webtools and online chat support</p>	<p>No starting database</p> <p>Less experience of Health related work with hard to reach groups</p> <p>No online / remote survey design tools</p>	<p>Limited database, participants recruited on ad hoc basis</p> <p>More experience with younger patient groups</p> <p>No online survey tools</p>

## About Aspect

Aspect (A Social sciences Platform for Entrepreneurship, Commercialisation and Transformation) is a network for organisations looking to make the most of commercial and business opportunities from social sciences research.

Supported by Research England's Connecting Capability Fund, Aspect members sit at the epicentre of discovery, imagination and progress in the social sciences. We draw together pioneering academics with innovative industry leaders to tackle the most complex societal challenges of our time.

Find out more at [www.aspect.ac.uk](http://www.aspect.ac.uk)

# Aspect

Transforming Society Through  
Social Science Innovation