

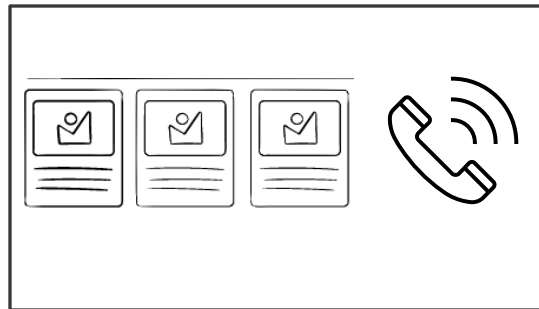
# STORYBOARD

Storyboards are usually used for videos and movies but need not be. It is a powerful tool that tells you the entire 'story' of your product or service bit by bit. It also allows you to see potential flaws or 'ok, we want this but how can we do it' situations right away, well before even the testing phase. This then allows you to either address it, or rethink thing

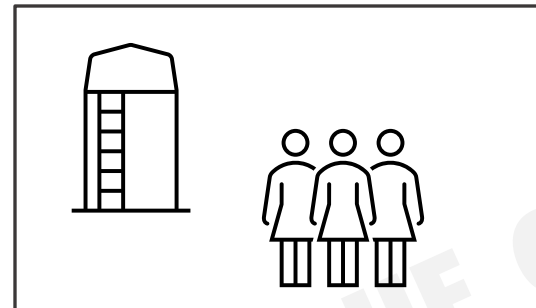
## EXAMPLE

**This storyboard is for a 3-day incubator/accelerator program for women entrepreneurs which could be online or in-person. Let us call the organization ASR**

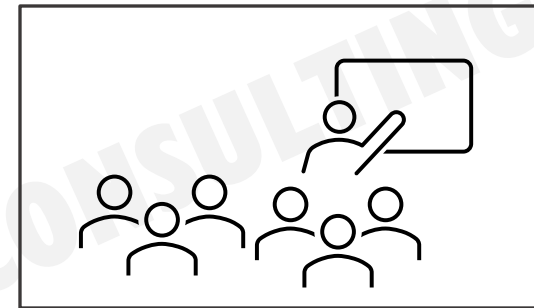
(We have focused on a socially innovative / beneficial service as we see this sector sorely lacking in advice and tools; Quiet Value Consulting caters to clients across the board and it is our firm belief that human-centric products and services should all be approached the same way, irrespective of their business model.



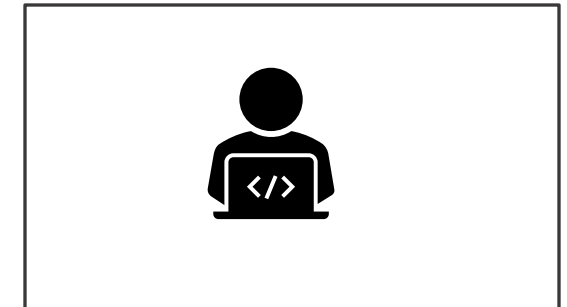
Website detailing program, content, eligibility, cost, payment etc. Information available via phone too.



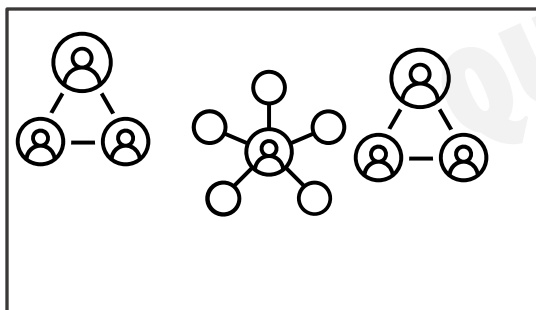
Women show up on appointed day /s



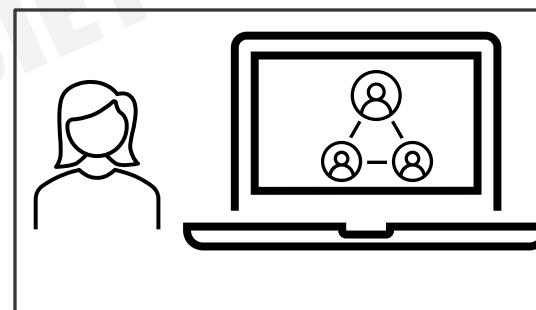
Incubator sessions rolled out



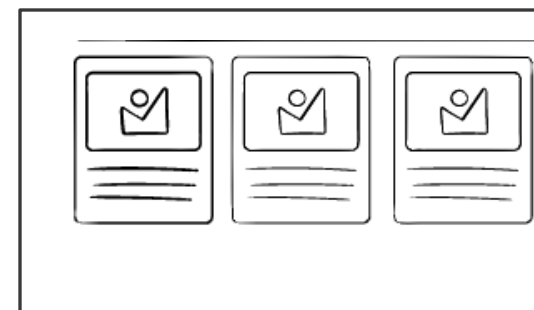
Those signing up for online sessions log in at appointed time/s to see live-streaming



Networking sessions at the end of each day



Virtual networking for those taking it online



Comprehensive 'Resources' section on ASR's website to continue support



Attendees can also schedule conversations/ mentoring sessions with experts

# STORYBOARD

Use this template to create a storyboard of your product / service. This gives an entire snapshot of what it will look like. (See example on previous page to give you a better idea). Print as many a you want, but **DO NOT EXCEED 22-25 BLOCKS; YOU LOSE CONTINUITY AFTER THAT!!**

STORYBOARD WORKSHEET 1 of 2

WRITE DOWN YOUR MVI HERE.

(By now, it will have changed a little (or rethought) given that you have more knowledge of what you need to turn your idea into reality.)

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# STORYBOARD

## STORYBOARD WORKSHEET 2 of 2

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# STORYBOARD FEEDBACK

Use this template to gather feedback from your journey map presentation. **Number each of your storyboard clips. Assign same numbers to the boxes in the template below.** Get participants to scribble, sketch, doodle or use words to jot down their thoughts. Print enough template sheets to cover your entire storyboard



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