

Story Boarding...

a powerful, creative & interactive tool

John Trent, Ph.D.

Learning to Story Board

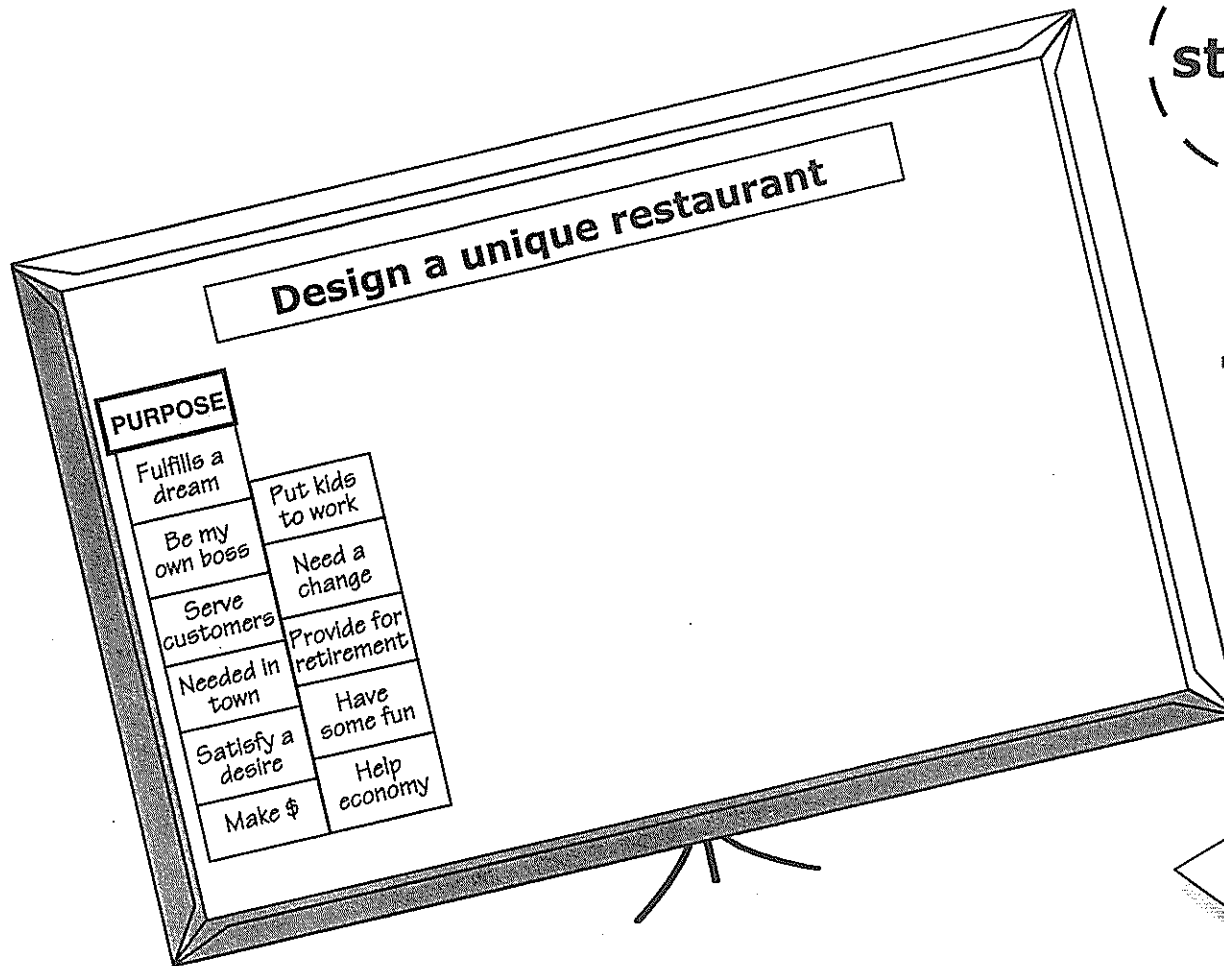
Let's go into business together!



The Assignment:

Design a unique restaurant

What is our **PURPOSE** for designing a unique restaurant?



**Brainstorm
the PURPOSE**

Fulfills
a dream

Be my
own boss

Serve
customers

Needed
in town

Need
a change

Put the
kids to work

Satisfy
a desire

Provide for
retirement

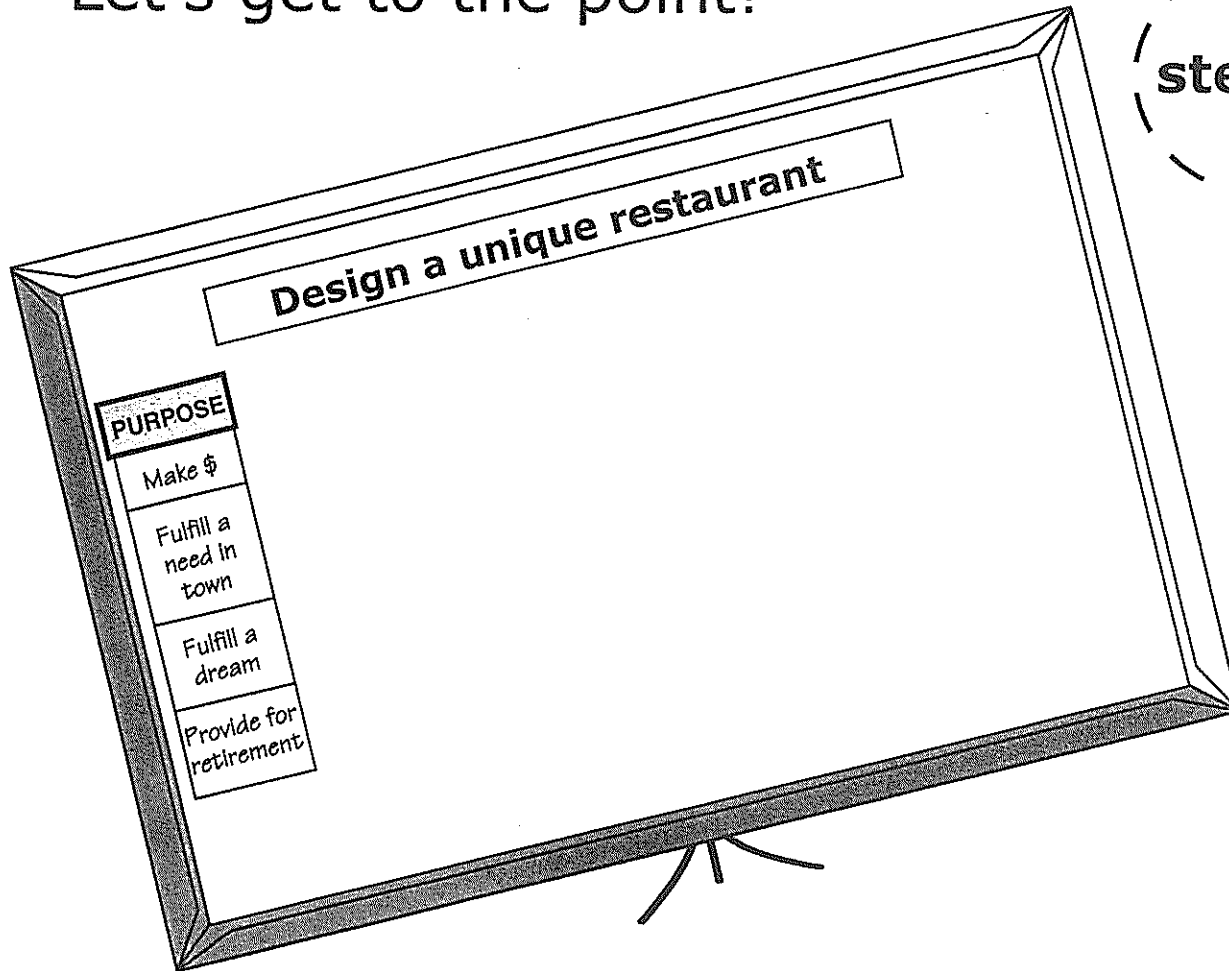
Have
some fun

Help
economy

Make
money

PURPOSE

Let's get to the point!

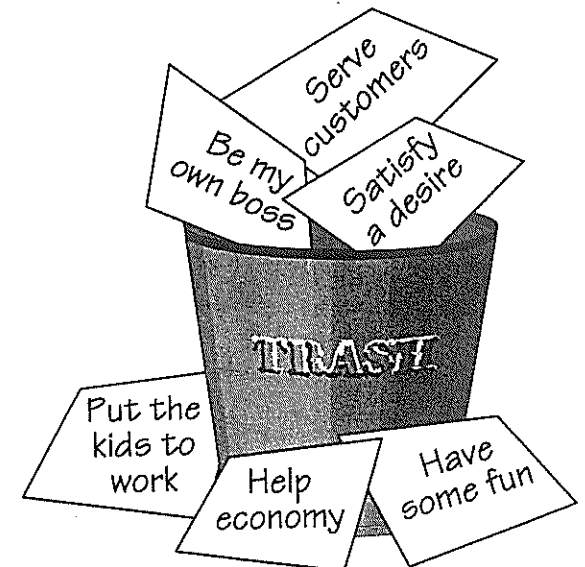


These get to the point of why we want to design a unique restaurant. They are identifiable, definite and, to a degree, measurable reasons for completing the project.



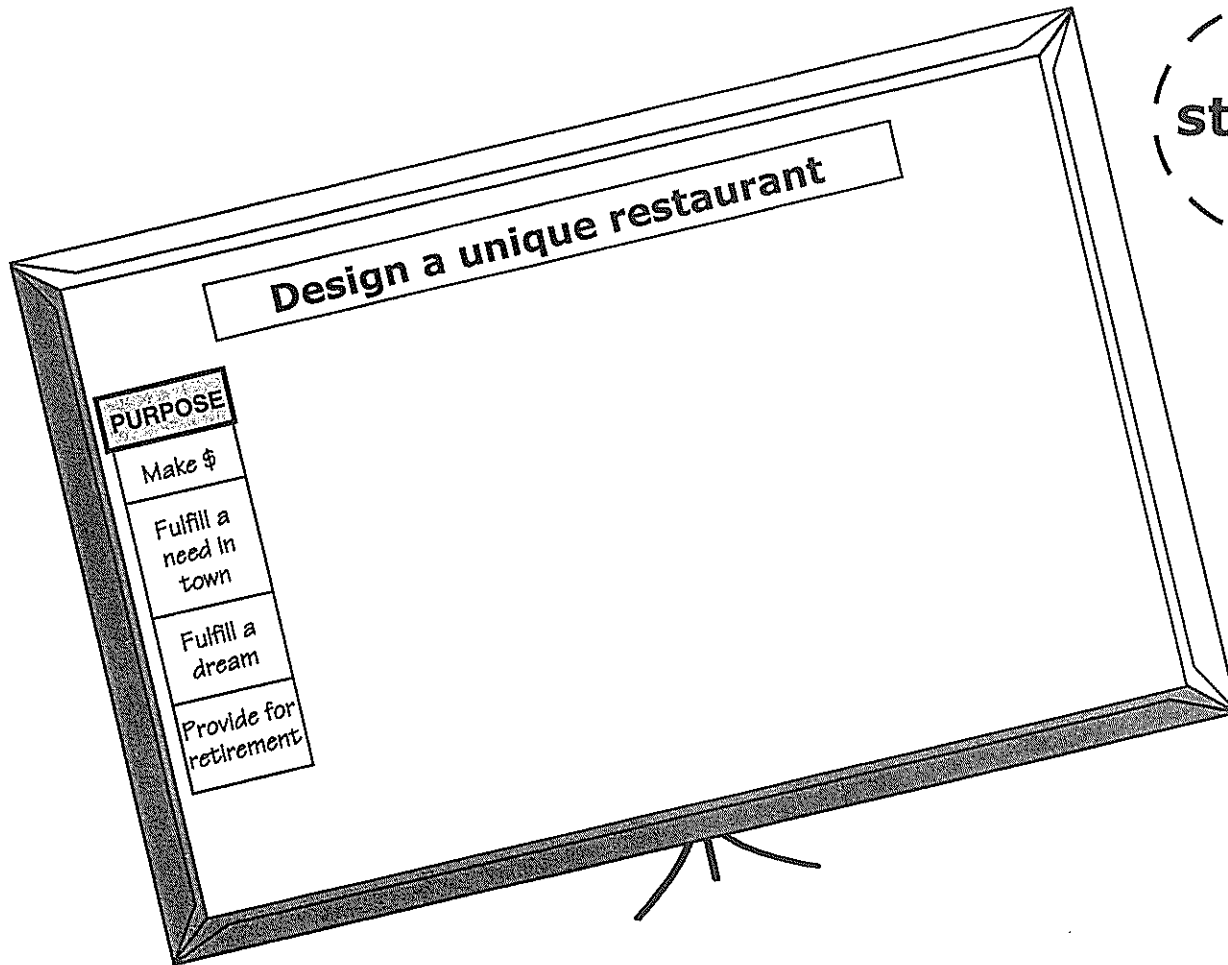
Sharpen the PURPOSE

These do not necessarily focus directly on our purpose. They can be satisfied by a number of circumstances.



Statement of

PURPOSE

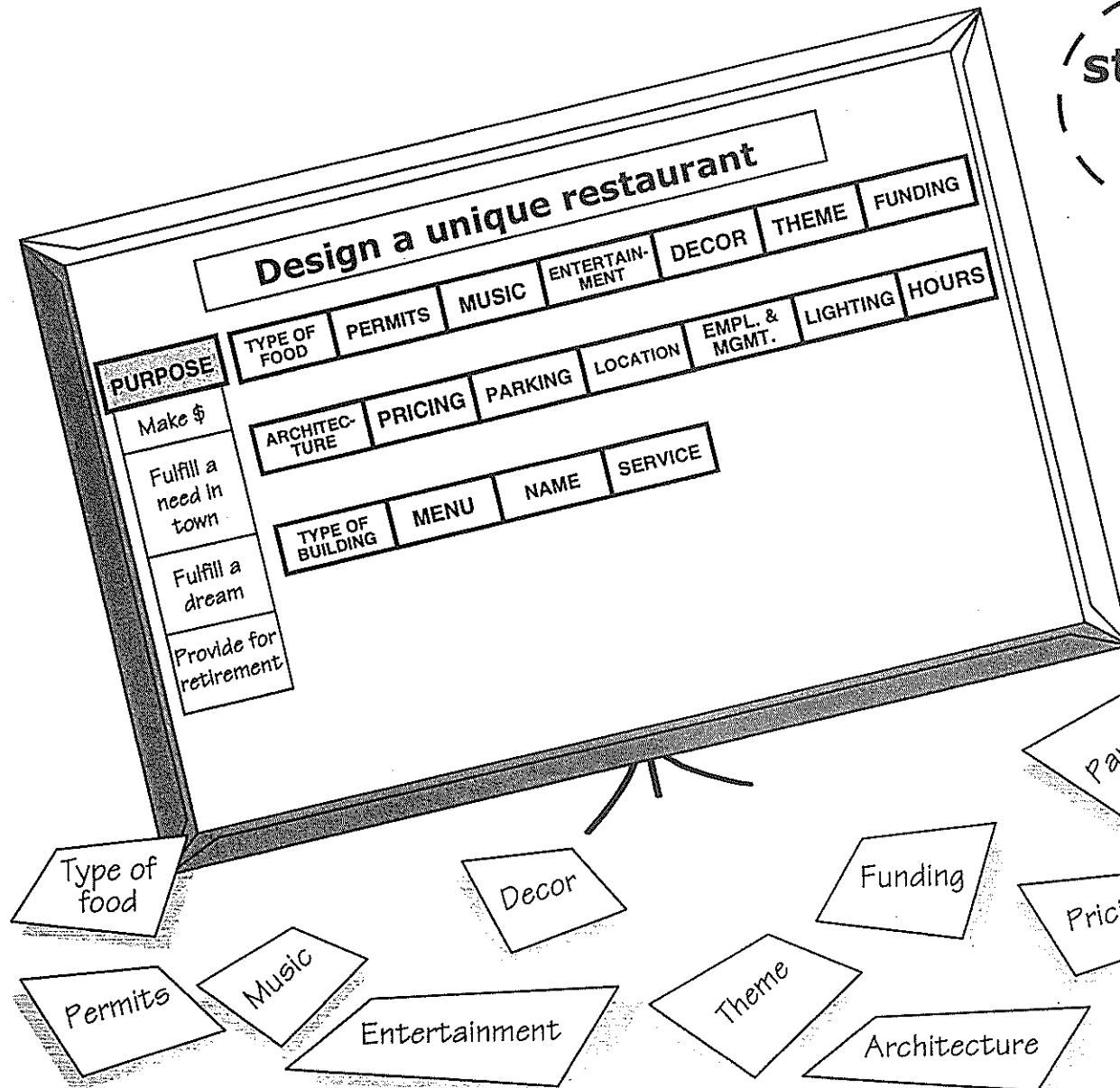


step **3**

**Turn your
PURPOSE
statement
into a
run-on
sentence**

"We want to fulfill a lifelong dream to design a unique restaurant, to make money today and provide for our retirement by fulfilling a need in this town for a different dining experience."

TOPPERS: areas to consider...



step **4**

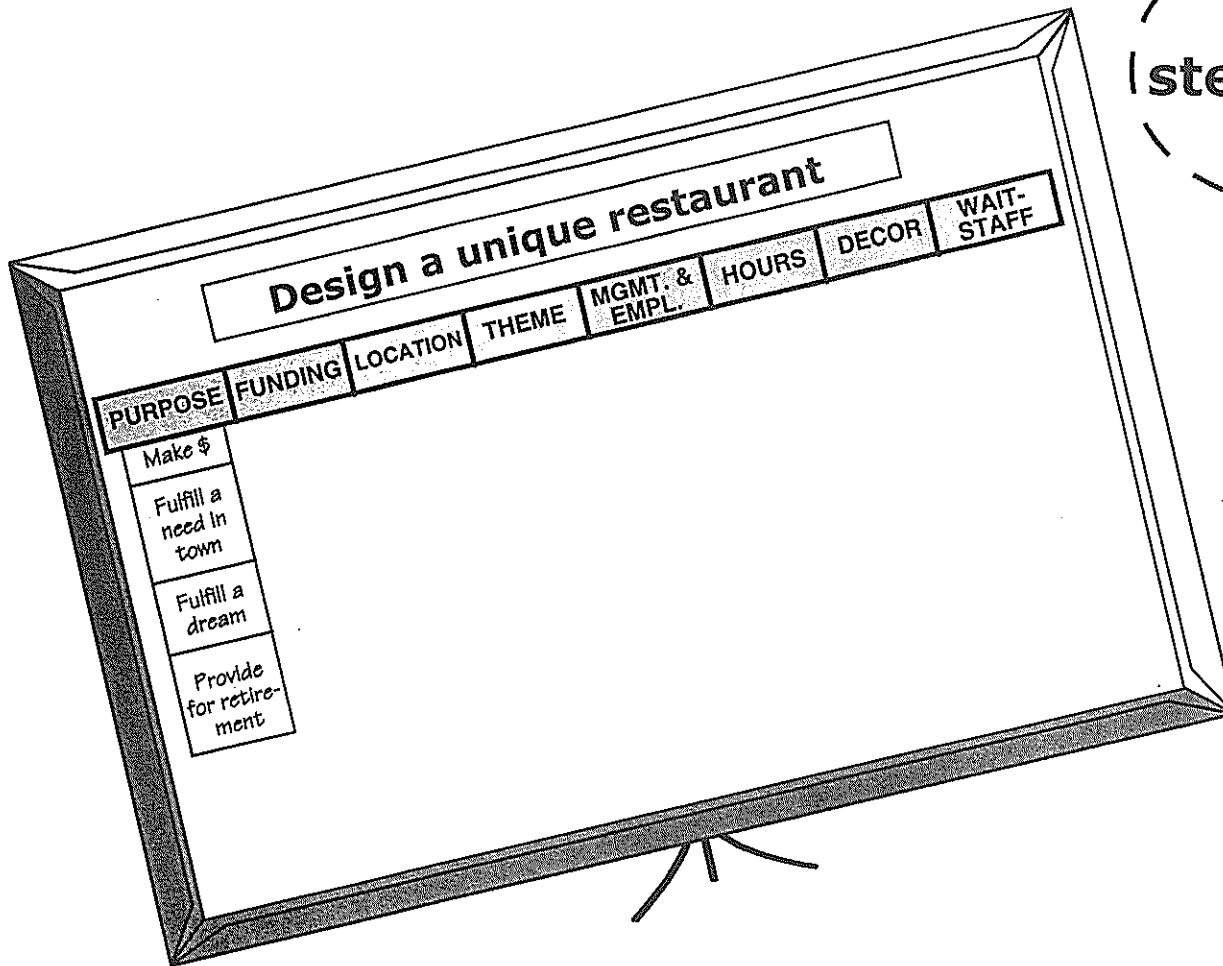
Brainstorm the TOPPERS

TOPPERS: only the essentials!

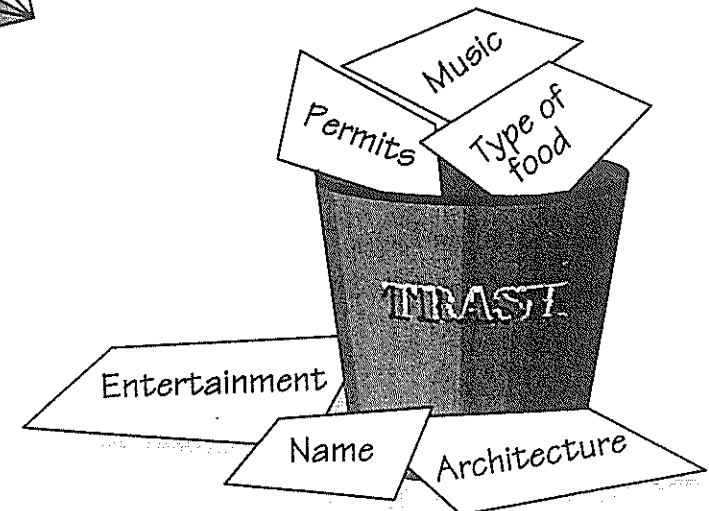
step **5**

Sharpen the TOPPERS

*These are categories that
are either duplications or
we'll face under one of the
TOPPERS chosen.*



*By eliminating non-essential items
and duplications, we can get a list of
TOPPERS that must be addressed and expanded.
Each TOPPER will be discussed individually to
address the elements under it.*

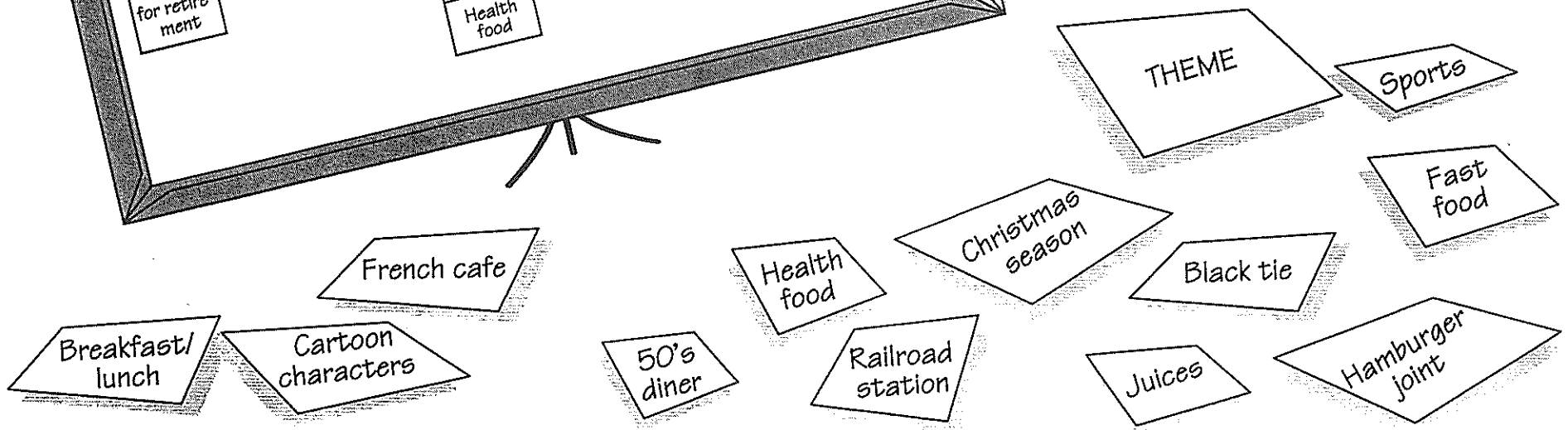


SUBBERS: now the details...

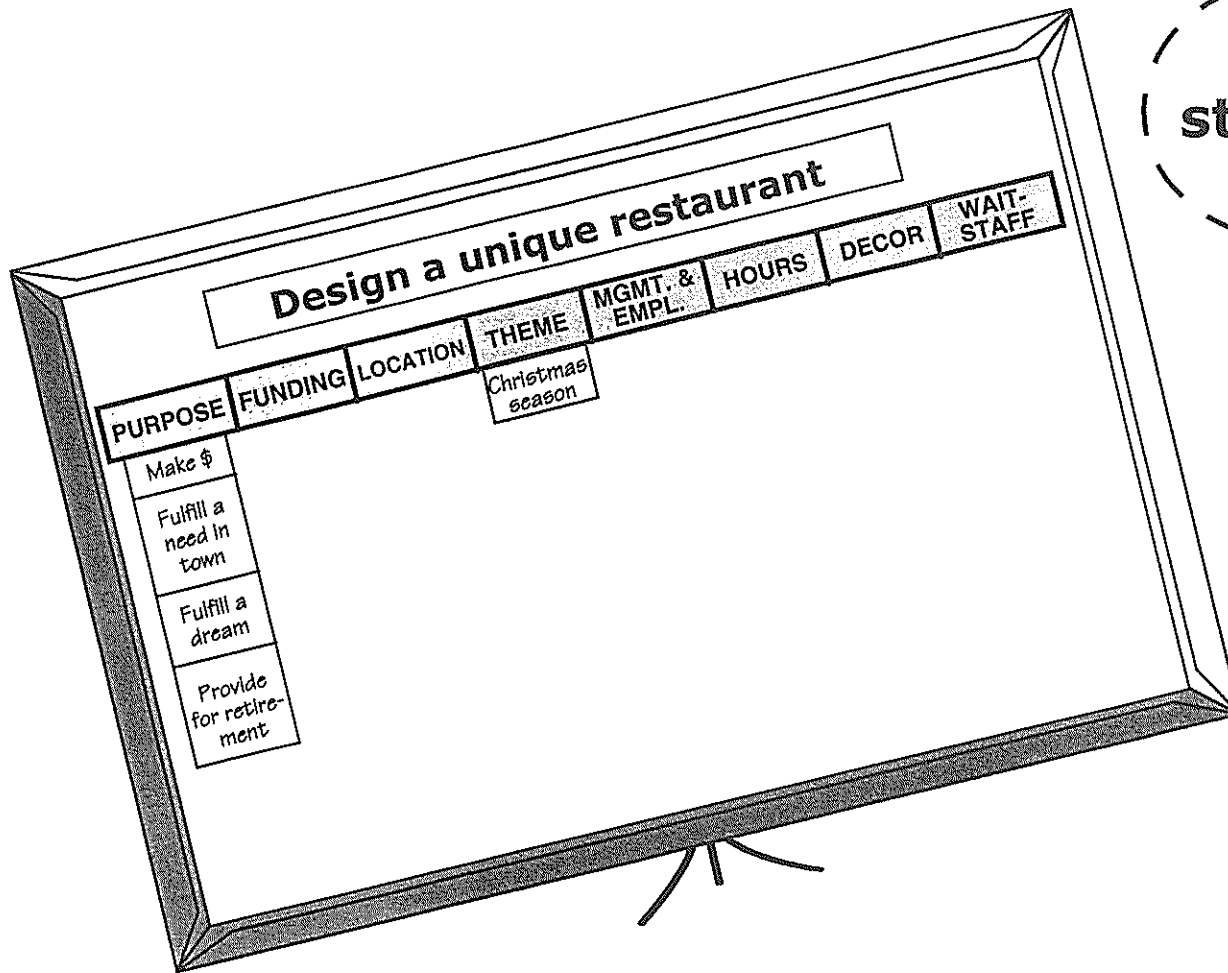
Design a unique restaurant							
PURPOSE	FUNDING	LOCATION	THEME	MGMT. & EMPL.	HOURS	DECOR	WAIT-STAFF
Make \$			Black tie				
Fulfill a need in town			50's diner				
Fulfill a dream			Fast food				
Provide for retirement			Juices				
			Christmas season				
			Sports				
			French café				
			Health food				

step **6**

**Brainstorm
the SUBBERS**



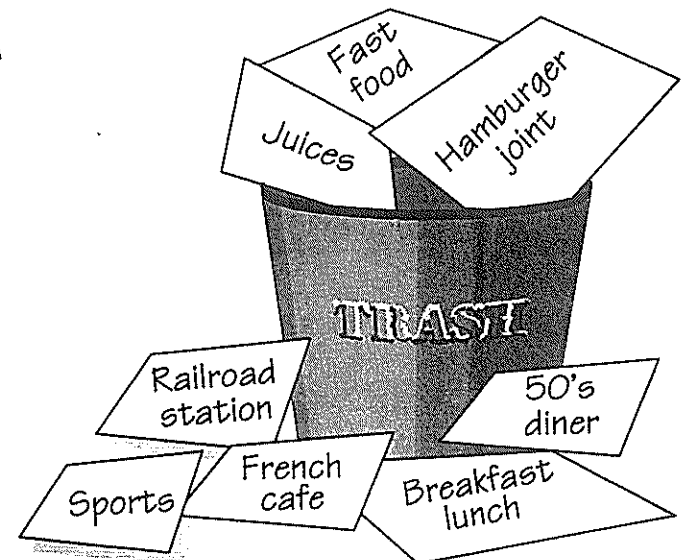
SUBBERS: details to consider...



After discussing all the ideas, this is the one we liked best.

step **7** →
**Sharpen
the SUBBERS**

*These ideas were
discarded in favor of the
group consensus.*



A Completed Story Board...

Design a unique restaurant

PURPOSE	FUNDING	LOCATION	THEME	MGMT. & EMPLOYEES	HOURS	DECOR	WAITSTAFF
Make \$	Bank loan	Downtown	Christmas season	Manager	Lunch	Christmas lights	Ghost of Christmas past
Fulfill a need in town	Savings	Near freeway		Asst. Manager	Dinner	Ornaments	Christmas present
Fulfill a dream	Partnership	North side of town		Kitchen Manager	Special events	Christmas cards as menus	Christmas yet to be
Provide for retirement				Cooks	Catering on weekends	Holiday music	Tiny Tim
				Waitstaff	Takeout	Dickens' village	Ebenezer Scrooge
				Food prep people		Christmas goose	Bob Crachet
				Bussers		Fireplace	Party goers from 1800's
				Hostess		Chains	
					Ghosts		

Develop a Time Line

Opening Ebenezer's Restaurant

