

# 7 Easy Tips to Create Research Storyboards with GenAI

Get creative with ChatGPT and DALL-E—find inspiration for co-creation, ideation, customer journey maps, and more.

We have only scratched the surface of the different ways we can use GenAI to support research efforts. One novel use case? Storyboarding.

Creating storyboards with GenAI can be especially helpful to teams without much budget or design resources.

In his webinar presentation with Dscout UX Researcher Nathan Reiff, Lead Design Researcher Yaron Cohen broke down his approach on creating storyboards with GenAI to walk through and workshop elements of the customer experience.

Want even more use cases? You can [watch the interview in its entirety here.](#)

## Why storyboarding?

Storyboarding with GenAI is a great tool to...

- Bring narratives to life
- Walk step-by-step through situations
- Ideate solutions to address challenges



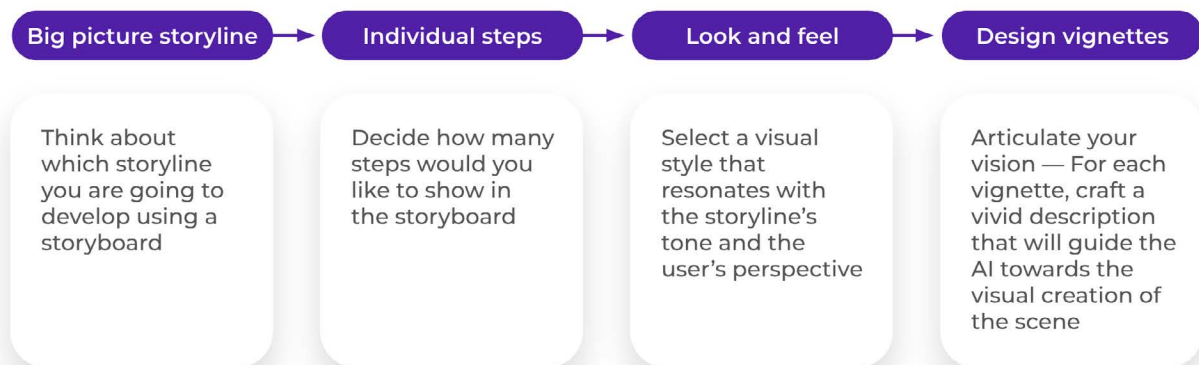
**Yaron:** “As UX researchers and strategists, we could leverage the power of storyboarding when we run workshops. [Co-creation, ideation](#), or brainstorming research activities that require some sort of visual artifacts, boundary objects, or visual articulations of ideas to then spark ideation, debates, conversations, you name it. The main challenge is that once again, a tool can help us here.”

Some people conducting research decide to skip storyboards because they...

- Are not skilled in visual arts
- Have limited graphic design/sketching skills
- Are working within limited budgets/resources

GenAI offers the possibility of creating storyboards on an expedited timeline with fewer resources.

## Storyboarding Process



The tools Yaron used:

- ChatGPT Editor
- DALL-E, embedded within ChatGPT4

## How to successfully use GenAI storyboarding for research

### ✓ Think out the theme and big picture

**Yaron:** The first thing is to think about the big picture storyline, the theme, what is the experience that we're talking about here. You have to start thinking about the individual steps, almost like the [customer journey](#) that we want to describe visually in images.

### ✓ Decide steps and images to show in the storyboards

**Yaron:** The steps and the little images are called vignettes. The next thing is to decide on the look and the feel and select a visual style that resonates with the storyline. The storyline [hones in on] users' perspectives and then designs the vignettes by articulating the vision.

What do we want to happen in each scene from an artistic standpoint? [For example] the angle we want to show the people, how many people we want to have in each scene, things like that.

## Use case example: Intermodal travel

**Yaron:** In this example, we're going between point A and point B, and you're doing one leg of the trip by train and bus, and then the other one by airplane. So two types of transportation modes and the interconnection between airplanes and trains are becoming very common in Europe. I wanted to understand—how would an experience like this look from a user perspective?

Baseline image



Storyboard



**Yaron:** I wanted to create a story about a young student who goes to school in a small university town in Italy. She has to travel back home for the holidays. She starts her journey at a small train station where she has to go to a major airport and then she has to fly to another country.

All these steps have to appear here on the storyboard. The baseline image depicts the opening scene of getting into the train station. As you can see, the text is a little bit off. This is one of the main problems that I identified right away with some of the solutions that exist nowadays to generate images. They do not always depict small details very well.

Once I understood it, I knew what I needed to do to improve the image, even though I liked this sketch-like style. I had to tweak it a little bit and ask the AI to add more people to the train station's space.

ChatGPT gives you a little seed which is a serial number with a combination of letters and digits. Use this style to start generating the other vignettes. It's pretty much an iterative process, and if you don't like an image, you can always give a slightly different prompt to see what happens and if you get a better result.

## Yaron's tips for generating the storyboard

### ✓ Bring all individual images to one canvas

It can be something as simple as PowerPoint or something more advanced.

### ✓ Make minimalistic tweaks

Using any graphic design tool (e.g. Figma, Affinity Designer, Adobe, etc.) can help with this.

### ✓ Use your imagination

You have to come up with the storyline and breakpoints within the story. You can always ask ChatGPT or another GenAI to help you further develop the narrative if you struggle to do it.

### ✓ Learn how to prompt

...Or how to build prompts that are related to visual language, such as the kind of style you would like to see in each vignette.

### ✓ Consider bringing wireframes into storyboards

DALL-E, Midjourney, and this family of tools are not so good for wireframe creation. It's better to use tools like DALL-E for the storyboard and then other tools such as [Galileo AI](#) for wireframes.

## It never hurts to try something new

Finding new ways to use GenAI in research can invigorate your approach and bring new ideas to the table. If you need to map out a customer journey, spark ideation, or create instructive visuals, trying out GenAI with storyboarding could be the right fit for you.

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## We're developing GenAI tools that work with you (not in place of you)

See how Dscout is approaching AI technology and check out the tools we're building to support fellow researchers. [Schedule a demo to see it in action.](#)