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Abstract: Design practitioners and researchers acknowledge the benefits of using graphical representations and storyboards to communicate and elaborate designs. However, in the context of user experience design, the communication of intangible aspects of interaction that are crucial for experiences is a challenge, even -or in particular- when working with visual images. In this work, we explore storyboarding in targeted experience design. Based on a literature review and our insights from iterative application and adjustment of the method in various projects, we developed the two-level storyboarding method. The introduced method makes use of analogy design and the traditional storyboarding technique. In the first stage, emotional aspects of interactions are captured in an analogy. In the second stage, the design team develops the storyboard frames that describe the intended experience inspired by the emotional correspondences of the analogy. The method was conceptualized for application in collaborative workshops, in a semi-formal proceeding. The main advantage of the
Two-stage storyboarding method is that experience-related aspects remain in focus by using an analogy, while understanding and creativity are enhanced by sketching. In future work, we aim to fine-tune the method, propose ways to archive storyboards and conduct a summative evaluation of the method.

**Stichworte:**
storyboard; user experience; scenario-based methods; design methods; analogy

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