Articulating Requirements
Comic Book Style

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Key motivating insights

- Iconically-drawn comics characters enhance the reader’s identification and immersion [McCloud]
- “The space between the panels” involves reader in producing closure from the incomplete information
- Design sketching’s productive tension: concrete and particular, yet flexible and revisable
- Anyone can do it ... to some degree. If you can do it, use it

Ethnographic engagement

- Design sketch as boundary object
- Design ethnography / design as ethnography
- Broad patterns exemplified in evocative stories
- Photos, but more recently sketches as well to elicit conversation
- Image is part of the encounter
Sketchy; temporal sequence; complementary; incomplete

Retells what happened, or projects what might happen?

Is it about the device, or its intended use, or the play, or ...
Text and pictures

Interaction of narrative, image, and reader engagement

Complementary ... in many ways

Images offer “faster access to the idea” — intuitive
— beneath thought

Narrative gives context and nuance

The two give flexibility in conveying ...

Invite readers to make imaginative leap that fills the gap
Articulation through choices

McCloud’s many dimensions

- sketchy ↔ realistic; focused completeness
- iconic ↔ realistic

Text carries narrative, while images highlight or put in context;
- or -
images carry narrative, while text highlights or puts in context
When the user shakes one device, others of the same color and/or shape will light up.

Realistically drawn — more like a completed design

- Selective emphasis
- Multiple contexts
- Changing points of view
- Text/images provoke, answer questions (but not all)
Speculations

More enjoyable

More playful — (see more possibilities, try new things)

Stronger stakeholder involvement

Stakeholders articulate things they wouldn’t have

Stakeholders see the gaps — spot what’s missing, articulate it

Stakeholders more sure what they want, sooner and clearer
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