

GUIDE:

Circular Storyboard

Why you should use this tool

The circular storyboard is a visualization of a future scenario that lets you communicate the basic components of a complex circular concept without having all the details in place. It allows you to link material flows and relevant actors to each of the identified parts of your solution.

Step 0 - Preparation - 5 min

Print out all three expanded circular storyboards (A3) and hang them on the wall or place them on a table. Make sure the team can work on the canvases at the same time.

Step 1 • Choose a focus • 5 min

Before creating the storyboard it's crucial that you determine exactly what you want to unfold and investigate. You can benefit from using an idea from the Brainstorm Sudoku.

Step 2 • Unfold the use phase • 15-20 min

Start by concretizing your circular storyboard by filling out the Circular Storyboard - DURING canvas. Describe what happens to the product or service when it is out of your hands. When it's consumers or companies that are using the solution. Make sure to identify a specific customer or user that interacts with your offering.

The next step is to visually outline the use phase of your solution in as much detail as possible. You can do this using simple hand-drawn sketches.

Now, identify what actors are involved in each of the three scenes and describe their role.

Go on to identify the material flows of the use phase. What materials are in use and how are they treated during the use of your solution?

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Step 3 • Unfold the prior to use phase • 15-20 min

Go on to fill out the Circular Storyboard - PRE canvas. This is where a product's design is determined, what it looks like, and what it is supposed to do. It's in this phase many of the decisions are made on how circular a product or offering is.

When filling out the prior to use phase, consider the following;

Design: In designing your offerings, do you consider the full life span of the product?
Sourcing: What is your material input, and where does it come from?

Production: How are materials treated during production, and what does the process require?

Distribution: What does your product rely on to create value?

Step 4 • Unfold the after use phase • 15-20 min

Now fill out the Circular Storyboard - POST canvas. In this canvas, you will describe and sketch what happens to your product or service after the user or customer is done using the solution.

When filling out this canvas, consider the following;

Collection: Can your product easily be collected for recycling?

Deconstruct: Can your product be disassembled?

Recycle: Can all the materials be recycled?

Step 5 • Analyse the entire product life cycle • 15 min

After you fill out all three canvases of the Circular Storyboard, consider and discuss the entire flow of your new circular concept.

Discuss possible blindspots or missing links between the different parts of your solution. Revise the storyboard if necessary.

Tip:

We encourage you to show the storyboard to colleagues, partners and customers to communicate your idea and get immediate feedback.