THE STORYTELLING PROCESS

S1: EXPLORATORY RESEARCH
- Take raw data and research for angles to engage an apathetic audience.

S2: ANGLE GENERATION
- Generate as many possible angles to explore and challenge data. Consider angles that are credible, emotional, unexpected, and concrete.

S3: STORYLINE FILTERING
- Challenge and improve the angles according to the guiding principles of creating a memorable story.

S4: CONVERGE THE STORYLINES
- Narrow down the angles to a shortlist of potential stories that you will capture the core of the issue.

S5: IDENTIFY THE STORY
- Test the story with user groups, including experts and members of your target audience, to build on your ideas.

S6: DEFINE THE DESIGN BRIEF
- Update the design brief to include details of the chosen storyline for visual development.

QUESTIONS TO ASK
- Is the story a mainstream audience would understand?
- How will someone from the target audience relate to this story?
- Are there multiple angles to the story arranged in a hierarchy?
- Does the story capture the core?
- Is there a powerful hook?
- Does it tell the story?
- Does the story challenge norms?
- Does the story rely on cliches?
- Is the story presented in context?
- How does it make you feel?
- What is the possible visual element?
- Does it feel right?