

THE STORYTELLING PROCESS

S1 EXPLORATORY RESEARCH

TAKE RAW DATA AND SEARCH FOR ANGLES TO ENGAGE AN APATHETIC AUDIENCE.

S2 ANGLE GENERATION

GENERATE AS MANY POSSIBLE ANGLES AS YOU CAN. FOCUS ON BUILDING YOUR OWN AND COLLEAGUES' IDEAS. DON'T JUDGE WHETHER THE IDEAS ARE GOOD, BAD, OR EVEN FEASIBLE AT THIS PHASE.

S3 STORYLINE FILTERING

CHALLENGE AND IMPROVE THE ANGLES ACCORDING TO THE GUIDING PRINCIPLES OF CREATING A MEMORABLE STORY.

S4 CONVERGE THE STORYLINES

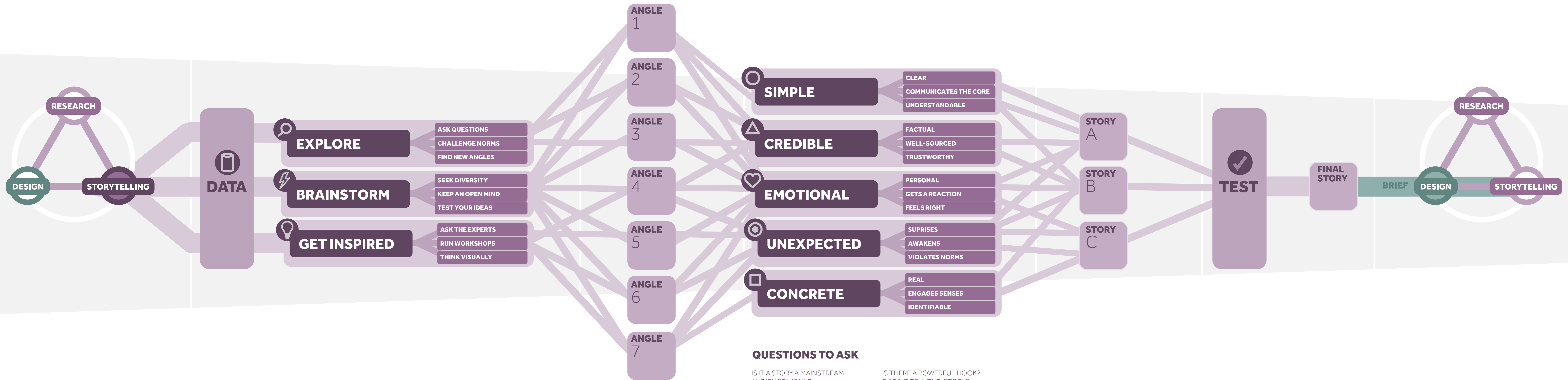
NARROW DOWN THE ANGLES INTO A SHORTLIST OF POTENTIAL STORIES THAT YOU FEEL CAPTURE THE CORE OF THE ISSUE.

S5 IDENTIFY THE STORY

TEST THE STORY WITH USER GROUPS, INCLUDING EXPERTS, MEMBERS OF YOUR TARGET AUDIENCE, AND INTERNAL TEAM MEMBERS.

D1 DEFINE THE DESIGN BRIEF

UPDATE THE ALPHA BRIEF TO INCLUDE DETAILS OF THE CHOSEN STORY FOR VISUAL DEVELOPMENT.



QUESTIONS TO ASK

IS IT A STORY A MAINSTREAM AUDIENCE WOULD UNDERSTAND?
 AM I DETACHED FROM IT?
 HOW WOULD SOMEONE FROM THE TARGET AUDIENCE REACT TO THIS STORY?
 ARE THERE MULTIPLE LAYERS 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 DO I BUILD ON IT?
 WHAT ARE POSSIBLE VISUAL ELEMENTS?
 DOES IT FEEL RIGHT?