

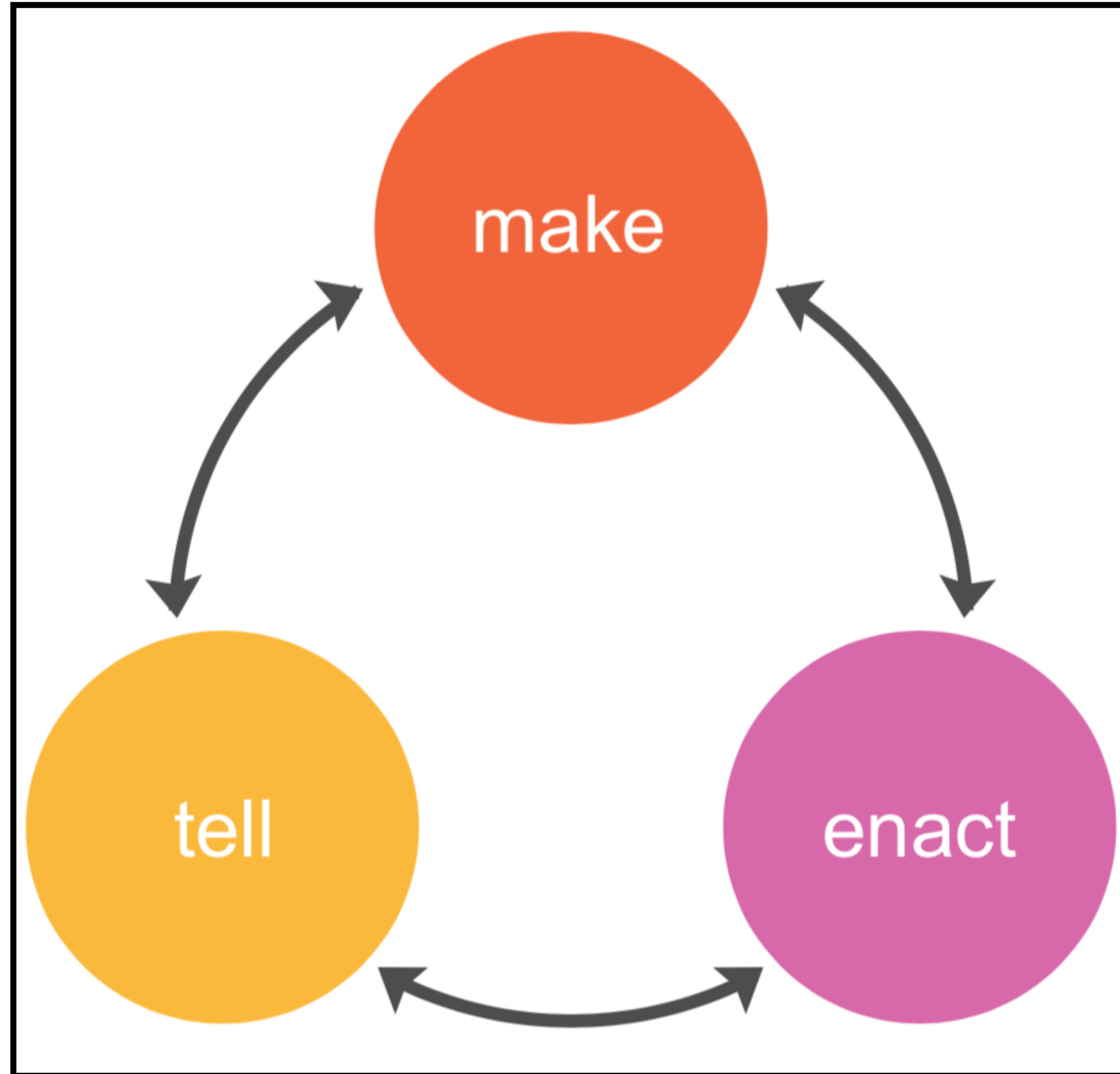
Enactment

putting something into

action

in order to get

feedback/
inspiration



Purpose: Why are you telling this story? What is the issue, how are things now, and what change do you want to make?

Audience:

Who do you want to reach? Give each segment a name, profile & some tweets.



Key Messages:

What 3 things do you want your audience to remember?



Call To Action:

What steps do you want them to take?



Story:

What kind of story shall we tell? How does it start (hook), how does it end (jab), and what memorable moments happen in between (plot)?



People & Places:

Who will feature in our story and what locations will be used?



Style & Tone:

What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?



Campaign:

How will you get your story out there? Map the key touchpoints on a timeline.



Goals:

What are some of the long-term, high level changes you want to happen?



Objectives:

How will we measure success with some specific metrics & outcomes?



Acknowledgement: The Story Canvas (TSC) is based on the popular Business Model Canvas (BMC), developed by Alex Osterwalder. The BMC is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. TSC is subsequently licensed under the same CC Attribution: <http://creativecommons.org/licenses/by-sa/3.0/>.

ORGANISATION OF INFORMATION

Person

Emotional aspect

Challenge

Psychological aspect

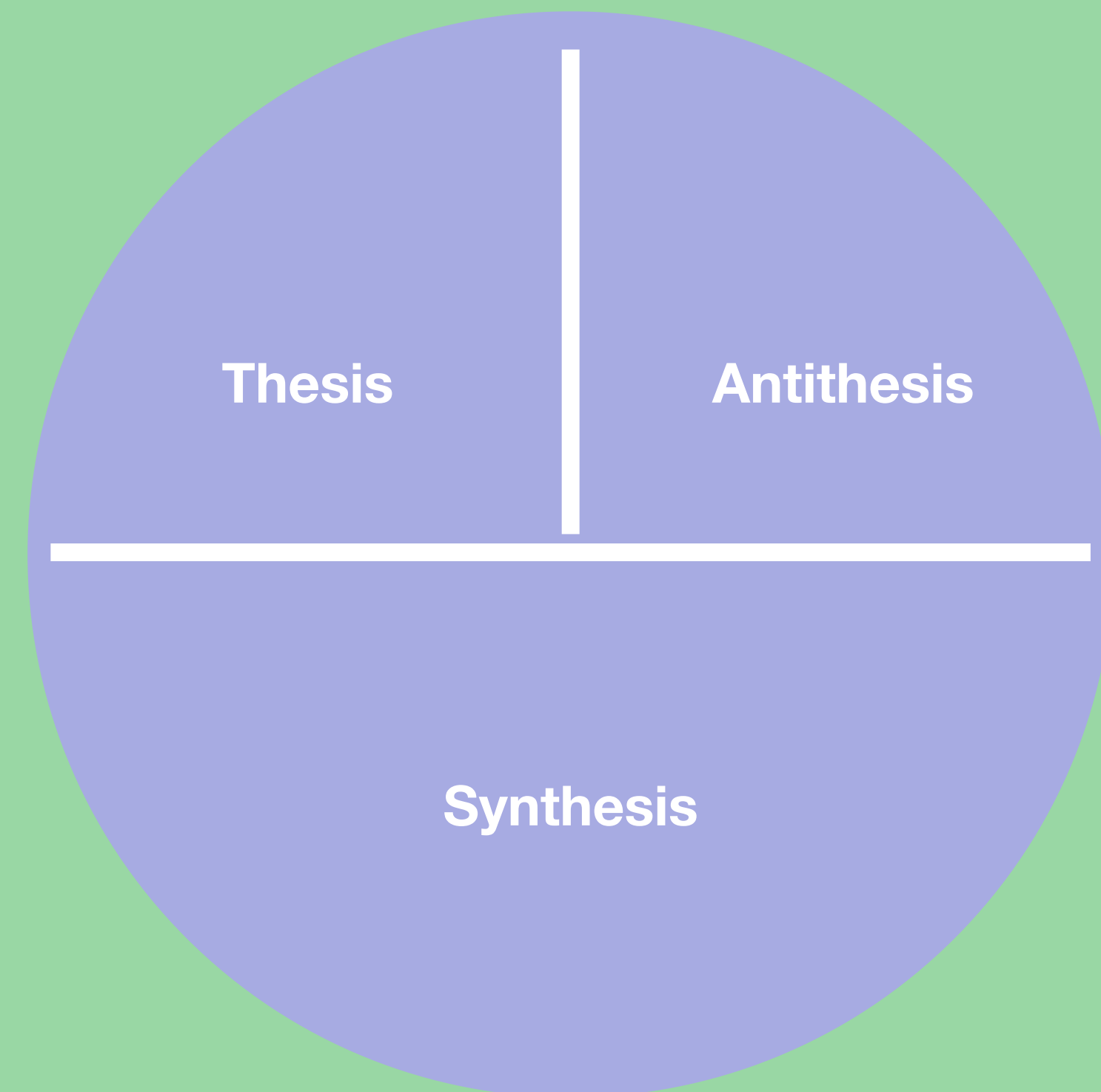
Topic - Context

Archetypal aspect

Action

Specific, variable aspect

The Follower by Lauren Mc Carthy



Storytelling

Method & Communication Tool

abstract communication

data and theories
factual causality
explicit knowledge
generalization of message

narrative communication

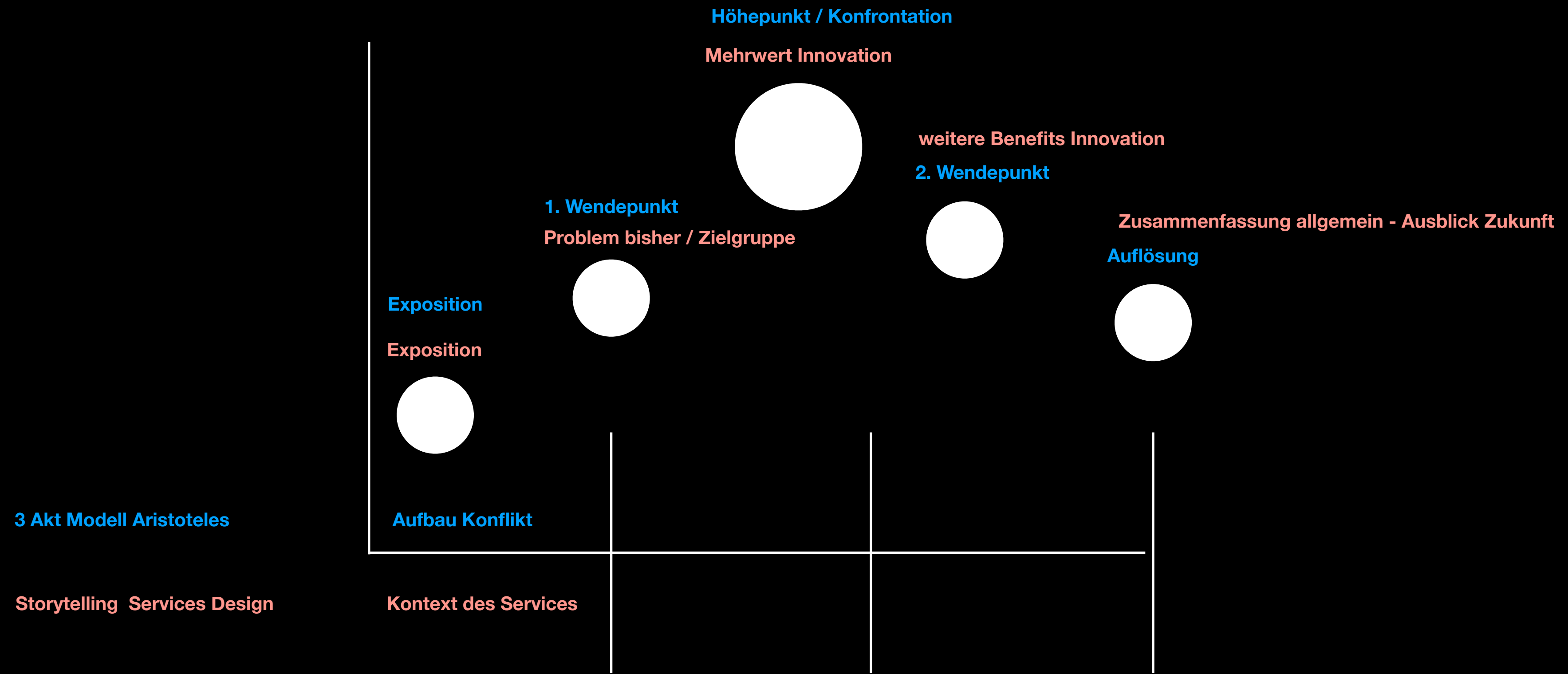
concrete persons, situations, actions
emotions & facts
implicit knowledge
empathy for message

via enactment / storyboarding

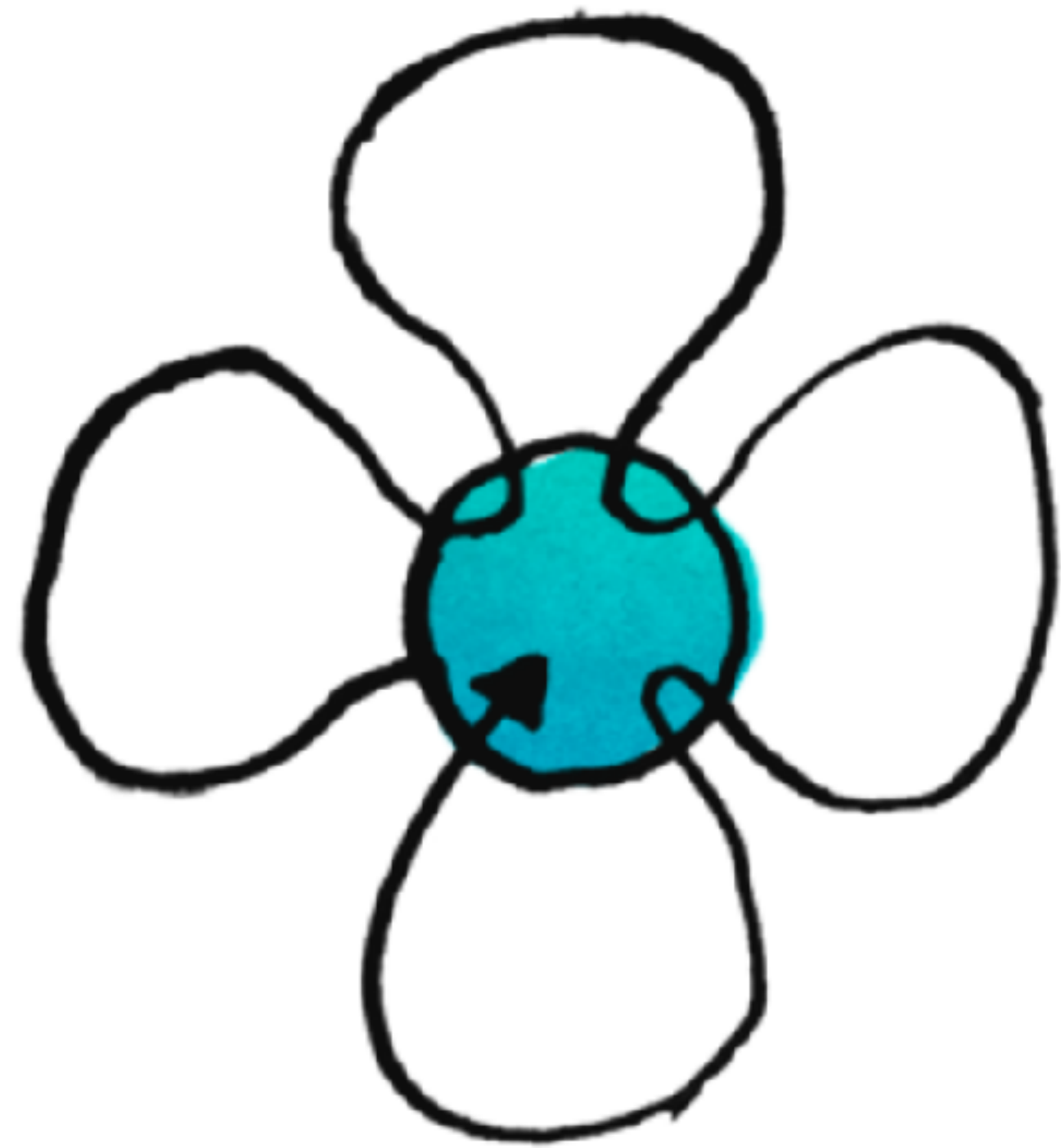


THE MOUNTAIN





PETAL STRUCTURE



Chronologien





Still: Liam Elias

Enactment methods with representative
Creative Toolkits
Lego Serious Play

STORY SHAPING

Persona

Matching persona empathy? Other personas as a contrast?

Narrative perspective? Authenticity : Objectivity

Design solution

Where and how is the problem best shown in the story?

Which emotional theme / experience triggers the design solution?

How is the internal problem represented in an external storyline?

How does the persona solve the problem with the help of technology?

Challenge Storyboard

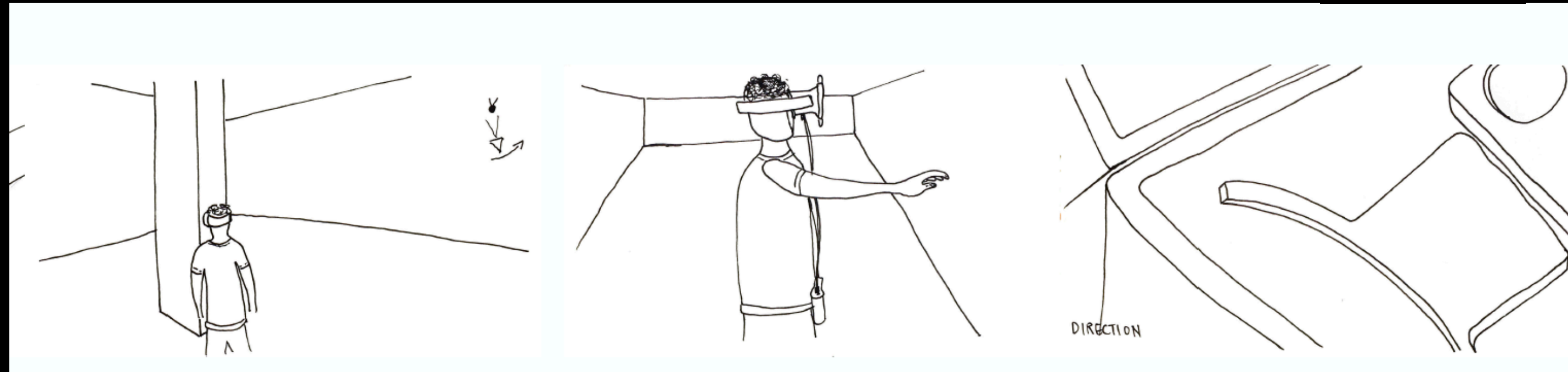


Bild 1:

Person in leerer Industrie- Halle mit Rücken zu Zuschauer, die mit Kopf hin und her nickt.

Kamerafahrt von Totale auf Halbtotale.

Sprechertext: Weiblich

Sound: Raum-Ambience, in der Ferne hört man ein Atmen

Bild 2:

Person schreckt Hand zur Wand und tastet sich im Raum vor. Es entsteht der Eindruck, dass

Halb-Nahe: Kamer statisch

Sprechertext: Weiblich: Die Wand als Wald, die im Echo zu Dir hallt....

Sound: Ambiente in Mix mit Musik

Bild 3:

Person im Raum, mit Rücken zu Zuschauer, nickt mit Kopf hin und her.

Grosse, Kamera statisch

Sprechertext: Weiblich: Dreh mich um, und ich summ....

Sound: Ambiente: Klicken der Knöpfe, Deckel schliesst sich....

SHOW - DO NOT TELL