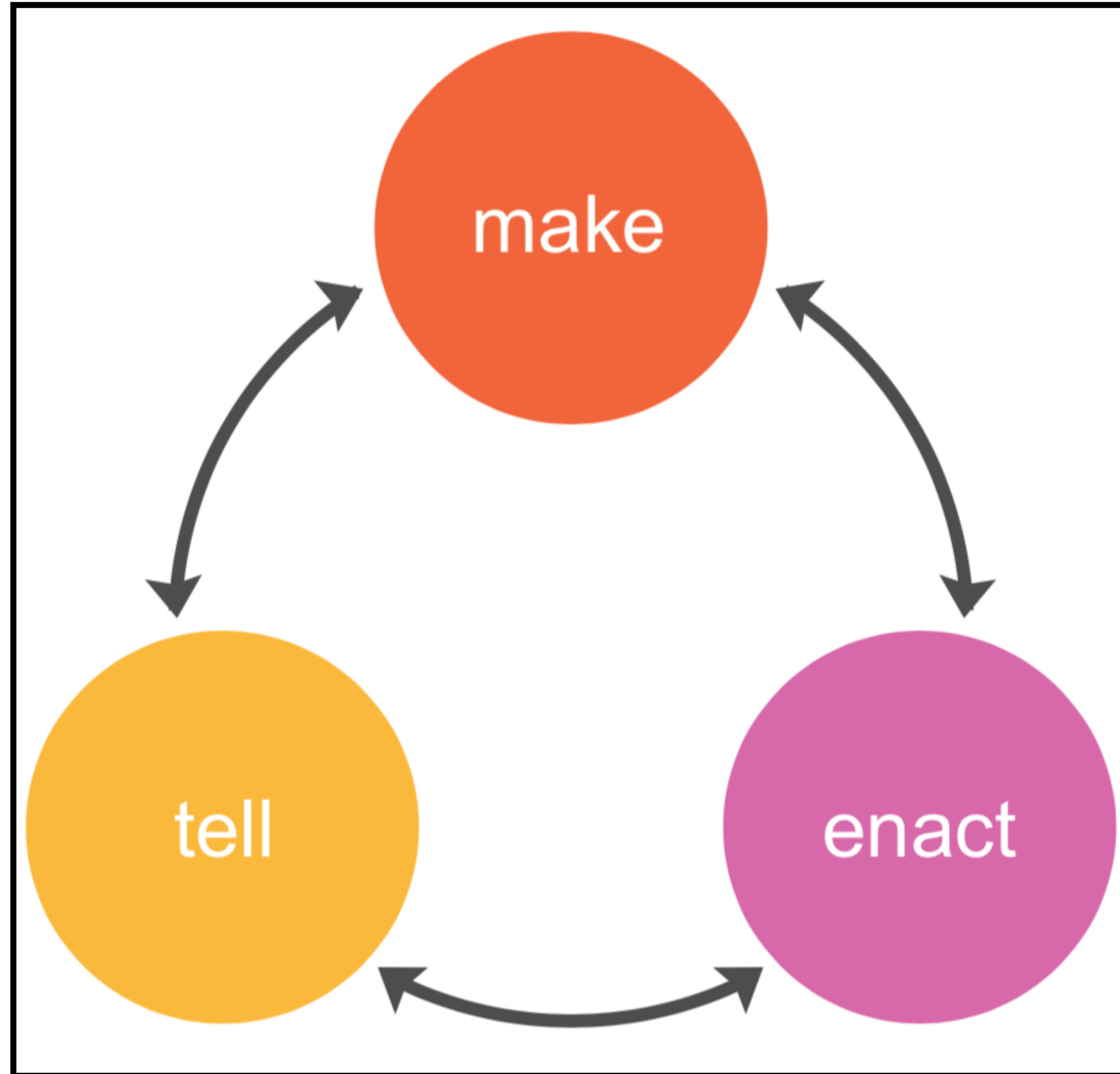


An aerial view of a chalkboard divided into sections representing a kitchen layout. The sections are labeled with kitchen equipment: 'SINK', 'GRIDDLE', 'FRYER', 'MALTS', 'FRY BAGS + HOOD', 'FRY RACK', 'ICE CREAM', 'FRONT COUNTER', 'DISH', 'STOVE', and 'CUPBOARD'. Several people are positioned around the board, some writing or pointing at the labels, illustrating the concept of an enactment-storyboard.

Enactment -Storyboard

putting something into action

The Founder, directed by John Lee Hancock. 2016



ORGANISATION OF INFORMATION

Person

Emotional aspect

Challenge

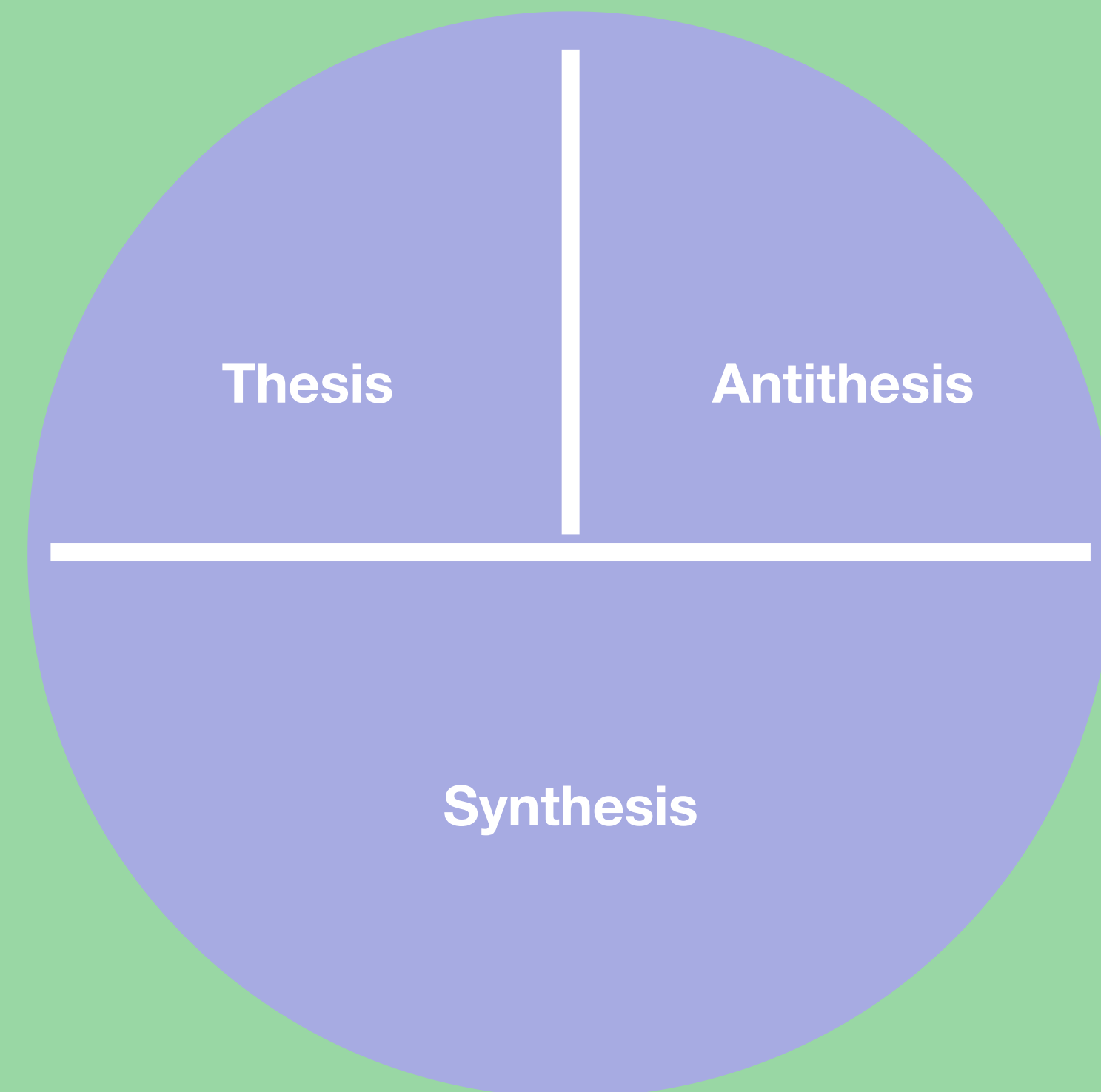
Psychological aspect

Topic - Context

Archetypal aspect

Action

Specific, variable aspect

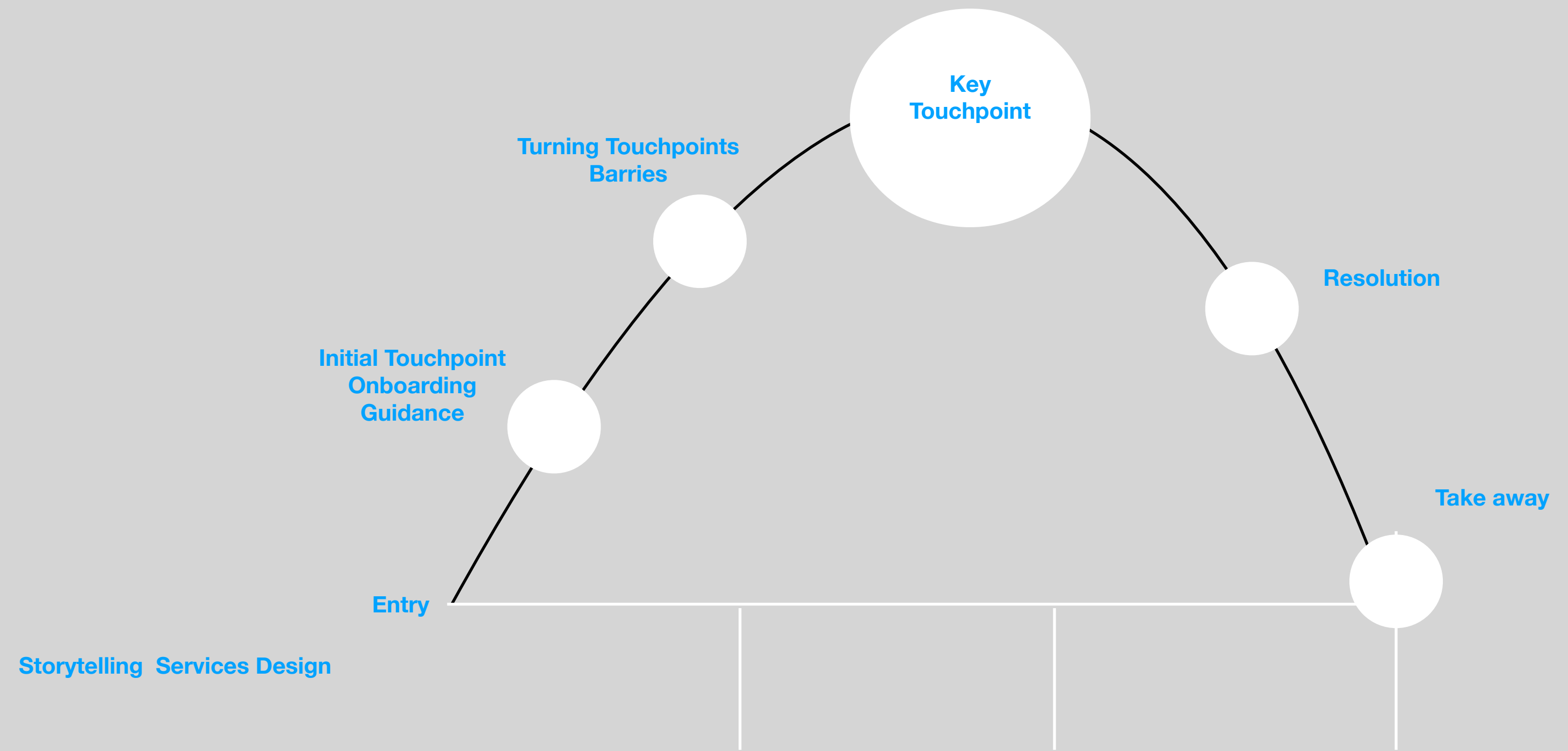


Chronologien



THE MOUNTAIN





Lego Serious Play

Still: Liam Elias



Session Goal (LSP)

Develop a tangible service prototype (LSP model)

Articulate the service story: *What happens throughout the experience?*

Work through at most important barriers, each paired with an initial service design solution

1.TASK (LSP)

KEY TOUCHPOINT

map the key touchpoints of your service with the core experience:

- What happens at this key touchpoint?
- Which user does this touchpoint target - Which challenges occur?

2.TASK

„BEFORE“ and „AFTER“

How do users enter the key touchpoint?

What is their interactions or impressions?

How is the user guided out of?

What do they take away (insights, mindset, actions)?

3. TASK

KEY IMAGE AND CLAIM

What is the core moment or element you want to visualize?

How does this image communicate the value of your service at a glance?

Formulate a clear claim to accompany your image

What is your service promise? Why should someone use it?

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/>.

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

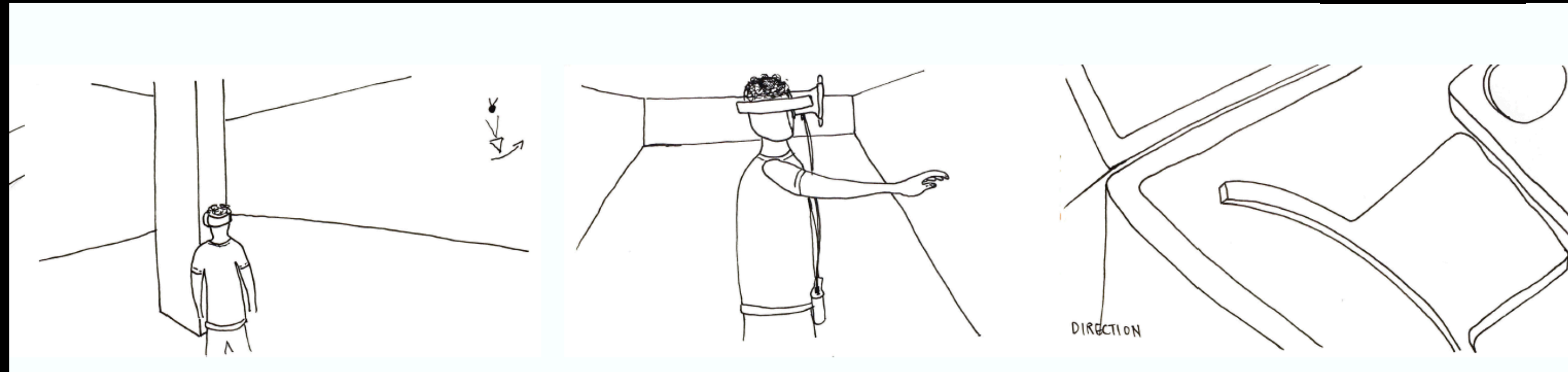


Bild 1:

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