

Storytelling

For User Experience Design

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Overview

— [We All Tell Stories

— [Listening

— [Appreciations

— [Story Triangle

— [Crafting Your Audience

— [Crafting Your Story

— [Design Stories Discussion

— [Questions/Discussion

— [Shameless Plugs

Storytelling

- [Inherent to all humans

- [Entertaining

- [Conveys knowledge

- [Persuasive

- [Builds relationship and community













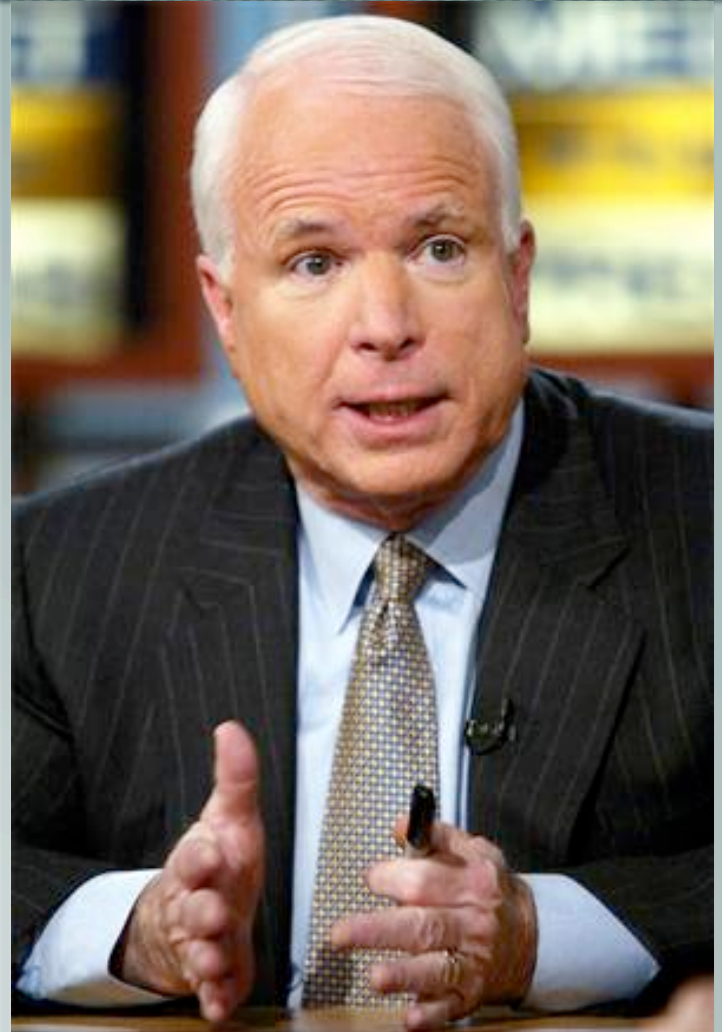
We all tell stories

Powerful



Experiential

And we all listen to stories



Story Example

The key to storytelling...



The key to storytelling

Listening to:

- [Family, Coworkers, Community
- [Subject Matter Experts, Strategic Partners, Stake Holders
- [Market Segment Members
- [Users

Why listen?

- [Deeply understand others

- [Empower the speaker

- [Deepen relationships

- [Being listened to helps us move forward with our own intelligence and creativity

- [Good listening can be addictive

The role of listening

Tendencies:

- [Listen for opening
- [Listen to trump
- [Listen to serve inequality meter

Exercise 1

- [Work in pairs - with someone you don't know
- [2 minutes to speak - then switch
- [Speaker's job - speak about something relatively comfortable
- [Listener's job - just listen. Don't have to talk, interrupt or fill silences. **The privileged position**

Exercise 1

Talk about something **you've made** or that **you've done**
that you're proud of

So?

Criticism

- [We lose focus and pay attention to critique preparation rather than the speaker
- [Most of us already have very active internal critics
- [There are other supportive ways to help people develop better stories

Appreciations

- [Honestly find and express what is good and what you liked

- [Be specific

- About the story itself

- How you were *positively* affected

- How the speaker was affected

Appreciations



Exercise 2

- [Different partners

- [2 minutes to speak - 1 minute to appreciate - then switch

- [Relatively comfortable topic

- [Listeners just listen - then appreciate

Exercise 2

Talk about something **you've made** or that **you've done**
that you're proud of

A Final Bit About Listening

- [Silence is okay

- [Listen for repeated themes

- [Strange behavior: laughter, deflection, denial...

- [Emotions

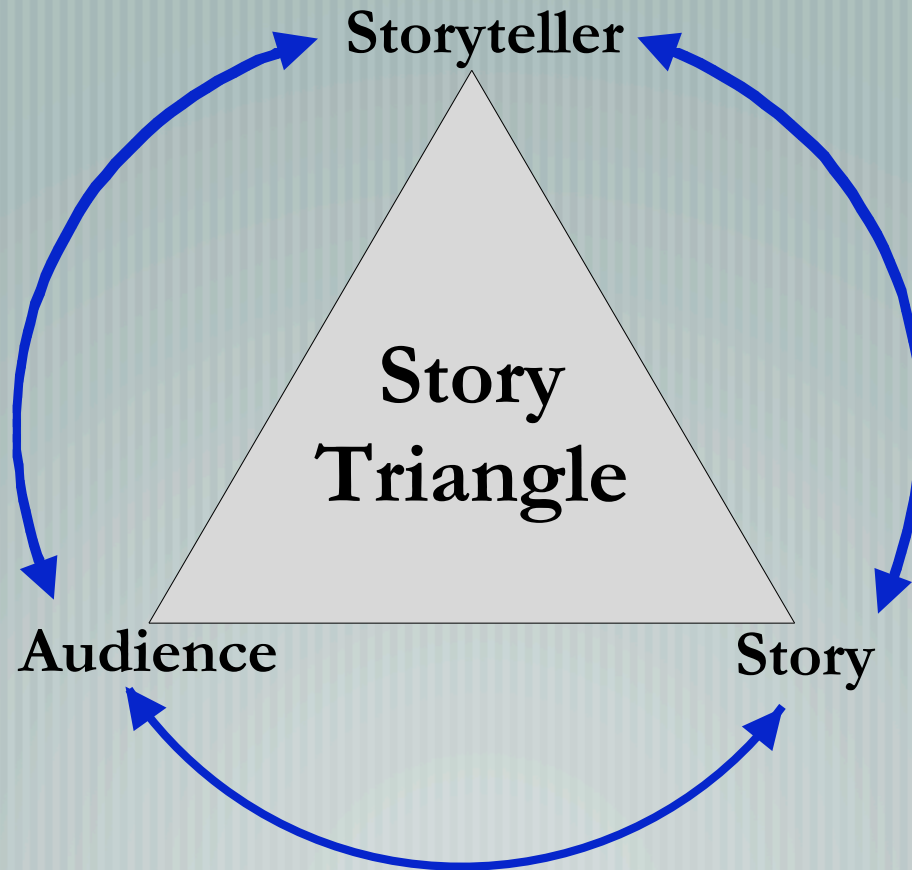
- [Appreciations may trigger more storytelling - be quiet and listen

Listen to tell

Tell to listen

Short Break

Story Triangle



Audience

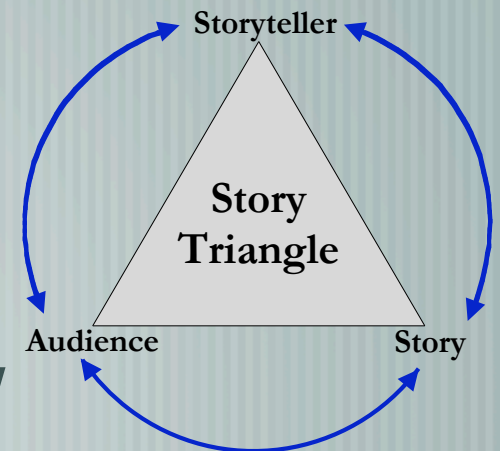
— [Their job is to build story

— [Stories *primarily* exist in the minds of the audience

— Audiences vary

— Hidden agendas abound

— Even the most technical of audiences
can't help but respond to the right story



Key Storytelling Principle

The audience does much of the work for you!

Story work is providing a method of building a story in someone else's mind, where it counts. Ultimately, **story happens in the mind of the audience**, not just in the brain and mouth of the teller.

Storyteller

- Facilitator of the story

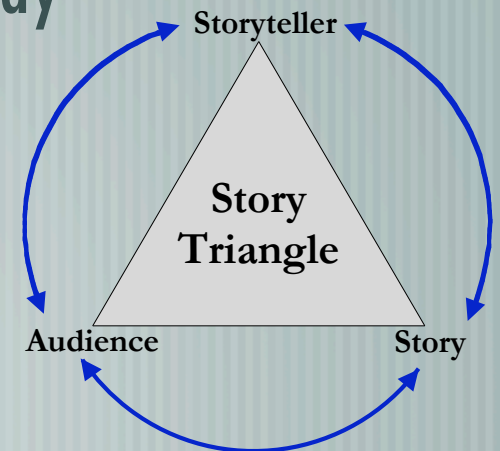
- Remains connected to the audience

- In every way possible

- Tells just enough and then gets out of the way

- Honesty

- Responsibility



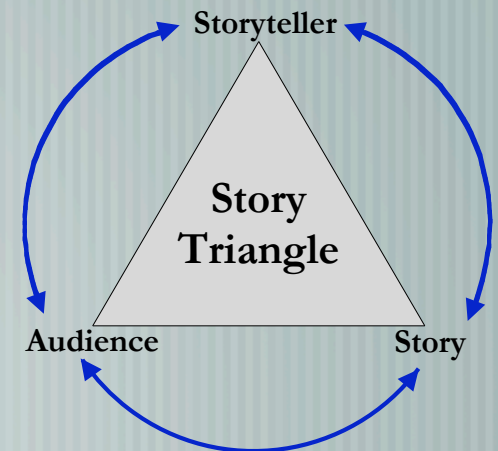
Story

— [Relationship between storyteller and audience

— [Conveys events, contextual surroundings, images and ideas

— [Pacing/Rhythm/White Space

— [Simplicity



Common Power

— [Your day

— [Family

— [Coworkers

— [Community

— [Money

— [Tools...

Stuff You
Care About

Crafting Your Audience

— [Make a Connection

— [Manage Expectation

— [Imagery

— [The Storyteller Face

Crafting Your Audience

Make a Connection

- [Know something about them
- [Be open
- [Be patient

Crafting Your Audience

Manage Expectation

- [Story structure
- [Not necessarily satisfying expectation

Crafting Your Audience

Imagery

- [Words don't matter -
images do
- [Be aware of expectation
- [Powerful elicitor stories

Crafting Your Audience

The Storyteller Face

Exercise 3

- [Different partners

- [3 minutes to speak - 1 minute to appreciate - then switch

- [Relatively comfortable topic - could be the same

- [Listeners just listen

But...

Exercise 3

Same exercise as before but...

Don't try to tell a story, just focus on the (sensory)
images

Crafting Your Story



Structure

Crafting Your Story



One Structure

Title - one line describing the story

Narrative:

As a [role]

I want [feature]

So that [benefit]

structure from Dan North - Behavior-driven Development

[dannorth.net/whats-in-a-story]

One Structure

Title

Given [context]

And [some more context]...

When [event]

Then [outcome]

And [another outcome]

structure from Dan North - Behavior-driven Development
[dannorth.net/whats-in-a-story]

One Structure

Flashlight Switch on a Phone

- An active 80 year old woman drove home from her art class. It was dark when she arrived home and a little hard for her to see which of her keys was for which of her 3 front door locks.
- To see the lock clearer, she opened her cell phone to use its built-in LED flashlight feature. (That her nice son bought for her online.)
- She remembered to hit the main menu button, but struggled to remember the arrow key combination to navigate to the flashlight.
- But then she realized that the light from the screen is just about bright enough to work instead of the flashlight. She successfully unlocked her front door, but never tried to use the flashlight feature again.

Many Other Possible Structures

— [Hero

— [Framed

— [Flashback

— [Journey...

Short Break?

To be a good
storyteller you need:

Honesty
Authenticity
Simplicity
with Listening

...

Practice doesn't hurt

User Experience Storytelling

— Who is your audience?

— What sorts of stories do you (or would you) tell?

— What stories do your listeners expect?

— What images do you want to create and leave in their minds?

— What stories do you hear or what to hear?

— How do you listen to them?

— What stories influence you?

Questions?

Thank you

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Storytelling and User Experience Design

(work in progress)

Kevin Brooks and Whitney Quesenbery

<http://rosenfeldmedia.com/books/storytelling/>



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cdbaby.com & iTunes

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