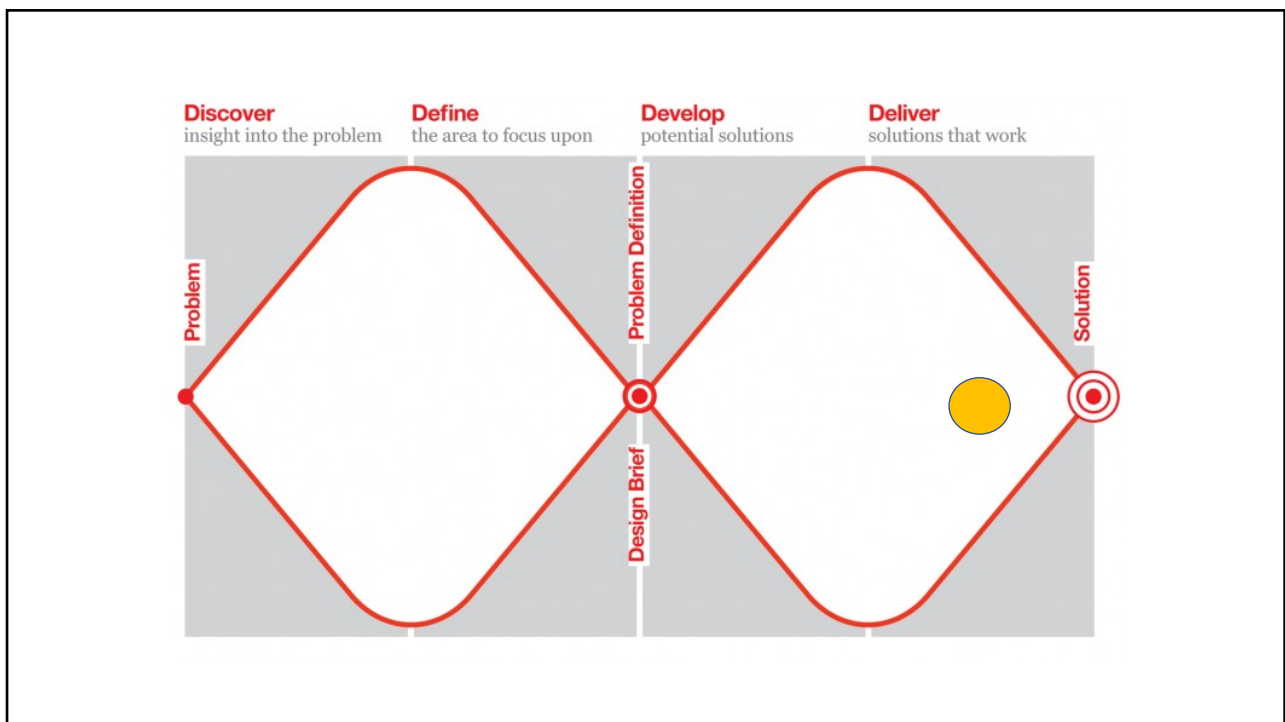


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Agenda

- Storytelling activity (concepts in practice)
- Debrief and Storytelling for the final presentation
- Where you are at?
- Break
- Studio work for final exhibition

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Storytelling...

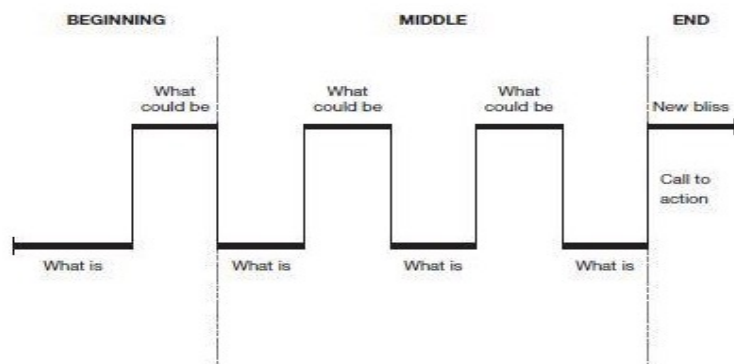
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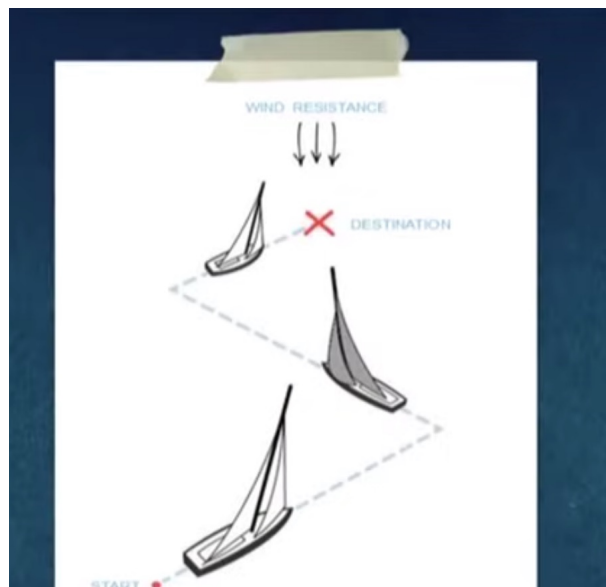
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How to convey an idea through a story?

Persuasive story pattern



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From presentation to stories

Problem

Context [Why is it important?]

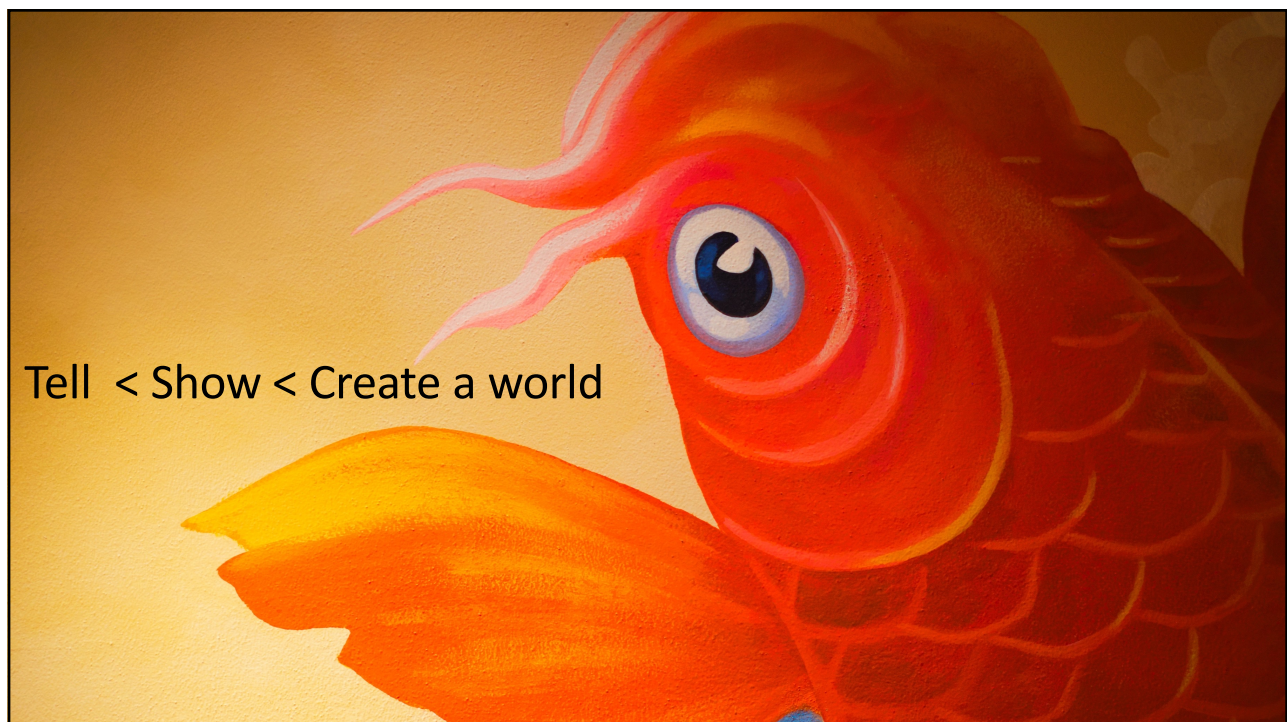
Characters [Who is concerned?]

Conflict [What is the challenge? What is the obstacle?]

Solution

Resolution [What is your solution? What does it look like? How will it address the issue? What will be the result?]

9



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Main elements of the story

- **What?** At a top level – what is your approach (*2 sentences*)
- **Why?** why does this matter? What matters most? What values are you upholding? What are the aspirational outcomes? (*2 sentences*)
- **How?** How you'll get from here to there (*2 sentences*)
- Two quotes from 2 different supportive stakeholders / influencers

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Design Statement: example

- Apple – IPOD
 - A digital music system
 - for people on the move
 - to carry 1000 songs of their pocket
 - by synchronizing an online music store with other portable devices

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DESIGN STATEMENT

Our idea _____ is _____
[name] [a product, a technology, a service, a campaign, etc.]

that tackles the problem _____
[specify: e.g. information sharing, creating empathy, educating, community building]

It addresses the problem by _____

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Craft your story

Test your story with these questions (SUCCES model):

- **Simple:** Can you share your story with someone in 3 minutes? Use direct, clear language and avoid industry terms and buzzwords.
- **Unexpected:** Do you have a hook that draws your audience in and grabs their attention? What makes your story unique?
- **Concrete:** Do you support your idea by making it tangible with anecdotes, statistics or examples?
- **Credible:** Would people with no experience in your space understand the logic for why your solution is desirable, feasible and viable?
- **Emotional Stories:** Can you find ways to emotionally connect with your audience around why your work is important?
- **Visual stories:** Stories take many forms— Is your story supported through visuals?

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Remember

- Know your message
 - Your idea in one sentence? Explaining it to a 5-year-old? To someone in your industry?
- Know your audience
 - Context matters: How is the group? What do they care about? What do they value? What support you want from them?
- Craft your story
 - Make it compelling: tell your core message in a way that addresses the values and interests of your audience
 - Use the SUCCES model
- Share your story
 - Get feedback and iterate
- Always ***Practice, get feedback and iterate***

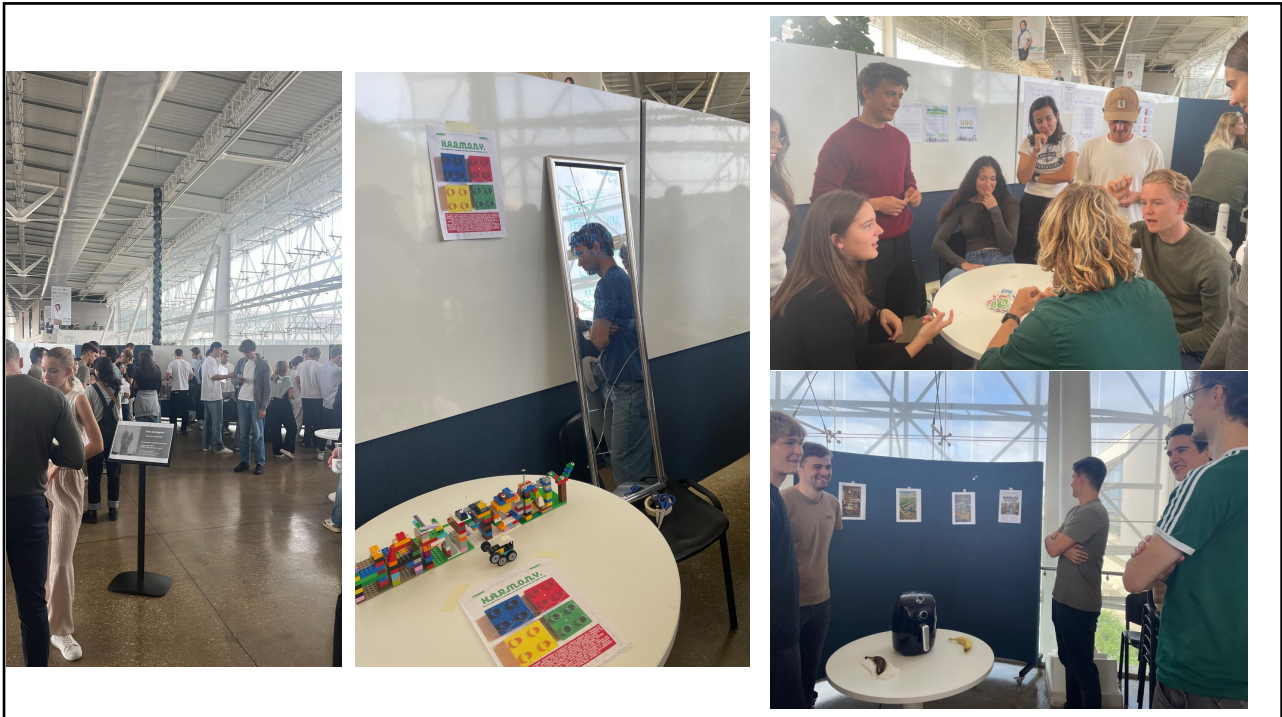
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Final exhibition



- Key elements:
 - The final idea:
 - Tell us only about the idea you chose to focus upon
 - Give it a name. Be clear (design statement)
 - Show don't tell
 - The process (No need to be didactic about the process but give a brief overview)
 - Research: what kind of research? Key insights
 - Prototyping: Brief overview and key learnings
 - Next steps (if you were to continue...)
- Remember the rules of storytelling

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Content (Final exhibition)

- Title
- Design statement
- Team members (including consultants)
- Process and key learnings
- Final idea: the design statement “in action”
 - Show, don't tell

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Show the process and learnings



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Upcoming

- By April 24th: tell Beatriz and I, what you will need. (Form to come)
 - Table, board/ stand, etc.
 - Include the title, team members and design statement
 - Iterate, get feedback on the idea and on the story
- April 29th :
 - Let's reflect: Critical views on design thinking (do the readings!)
 - Evaluation: peer evaluation + class evaluation
 - Some studio work
- Exhibition on May 6th:
 - **3:30 to 4 pm prep**
 - **4 to 6 pm visitors**
 - **6 to 6:20 pm clean up**
- Reflection 3 on Medium is due **on May 9th (6 pm). No delay accepted.**

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See you next week

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What to Expect for the Final Exhibition (May 6th)?

- NO PPT: Let's avoid death by PowerPoint.
- Be creative: Show don't tell. Engage your audience!
- Have Fun! Enjoy? 😊
- It's another opportunity to learn

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