

Introduction

Storytelling is the interactive art of using words and actions to reveal the elements and images of a story

- To discover new business opportunities and bring new solutions, designers use storytelling to get insights into users, build empathy and reach them emotionally.

Goals

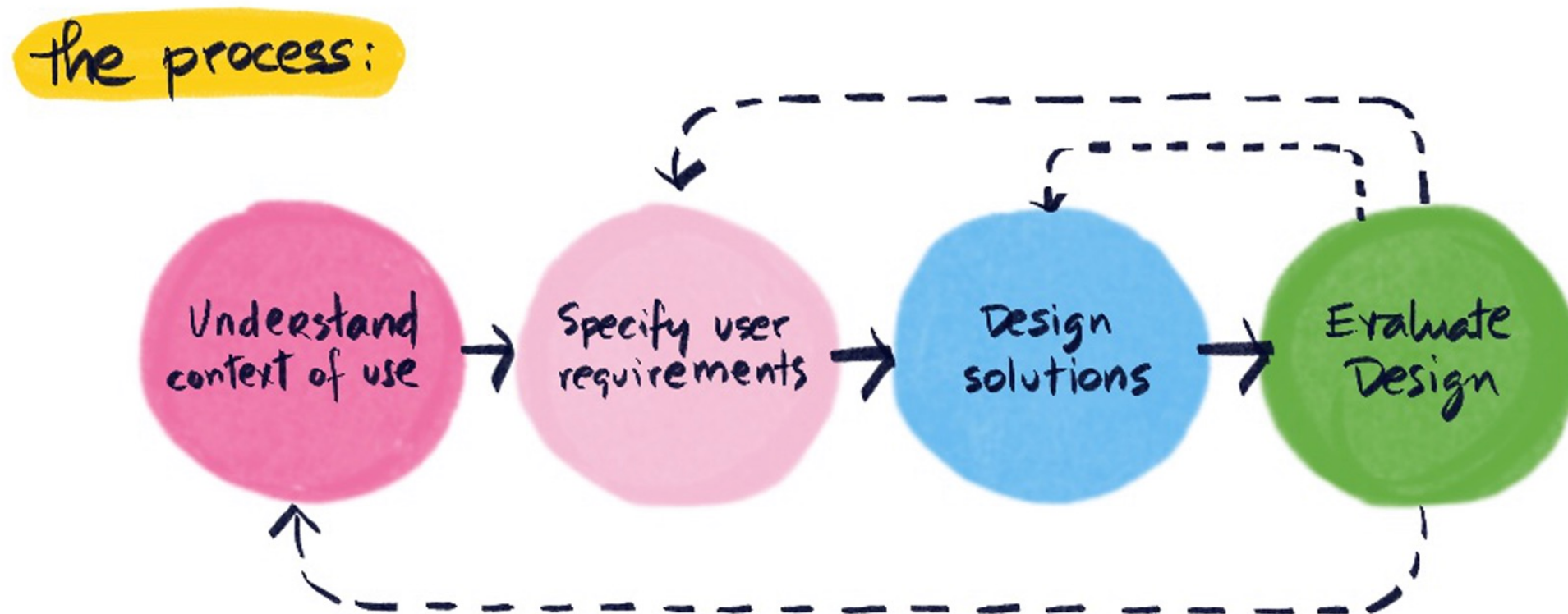
The OER applies Storytelling through the User-Centered Design process to get insights, identify user needs, generate ideas and implement solutions that are valuable to users.



Image 1: Illustration
by Alejandra Etel

User-Centered Design Process

User-Centered Design is an iterative process that focuses on the understanding of the users, designing a product, and doing whatever it takes to make the product work for them.



DRAWING BY: ALEXANDRA db INTERSECTIO

Image 2: User-centered design process

Persona Map

The Persona Map is a fictional character created to represent a user or customer type. The persona puts a potential new solution into the context of the respective needs.

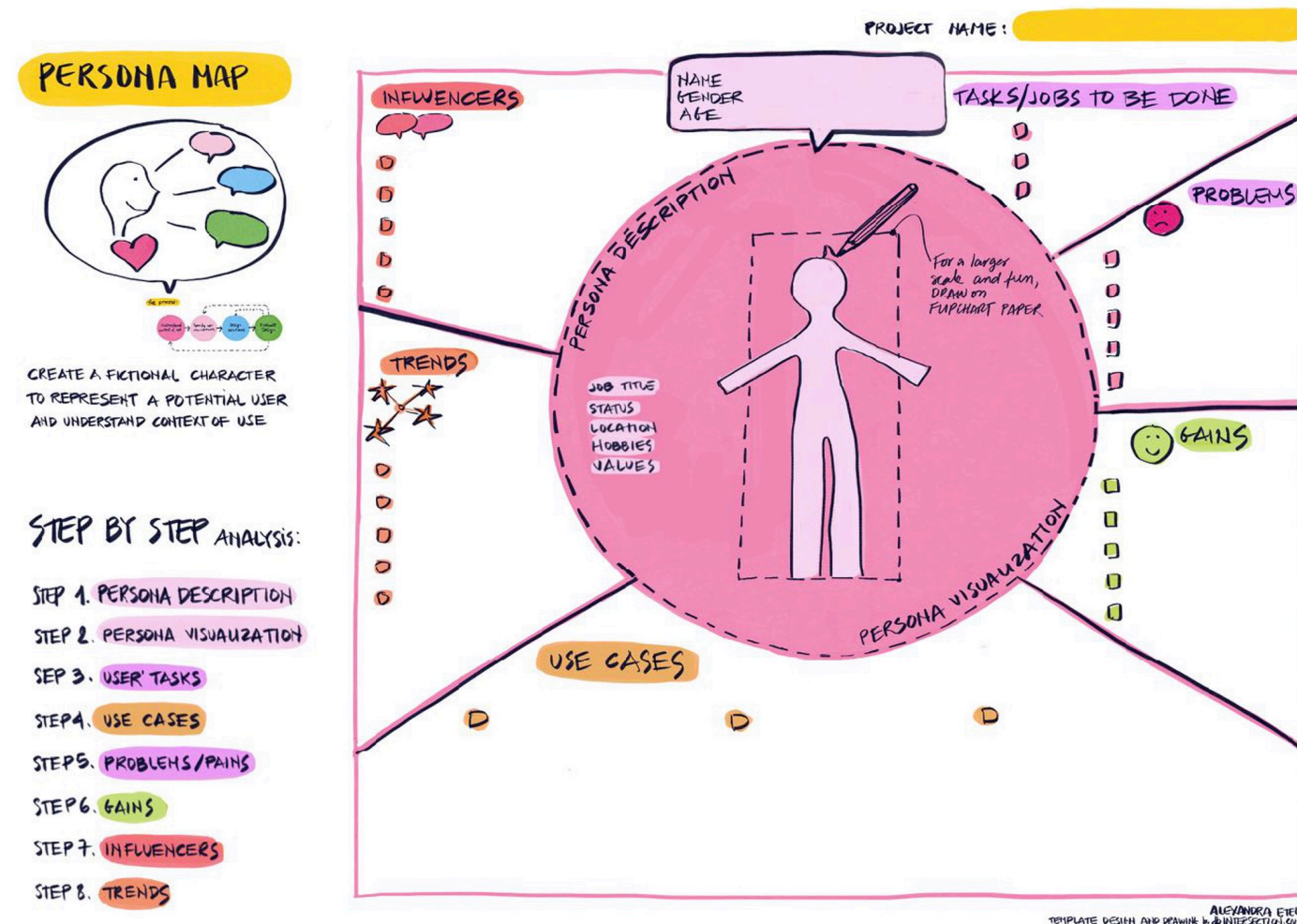


Image 3: The Persona Map template

User / Customer Journey Map

A User or Customer Journey Map provides a representation, vivid visualization and a structured storytelling of how the user experiences interact with a product or service through a specific journey.

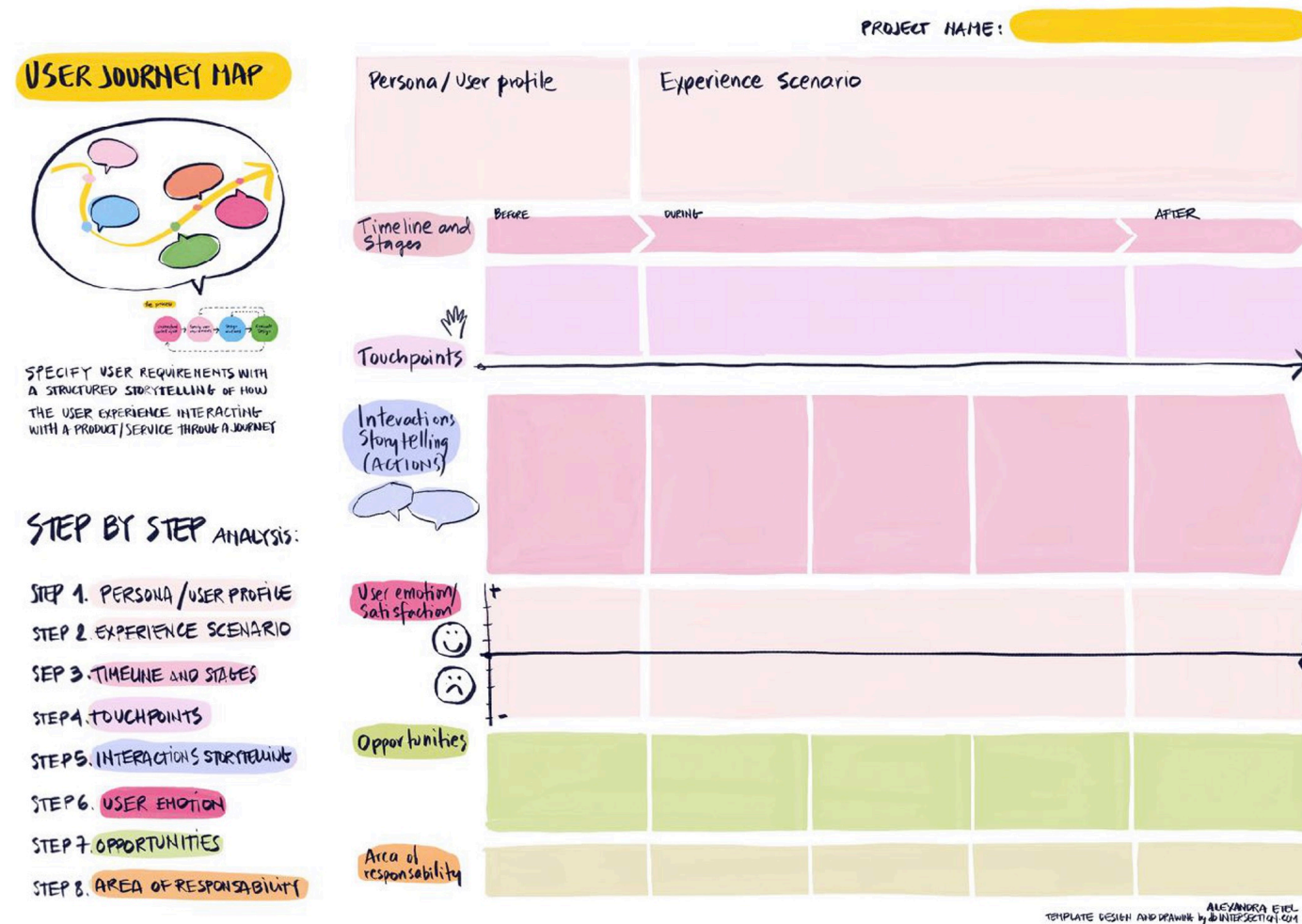


Image 4: The User Journey map template

Solution Storyboard Canvas

A Solution Storyboard Canvas is a tool that portrays a particular sequence of events that helps to visualize an innovation offer or new concept from start to finish.

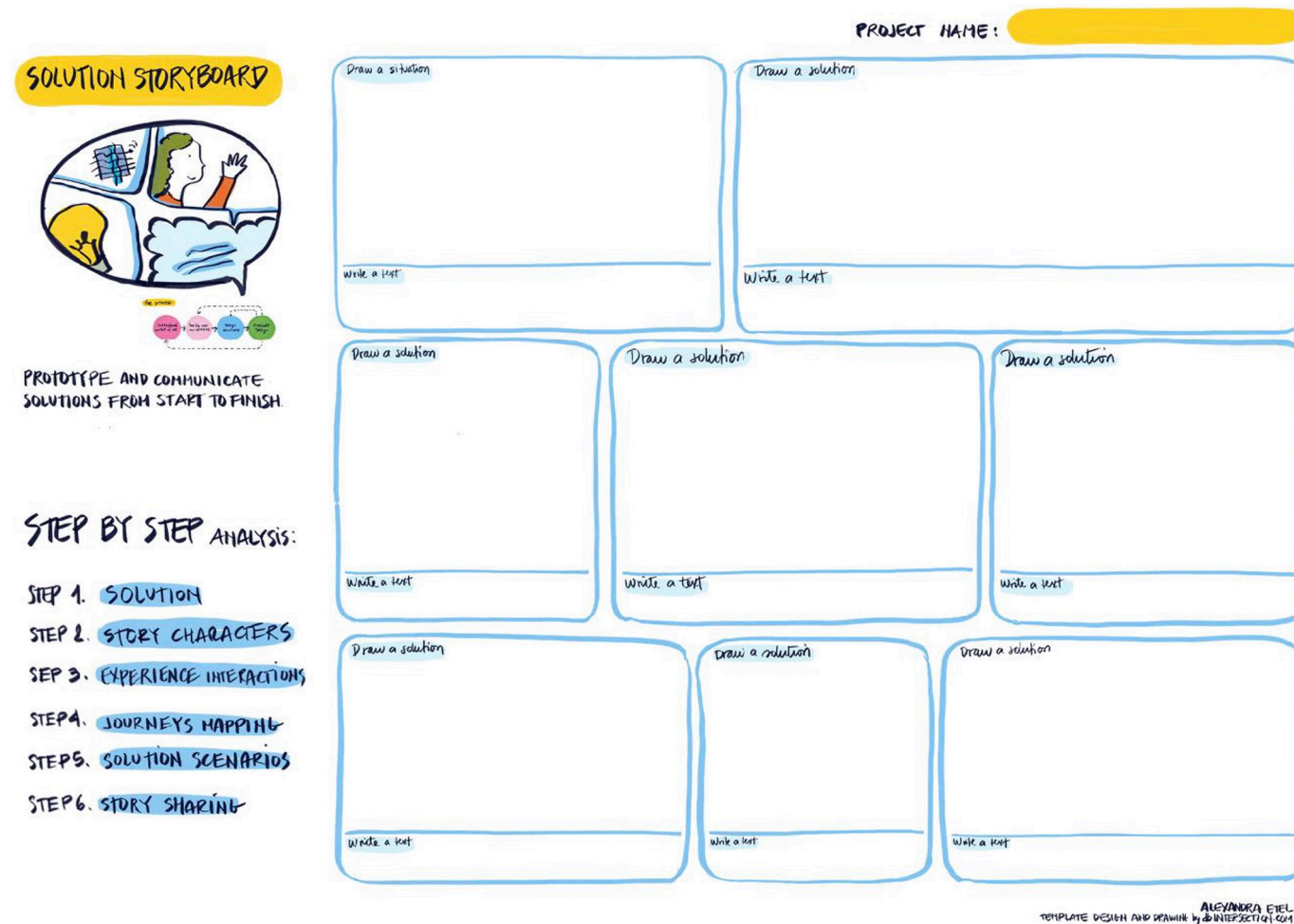


Image 5: The Solution Storyboard Canvas template

Storytelling Canvas

Storytelling Canvas is a tool created to make it easier to construct a story that people resonate to.

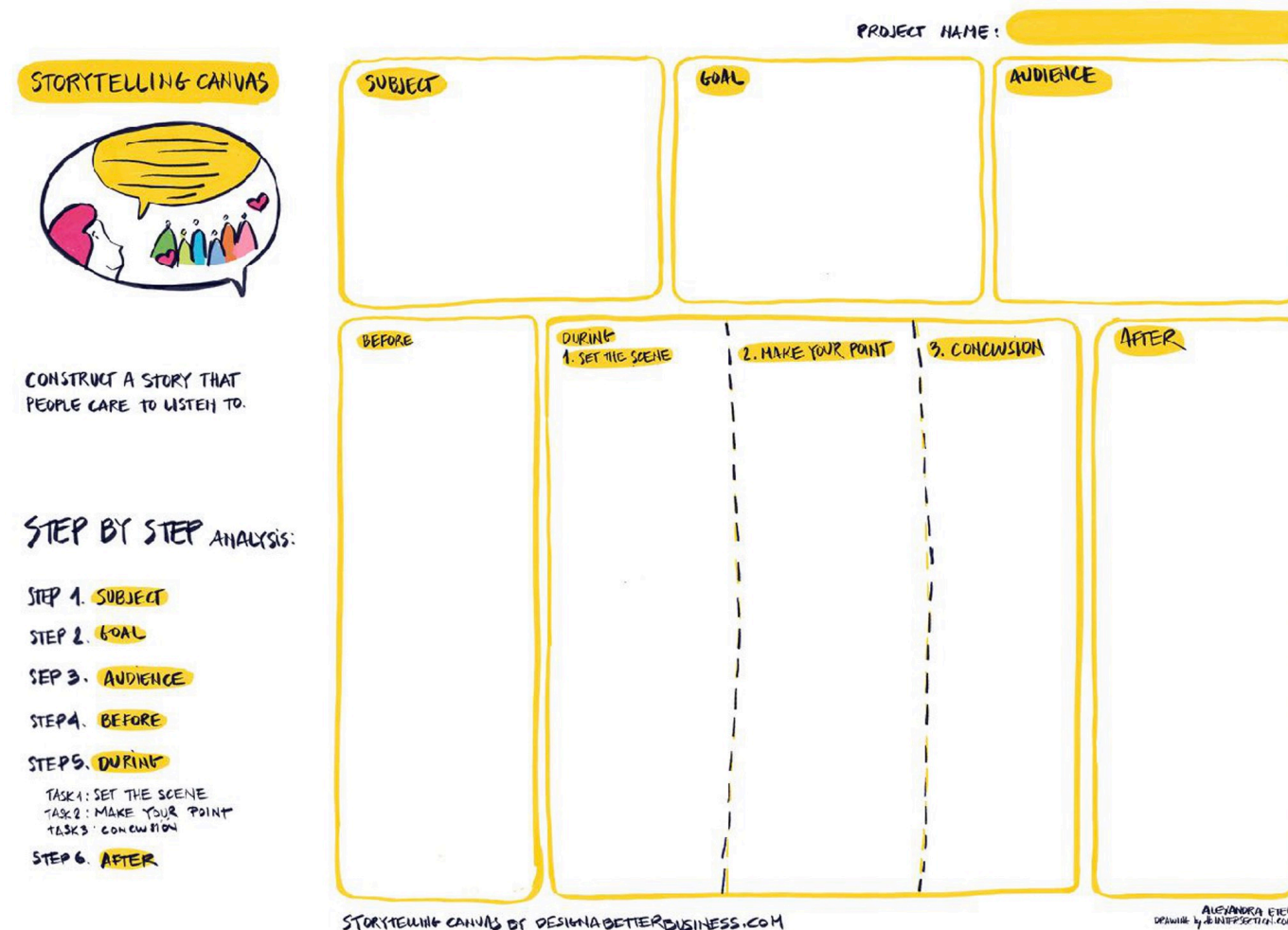


Image 6: The Storytelling Canvas template

This was a summary of an open educational resource. Please visit <http://destexproject.eu/> to see the full amount of intellectual outputs of the project.



Image: courtesy of d+b Intersection

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