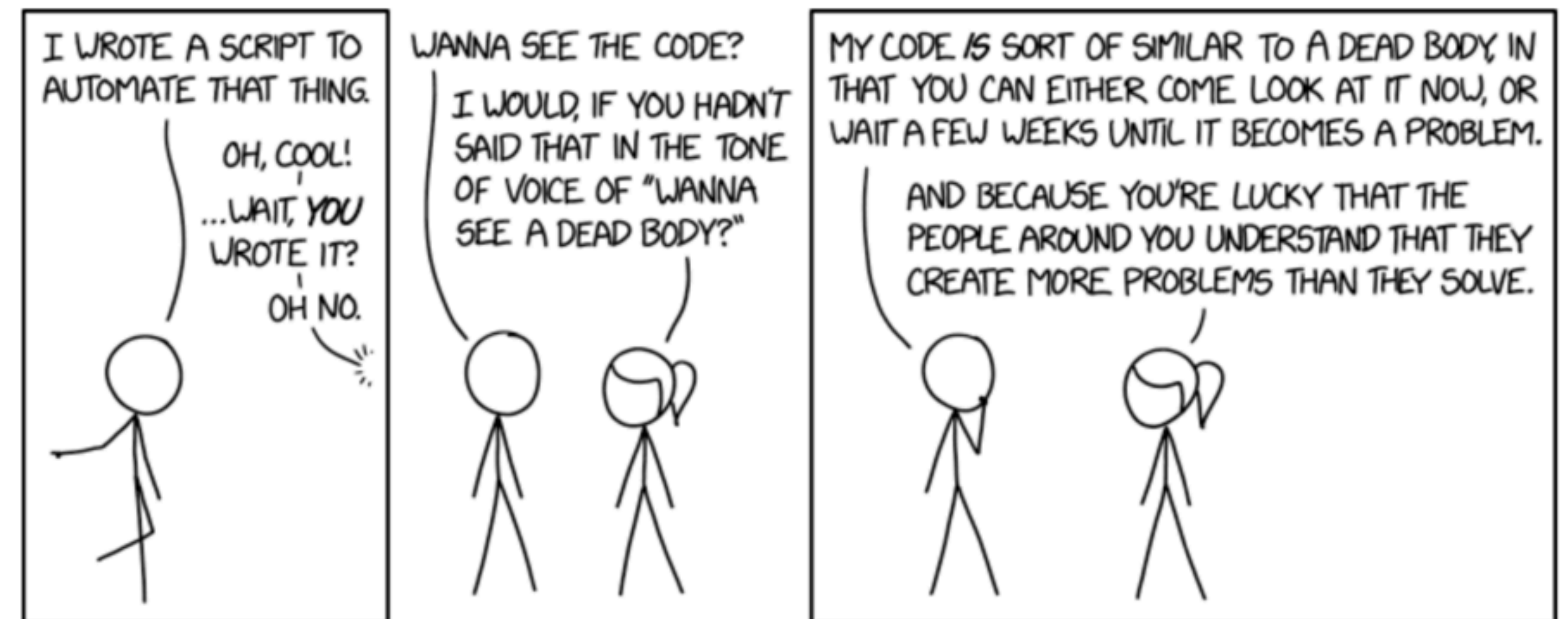# Every Picture Tells a Story

- Demo more than "it gets the job done"

- Demonstrate a significant user experience

- Demonstrate value and/or potential

- Personalize the story's user

- Tailor the demo to your audience

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Every Picture Tells a Story

- How do you do this?

  - Weave a story around a sprint goal

  - Weave a story using personas or personalized roles

  - Write a script

  - Be concise

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