

# Issue #34: Impact Story Collection Templates

**Repository:** CherrelleTucker/codesign-toolkit **URL:** <https://github.com/CherrelleTucker/codesign-toolkit/issues/34> **Author:** @CherrelleTucker

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## Impact Story Collection Templates

### **Documenting and Sharing Success Stories and Lessons Learned**

**Tool Category:** Impact & Monitoring | **Phase:** Cross-Cutting | **Difficulty:**  Beginner

*Systematically capture, document, and share compelling stories of how Earth observation solutions create value for users, organizations, and communities to build support and guide improvements.*

#### Tool Summary Card

Attribute	Value
 <b>Purpose</b>	Capture compelling evidence of solution impact through structured storytelling and documentation
 <b>Time Required</b>	1-2 hours per story collection + 30-60 minutes documentation + 30 minutes review
 <b>Participants</b>	2-4 people: story collector + solution user + project team member + (optional) communications lead
 <b>Outputs</b>	Impact story database, formatted case studies, success testimonials, lessons learned documentation
 <b>Frequency</b>	Ongoing collection with formal documentation quarterly
 <b>Materials</b>	Story collection templates, interview guides, multimedia tools, publication templates

#### When to Use This Tool

#### Essential For:

- Solutions with demonstrable user benefits ready for documentation and sharing

- Projects requiring compelling evidence for stakeholders, funders, or leadership
- Organizations building portfolio of successful Earth observation implementations
- Teams preparing presentations, reports, or publications about solution impact

#### **Particularly Valuable When:**

- Solution has been operational for at least 3-6 months with measurable outcomes
- Users have experienced significant improvements or breakthrough moments
- Preparing for budget reviews, funding proposals, or stakeholder presentations
- Building case studies for replication or scaling to other organizations

#### **Consider Different Approaches When:**

- Very early prototype phases without clear user benefits yet realized
- Situations where user privacy or organizational sensitivity limits story sharing
- Projects focused primarily on technical development without user-facing impacts

#### **Prerequisites:**

- Solution has active users who have experienced benefits or challenges
- Users are willing and available to share their experiences
- Basic permission framework for story collection and sharing established
- Understanding of target audiences for the impact stories

## **Story Collection Framework**

## **Story Type Categories**

### **Impact Story Types:**

Story Type	Purpose	Best For	Key Elements	Typical Length
 <b>Success Story</b>	Demonstrate positive outcomes	Stakeholder reports, marketing	Problem → Solution → Results	1-2 pages
 <b>Implementation Story</b>	Show deployment process	Technical audiences, replication	Approach → Challenges → Solutions	2-3 pages
 <b>User Journey</b>	Illustrate user experience	Training, user engagement	Before → During → After	1 page
 <b>Lessons Learned</b>	Share insights and improvements	Internal learning, best practices	Challenge → Response → Learning	1 page
 <b>Innovation Story</b>	Highlight creative solutions	Leadership, innovation showcases	Problem → Innovation → Impact	1-2 pages

### **Target Audience Matrix:**

Audience	Story Focus	Key Messages	Evidence Needed	Format Preference
 <b>Executive Leadership</b>	Strategic outcomes, ROI	Mission advancement, value creation	Quantified benefits, strategic alignment	Executive brief, infographic
 <b>Funders/Sponsors</b>	Impact demonstration, accountability	Return on investment, sustainability	Metrics, cost-benefit data	Formal report, presentation
 <b>Technical Teams</b>	Implementation details, solutions	How it works, replication guidance	Technical specs, process details	Technical case study
 <b>Users/Peers</b>	Practical benefits, user experience	Real-world value, ease of use	User testimonials, workflow impact	Newsletter, video testimonial
 <b>External Partners</b>	Collaboration value, joint success	Partnership benefits, shared outcomes	Joint metrics, relationship impact	Joint publication, conference presentation

## **Story Identification Process**

### **Success Indicator Monitoring:**

- ▶  **Story Opportunity Detection**
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### **Story Collection Process**

## **Interview Guide Templates**

### **Success Story Interview Protocol:**

- ▶  **Comprehensive Success Story Interview Guide**
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### **Story Documentation Templates**

## **Success Story Template**

### **Standard Success Story Format:**

- ▶  **Complete Success Story Template**
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### **Story Portfolio Management**

## Story Database Organization

### Story Categorization Framework:

Category	Subcategories	Use Cases	Target Audience
 Impact Type	Efficiency, Quality, Capacity, Innovation, Cost Savings	Outcome demonstration	Executives, funders
 User Type	Analyst, Manager, Researcher, Operator, Decision Maker	Peer identification	Similar role users
 Organization	Federal, State, Academic, NGO, International	Context relevance	Similar organizations
 Technical Focus	Data Processing, Analysis, Visualization, Integration	Implementation guidance	Technical teams
 Timeline	Recent (0-6mo), Established (6mo-2yr), Mature (2yr+)	Evolution demonstration	All audiences

### Story Portfolio Dashboard:

- ▶  Story Collection Metrics Dashboard