Storytelling

- What is *Storytelling* about?
  Storytelling is about bringing over a story in a way that keeps the attention of the audience and makes them interested in the story you are telling. Which helps to get the message of the story across easier!

- How to Story tell?
  Insights
  First of all you have to build insights you got from previous research and other information you have about the envisioned product, with this information you are able to build user stories about the interaction with that envisioned product.

  Audience
  With the insights you got from the previous research are able to make some personas of your audience this will help to get to know who is your audience and what the best way is to bring the message of the story

  The message
  Just like a foundation of a home you need a core message, the core messages is *the* most important thing you want to bring over to your audience what is the thing they should remember of your story? What is the point of your story?

- Requirements for *Storytelling*
  For storytelling you need a few things:

  - *Previous research of information*
    You need previous research or other information to know who your audience is, this way you are able to pin down how you have to tell the story in a way that gets the core message across

  - *Something to write on*
    You need something to write on to write a script for your story, you can do this either on paper or a laptop. You need a script to have a clear overview for yourself about your story so you know what you are going to tell.

- Results of *Storytelling*

  With storytelling you are able to get the attention and interest of your audience for the topic of your story, this way you are able trigger emotions inside of your audience which could put them into action. For example story telling on a products or service is meant to make the customer wanting to have/use to product because of the story that is behind it.

  (Example: https://www.seekdiscomfort.com/ seek discomfort is a brand that uses storytelling in a great way, by convincing people to get out of their comfort zone to grow as a person (see image on next page))