* Taking the best way of working as a storyteller and the best way of working as a developer and mashing them together
* Invest a lot of time upfront in developing the story
* Move onto the vision—how will you execute this on the web
* Then worry about the technology you’d like to use, which will probably feed back into the story
* #1 – to thrive on the web, storytellers need to adopt systems thinking
* #2 – always be shipping
* #3 – be an auteur and work backwards from your user experience
* #4 – don’t reinvent the wheel. Get help. Gethub, etc, are good sources for code.
* #5 – always stay in service of story
* Make sure that the interaction you’re building supports the story and that it’s not just a bell or whistle.