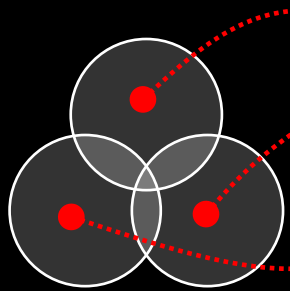
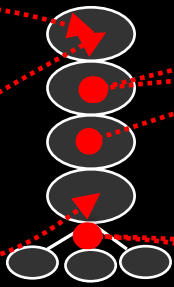




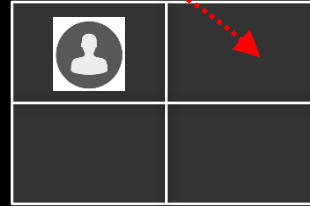
Story Method: SCQA



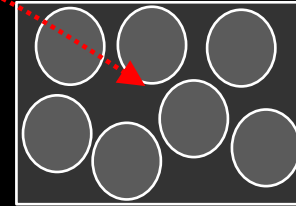
triangle



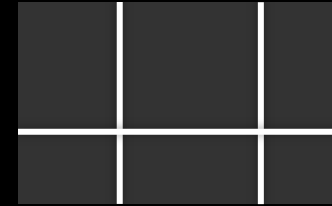
story



persona



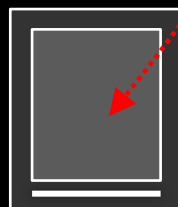
topic map



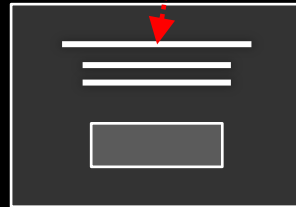
radiator



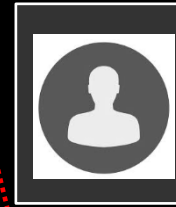
six pack



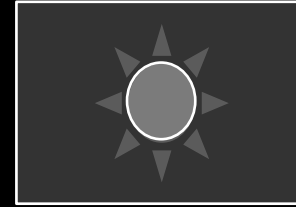
UVP



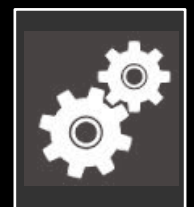
validation



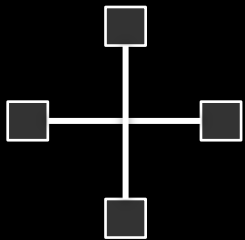
HRB



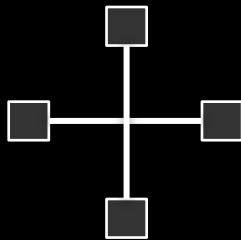
sunny day



proto



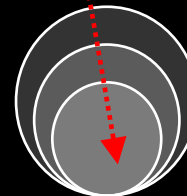
compet'n



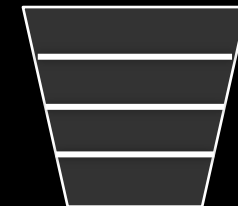
MVP



USP



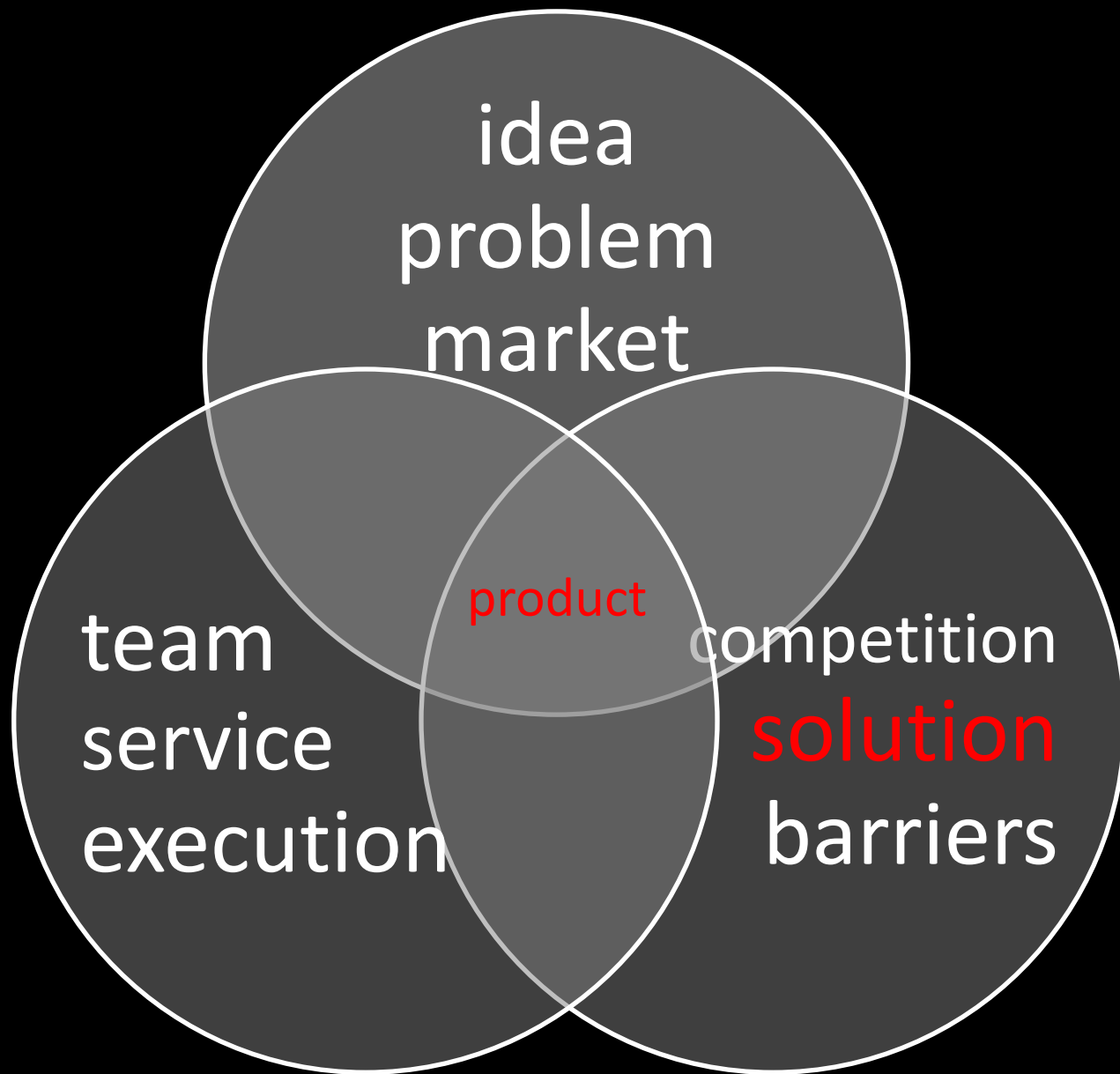
TamSamSom



funnel



pitch



so-lu-tion

1. means of solving a problem or dealing with a complicated situation
2. correct answer to a question

Enter SCQA Framework

Solution =
Situation +
Complication +
Question + Answer

Classical Story Pattern

- In a happy **Situation**
- Some disturbing **Complication** occurs
- That triggers a **Question**
- Hero finds the **Answer**

SCQA = Optimal Solution Anatomy

- **Situation** nearest equilibrium state in the past
- **Complication** status-quo shaking events, factors, trends, changes
- **Question** naturally raises from **S+C**
- **Answer** answers the **Question**

Product Story

- **Situation** You have a problem and you can't solve it yourself
- **Complication** Technology, regulation, demographics, habits, market forces, competitors intensify the problem
- **Question** What should you do?
- **Answer** Use our product

Yemek Sepeti Story

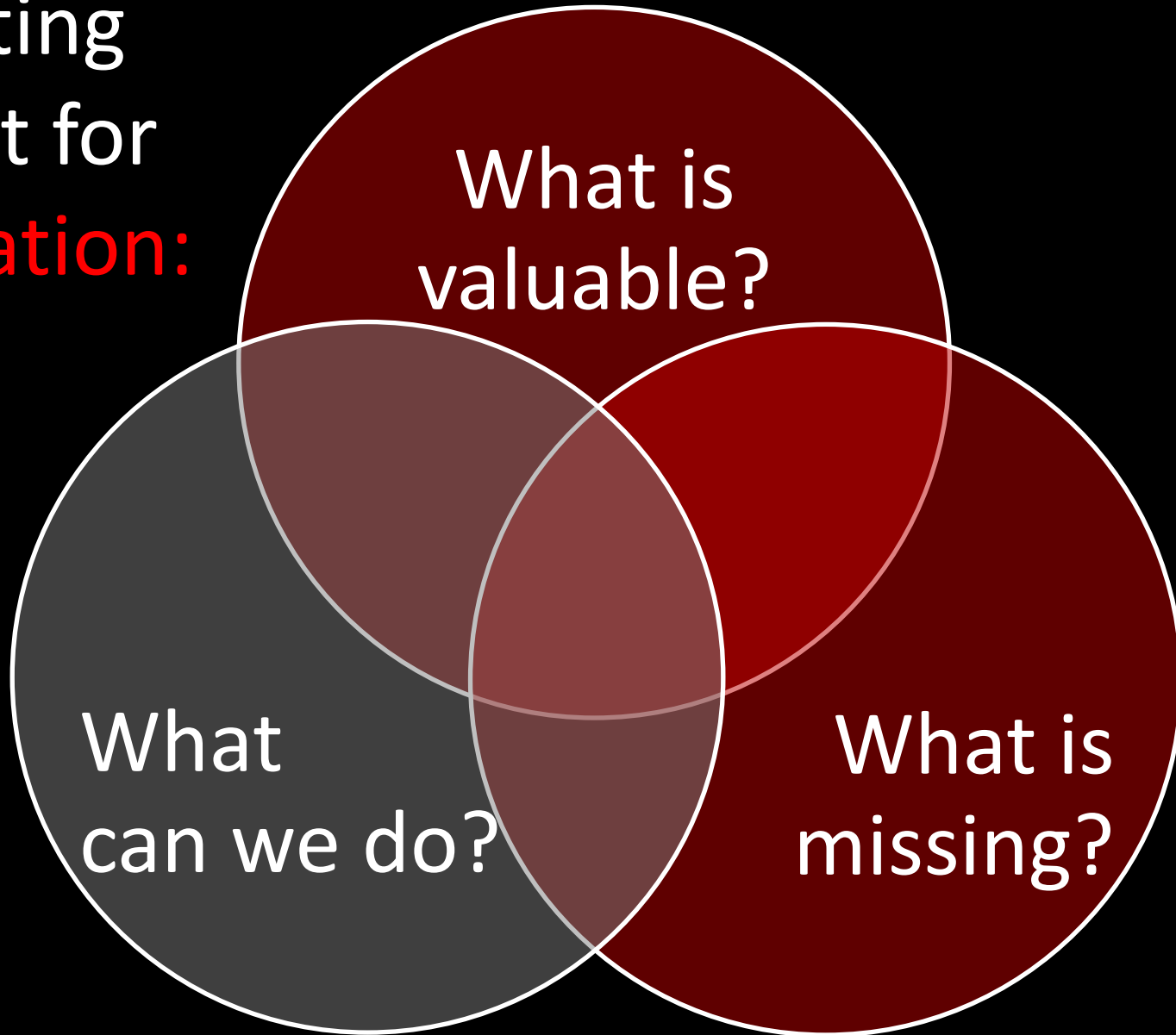


- **Situation** Urbanite Turks have no time to cook dinner after work
- **Complication** 15m urbanites now have credit cards
2m use the internet, growing 30%
40% of restaurants deliver
- **Question** What should they do?
- **Answer** Order food online with YemekSepeti

Situation = nearest equilibrium state

- Find the first non-controversial statement about the topic
- Either the customer knows it's true, or they can easily verify
- Imagine it makes them think "So What?"
- Find the time and place, start the story there

Starting
point for
Situation:



Complication = Status quo Shaking Event(s)

- Something happened in the equilibrium state
 - Else, no question will exist, no answer necessary
- A need appeared, a new technique was introduced, a change came about
- Think changing outside forces: regulation, technology, habits, market forces, competitors
- Change raised the Question

You can quantify and
plot **Complication** as a
Time Series chart

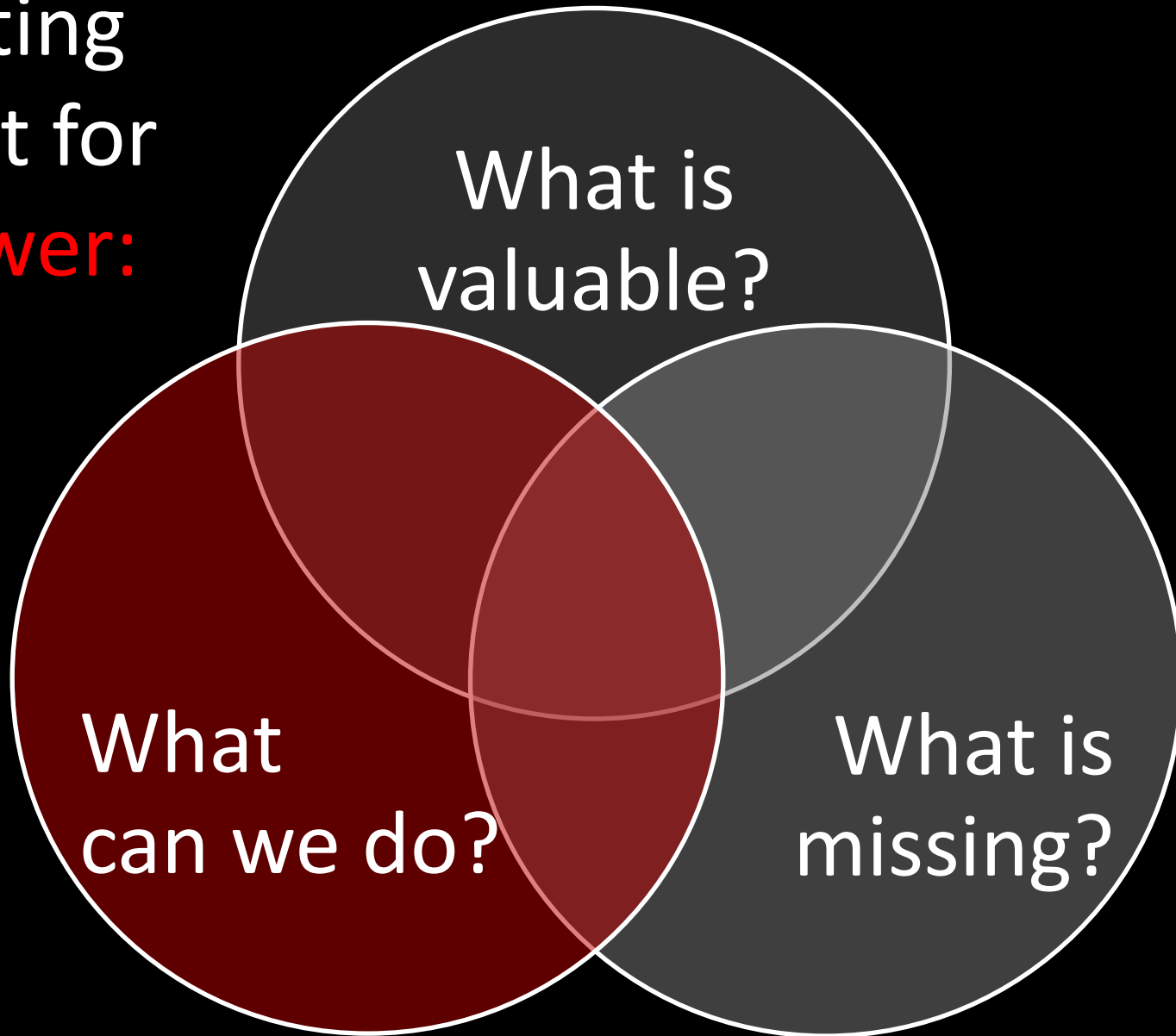
Question & Answer Naturally Flow

- When you read Situation + Complication customer's **Question must pop** up in your mind
- Answer answers the Question
- Your Product's UVP= Answer

Answer =
Specific + Uncertain Claim

Claim something new and
specifically uncertain, else you're
just passing old news

Starting
point for
Answer:



Answer establishes a
dialogue with Persona

Persona asks: Why? How? What?

Answer further: Reasons, Steps, Parts

Form the Initial Solution

- Work as a team and write your product's Story:

Situation = 2 Triangle statements

Complication = Find up to 3 factors

Question = what should customer do?

Answer = Use ProductName

- Write one item per Post-it
- Consolidate as a team

do it

Form A Better Solution

- **Check S:** does it sound like a 'so what?' statement?
- **Check C:** does it sound like an outside change?
Can you plot it as time series?
- **Check Q:** when you read S and C, does C pop up naturally?
- **Check A:** does this A answer the Q?

do it

Test Specific + Uncertain
using WASPD?

Would A Sane Person Disagree?
If not, Answer is missing the real
question, dodging the taboo

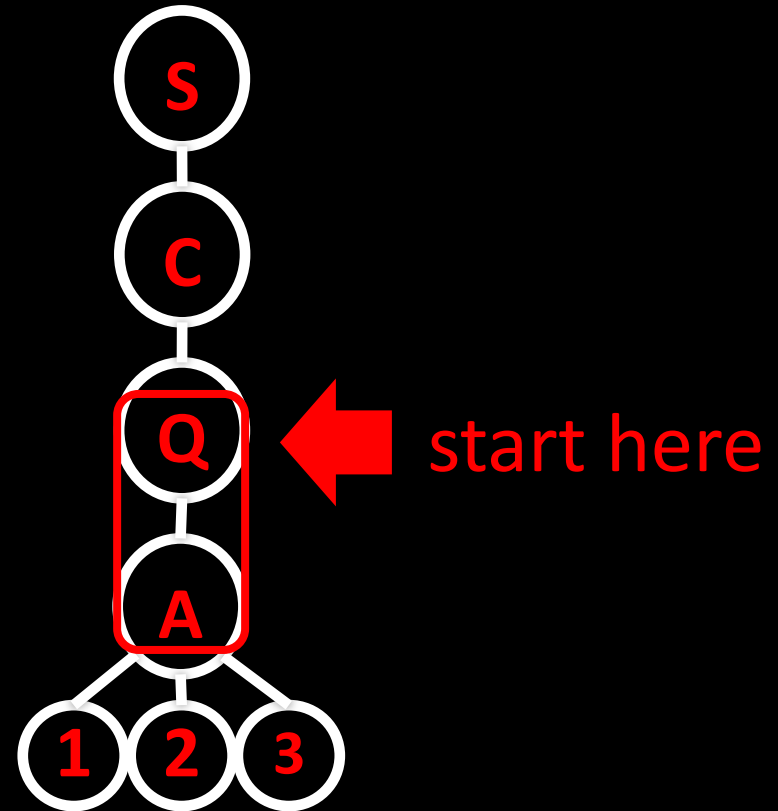
Invert. *Always* Invert.



Carl Jacobi

Form A Solution

1. Identify the subject
2. Find **Q**, Give **A**
3. Develop **S** and **C**
4. **Verify** Q-A against S-C
5. Repeat 2-4



Form A Solution

1. Identify the problem subject
2. Find the **Question**, Give the **Answer**
3. Develop **Situation** and **Complication**
4. **Verify** Question/Answer against Situation/Complication
5. Repeat 2-4 until **Answer** works

Build a short, tight Answer

- Aim at one sentence, an action statement
- Aim at fewer than 11 words, max = 17
- Aim at Saint Exupery-tight
 - Can't change/remove a word without taking away

do it

In anything at all, perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away.



Antoine de Saint Exupery

Optimal answer = Unique Value Proposition

UVP = others can NOT claim

UVP = Strong Truth

UVP creates tension, urgency, desire
UVP clarifies options

Answer seeks Action

Optimal Answer = Summary, then Supporting Points

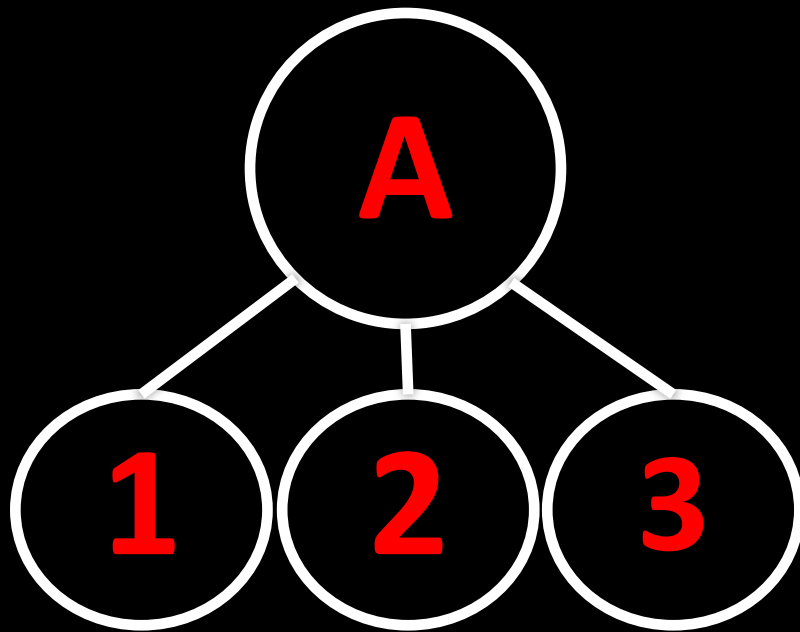
- Summary anchors the mind
 - Audience expects oncoming support
- Anchor stimulates further thinking
 - Audience comments further on it (deduction) or find others like it (induction)
- All increase rationalization and action likelihood

Optimal Answer =
Easiest to rationalize

Optimal Answer = Logical

- Answering = Purposeful
Statement-Giving
- Purposeful = Every Statement
Explains or Defends
- Logical = Statements Ordered

Build a logical Answer



← R1 = summary

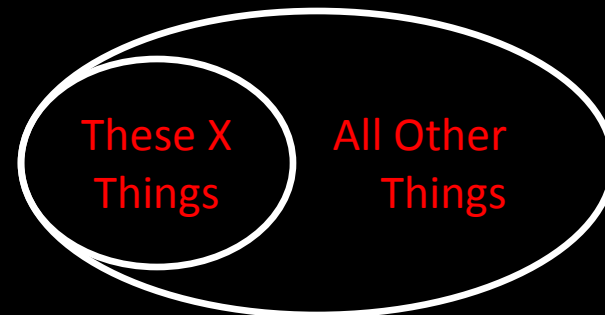
← R2 = ideas of same kind
R3 = ideas ordered

Order ideas in 3 ways

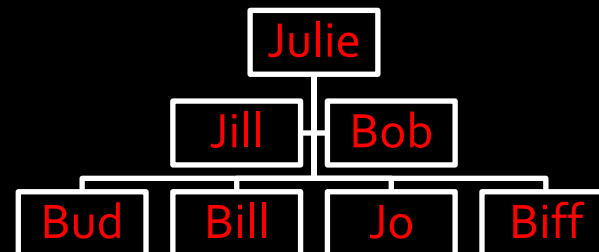
1. Time Order



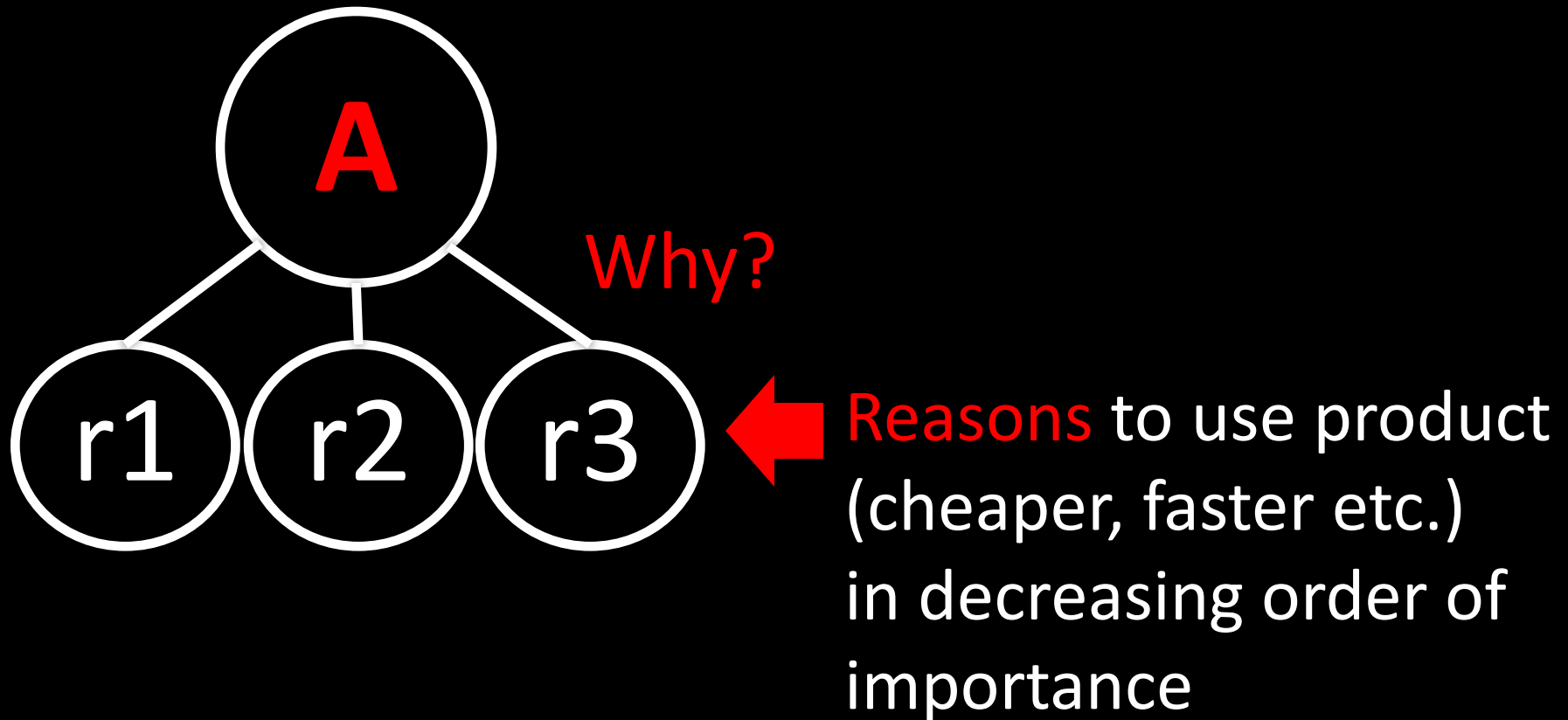
2. Class/Degree Order



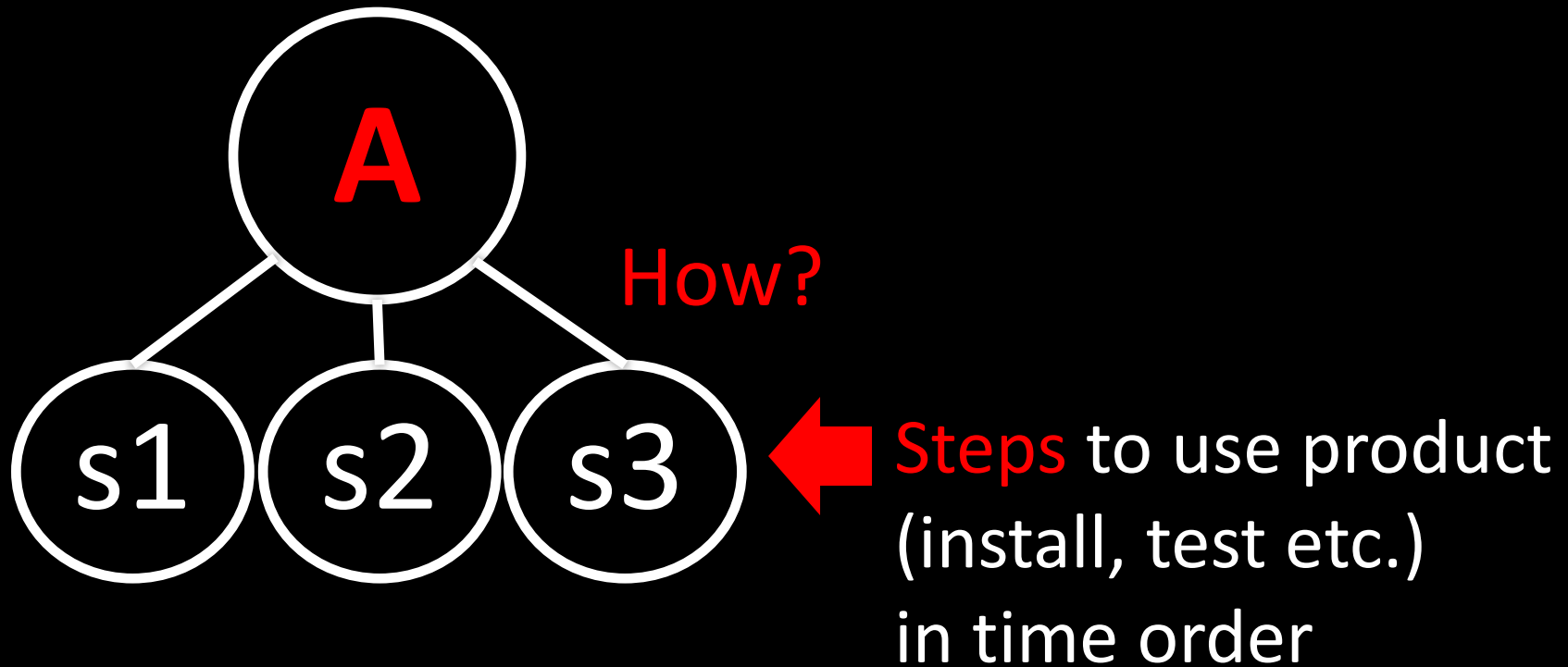
3. Structure Order



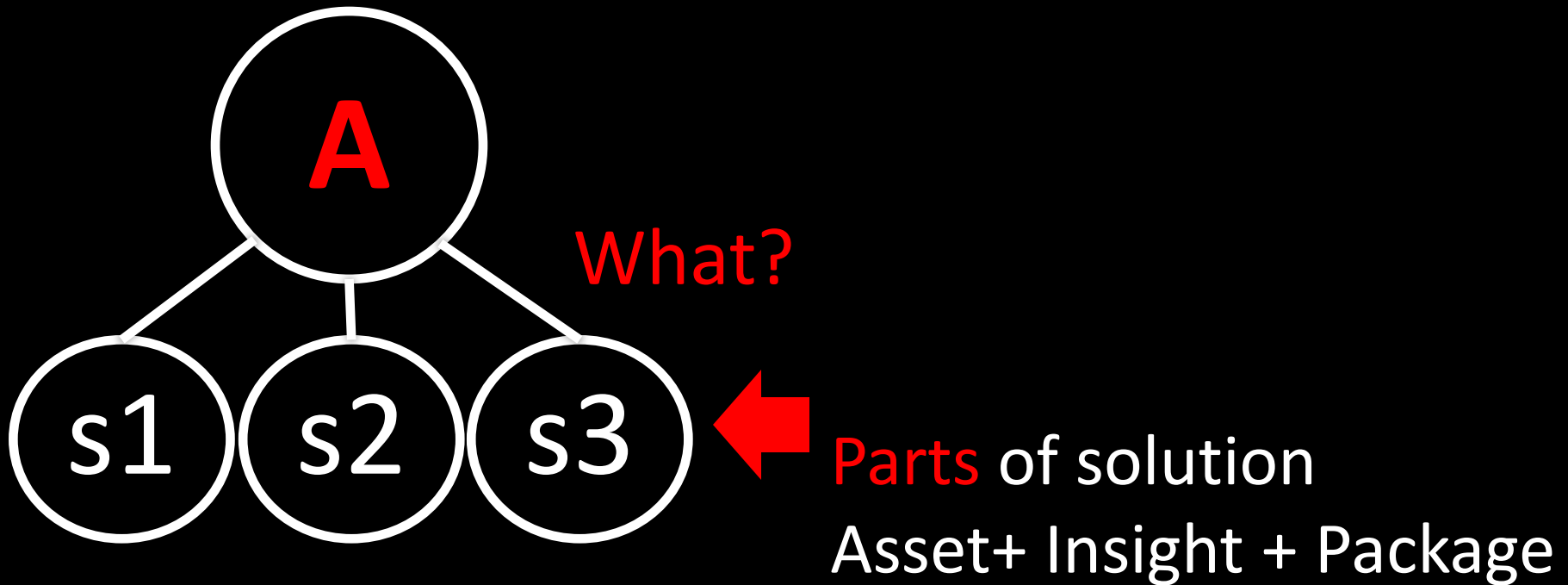
Answer **Why?** With **Reasons**



Answer **How?** With **Steps**



Answer **What?** With **Parts**



Hard Problem =
3 Sub-Problems =
puzzle + schlep + package



Puzzle = Firepower

Schlep = Mobility

Package = Communication



Dropbox

All your photos, videos,
and docs anywhere

Puzzle = Synch/source control
Schlep = OS, device, connection
Package = Feels like file system

Puzzle

Requires *Insight* breakthrough

Needs Intelligence + Luck + Creativity

Most vulnerable part

Schlep

Requires a lot of energy

Most dull/dirty/dangerous part

Gives you a strategic *Asset* valuable
for a broad problem class

Package

Defines how Solution fits to all else
Least durable part,
because environment changes
due to Complications

Side Note:

Magic of SCQA

1. Proposing Engagement

- S: You have a problem
- C: You are looking for an outsider to solve it
- Q: Am I the outsider?
- A: Yes, hire me
 - I understand the problem
 - I have a sound approach
 - I successfully applied the approach
 - My business arrangements make sense

2. Explaining “How to”

- S: Something makes you do X activity
- C: You are not set up to do so
- Q: How do you get set up?
- A: Follow steps to do X
 - Complete 1st step
 - Complete 2nd step
 - Complete 3rd step

3. Giving Direction to Select Among Alternatives

- S: You want to do X
- C: You have alternatives
- Q: Which one makes most sense?
- A: Depends on what you want to do
 - Do A for quick revenue
 - Do B for slow but stable revenue
 - Do C for minimum cost

Re-order = change the tone

- Standard

S: You have a problem

C: Changes make things harder

Q: What should you do?

A: Use our product

- Direct

A: Use our product

S: You have a problem

C: Changes make things harder

- Concerned

C: Changes make things harder

S: You have a problem

A: Use our product

- Aggressive

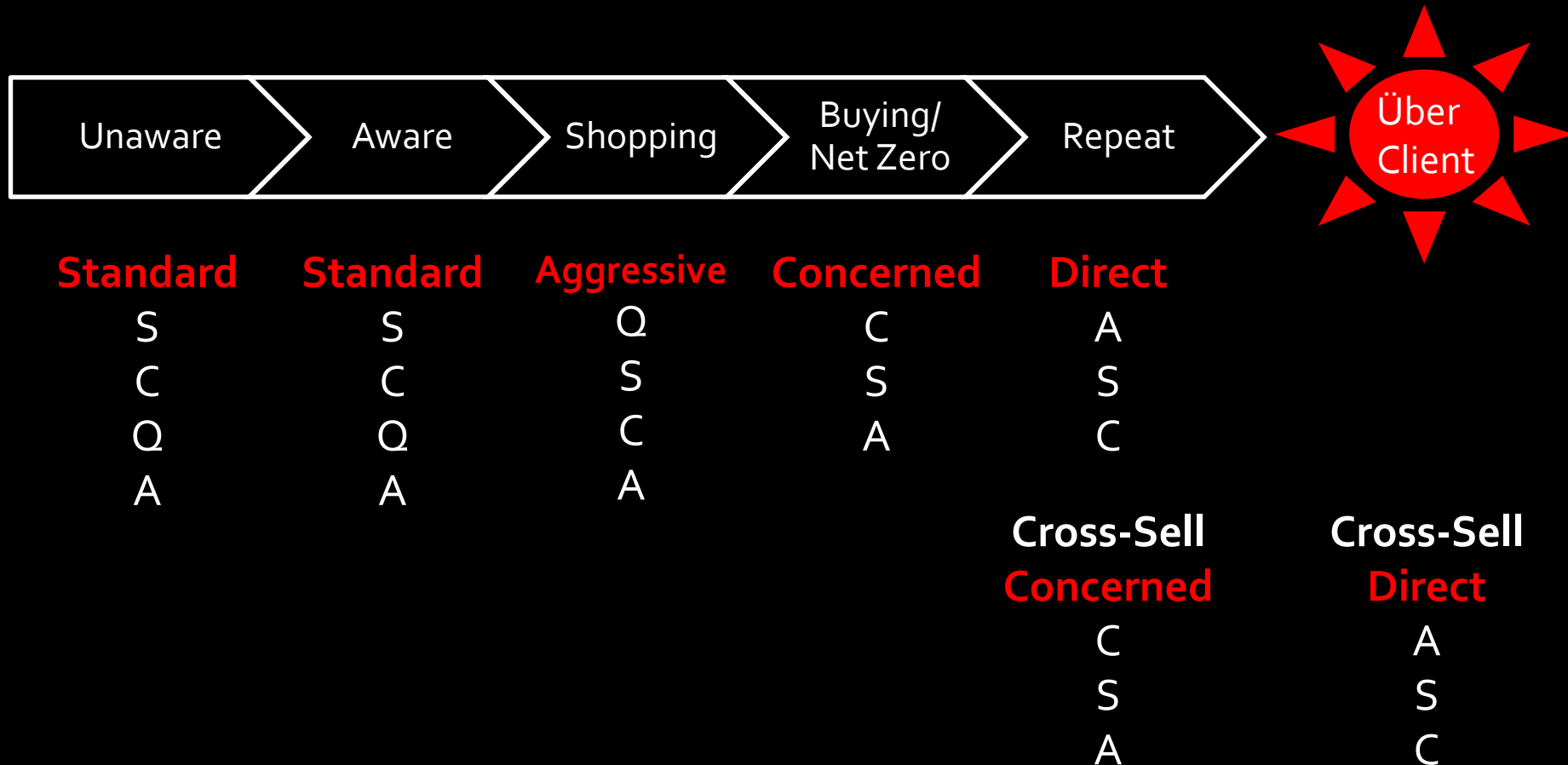
Q: What should you do?

S: You have a problem

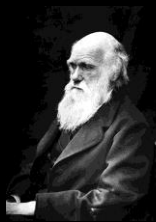
C: Changes make things harder

A: Use our product

Change the tone for **faster funnel**



How odd it is that anyone should not see **all observation must be for or against some view** if it is to be of any service.



Charles Darwin



Story Method: SCQA