

# Storytelling for the Web

Integrate storytelling to create  
**memorable experiences**

Chiara Aliotta

Brand Designer and Strategic  
Storyteller

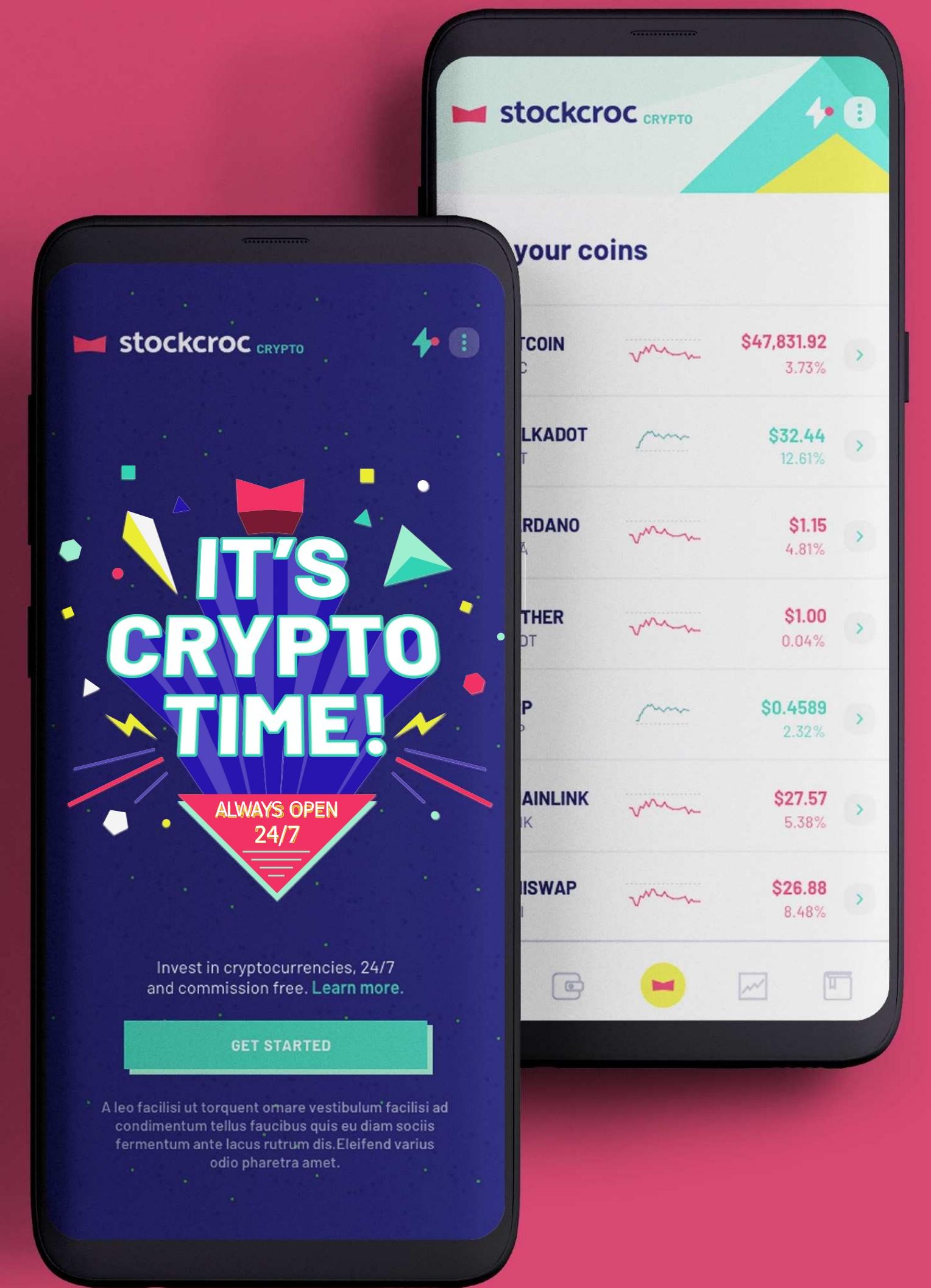


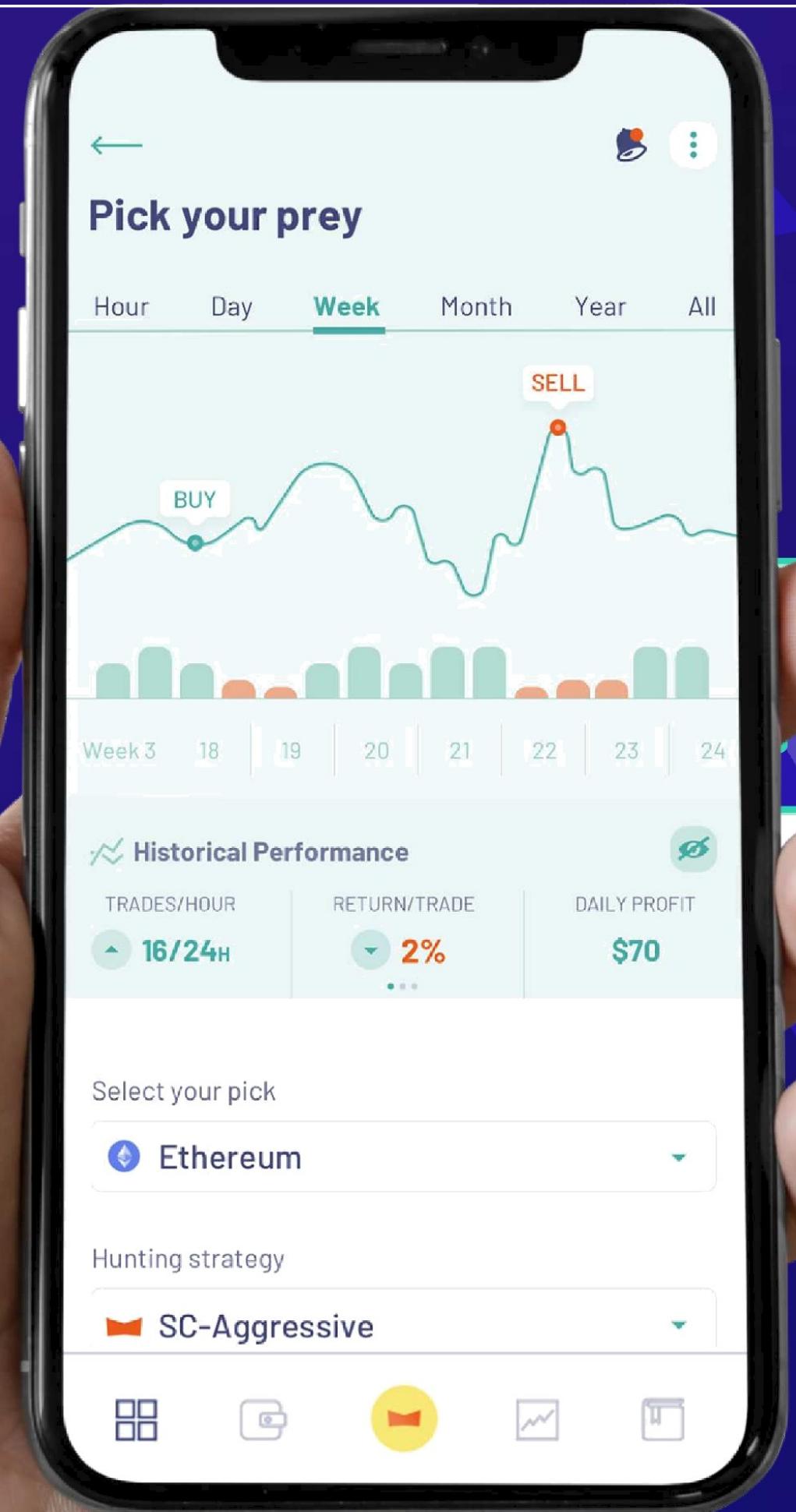
Who in the world am  
I?

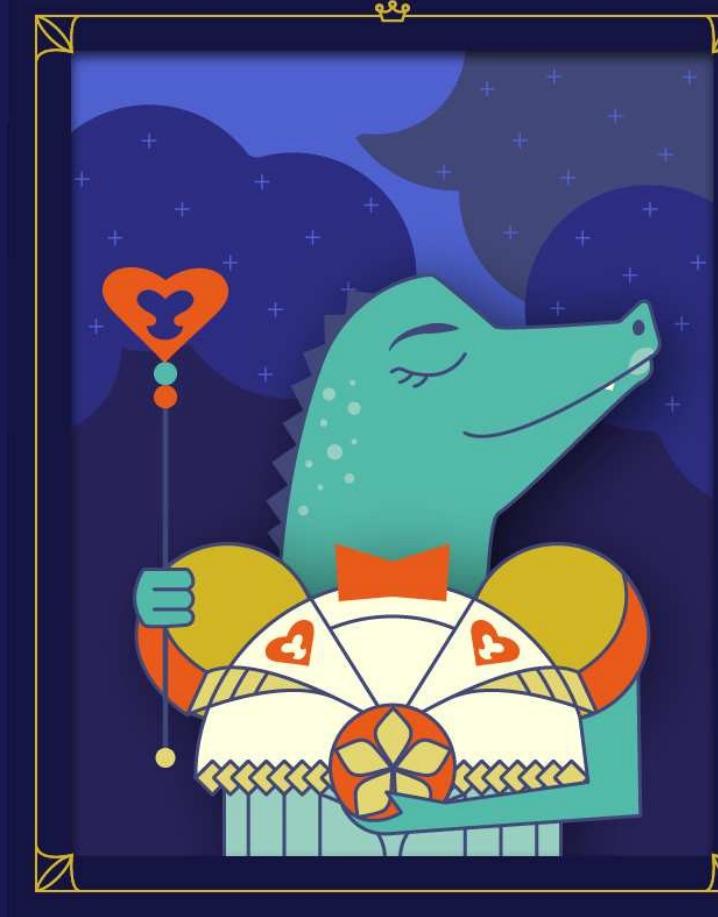
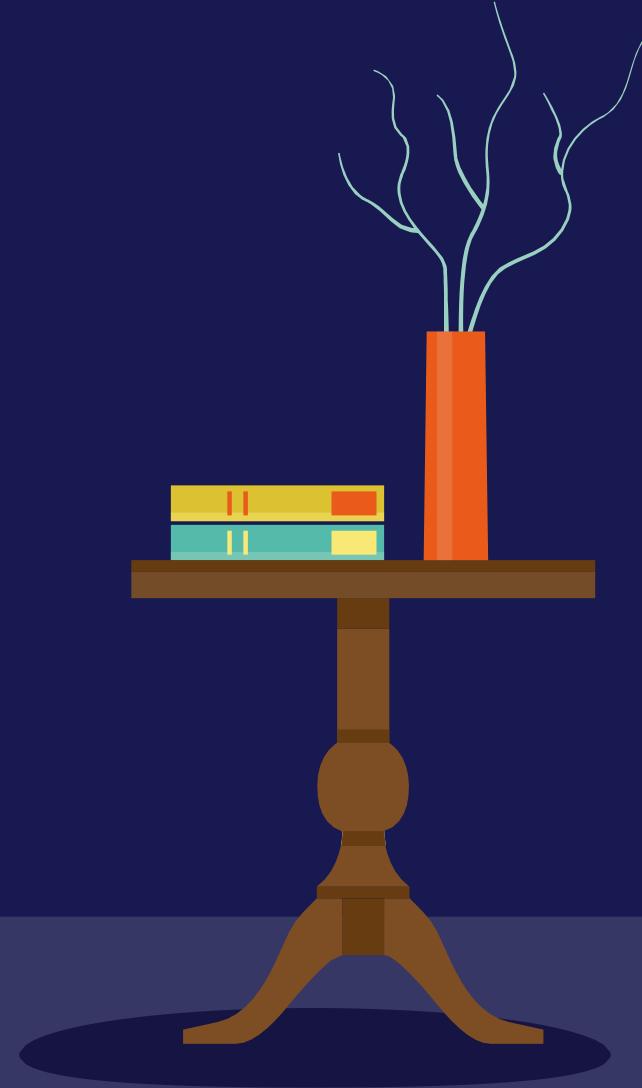
Ah, that's the great  
puzzle.

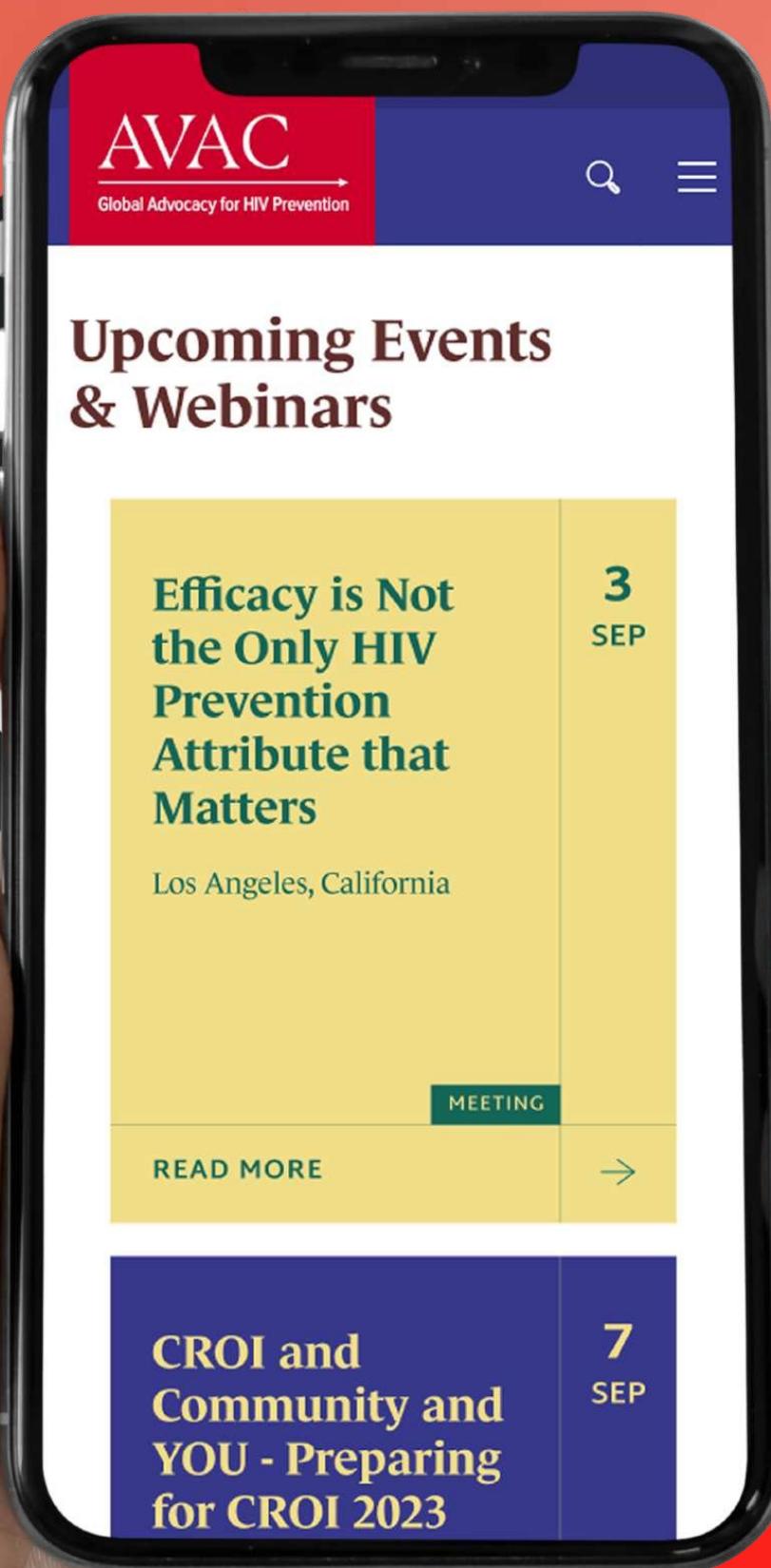
Alice in Wonderland, Lewis Carroll









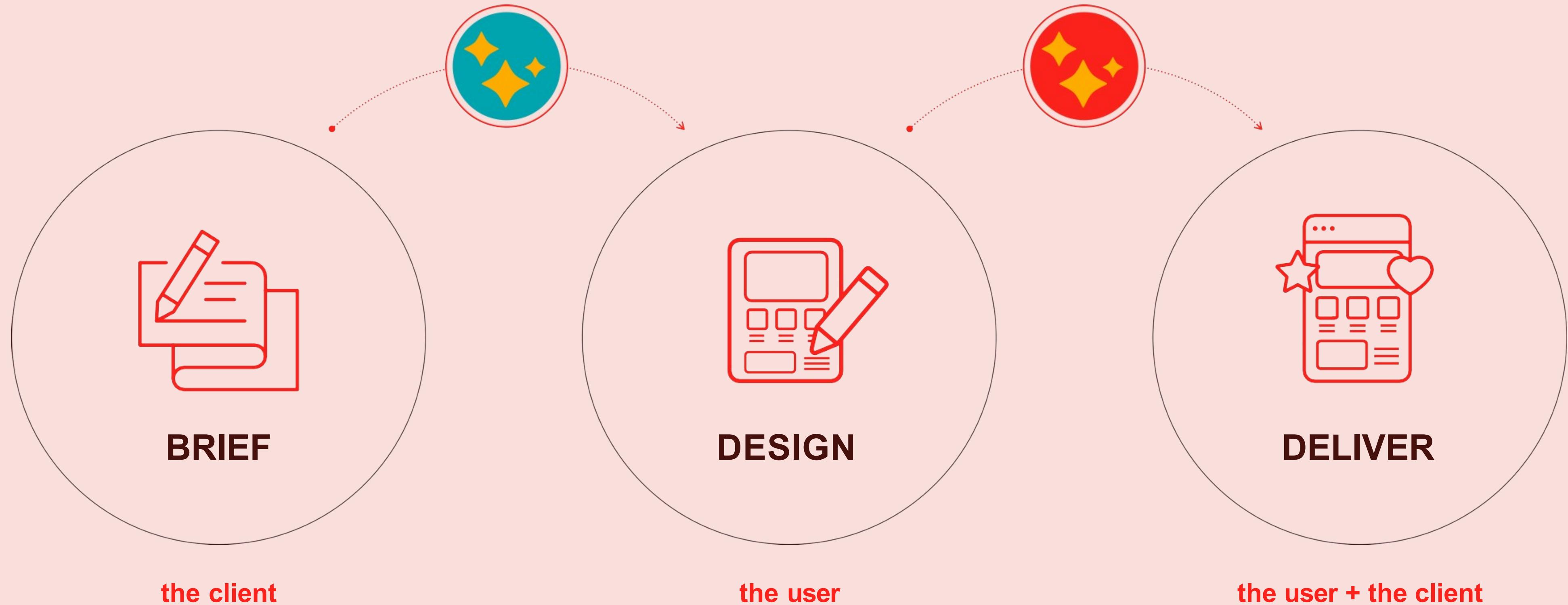


# Storytelling is a process



# User Storytelling Process for Designers

How designers can integrate storytelling in their design process.



**BRIEF**

# The Foundation

## **First encounter with the client.**

Gather all the essential information to create a comprehensive brief.

## **Craft the story's foundation.**

Write down the project's objectives, scope, and requirements. It's like the plot outline that sets the stage for everything that follows.



ue

# Fundamentals of Storytelling

01

## THE AUDIENCE

The main protagonist of your story.

02

## THE PURPOSE + RESOLUTIONS

The main reason behind your story and your protagonist's transformation.

03

## THE CHARACTERS

The components that the user engages with.

04

## THE INTERACTIONS

The interfaces that propel the action.

05

## THE CONTEXT

The rhythm of the story.

06

## THE EMOTIONS + TONE OF VOICE

The emotional connection with the audience.



# Tell me about your project!

**Who** is your brand/project for?

**What** is your project about?

**Why** are you designing it?

**How** do users interact with it?

**Where** do you use it?

**How** should the user feel?

**Audience:**  
**Users**

**The Characters:** **Product / Brand / Service**

**The Purpose + Resolutions:** **Mission /**

**Vision** **The Interactions:** **Functionalities /**

**Features** **The Context:** **Platforms / Medium**

**The Emotions + Tone of Voice:** **Emotional connection**

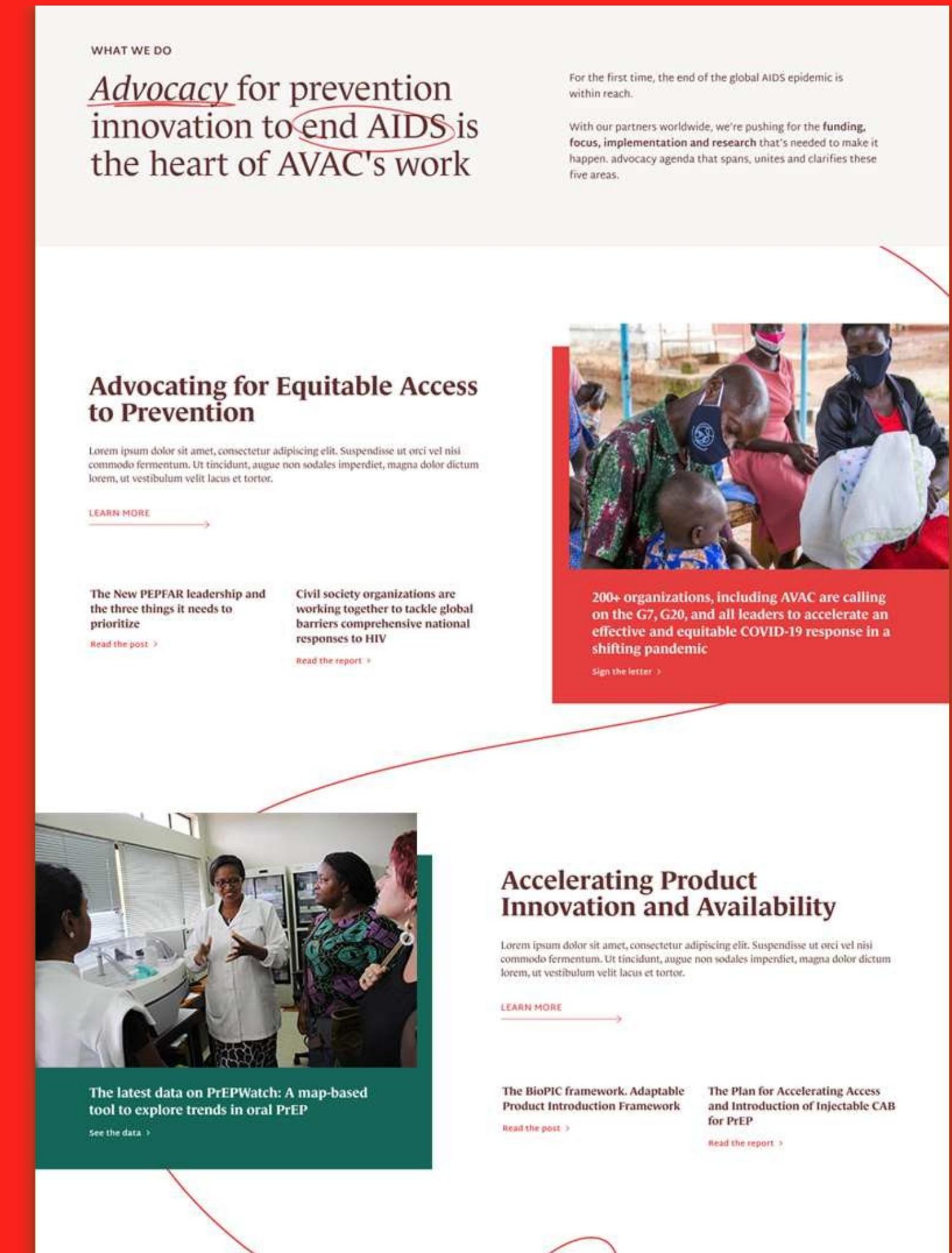


# AVAC

Redesign of the organisation's digital presence



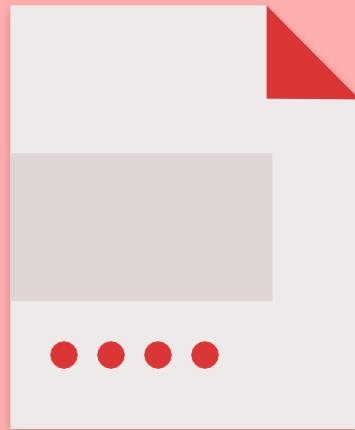
The homepage features a large image of a woman smiling while holding a young child. To the left, a prominent call-to-action reads: "We can solve the HIV prevention crisis together." Below this, a red box contains the text: "Our mission is to accelerate the ethical development of effective HIV prevention options and ensure access to those options for everyone who needs them as part of a comprehensive and integrated path to global health equity." A circular arrow points from this text to a red box labeled "OUR APPROACH". Inside this box, the text reads: "The solution will depend on *science* and putting *people* first." At the bottom, a section titled "Featured Resources" displays three cards: "A Plan for Accelerating Access and Introduction of Injectable CAB for PrEP" (Issue Brief, July 2022), "What Matters Right Now for Rolling Out the Ring and Injectable PrEP?" (Podcast, March 7, 2022), and "PrEP Communications Accelerator: a digital demand creation tool for sub-Saharan Africa" (Presentation, February 21, 2022).



The "WHAT WE DO" page has a header: "Advocacy for prevention innovation to end AIDS is the heart of AVAC's work". Below this, a section titled "Advocating for Equitable Access to Prevention" includes a photo of people in a community setting. Text: "The New PEPFAR leadership and the three things it needs to prioritize" and "Civil society organizations are working together to tackle global barriers comprehensive national responses to HIV". Another section titled "Accelerating Product Innovation and Availability" shows a photo of people in a laboratory or office setting. Text: "The latest data on PrEPWatch: A map-based tool to explore trends in oral PrEP" and "The BioPIC framework: Adaptable Product Introduction Framework".

# AVAC

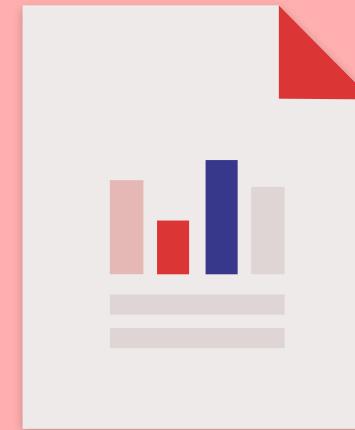
Redesign of the organisation's digital presence



Presentation



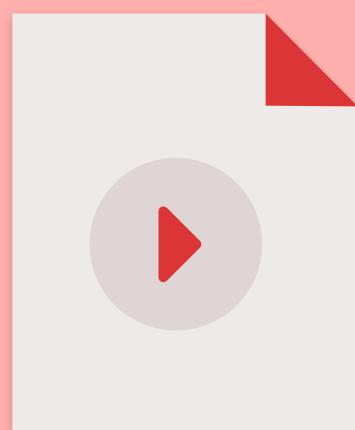
Article



Factsheet



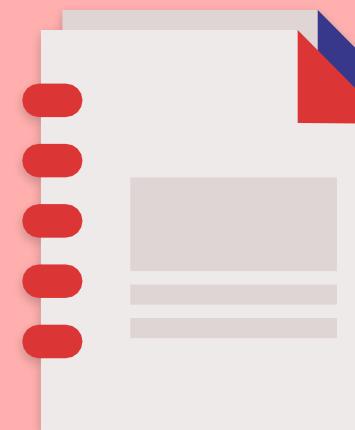
PX Wire



Video



Newsletter



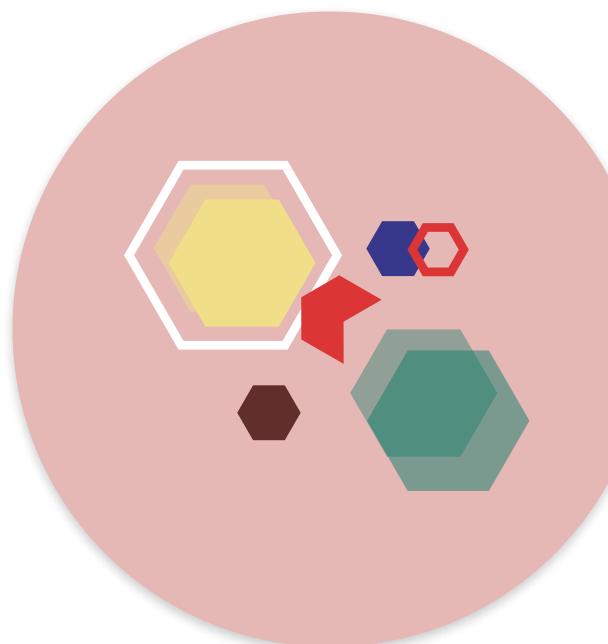
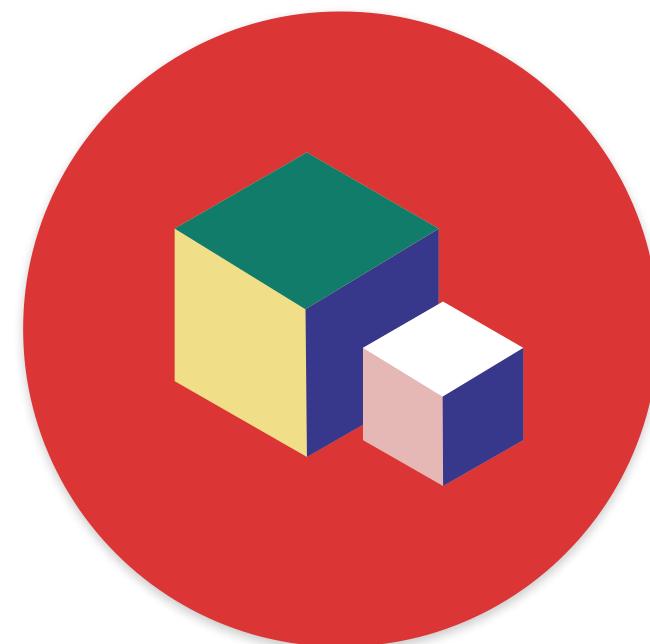
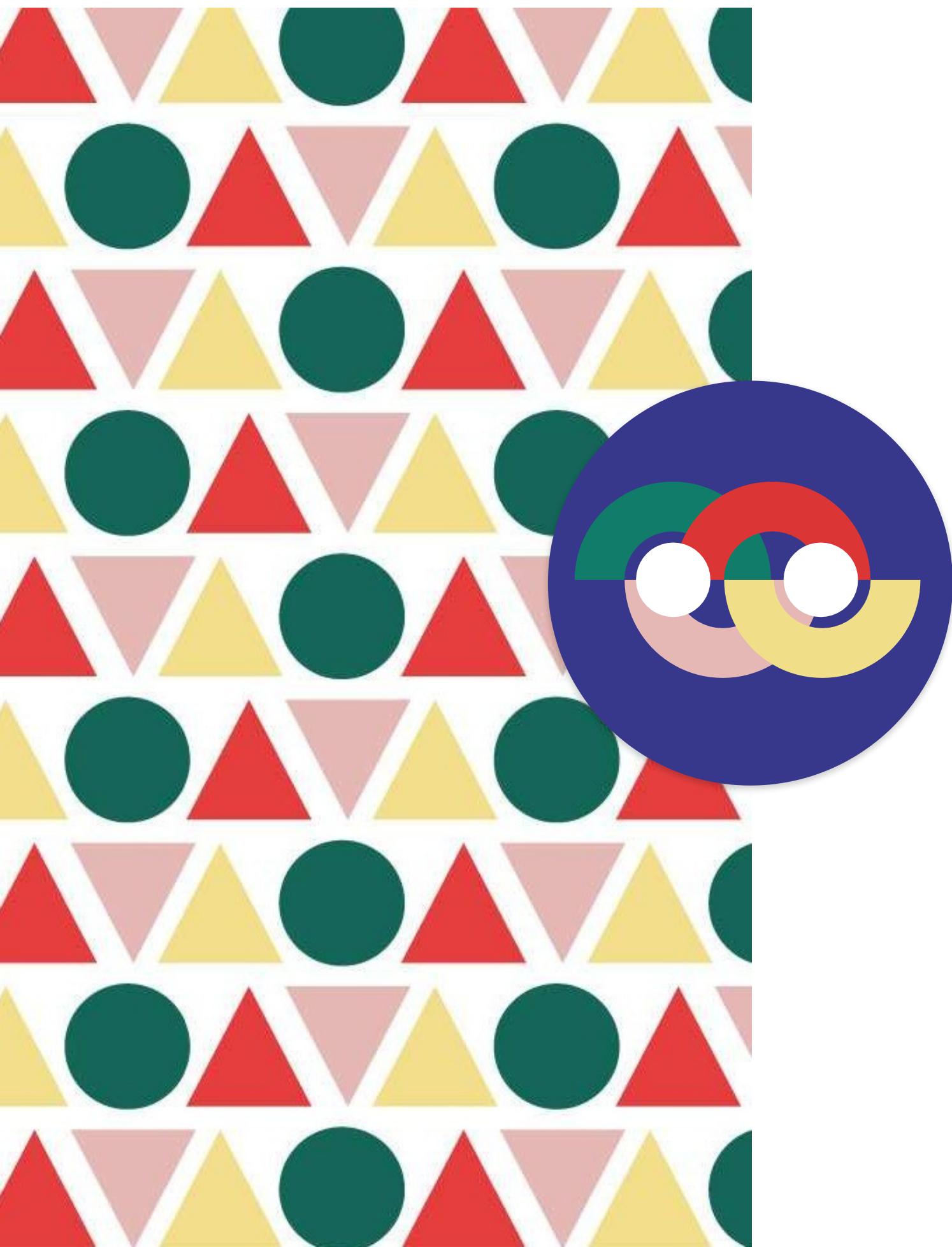
Brochure



Blog Post

# AVAC

Redesign of the organisation's digital presence



**DESIGN**

# Buildin the Narrative

Storytelling is a Process

## **Start with the user.**

Focus on the audience, understanding their needs, goals, and pain points.

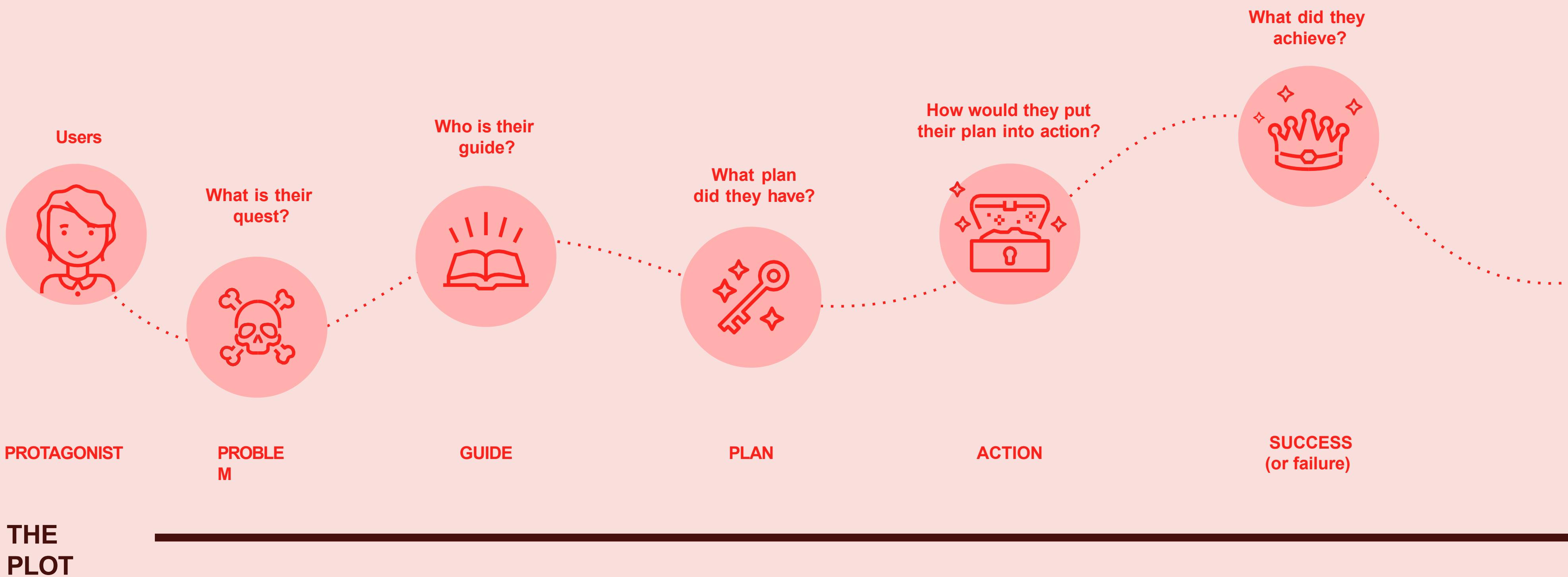
## **Map out the user journey as a story.**

Storytelling helps us visualize the users' journey and how they will interact with our product.



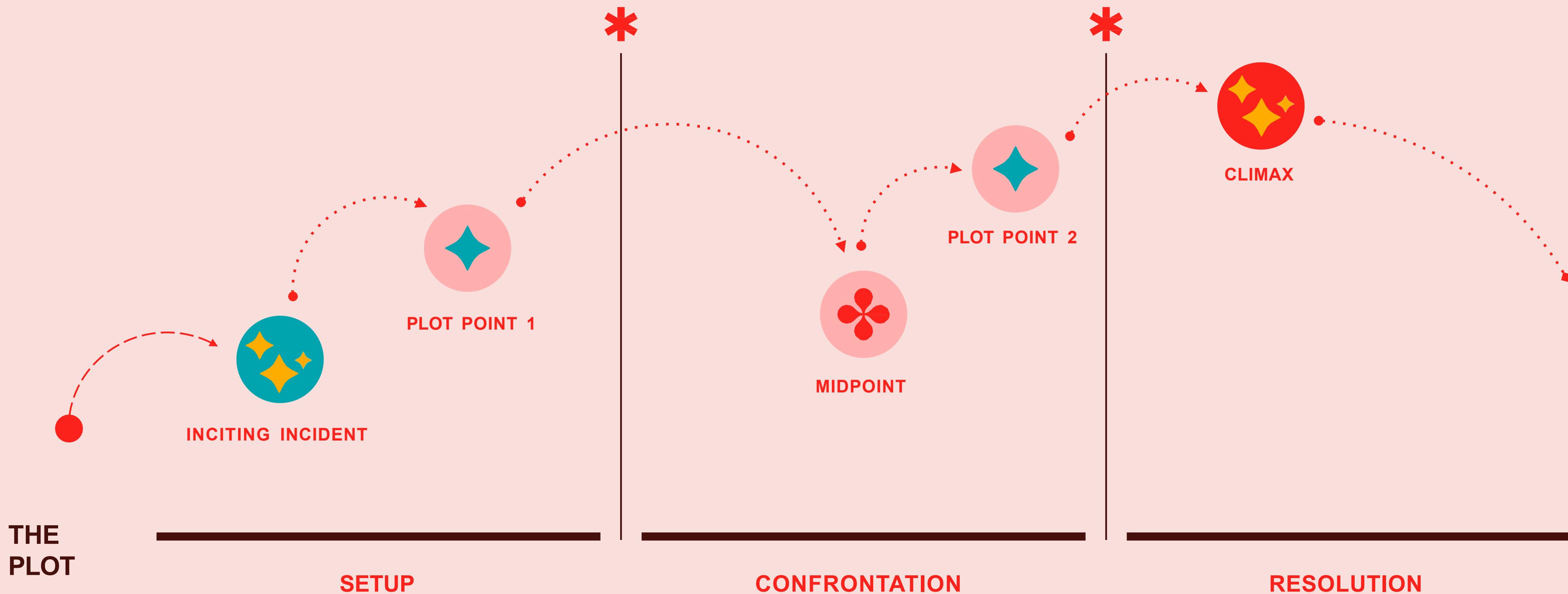
# User Structure of a Story

Based on Donald Miller's StoryBrand structure.



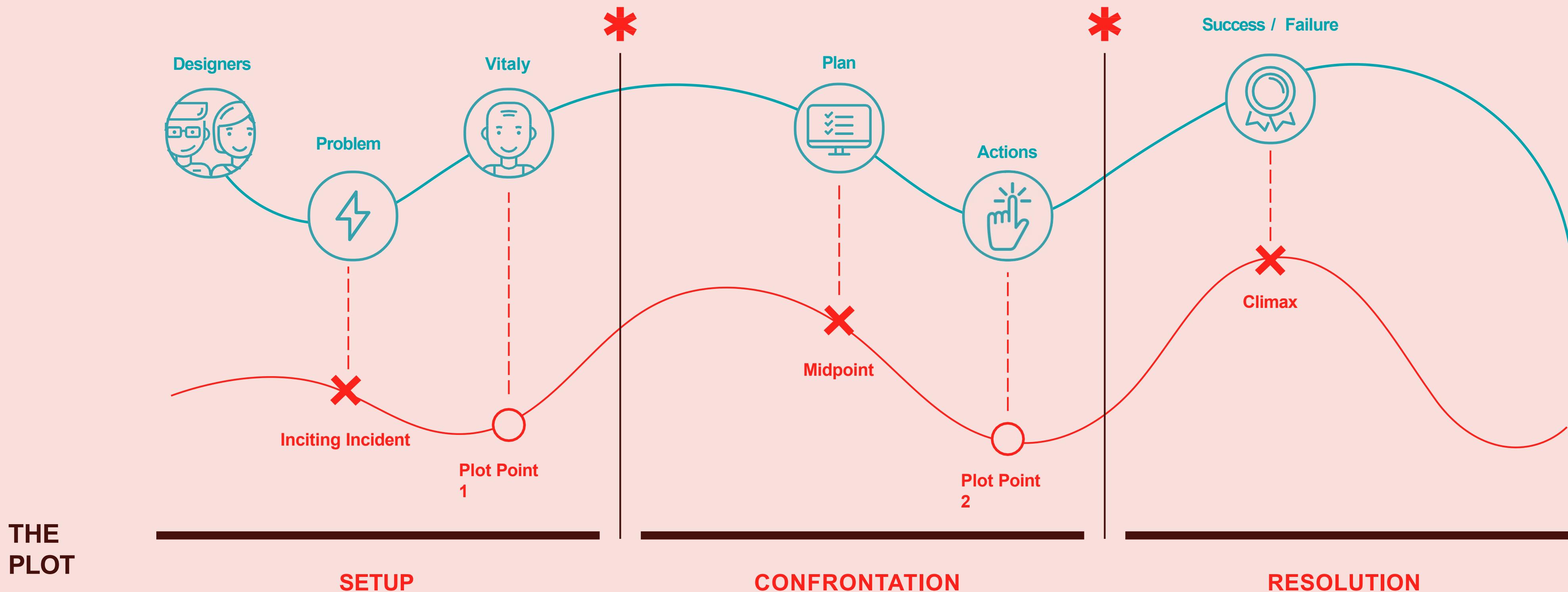
# Use Narrative Structure

Based on Aristotle's three-act structure



# Use Narrative Structure for Digital Products

Smart Interface Design Patterns



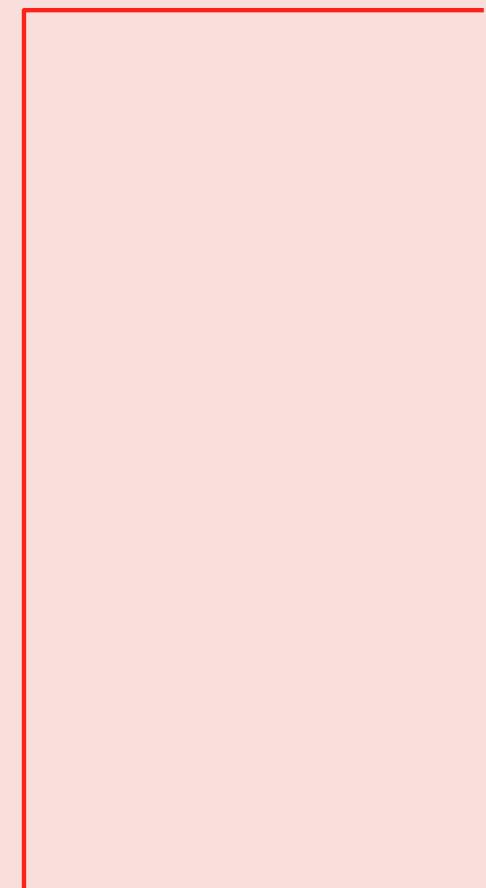
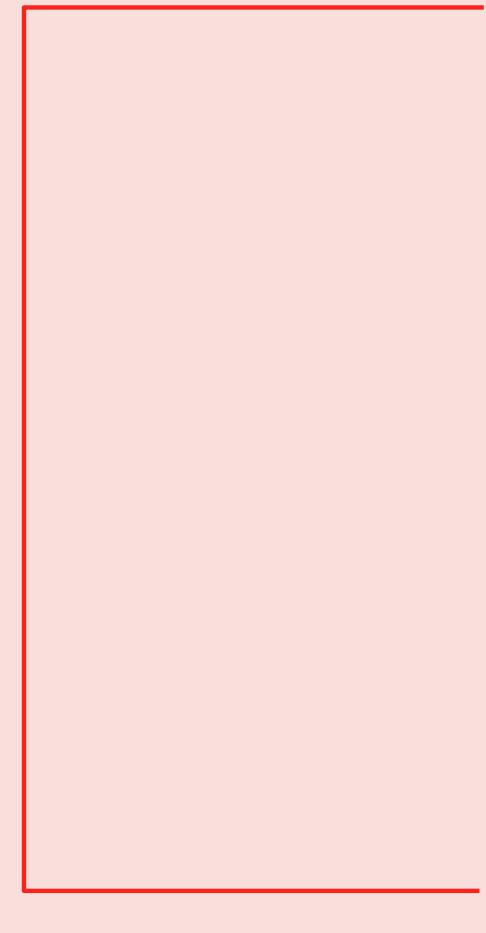
# Landing Page for Smart Interface Design Patterns

<https://smart-interface-design-patterns.com/>

OPENING  
SCENE

MIDDLE  
SCENE

Storytelling is a Process



The landing page features a dark blue background with white and light blue text. At the top left is the logo 'SMART INTERFACE DESIGN PATTERNS with Vitaly Friedman'. To the right are links for 'About the Course', 'Table of Contents', 'Free Preview', and 'Blog'. The main title 'SMART INTERFACE DESIGN PATTERNS' is centered in a large, stylized font, surrounded by icons like a gear, a lightbulb, and a brain. Below the title is a circular graphic with the text 'VIDEO COURSE WORKSHOP' at the top and 'with VITALY FRIEDMAN' at the bottom. To the right is a red button with the text 'Get the course! 10h video + live UX training Starts at \$275'. Below the title, there's a summary: '100 Smart Interface Design Patterns & Live Examples. 10h Video + UX Training.' followed by '35 video lessons + 4-weeks UX training. For UI/UX designers and front-end developers.' A dashed red line marks the transition from the opening scene to the middle scene. At the bottom, there's a sign-up form with fields for 'YOUR EMAIL' (e.g. meow@garfield.com) and a 'Subscribe' button. To the right is a video thumbnail showing a man speaking on stage, with the text 'Vitaly Friedman Designing web design with front-end tools' and 'Nordic.js'. Below the video are sections for 'Guidelines & best practices for common components in modern interfaces.' and 'Inventing a new solution for every problem takes time, and too often it's just unnecessary. We can rely on bulletproof design patterns to avoid issues down the line. This course helps with just that.' There's also a section about studying '100s of hand-picked examples' and 'complex navigation'.

End of opening scene

Beginning of middle scene



# Landing Page for Smart Interface

<https://smart-interface-design-patterns.com/>

MIDDLE SCENE

Storytelling is a Process

Get once, watch forever.  
New videos added  
regularly.

A growing library of video lessons & examples. With 35 lessons available now, and more added every few months.

Ideal for interface designers, UI engineers and developers who'd love to be prepared for complex UX challenges.

[Table of Contents →](#)



## 10h Video, Real-Life Examples, Checklists & Live Sessions.

With 100s of practical examples, guidelines, gotchas, checklists, takeaways & exercises – applicable to your project right away.

A full course with delicious design recipes, exquisite samples and reliable examples. Carefully hand-picked over 15 years:

- 100s of real-life examples
- 35 recorded video lessons
- Quality recordings & subtitles
- Live sessions and Q&A
- Up-to-date UI & UX checklists



## Add-on: Live UX training.

Deep-dive sessions with 1:1 feedback & UX certification.

In a 4-weeks sprint, you'll learn how to deal with **real-life UX challenges** from the ground up. You'll be designing **complex interfaces**, receive feedback and work with Vitaly and people around the world.

Every week, we'll host **2x2.5h-long** live sessions on:

- Real-life UX challenges,
- Live workshops and design workouts,
- UX deep dives and case studies,
- Design reviews and revisions
- Personal 1:1 feedback with Vitaly.

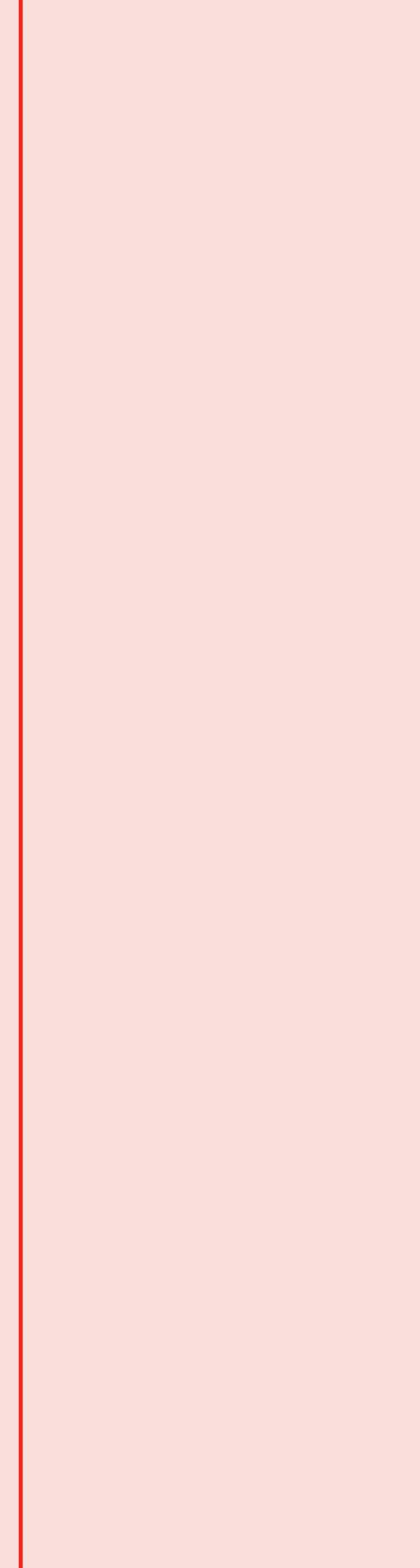


# Landing Page for Smart Interface

<https://smart-interface-design-patterns.com/>

MIDDLE SCENE

Storytelling is a Process



That's what these wonderful people say about the course!

Zara Cooper  
Software Developer  
"Years of design expertise!"

Brad Frost  
Web Designer, Front-End Developer  
"Best practices encyclopedial!"

Sara Soueidan  
Web UI and Design Systems Engineer  
"This course is a goldmine!"

Show more ↴

Smart Interface Design Patterns, curated by yours truly chef in charge, Vitaly Friedman.

My name is **Vitaly**, and over the last 15 years, I've been scouting the web for **reliable interface design patterns**. I was honored to be involved in design and testing first-hand, studying solutions that worked well or failed miserably. All these **learnings and insights** from all these years are now collected in this video course.

Over the years, I was wearing many hats, as designer and as developer, being involved in UX, interface design, usability testing and performance optimization.

I love our wonderful community, and so love writing **articles about the web**, speaking, workshopping and teaching. I'm the editor-in-chief and creative lead of **Smashing Magazine**. In my spare time, I'm a front-end & UX consultant in Europe and abroad, working with big and small companies and organizations, such as European Parliament, Haufe-Lexware, Axel-Springer and others.

[Twitter](#) — [LinkedIn](#)

vitaly@smashingconf.com

. End of middle scene

# Landing Page for Smart Interface

<https://smart-interface-design-patterns.com/>

CLOSING SCENE

Storytelling is a Process

Over the years, I was working many jobs, as designer and developer, being involved in UX, interface design, usability testing and performance optimization.

I love our wonderful community, and so love writing [articles about the web](#), speaking, workshopping and teaching. I'm the editor-in-chief and creative lead of [Smashing Magazine](#). In my spare time, I'm a front-end & UX consultant in Europe and abroad, working with big and small companies and organizations, such as European Parliament, Haufe-Lexware, Axel-Springer and others.

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End of middle scene

Beginning of closing scene

End of closing scene



Simple prices, no surprises.  
Buy once, access forever.



Sous chef \$275

Video library only

- 100s of real-life examples
- 35 video lessons (total 10h)
- 5 new videos every year
- Quality recordings (incl. English captioning)
- Life-time access to all videos, slides and checklists
- Credit cards, PayPal, bank transfer

Get the course!  
Happy birds (1 left) \$275



Master chef \$549

Video library + UX training

- 100s of real-life examples
- 35 video lessons (total 10h)
- 5 new videos every year
- Quality recordings (incl. English captioning)
- Life-time access to all videos, slides and checklists
- Live UX training (4 weeks) with hands-on UX challenges (next: Nov 2024)
- Slack channel for 1:1 feedback
- Answers to all your questions
- UX certification
- Credit cards, PayPal, bank transfer

Get the course!  
Early-bird tickets (2 left) \$549



License for a larger team? Pay per invoice?

Want to bring your entire team on board? **That's a smart choice!** For team licenses, [wire transfers](#) and [VAT invoices](#), please [get in touch with Vitaly](#), and get full access and certification for your entire team.



Still hungry?

Subscribe to get friendly and semi-regular tips around design and UX.

YOUR EMAIL

e.g. meow@garfield.com

Contact Vitaly

Interested in a [public](#) or [in-house](#) workshop on interface design, UX, or front-end? You are in the right place. [Reach out via email](#) and we can arrange something in no time, be it training, audit, consultancy, workshop or talk!

vitaly@smashingconf.com

**DELIVER**

# Create a lasting impression

## **Present ideas, persuasively.**

Storytelling allows us to frame our concepts in a way that resonates emotionally, making our proposals more compelling.

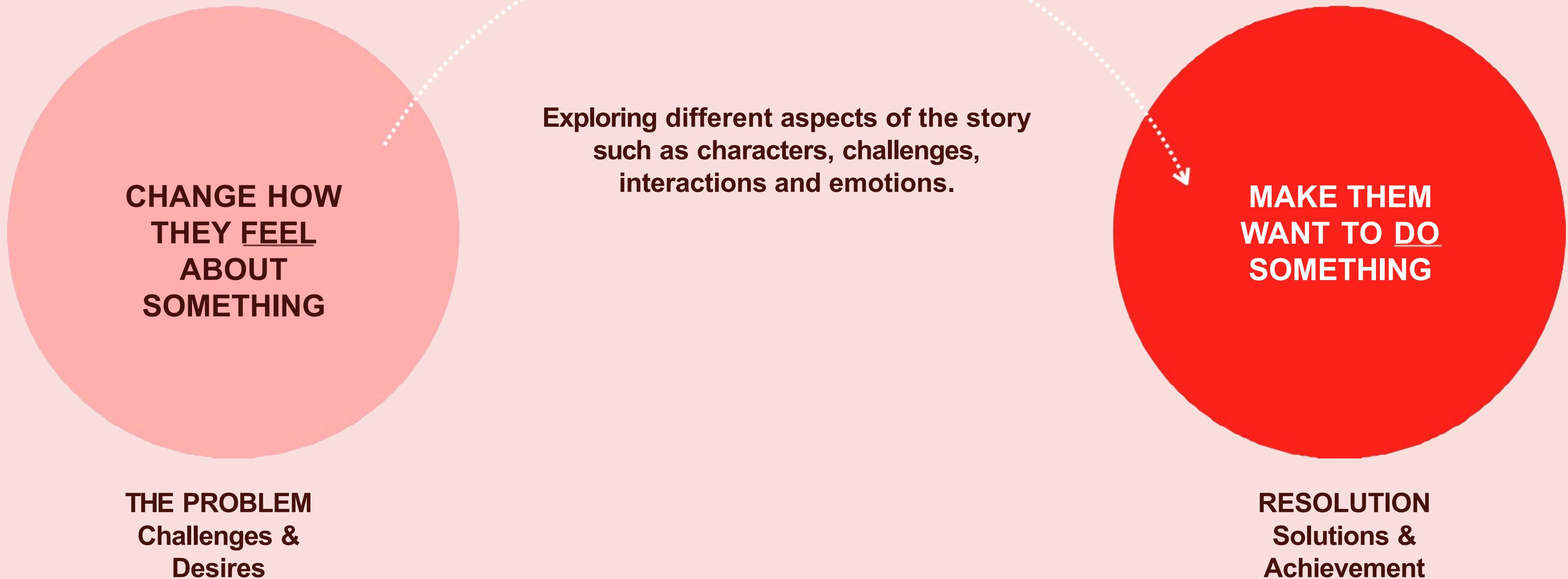
## **Connect with the end users.**

Creating an emotional connection is what transforms a good design into a memorable experience.



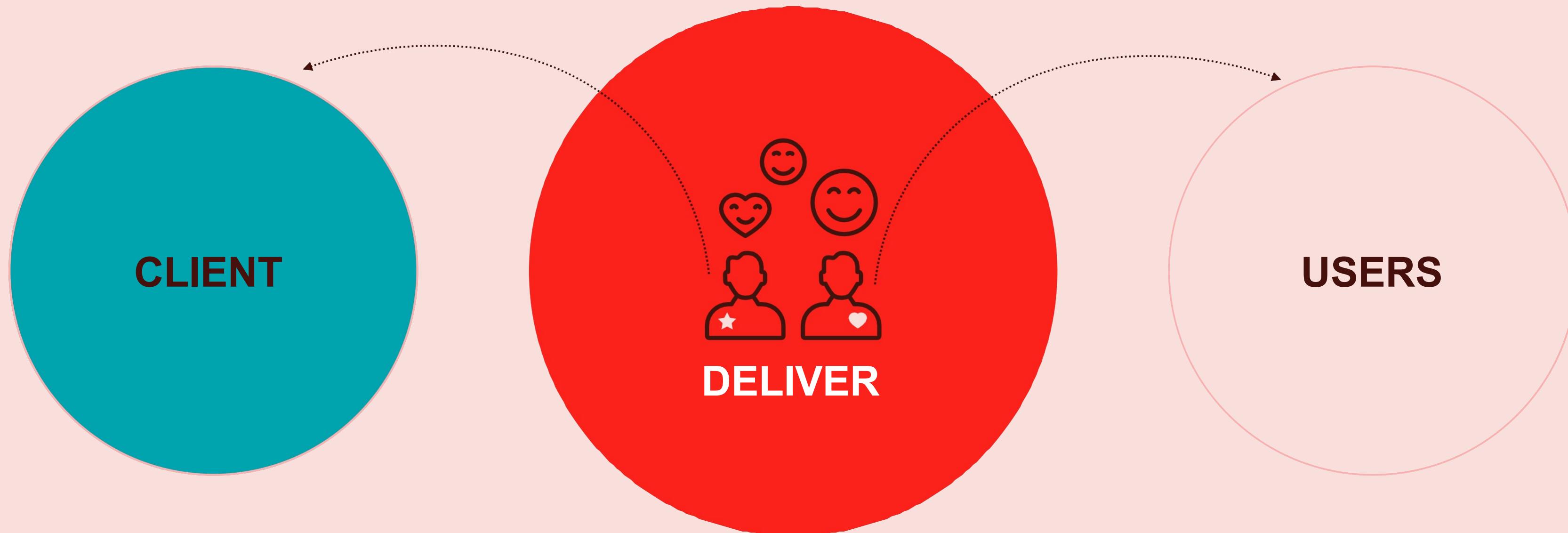
# The Transformative Journey

Understanding the character arc



# Consider your audience

Understanding their goals and needs



# The The **why** of the story. **purpose**

Storytelling is a Process



## To sell

**Sell or validate a product or service** against others in the market.



## To motivate

**Offer compelling and appealing solutions**, ideas, products, and services that can make a positive impact on one's life.



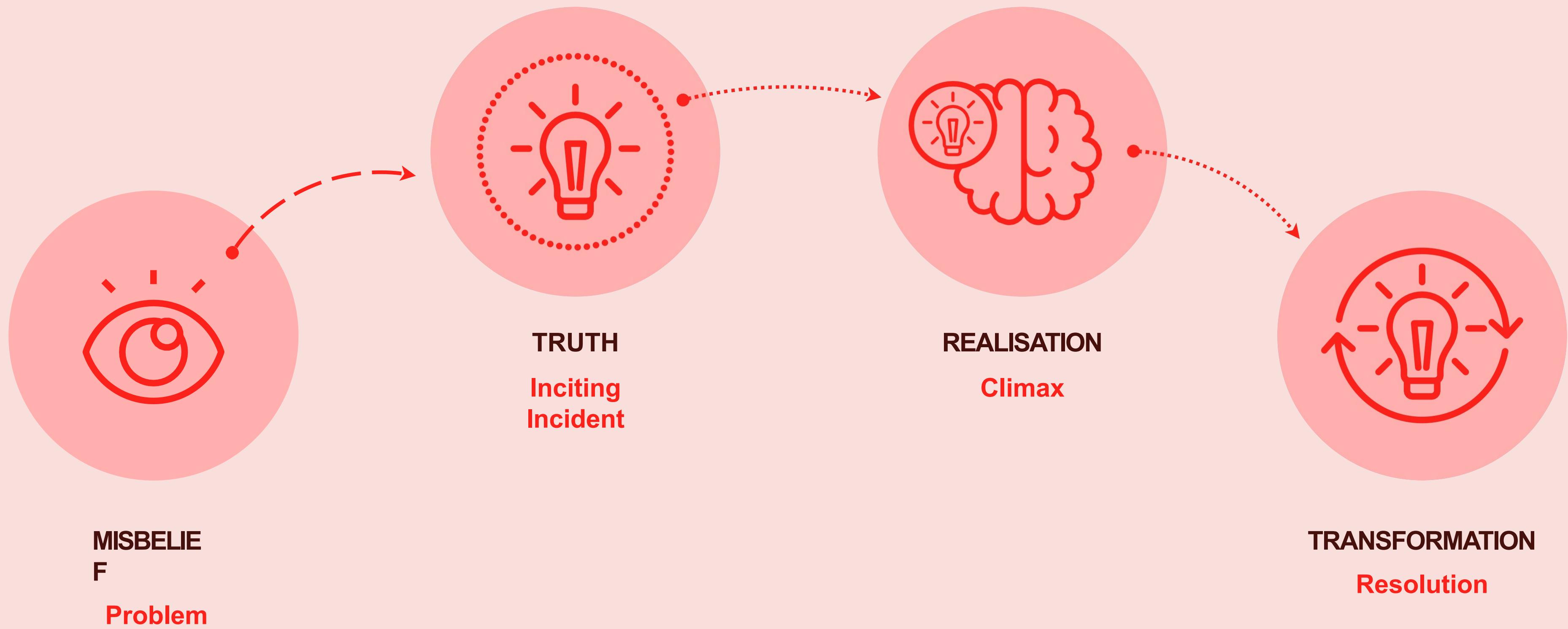
## To persuade

**Present intangible concepts** like values and thinking processes through stories.



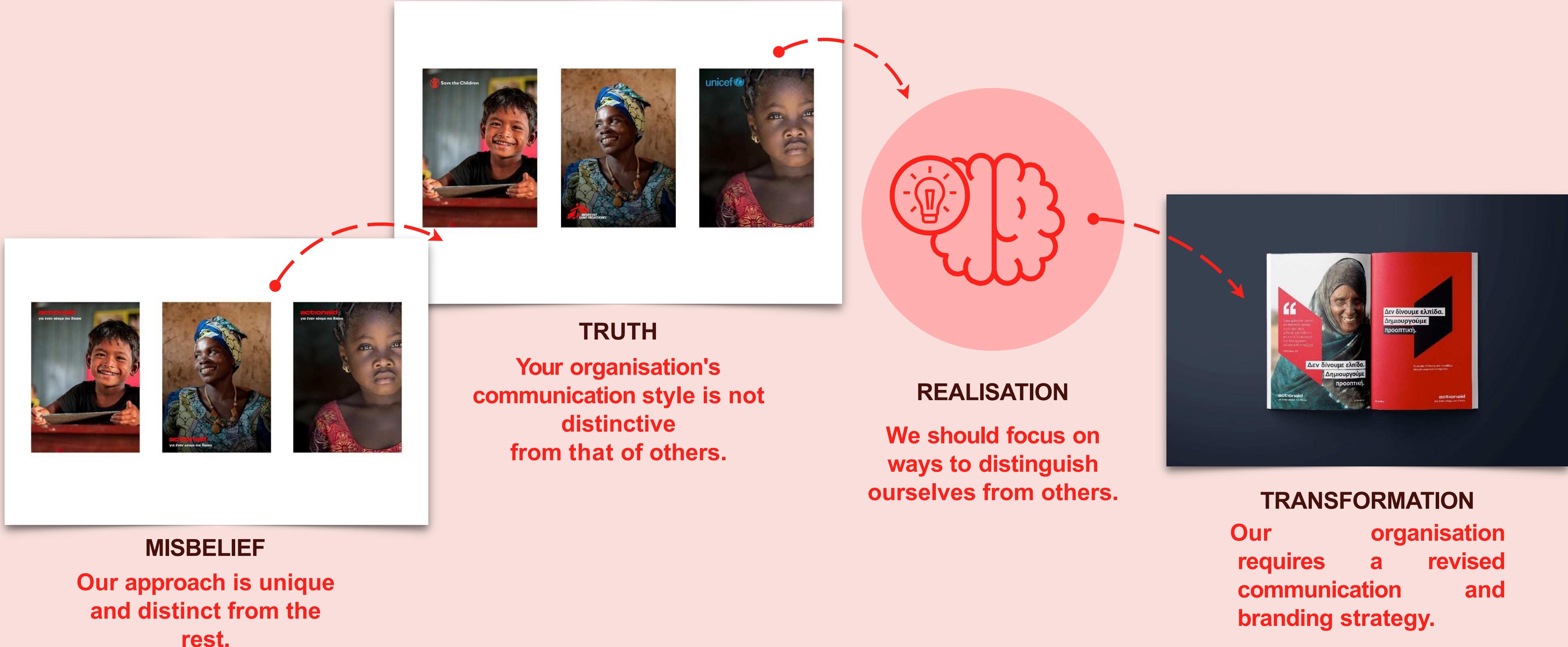
# A Journey of Transformation

Four steps to persuade, “engage” and change “minds” according to Lisa Cron (Story or Die)



# To persuade the organisation to rebrand

ActionAid Hellas (2021)



# To motivate investors to fund the product

After App (2021)

ARTHUR'S STORY

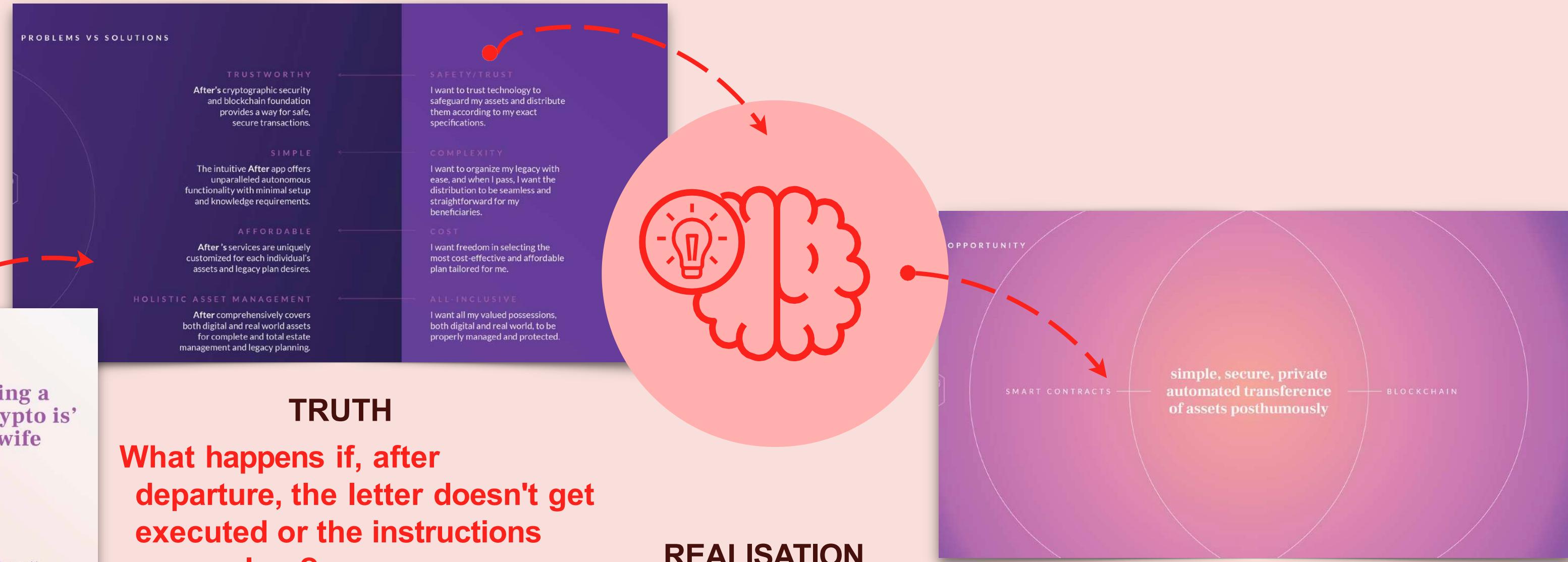
Literally writing a 'where the crypto is' letter for my wife

Arthur, 34 years old  
Technical engineer at Sonos HQ  
Boston, MA  
Annual income: 223k  
Married, 2 children.

THE PROJECT

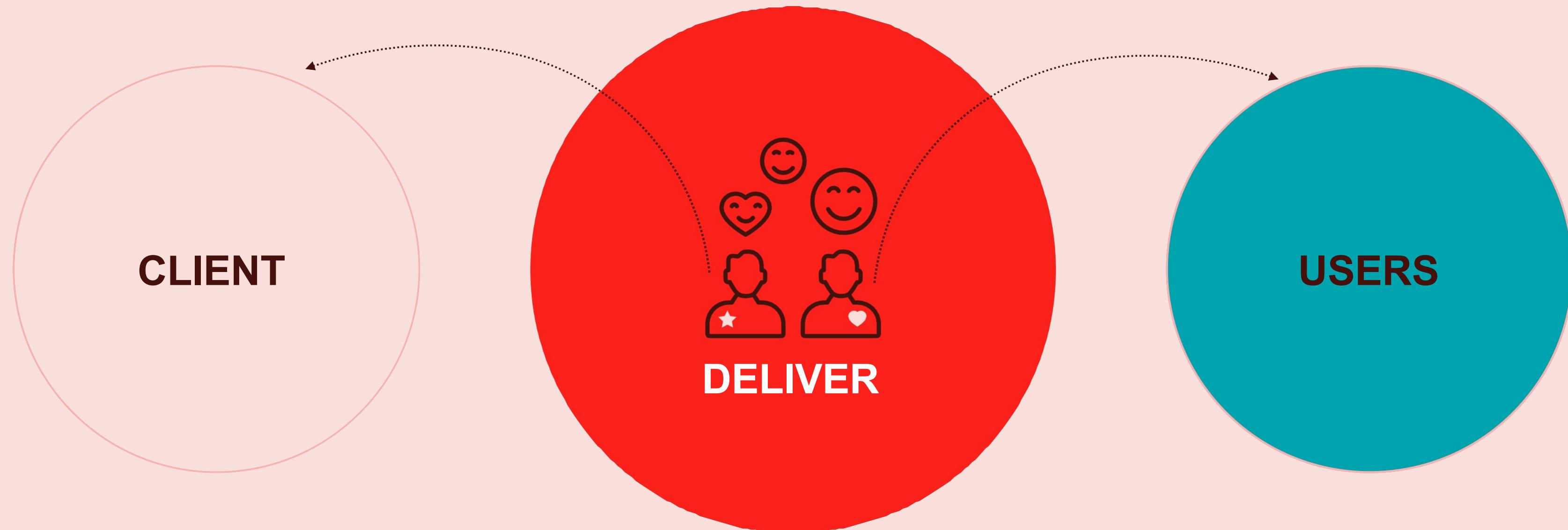
## MISBELIEF

All my valued possessions are properly managed and protected.



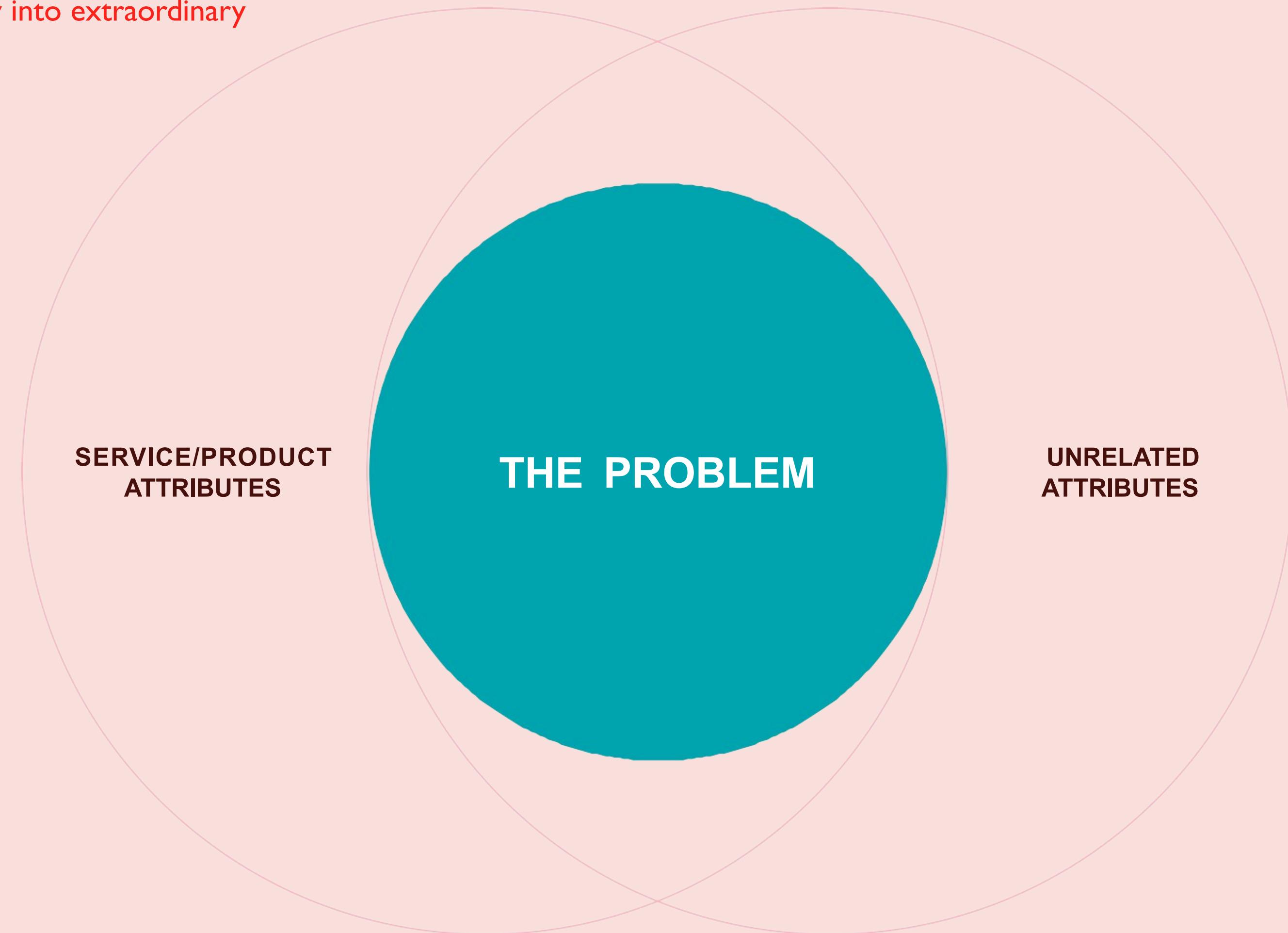
# Consider your audience

Understanding their goals and needs



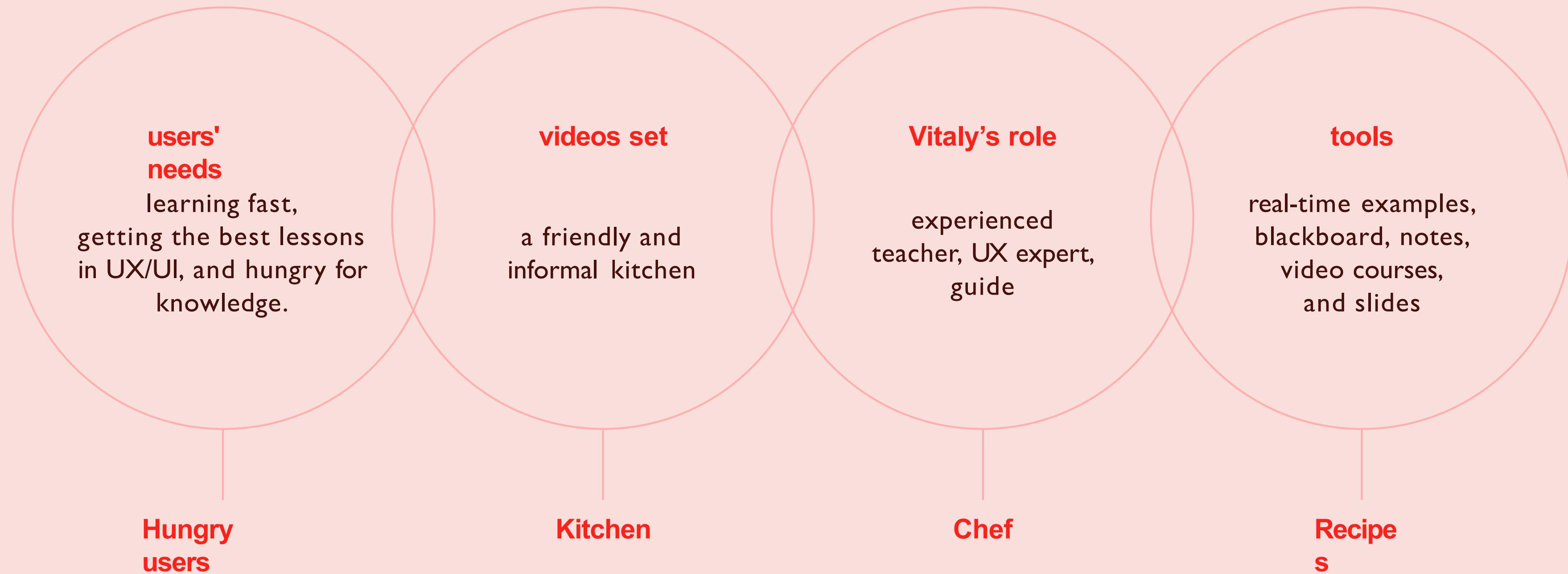
# Forced Connection

Transform the ordinary into extraordinary



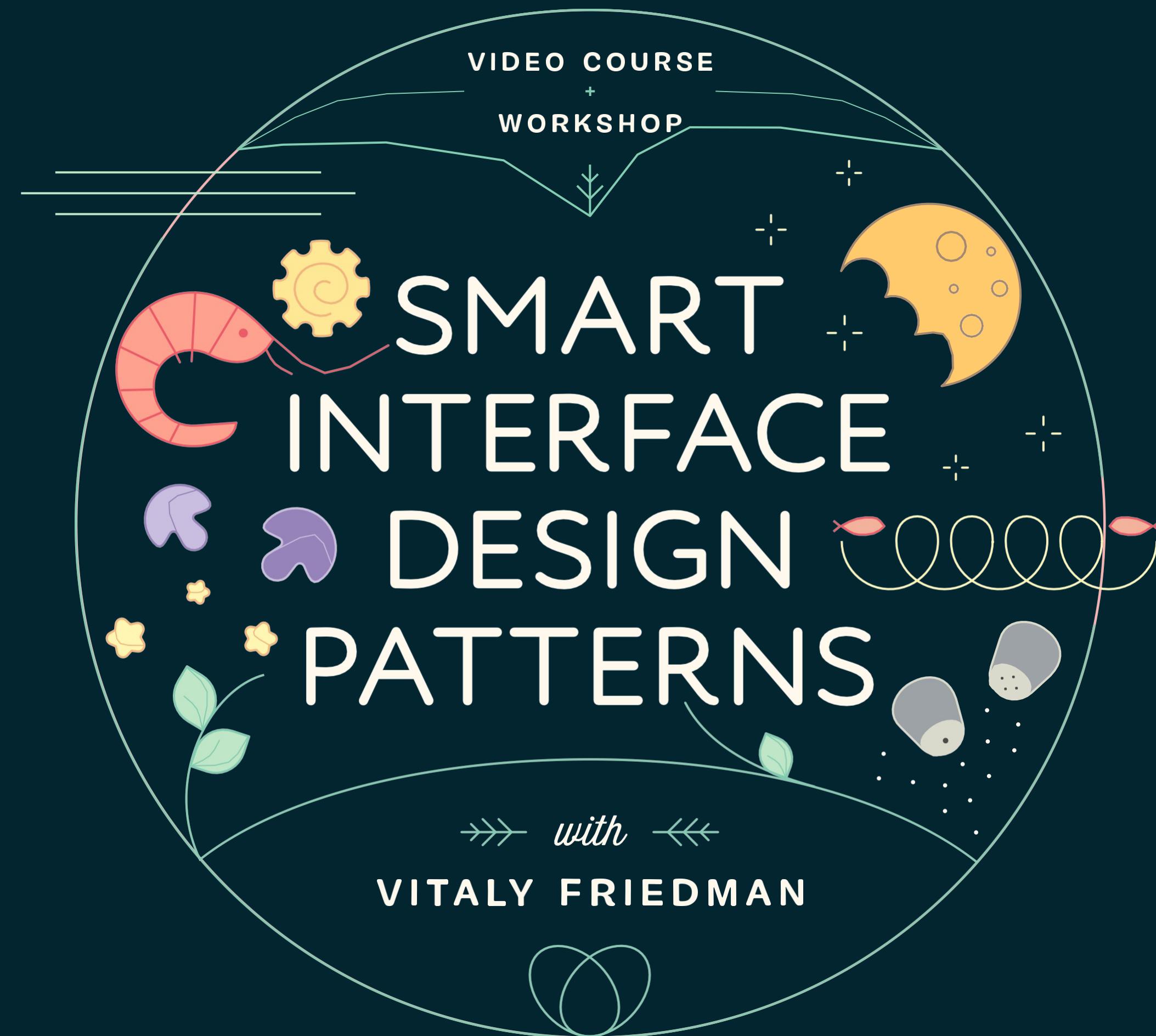
# Forced Connection

## Smart Interface Design Patterns



# Forced Connection

Smart Interface Design Patterns



# Forced Connection

## Smart Interface Design Patterns



# Forced Connection

Smart Interface Design Patterns



# Forced Connection

## Smart Interface Design Patterns



“One of the deep secrets of life is  
that all that is really worth the  
doing is what we do for others.”

Alice in Wonderland, Lewis Carroll

# Online Course

For Beginner UX Designers and Storytellers



UX Narrative Web  
Storytelling applied  
to UX/UI design

Available on  
[Domestika.org](#)

[https://www.domestika.org/en/courses/4898/chiara\\_10](https://www.domestika.org/en/courses/4898/chiara_10)

Storytelling is a Process

# UX Sunday Tales Newsletter

Tips and Stories for Strategic



UX Sunday Tales

Subscribe to my my biweekly  
newsletter, to receive it in your inbox  
every two Sundays!

<https://www.untilsunday.it>



To be  
continued.

There is so much more I'd love to  
**share with you about storytelling!**  
Please follow me for the latest insights, on:

Instagram: **@UntilSundayAgency**

LinkedIn: **Chiara Aliotta**

Medium: **chiara-aliotta.medium.com**

**[www.untilsunday.it](http://www.untilsunday.it)**

