

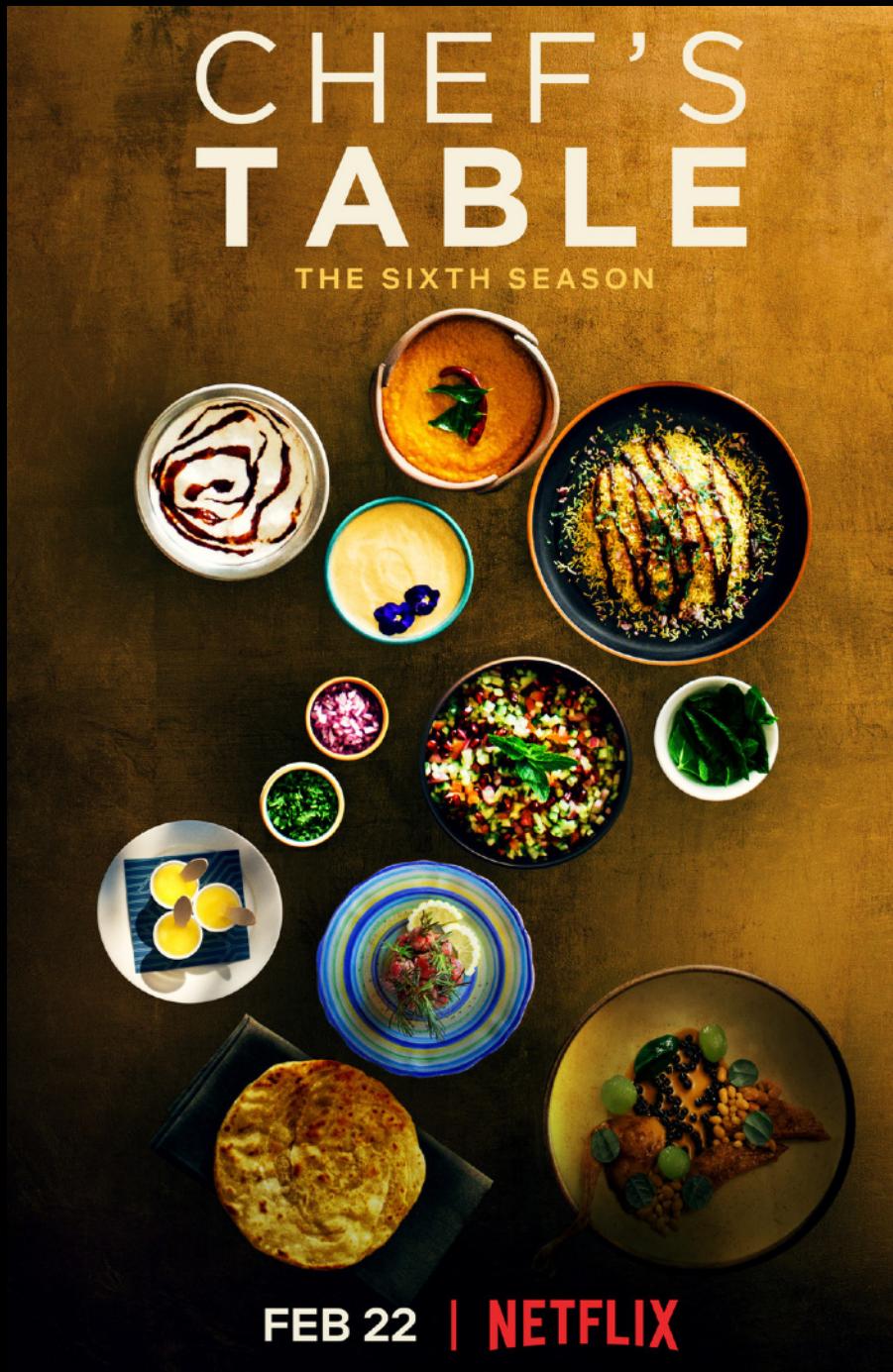
Storytelling

PixelUp!

Stuart Wiener — September 2020



What role do stories play in our lives?



THE BOOK OF ABSORPTIONS



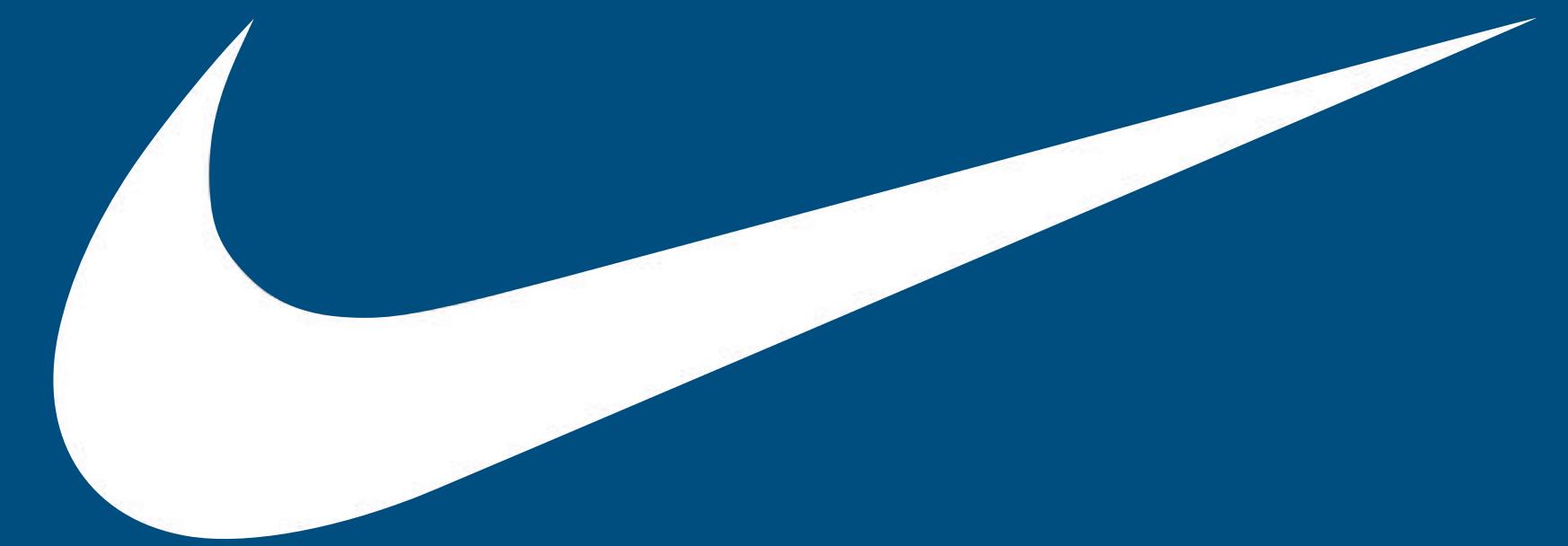
Aneta Pawlik



Ryan Sobey © 2020









What stories have shown up in your world recently?

1 obvious (news, series, movie, book etc)

1 not-so-obvious (product, hobby etc)

But what is a story actually?

**A story is a narrative
order that we create in
our minds to make sense
of the world**

**A story is a narrative
order that we create in
our minds to make sense
of the world**

**A story is a narrative
order that we create in
our minds to make sense
of the world**

**“No story lives
unless someone
wants to listen”**

- J.K. Rowling

**A story is a narrative
order that we create in
our minds to make sense
of the world**



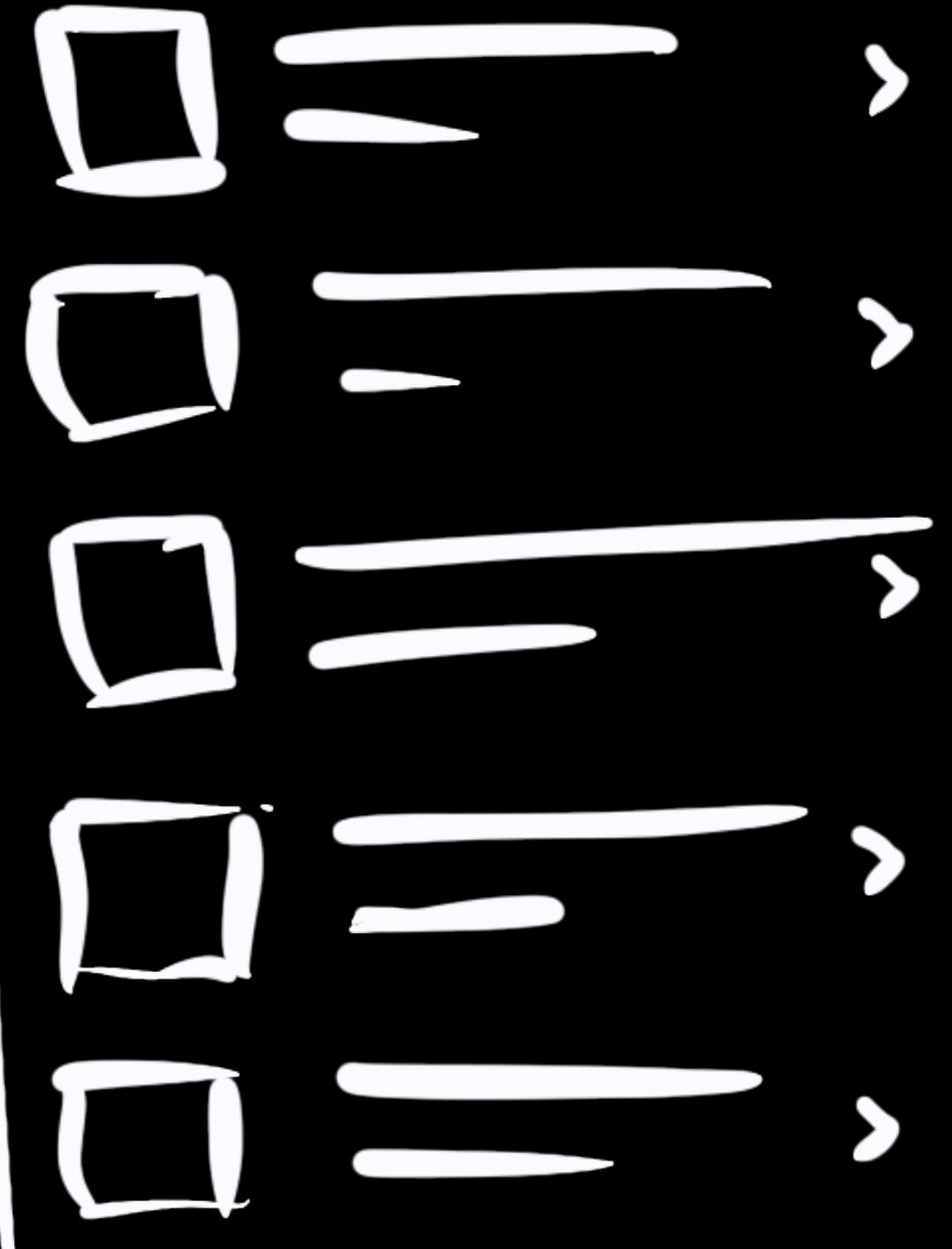
Stories are everywhere

**We make our stories and then
our stories make us**

**Imagine we decide that we need
more ice cream in our lives...**



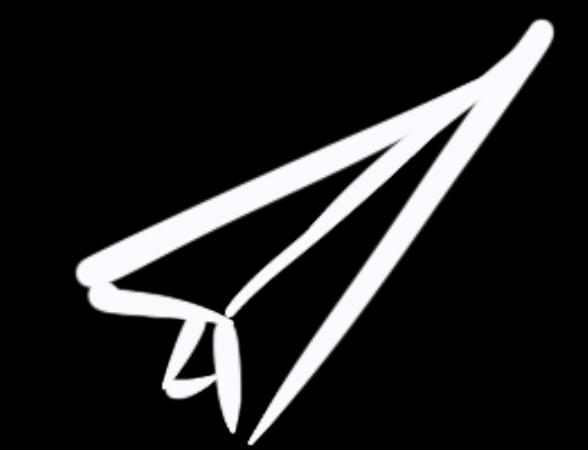
Ice Cream



Ice Cream



Yes!



Ice Cream
IS on the
way!

Yay!



**In 1 short sentence, describe a
story that have you made in
your design work recently?**

**“The most powerful person in
the world is the story teller.
The storyteller sets the vision,
values and agenda of an entire
generation that is to come.”**

- Steve Jobs

**There are 2 ways of
conceptualising the world...**

1. The inevitable view





Although after 2020...

“Hindsight bias... is the tendency for people to perceive past events as having been more predictable than they actually were”

- Wikipedia

Stocks

Search

BTCUSD=X

BTC/USD

17 197,52 -1 535

1D 1W 1M 3M 6M 1Y 2Y 5Y 10Y ALL

Open	High	Low	Vol	52W H	52W L	Yield
18 732,12	17 196,06	11 057,01	0	18 581,14	5 331,84	-
			P/E			Beta
			Mkt Cap			EPS
				Avg Vol	0	

[More Data from Yahoo](#)

BUSINESS NEWS From Yahoo

- BTCUSD=X** 17 197,52
- BTC/USD** -1 535
- ETHUSD=X** 520,82
- ETH/USD** -49,87
- LTCUSD=X** 69,83
- LTC/USD** -12,05
- ABSP.JO** 52 010,00
- Absa Bank Li...** -490,00
- AAPL** 116,03
- Apple Inc.** +0,86
- ZAR=X** 15,21
- USD/ZAR** +0,08
- GBPZAR=X** 20,31
- GBP/ZAR** +0,08
- EURZAR=X** 18,11
- EUR/ZAR** +0,09
- DOW J** 29 872,47
- Dow Jones Ind...** -173,77
- NKE** 135,54

YAHOO! Delayed Quote

CoinDesk Yes, You Can Spend Your Bitcoin This Black Friday 4h ago

CoinDesk Forget Boat Races, Oxford and Cambridge Students Are Competing at Crypto Trading 8h ago

CoinDesk OKEx Sees Biggest Bitcoin Outflow in 6 Months Soon After Resuming Withdrawals 11h ago

Schmuck Insurance Coinbase Goes Down Again as Bitcoin Price Action, Volatility Heat Up Again 6h ago

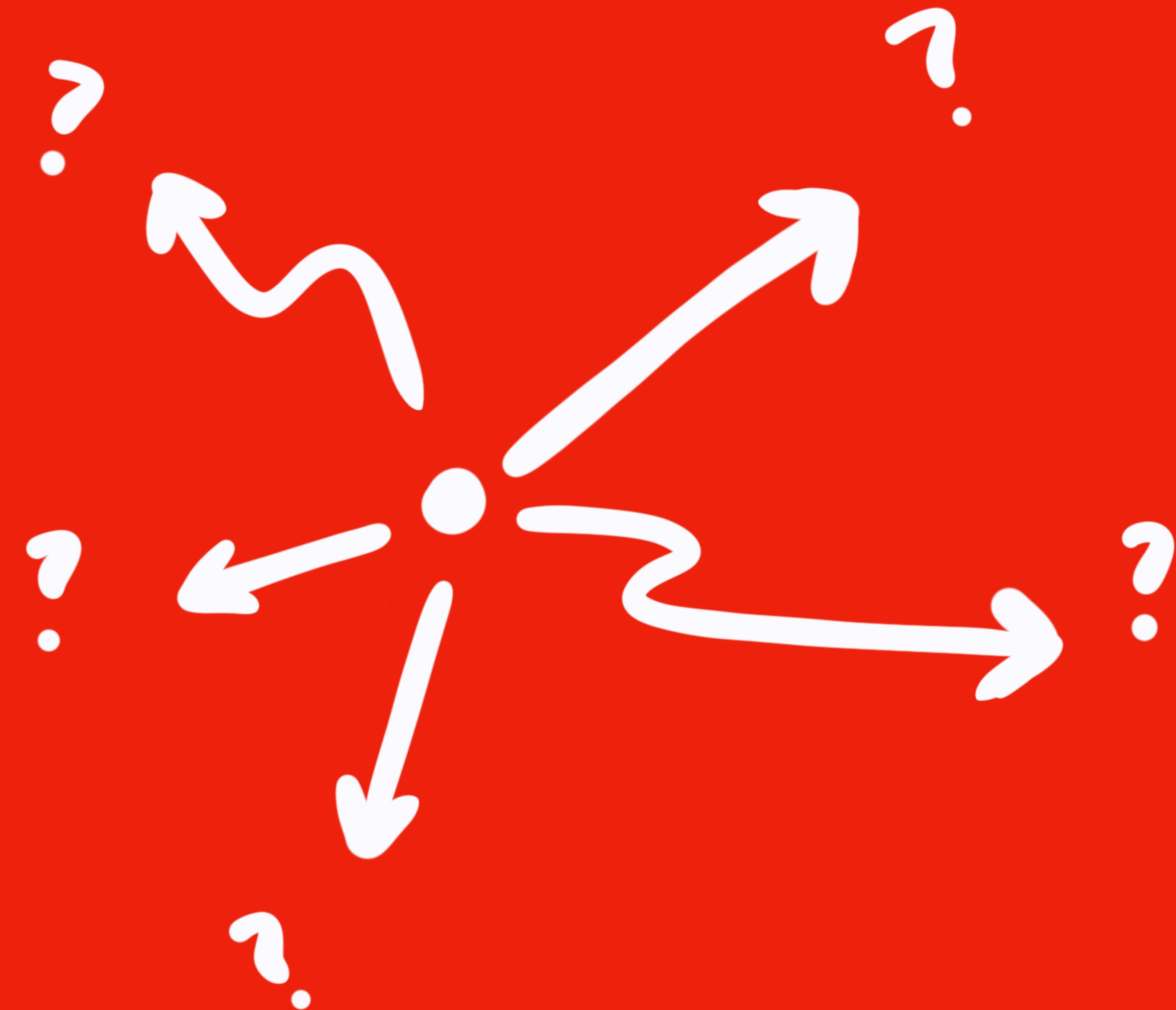
CoinDesk Swiss Digital Asset Bank Sygnum Launches Blockchain Alternative to Stock Exchanges 10h ago

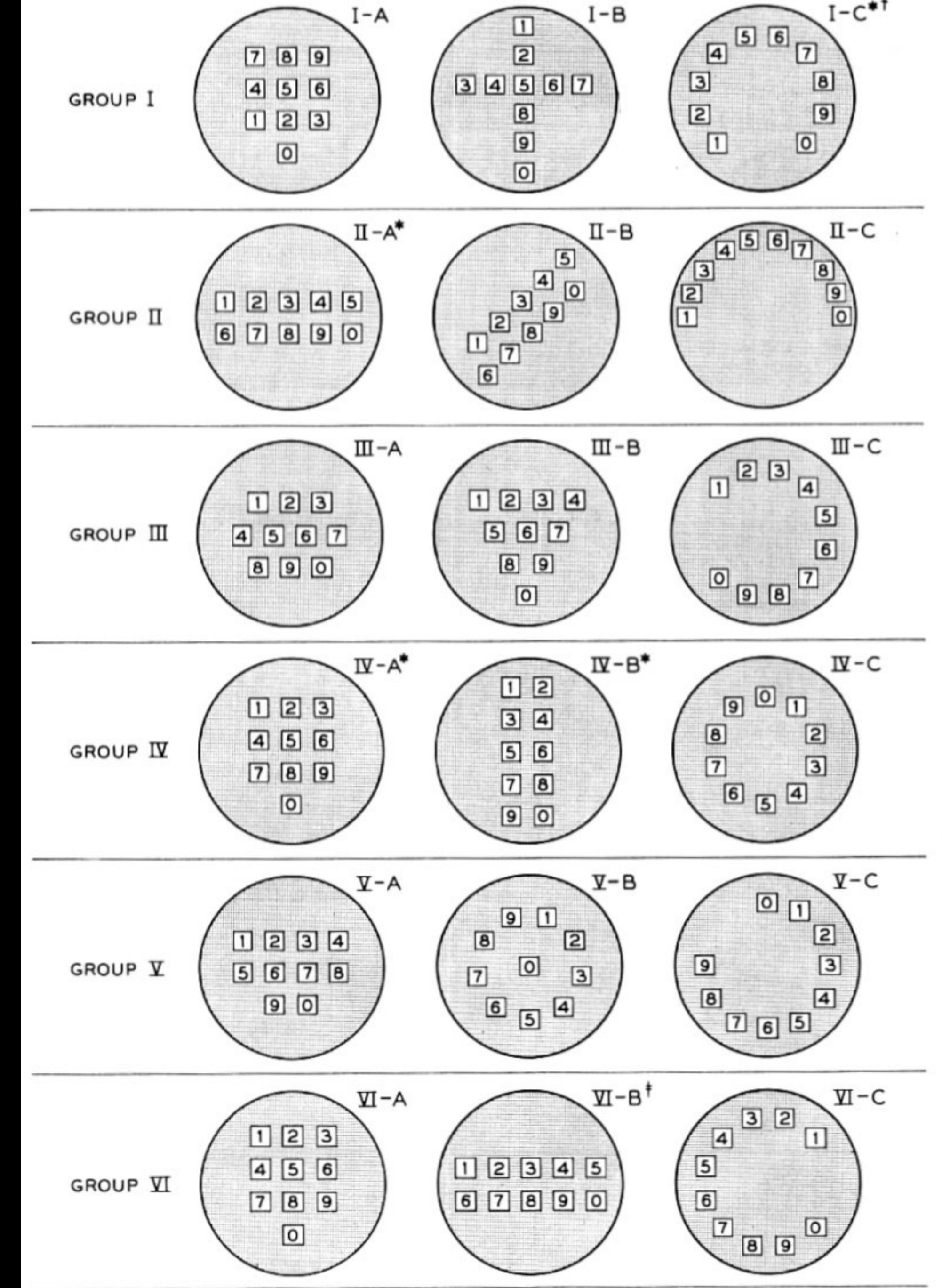
CoinDesk Previously Unpublished Emails of Satoshi Nakamoto Present a New Puzzle 4h ago

CoinDesk 3 Reasons Bitcoin Crashed by \$3,000 – And Why It's Still Bullish 6h ago

Yahoo Finance UK Bitcoin drops sharply after record high rally 9h ago

2. The possibility view





* SIGNIFICANTLY SHORTER KEYING TIME

† SIGNIFICANTLY LOWER ERROR RATE

‡ SIGNIFICANTLY MORE PREFERRED





Thought Experiment

**What do you consider as
inevitable for the project that
you're currently working on?**



Thought Experiment

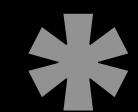
**What story could you tell that
might change the course of your
project (and history)?**

**Soooooooo. How do we tell
great stories then?**

5

Today, I present you with...

The ~~10~~ commandments of great storytelling



1.

**Great stories
engage our
emotions**

airbnb.co.za

Get the latest on our COVID-19 response

Places to stay Experiences Online Experiences

Become a host 

Location Where are you going?

Check in Add dates

Check out Add dates

Guests Add guests 

Go Near

Settle in somewhere new. Discover stays to live, work, or just relax.

Explore nearby



ABP f? 0



“If we carry on at the current rate it will take us 6.5 years to ship the bank onto the mobile banking app.”

Absa services
implemented
on app

Not yet
implemented

MBA-Explore.framer

Design Code

Frame Text Shapes Path Zoom

Log Off Marian Reed Personal Bank Account

Pay Transfer CashSend Buy Electricity Bu Airti

Accounts

Current account 4092 1234 567 R 2 230.68 Available Balance

Home Explore Notifications Contact Menu

Icons Export Canvas

MBA-Explore.framer

Design Code

Frame Text Shapes Path Zoom

Log Off Marian Reed Personal Bank Account

Pay Transfer CashSend Buy Electricity Bu Airti

Accounts

Current account 4092 1234 567 R 2 230.68 Available Balance

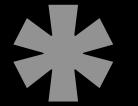
Home Explore Notifications Contact Menu

Icons Export Canvas

The screenshot shows a mobile banking application interface designed for an iPhone 8. The app's header includes the device name 'iPhone 8', dimensions '375 x 667 (87%)', time '9:41 AM', and battery level '100%'. The main content area features a user profile for 'Marian Reed' (Personal Bank Account). Below the profile are five circular buttons labeled 'Pay', 'Transfer', 'CashSend', 'Buy Electricity', and 'Buy Airtime'. A section titled 'Accounts' displays a 'Current account' with the account number '4092 1234 567' and a balance of 'R 2 230.68 Available Balance'. At the bottom of the screen are navigation icons for 'Home', 'Explore', 'Notifications', 'Contact', and 'Menu'. The Framer interface also includes a sidebar on the left with a list of objects and a toolbar on the right for managing position and size.

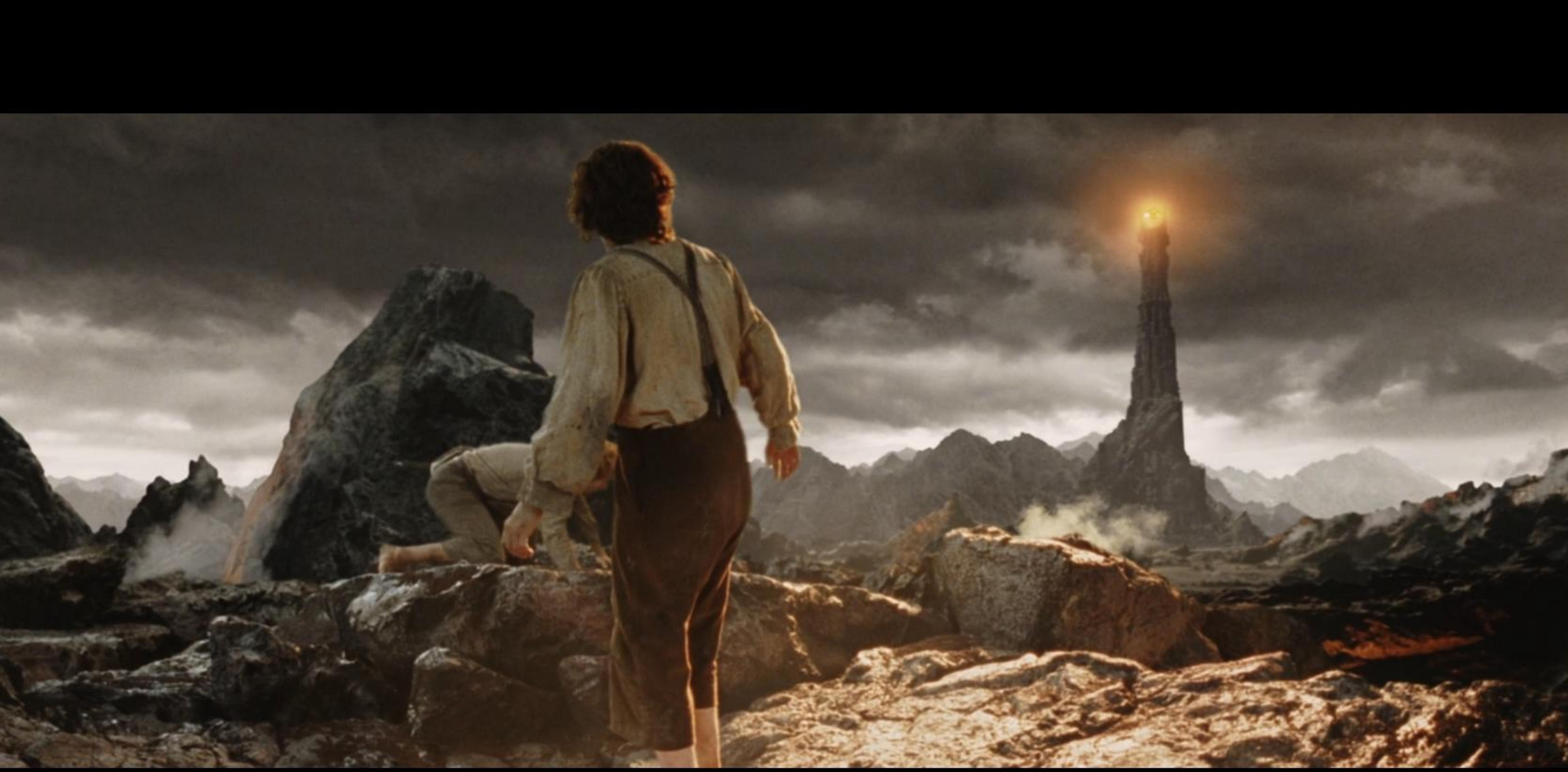
The 1st Commandment of Great Storytelling

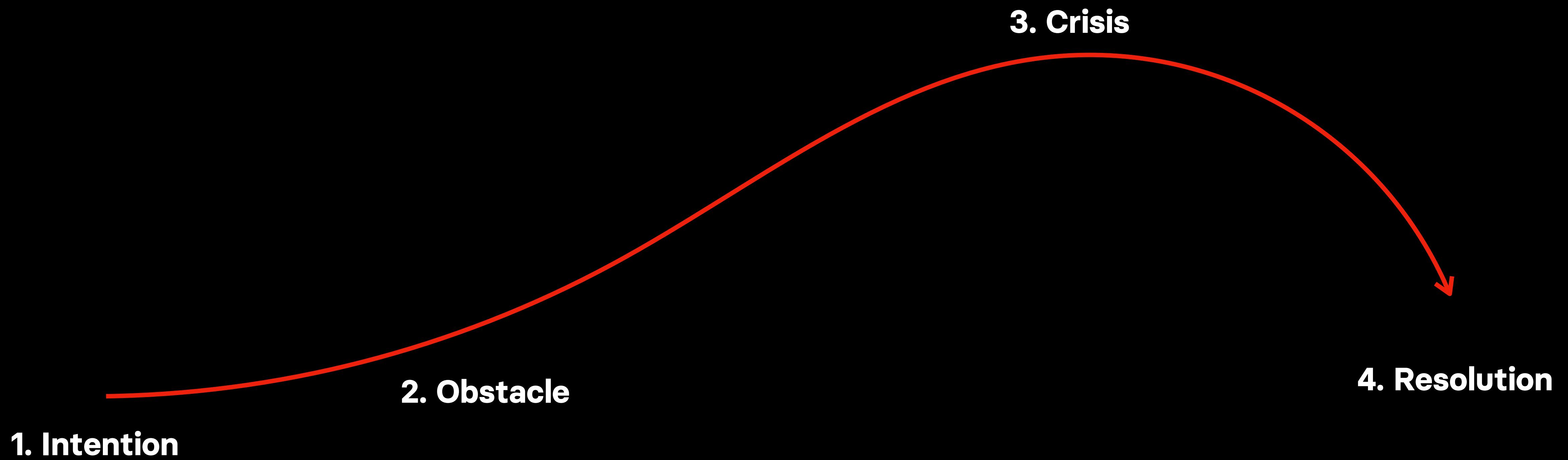
Thou shalt speaketh to the heart.



2.

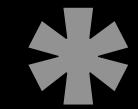
**Great stories are
99% tension &
1% resolution**





The 2nd Commandment of Great Storytelling

Thou shalt endure the tension.



3.

**Great stories are
relevant to the
*listener***

Design is simple.

**All you have to do is imagine the
world as someone else sees it and
shape the story for them—not you!**



What motivates them?

What are they excited about?

What are their needs?

What are their goals?

What are they worried about?

Who do they trust?

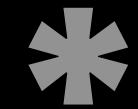
Are they fearful?

What are they hoping for?

What are their plans?

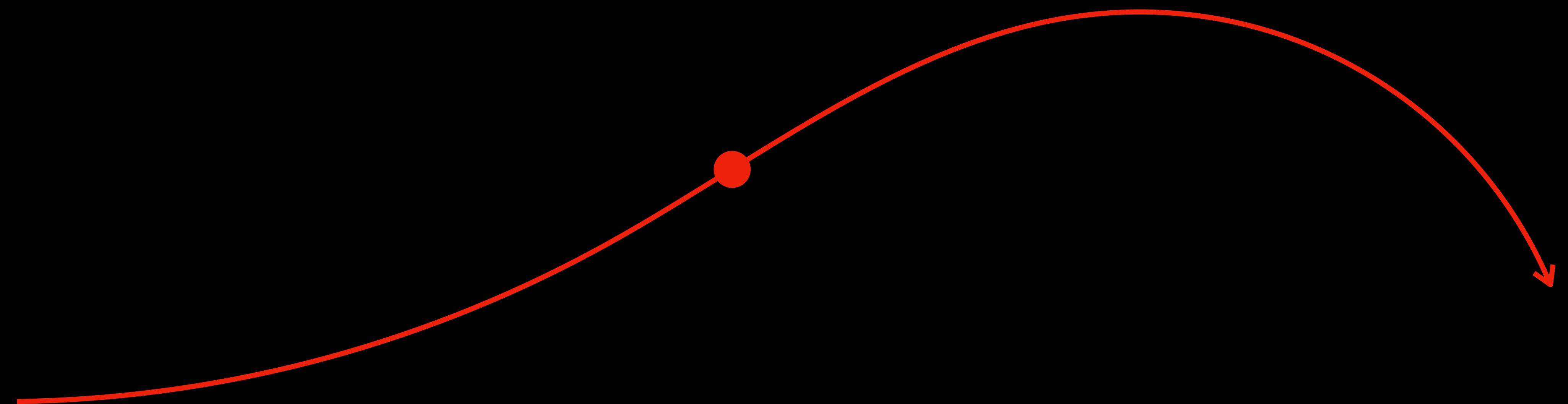
The 3rd Commandment of Great Storytelling

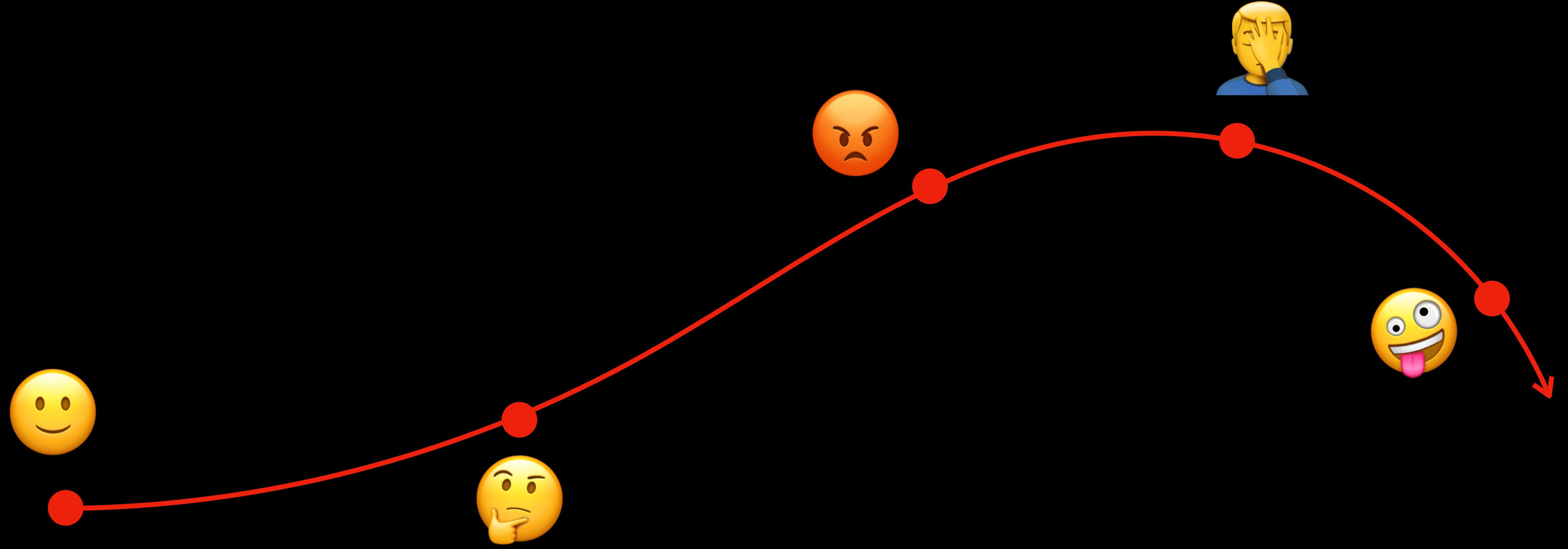
Thou shalt know thy audience.

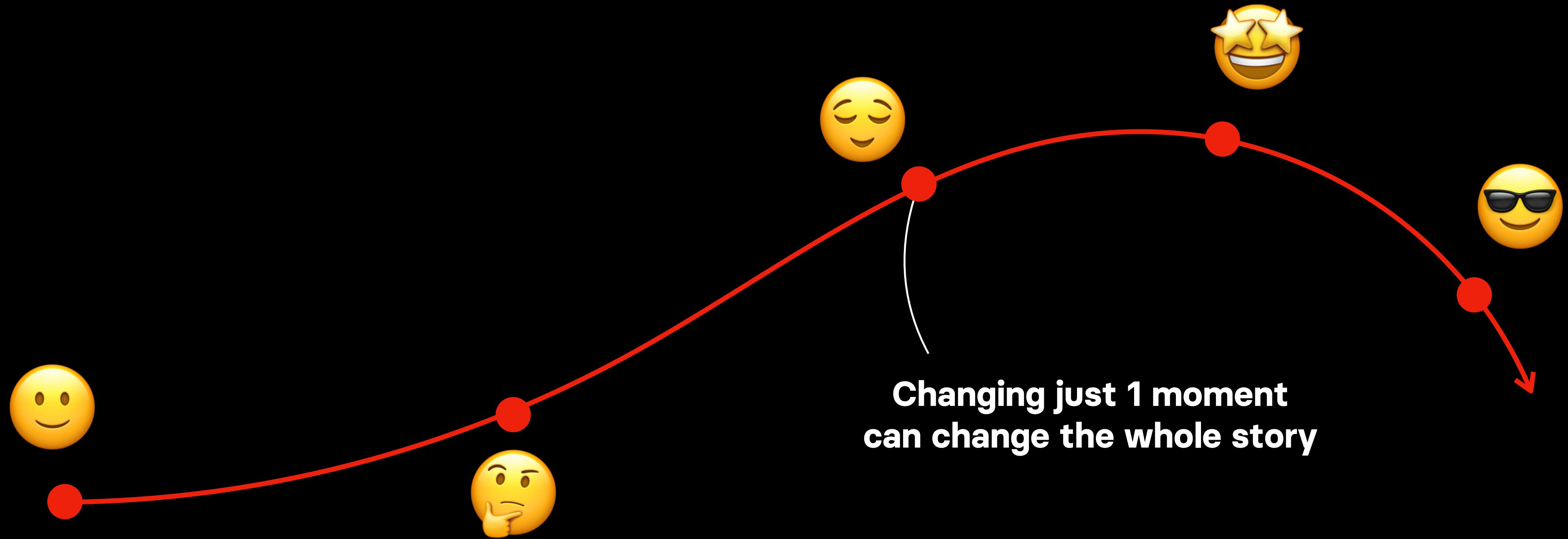


4.

**Great stories
take time**







What are the key moments?

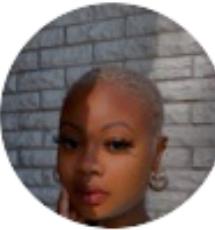
Why Certain Moments Have Extraordinary Impact



THE POWER OF MOMENTS

CHIP HEATH & DAN HEATH
The bestselling authors of *SWITCH* and *MADE TO STICK*

**Humans are smart.
They can fill in the gaps.**



plant whisperer 🌱
@atkelli_



how it started vs how it's going



3:12 PM · Oct 6, 2020



171.2K

21.6K people are Tweeting about this



Xbox FR ✓
@XboxFR

How it started



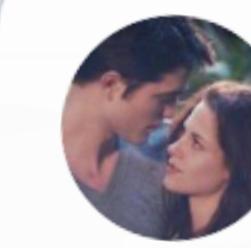
how it's going



7:01 PM · Oct 7, 2020

1.3K

189 people are Tweeting about this



THE TWILIGHT SAGA 🍎 ✅
@Twilight



how it started:



how it ended:



7:58 PM · Oct 6, 2020



7.9K



1.4K people are Tweeting about this



1.3K



107



autumn
@Autie_Radig

How it started: How it ended:



4:47 AM · Oct 9, 2020



1.3M



79.8K people are Tweeting about this



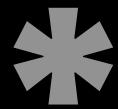
1.0K

**“The worst crime you
can commit is telling
your audience something
they already know.”**

- Aaron Sorkin

The 4th Commandment of Great Storytelling

Thou shalt know thy moment(s).



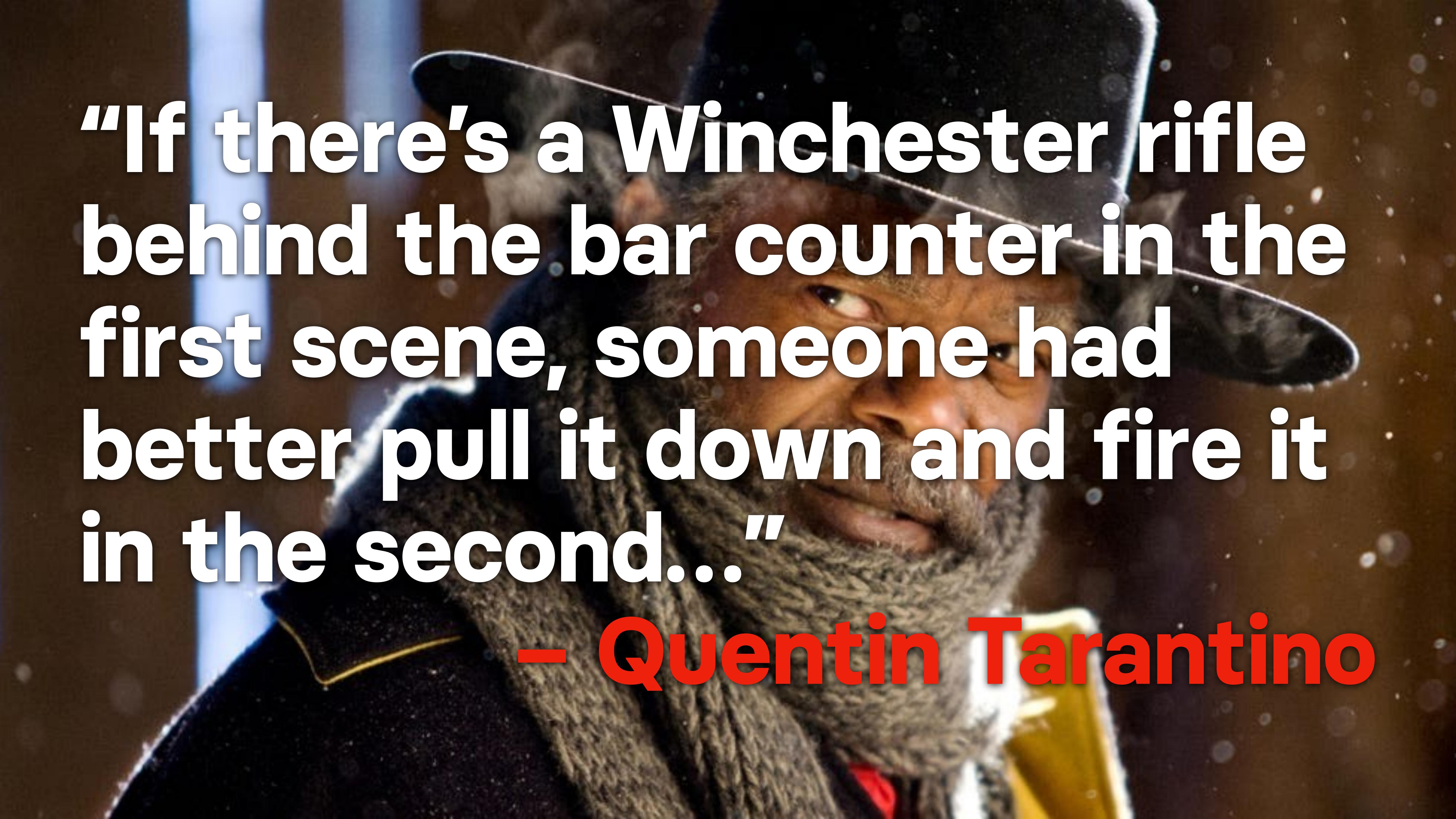


Think about the project you're working on. What are the key moments for the customer?

5.

**Great stories
have momentum**

**Remove anything that doesn't
move your story forward.**



**"If there's a Winchester rifle
behind the bar counter in the
first scene, someone had
better pull it down and fire it
in the second..."**

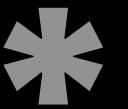
- Quentin Tarantino

Pro Tip

**Write. Then edit down for clarity,
brevity and simplicity.**

The 5th Commandment of Great Storytelling

Thou shalt not be boring.

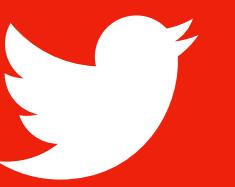


The 5 Commandments of Great Storytelling

Thou shalt speaketh to the heart.
Thou shalt endure the tension.
Thou shalt know thy audience.
Thou shalt know thy moment(s).
Thou shalt not be boring.

“Culture is not about what is real, absolute or true. It's about what a group of people get together and agree to believe. Culture can be healthy or toxic, nurturing or murderous. Culture is made of stories.”

- Thom Hartmann



@stuartwiener