

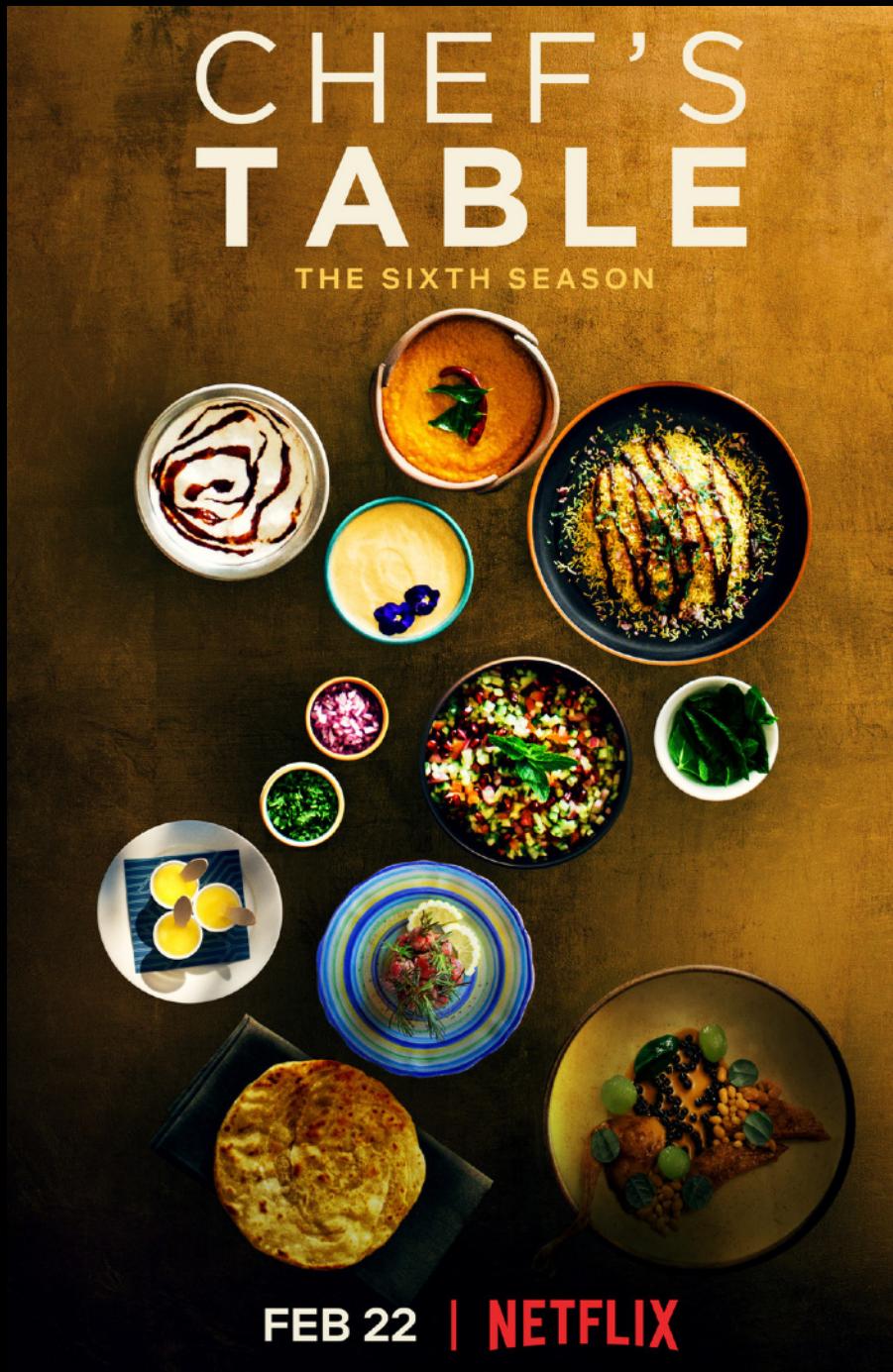
# Storytelling

PixelUp!

Stuart Wiener — September 2020



# What role do stories play in our lives?



## THE BOOK OF ABSOLUTES



DAINTY  
DE LUXE  
DE LUXE  
DE LUXE  
DE LUXE

## Ethics Singer

THE GIFT  
Principles of Biomedical Ethics  
South Edition



Agatha Christie AND THEN THERE WERE NONE

Agatha Christie The Pale Horse

Agatha Christie THE BODY IN THE LIBRARY

THE ORPHANMASTER

Jean Zimmerman

CHARLOTTE M. YONGE • The Heir of Redclyffe

VIRGINIA WOOLF • To the Lighthouse

WOOLF | Mrs Dalloway

OXFORD

DARRELL WOOD *Romeo & Juliet* CAUTIONARY TALES FOR GIRLS

MEMORY PAINTER GWENDOLYN WOMACK

What Hat! The Best of Pig Whistle

vintage

Overseas BEATRIZ WILLIAMS

WILDE • THE PICTURE OF DORIAN GRAY

SNOW FIRE PHYLIS A. WHITNEY

FINDING ULTRA RICH ROLL

GRIT ANGELA DUCKWORTH

Memory Trials to Bear Linda Wells

Memory Lasting Impressions Linda Wells

Fate and Consequences Linda Wells

ZIG H T A N G E L BRENT WEEKS

ALIENS Edited by Jim Al-Khalili

LOST in Austen CHRIS HADFIELD AN ASTRONAUT'S GUIDE TO LIFE ON EARTH

KURT VONNEGUT TIMEQUAKE

CAT'S CRADLE VOLTAIRE • CANDIDE

KURT VONNEGUT

Rude Awakenings of a Jane Austen Nerd

Susanna Kearsley SEASON of STORMS

MARIANA Kearsley

THE FIREBIRD SUSANNA KEARSLEY

LAWRENCE GORENSTEIN  
THE BODY FARM  
Camilla Lackberg the drowning  
AKE EDWARDSON ROOM NO. 10  
P.D. JAMES DEATH comes to PEMBERLEY  
RENNIE AIRTH THE DEAD OF WINTER  
Karin Fossum the caller  
Fleshmarket Close  
IAN RANKIN Rankin  
P.D. JAMES Devices and Desires  
ARIANA FRANKLIN Mistresses of the Art of Death  
JILL THOMAS  
THE MAN WHO WASN'T THERE Hjorth & Rosenthaldt  
MINETTE WALTERS  
THE CHIMNEY SWEEPERS COME & DUST ALAN BRADLEY  
JO NESBO THE DEVIL'S FEATHER  
P.D. JAMES THE LIGHHOUSE  
JUSSI ADLER-OLSEN THE ABSENT ONE  
Lindsey Davis Phantasm  
Camilla Lackberg the Stranger  
P.D. JAMES A Taste for Death  
JO NESBO THE BEAT GOES ON  
UNWANTED Kristina Ohlsson

THE IDEA OF JUSTICE  
AMARTYA SEN



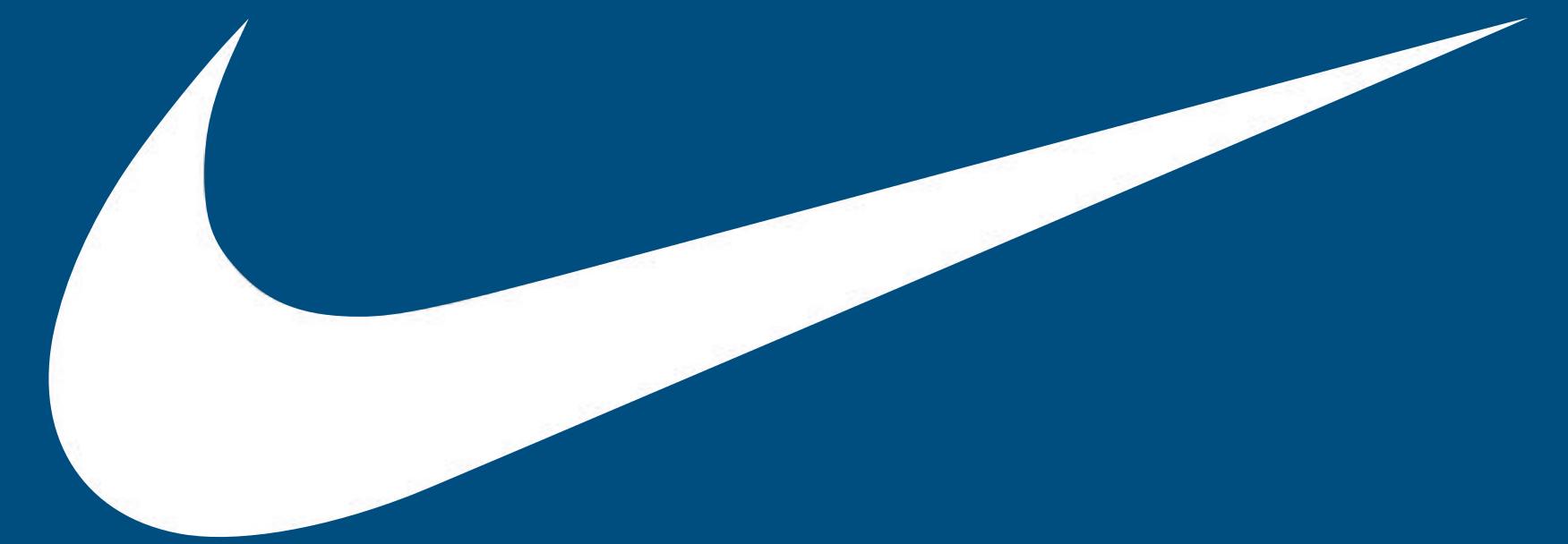
Aneta Pawlik



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**

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**“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**



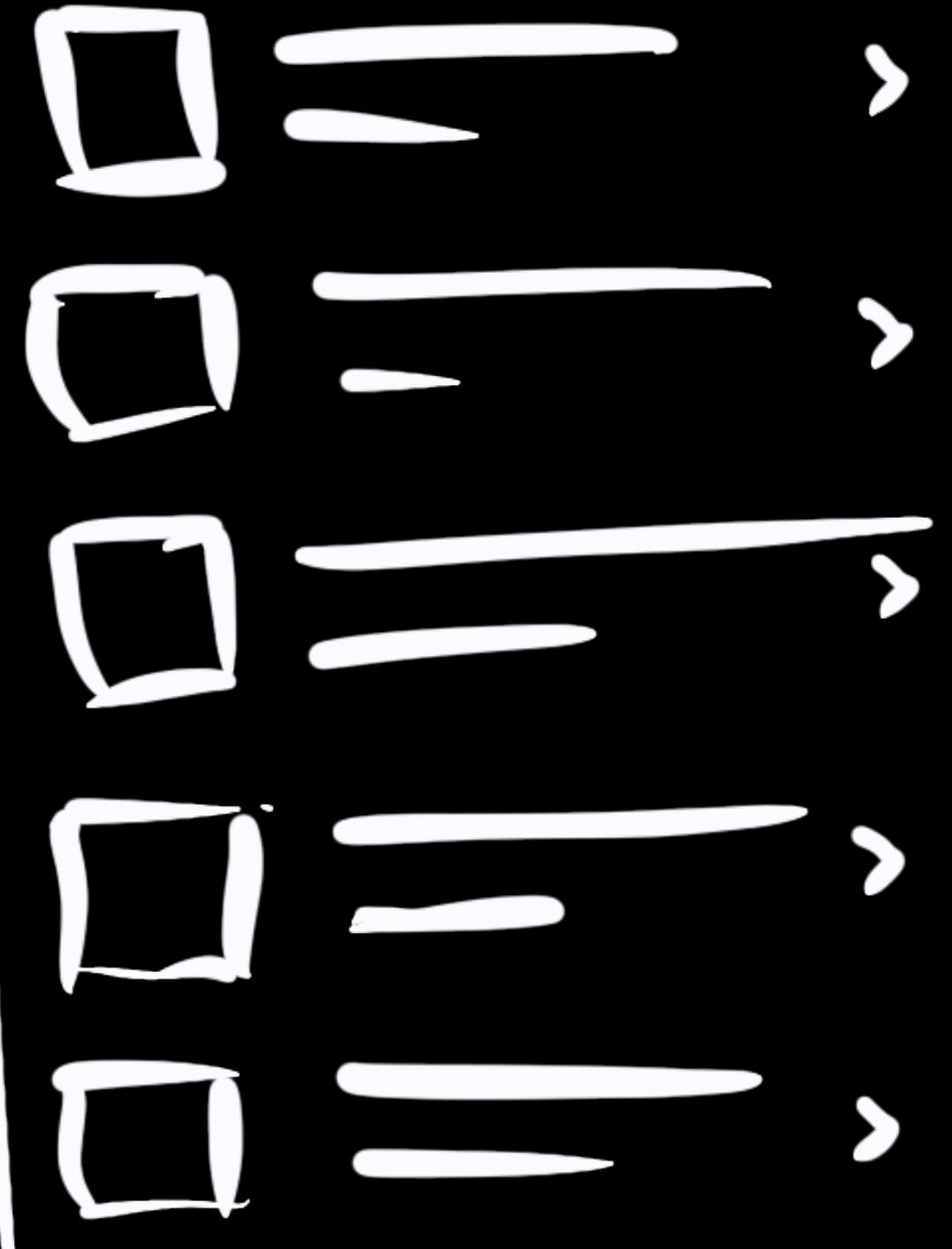
Stories are  
everywhere

**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](#)

**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

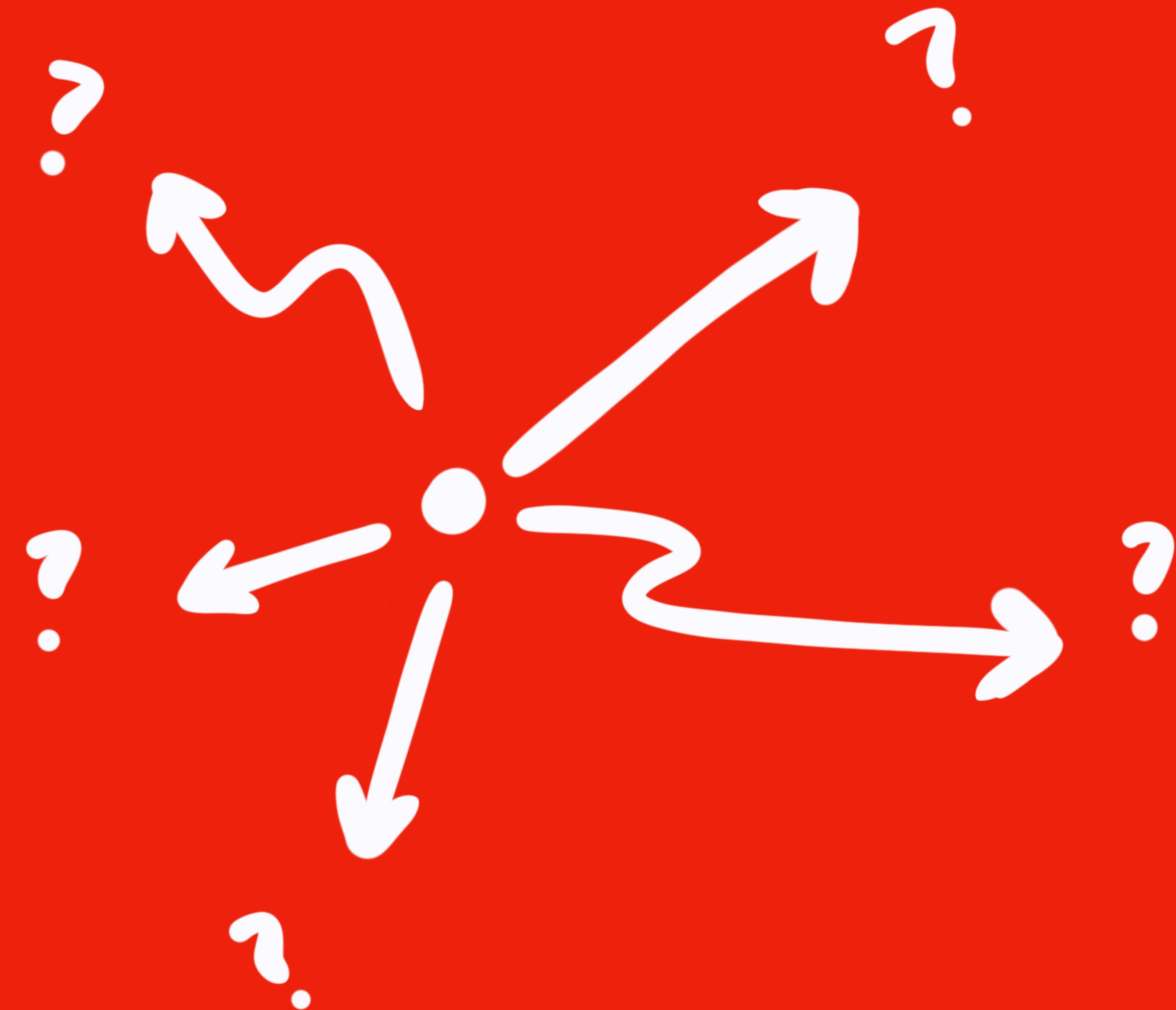
**CoinDesk** Previously Unpublished Emails of Satoshi Nakamoto Present a New Puzzle 4h ago

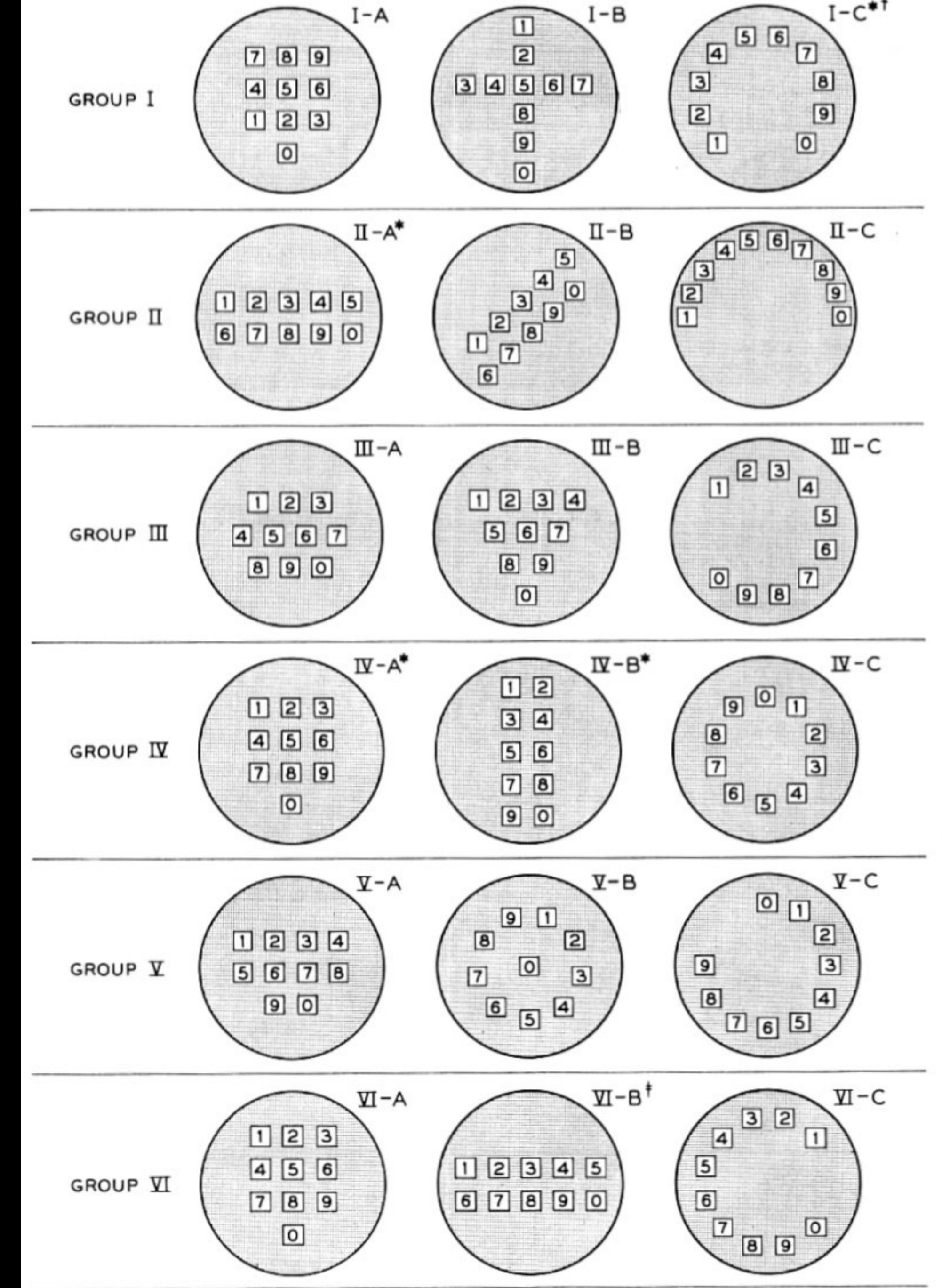
**CoinDesk** 3 Reasons Bitcoin Crashed by \$3,000 – And Why It's Still Bullish 6h ago

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

**YAHOO!** Delayed Quote

## 2. The possibility view

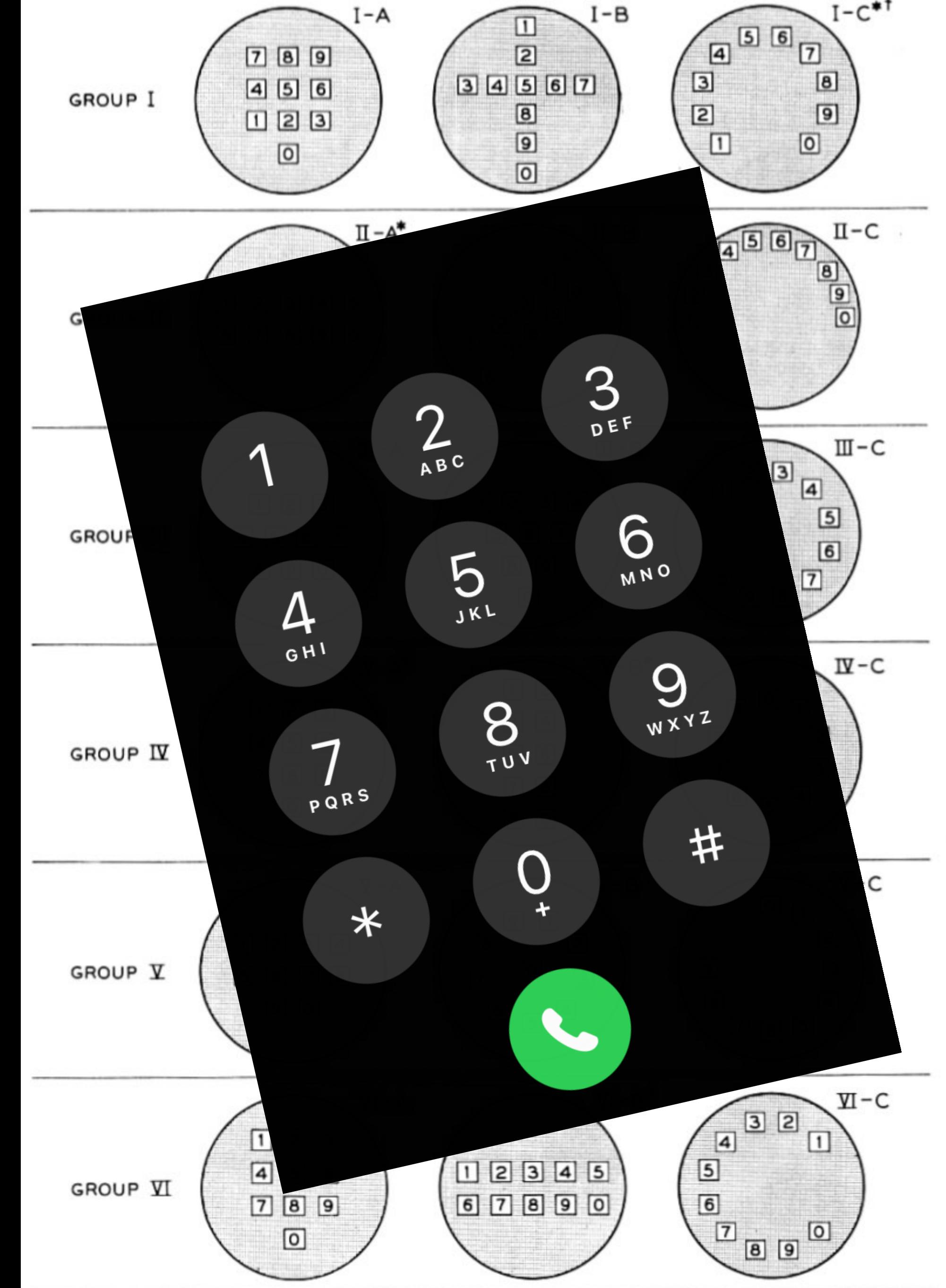




\* SIGNIFICANTLY SHORTER KEYING TIME

† SIGNIFICANTLY LOWER ERROR RATE

‡ SIGNIFICANTLY MORE PREFERRED



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## Thought Experiment

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



## Thought Experiment

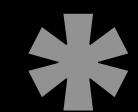
**What story could you tell that  
might change the course of your  
project (and history)?**

**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

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.

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

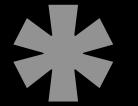
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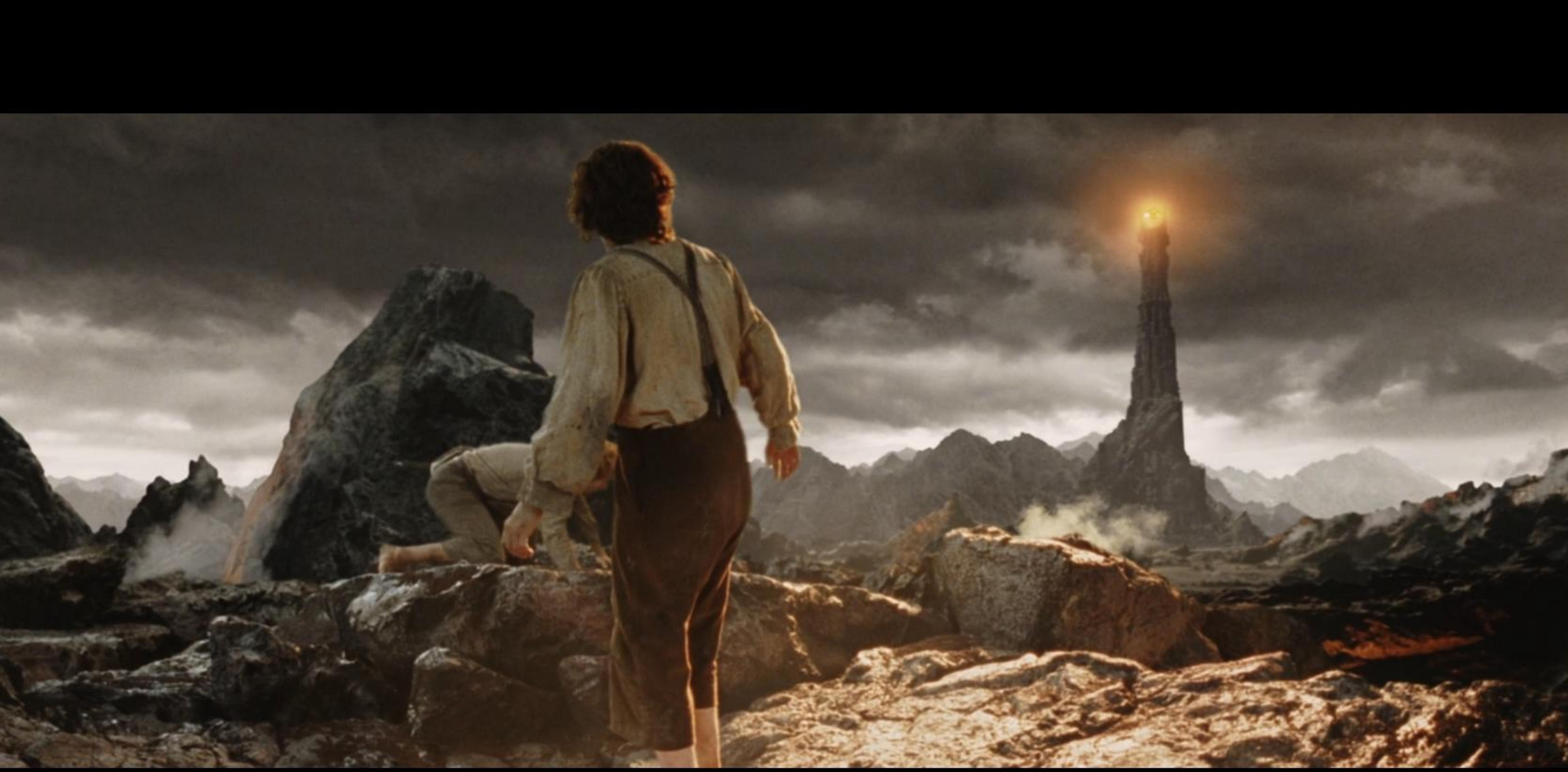
The 1<sup>st</sup> Commandment of Great Storytelling

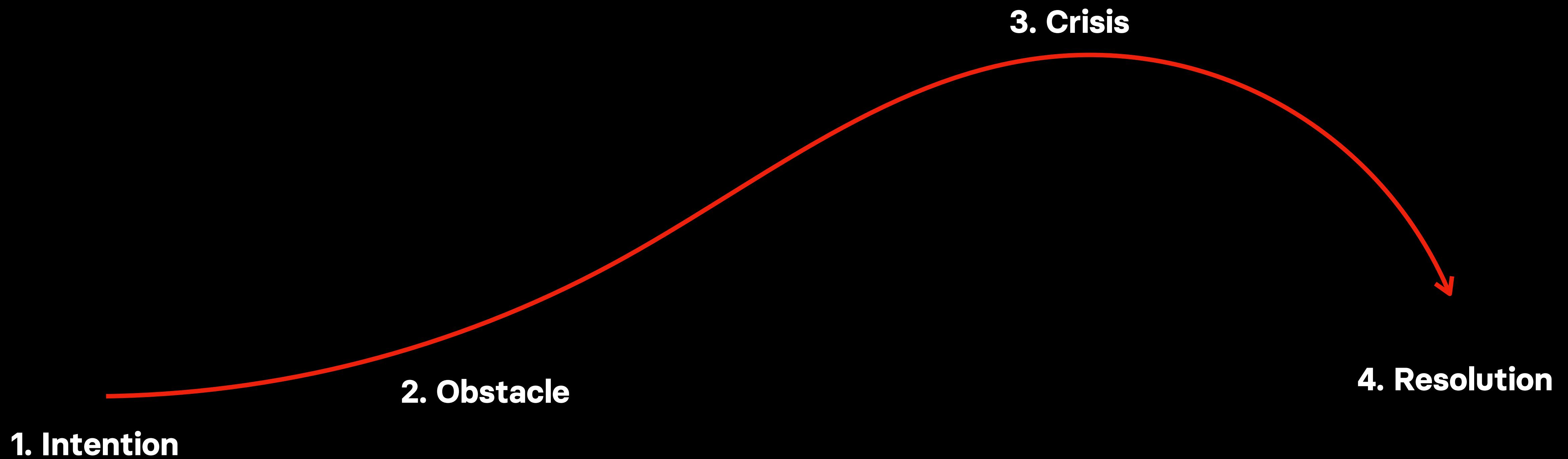
**Thou shalt speaketh to the heart.**



**2.**

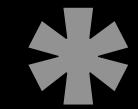
**Great stories are  
99% tension &  
1% resolution**





The 2<sup>nd</sup> 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?**

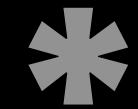
**Are they fearful?**

**What are they hoping for?**

**What are their plans?**

The 3<sup>rd</sup> Commandment of Great Storytelling

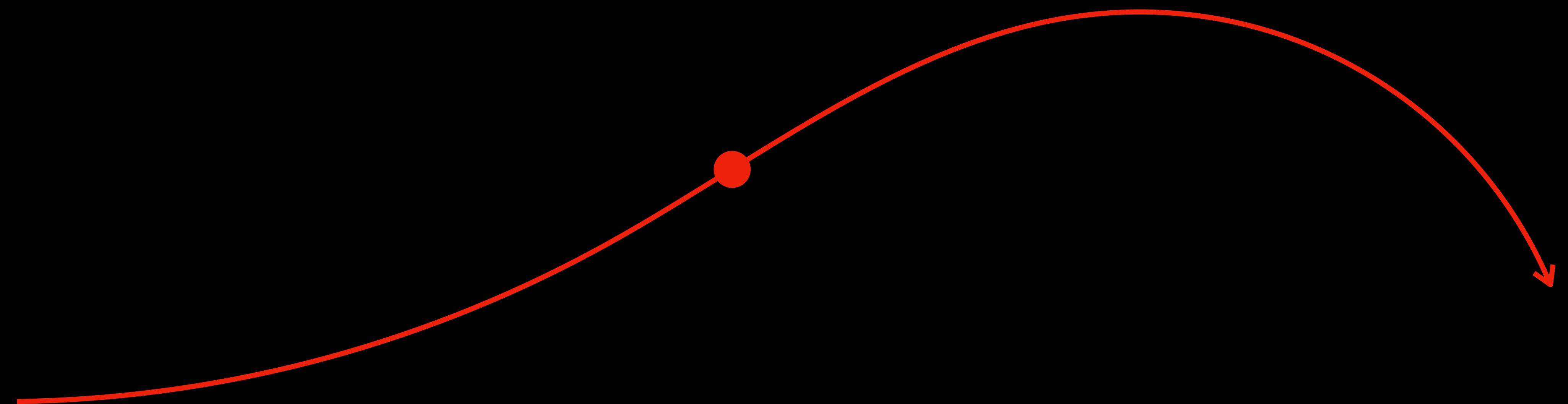
**Thou shalt know thy audience.**

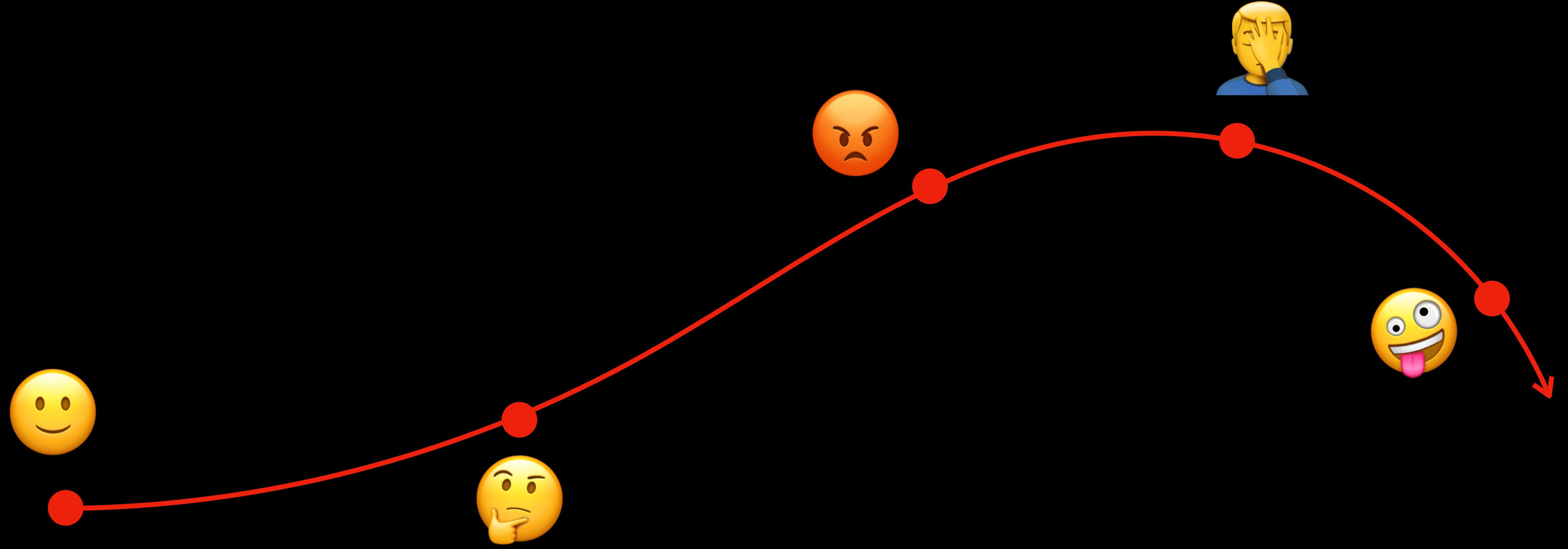


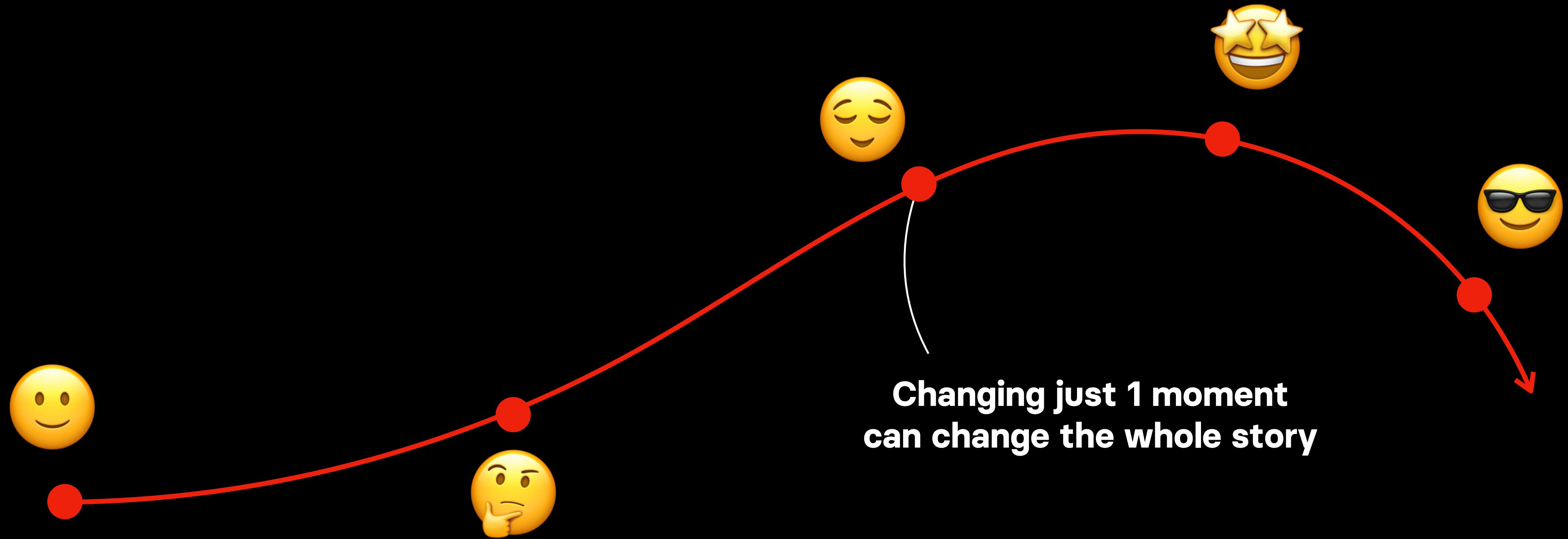
**4.**

**Great stories  
take time**









**What are the key moments?**

Why Certain Moments Have Extraordinary Impact

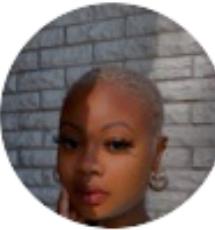


# THE POWER OF MOMENTS

**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

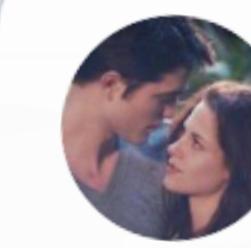


7:01 PM · Oct 7, 2020

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



...



autumn  
@Autie\_Radig

How it started: How it ended:



4:47 AM · Oct 9, 2020



1.3M



79.8K people are Tweeting about this



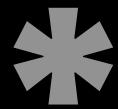
1.0K

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

**- Aaron Sorkin**

The 4<sup>th</sup> Commandment of Great Storytelling

**Thou shalt know thy moment(s).**



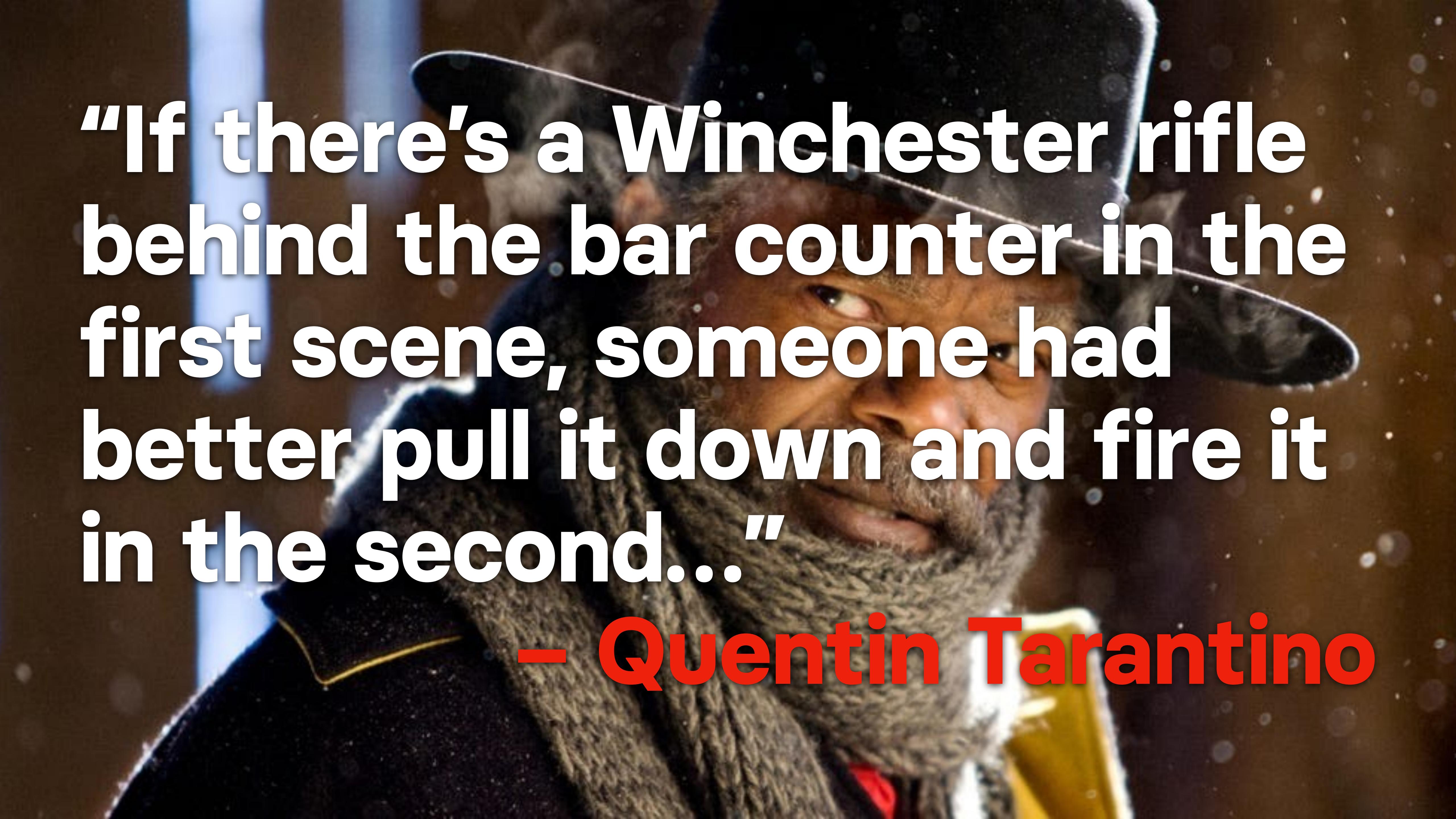


**Think about the project you're working on. What are the key moments for the customer?**

**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..."**

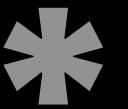
**- Quentin Tarantino**

## Pro Tip

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

The 5<sup>th</sup> Commandment of Great Storytelling

**Thou shalt not be boring.**

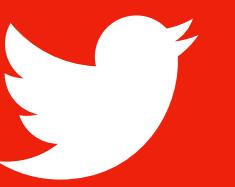


The 5 Commandments of Great Storytelling

**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