

STORYTELLING

- ▶ Involve the collective mind and heart

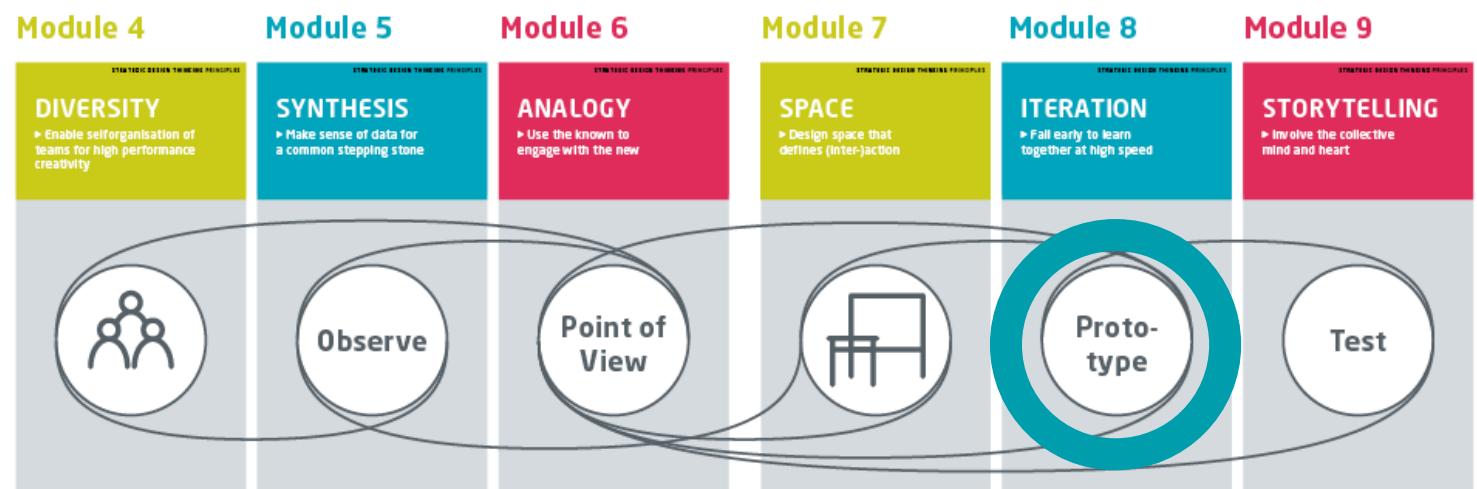
Storytelling Exercise:

How to experience the future by telling your story

By the Course Coaching Team

Course challenge:
*Redesign the learning experience
in a world where schools do not exist.*

Synthesis



Documentation Block 3



Iterated Idea

Module 1

STRATEGIC DESIGN THINKING PRINCIPLES
EMPATHY
» Step into your user's shoes to get game-changing inspiration

Module 2

STRATEGIC DESIGN THINKING PRINCIPLES
PROTOTYPING
» Accelerate decisions by making ideas tangible

Module 3

STRATEGIC DESIGN THINKING PRINCIPLES
SYSTEMS THINKING
» Manage complexity by interrelated actions



Solution

Module 4

STRATEGIC DESIGN THINKING PRINCIPLES
DIVERSITY
» Enable selforganisation of teams for high performance creativity

Module 5

STRATEGIC DESIGN THINKING PRINCIPLES
SYNTHESIS
» Make sense of data for a common stepping stone

Module 6

STRATEGIC DESIGN THINKING PRINCIPLES
ANALOGY
» Use the known to engage with the new



Good Solution

Module 7

STRATEGIC DESIGN THINKING PRINCIPLES
SPACE
» Design space that defines interaction

Module 8

STRATEGIC DESIGN THINKING PRINCIPLES
ITERATION
» Fall early to learn together at high speed

Module 9

STRATEGIC DESIGN THINKING PRINCIPLES
STORYTELLING
» Involve the collective mind and heart

IDEA DOCUMENTATION BLOCK 1 Module 3

» Review your idea after testing it in the system.
You want to incorporate the feedback from stakeholders and users by adding details and/or modifications to your initial idea.

For documentation, paste your How-Might-We-Question from the Idea Springboard template here.

| Draw a quick sketch of your iterated idea and insert a photo of it here.

ITERATED IDEA (15 min)
Name of the iterated idea

Description Product, process, service...

Key function for user Helps the user to better (functional need)...

Emotional benefit So that the user feels (emotional need)...

Your name and contact information optional

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SOLUTION DOCUMENTATION BLOCK 2 Module 6

» Define your solution that has been amplified by multiperspectivity.
You want to describe your solution more detailed as a basis for Block 3.

For documentation, paste your POV from the Need Mixer template here.

| Draw a quick sketch of your solution and insert a photo of it here.

SOLUTION (15 min)
Name of the solution

Description Product, process, service...

Key function for user Helps the user to better (functional need)...

Emotional benefit So that the user feels (emotional need)...

Your name and contact information optional

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GOOD SOLUTION DOCUMENTATION BLOCK 3 Module 8

» Define your good solution that has been leveraged by iteration.
You want to describe your good solution of the course challenge.

Describe the critique that inspired your iteration and what you changed about your solution.

| Draw a quick sketch or prototype your good solution and insert a photo of it here.

GOOD SOLUTION
Name of the good solution

Description Product, process, service...

Key function for user Helps the user to better (functional need)...

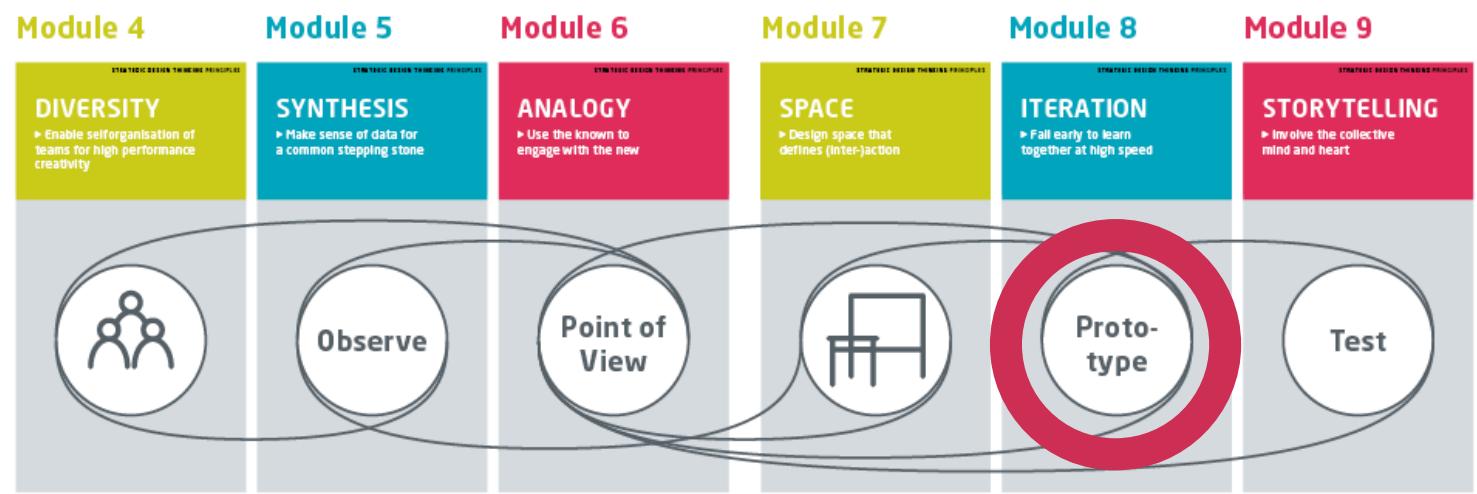
Emotional benefit So that the user feels (emotional need)...

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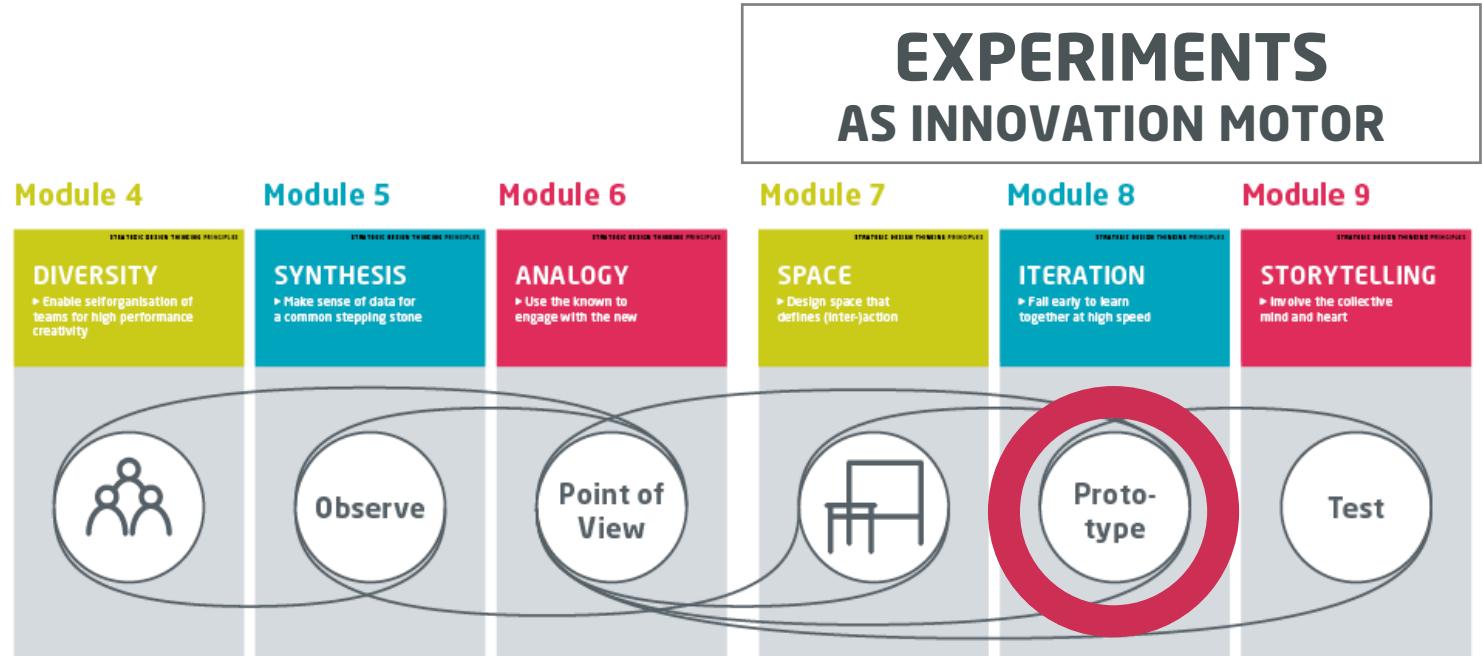
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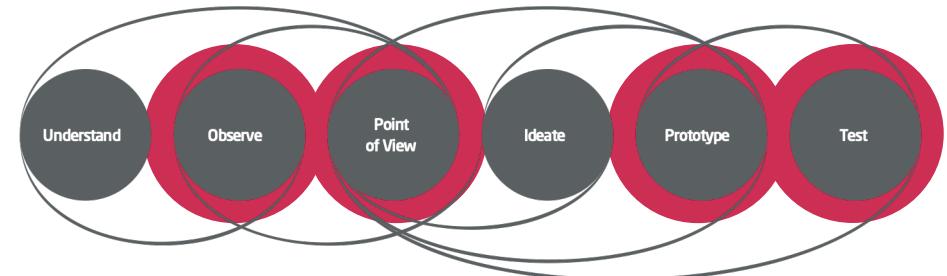
Synthesis



Synthesis



Storytelling in the Process



Storytelling Template

DRAMA STORY CURVE

Module 9

The Drama Story Curve diagram illustrates a six-step process:

- Status quo**: Initial state.
- Challenge**: The point where the story begins to descend.
- Lesson learned**: The final outcome.
- 1**: Descending Crisis (downward slope).
- 2**: Discovery (bottom of the curve).
- 3**: Rise (upward slope).
- 4**: Discovery (mid-point on the rise).
- 5**: Return (end of the rise).
- 6**: Star (final outcome).

PREPARATION

Take your Good Solution Documentation from Module 8. Have a partner you can tell your story to in the end.

STEPS (45 min)

1. 20 min: Distill the main story elements of your good solution. First, go through the structure and think about the content elements that directly come to your mind. Then verify and describe the drama by writing down one sentence for each step.
2. 15 min: Translate your script into a visual movie storyboard. Draw a sketch for every step of the Drama Story Curve. Focus on the main message in each frame.
3. 5 min: Find a compelling title for your story.
4. 5 min: Get together with a course partner and tell your stories.

Your name and contact information optional

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Storytelling Exercise

DRAMA STORY CURVE

» Experiment the future by telling the story of your good solution.
You want to narrate the story of your user in a Drama Story Curve with the goal of new beliefs.

PREPARATION

Take your Good Solution Documentation from Module 8. Have a partner you can tell your story to in the end.

STEPS (45 min)

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Title of Story

Status quo Challenge Lesson learned

Module 9

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Strategic Design Thinking For Every Day Online Course | www.hpi-academy.de

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Solution Documentation Block 3

GOOD SOLUTION DOCUMENTATION BLOCK 3

Module 8

» Define your good solution that has been leveraged by iteration.

You want to describe your good solution of the course challenge.

Describe the critique that inspired your iteration and what you changed about your solution.

Disruption in relationship as tool is more powerful:
"Even greater uncertainty as to when my girlfriend can or may interrupt me."

GOOD SOLUTION

Name of the good solution

The learn investment tracker

Description Product, process, service, ...

An online tool that not only automatically tracks your learning sources, learning time, learning modes (reading, writing, thinking), and amount of non-learning moments. And it actively supports a healthy learning behaviour by rewarding positive learning breaks.

Key function for user Helps the user to better (functional need)...

It helps to have a neutral evaluation of the learning investment including a visualisation that is automatically connected to the learning result (document) for the result user. Thus partners get provided with the same information on the learning status and can actively request for a break.

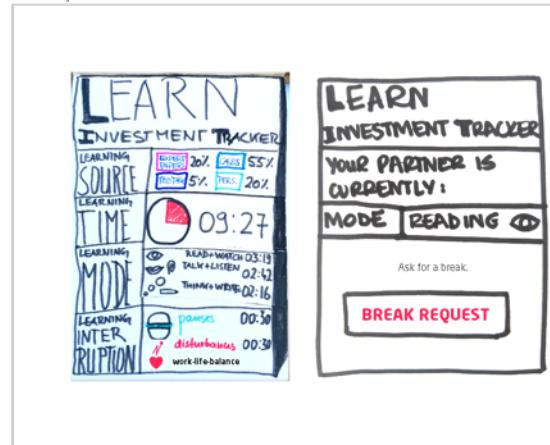
Emotional benefit So that the user feels (emotional need)...

It releases her from the burden to justify her time investment and appreciation is not a matter of individual expression but has a factual tool. Further it empowers her to actively make decisions about the priorities of interruptions by her social environment. Therefore it actively supports a great work-life balance.



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Draw a quick sketch or prototype your good solution and insert a photo of it here.



Your name and contact information optional

Miriam Steckl, miriam.steckl@hpi-academy.de

Storytelling Exercise

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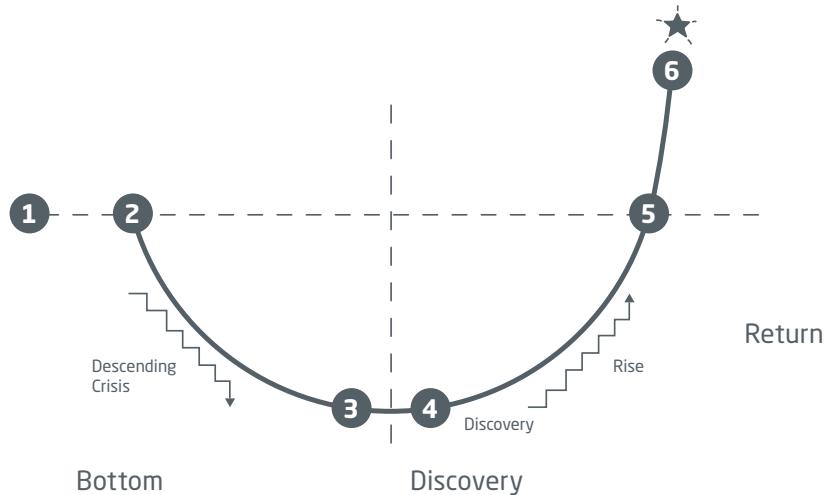
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Status quo

Challenge

Lesson learned

Title of Story



Storytelling Lecture

The video frame shows a woman with short grey hair, wearing a black button-down shirt, sitting at a white table. She is holding a small brown teddy bear. On the table in front of her is a white board with some faint drawings. The video interface includes a play button, a progress bar showing 11:18 / 15:21, and various control icons.

Drama Storyline

The diagram illustrates the six stages of a drama storyline:

- 1 Status Quo
- 2 Challenge
- 3 Descending Crisis...
...to the Rock Bottom
- 4 The Solution
- 5 The Rise
- 6 Lesson Learned

A vertical double-headed arrow on the right is labeled "Achievement".

Storytelling Exercise

PREPARATION

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STEPS (45 min)

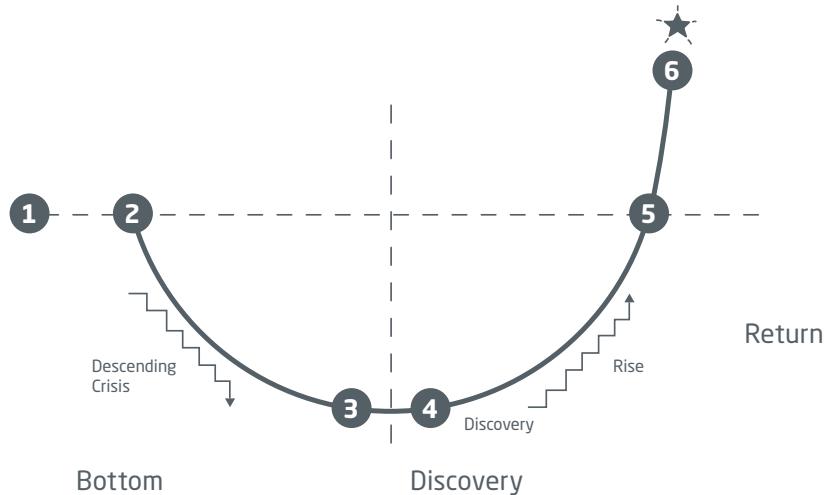
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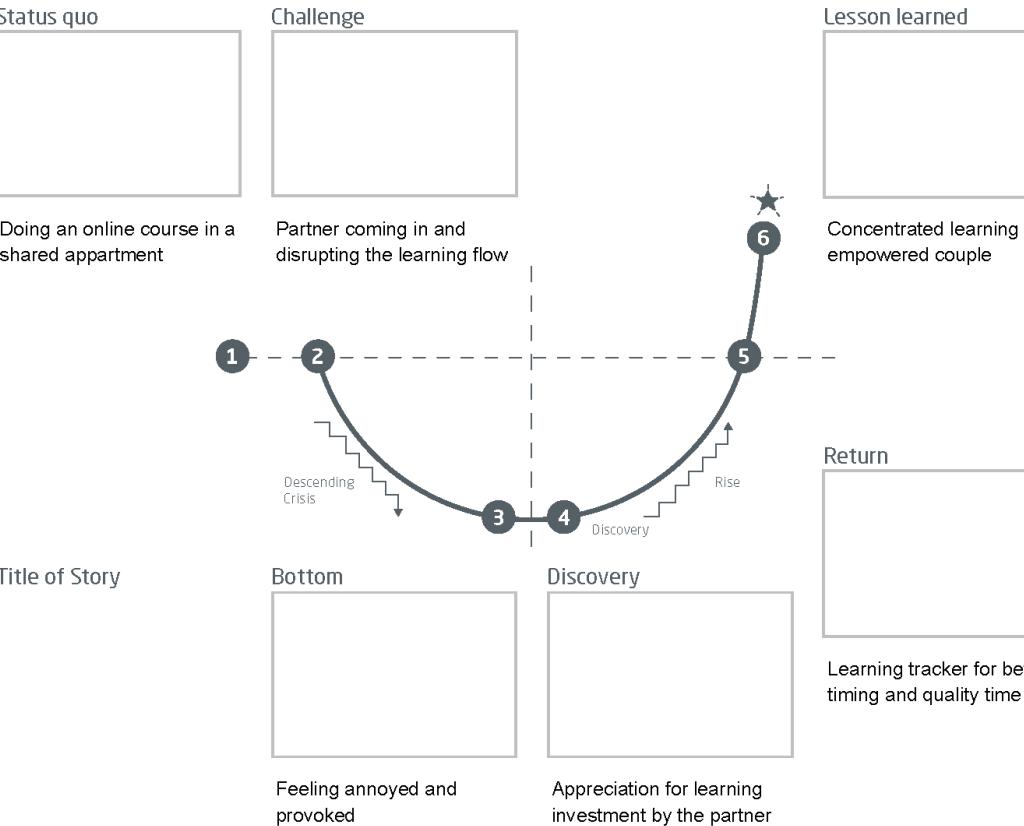
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Storytelling Exercise

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Status quo

Challenge

Lesson learned

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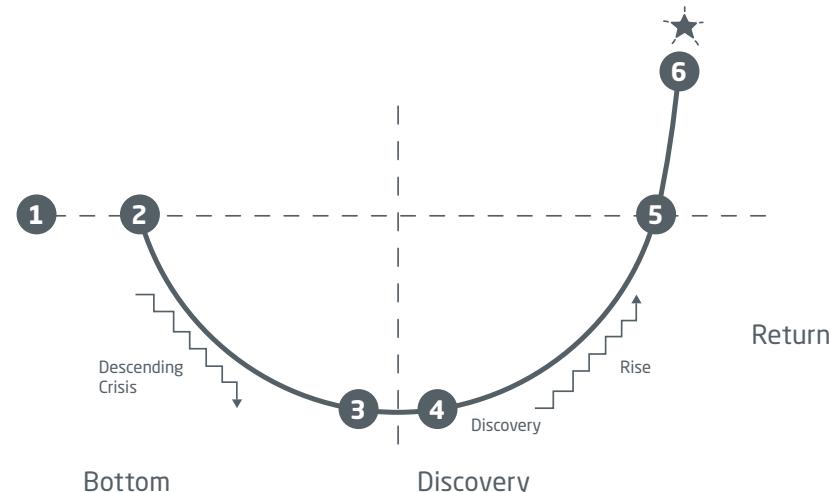
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Storytelling Exercise

PREPARATION

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Status quo

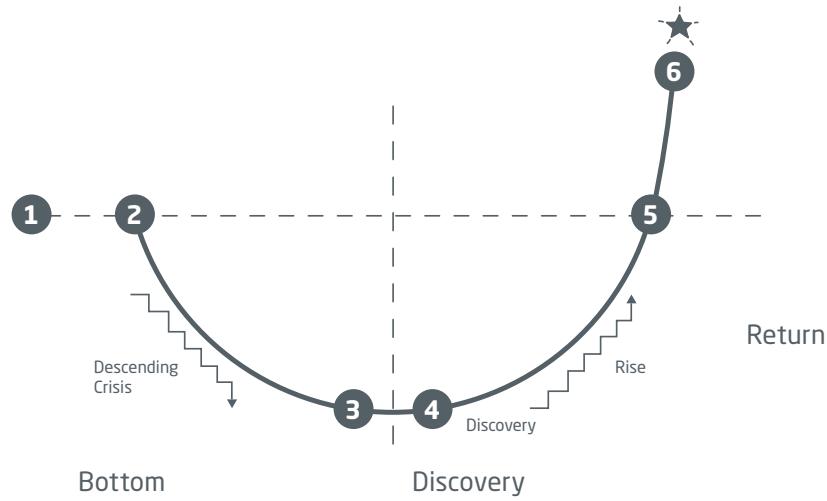
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Lesson learned

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Module 9

The diagram illustrates the Drama Story Curve as a cyclical process with six distinct stages:

- Status quo:** Doing an online course in a shared apartment.
- Challenge:** Partner coming in and disrupting the learning flow.
- Lesson learned:** Concentrated learning and empowered couple.
- Return:** Learning tracker for better timing and quality time.
- Discovery:** Feeling annoyed and provoked.
- Bottom:** Appreciation for learning investment by the partner.

Key points on the curve are labeled with numbers 1 through 6, corresponding to the steps in the preparation section. A dashed horizontal line connects points 1 and 2, and another dashed line connects points 5 and 6. The curve descends from point 2 to point 3 (labeled "Descending Crisis") and rises from point 4 to point 5 (labeled "Rise").

Title of Story: Make or Break - track your learning

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STORYTELLING

- ▶ Involve the collective mind and heart

Storytelling Exercise

Have fun
and share your story
with the community!

By the Course Coaching Team

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HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy
August-Bebel-Str. 88
14482 Potsdam
Germany

Phone: +49-331-5509-565
Fax: +49-331-5509-128
Email: info@hpi-academy.de

www.hpi-academy.de