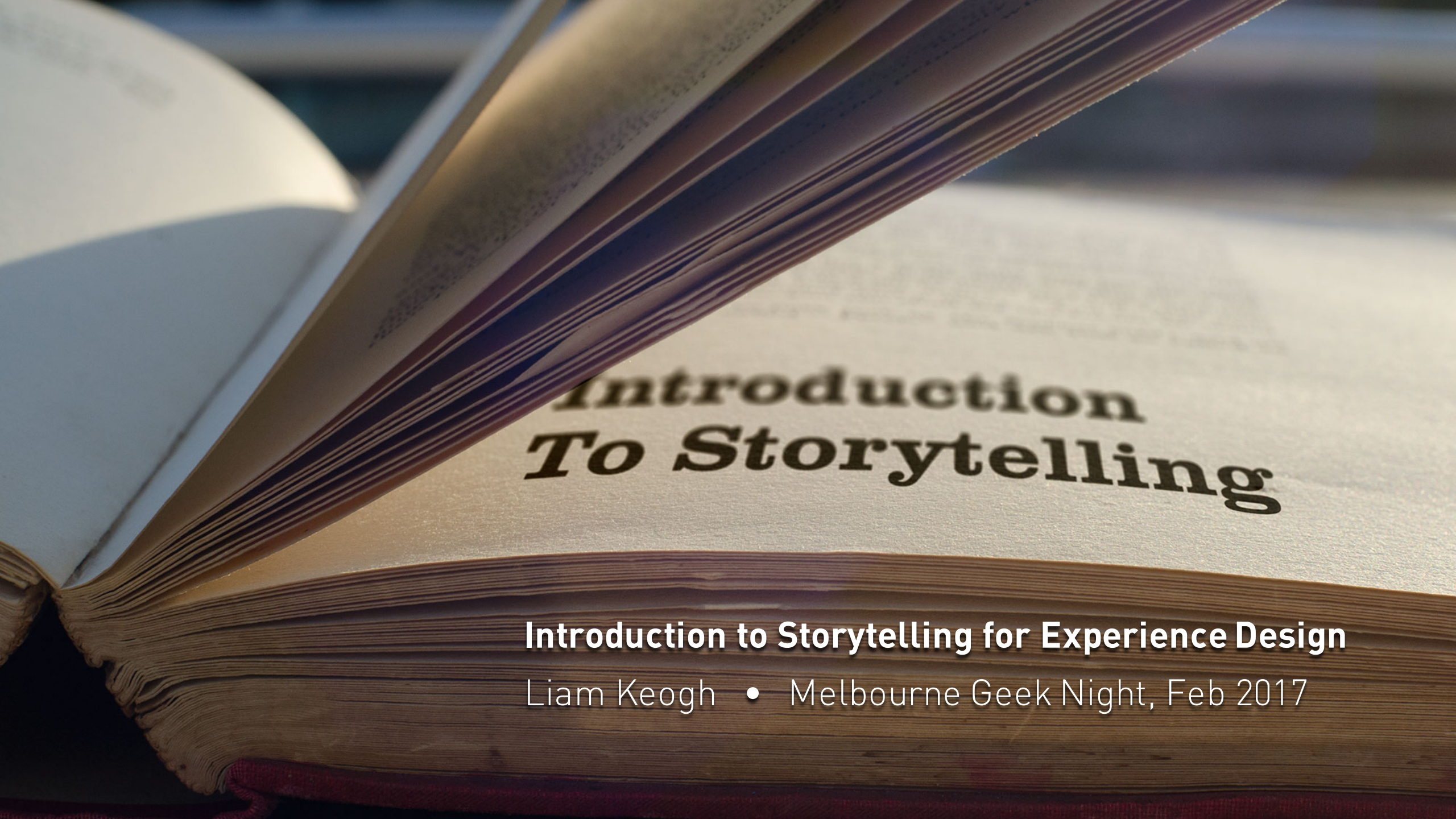


Introduction to Storytelling for Experience Design

Liam Keogh • Melbourne Geek Night, Feb 2017

Photo Credit: Paramount Pictures

What is storytelling?

Communication

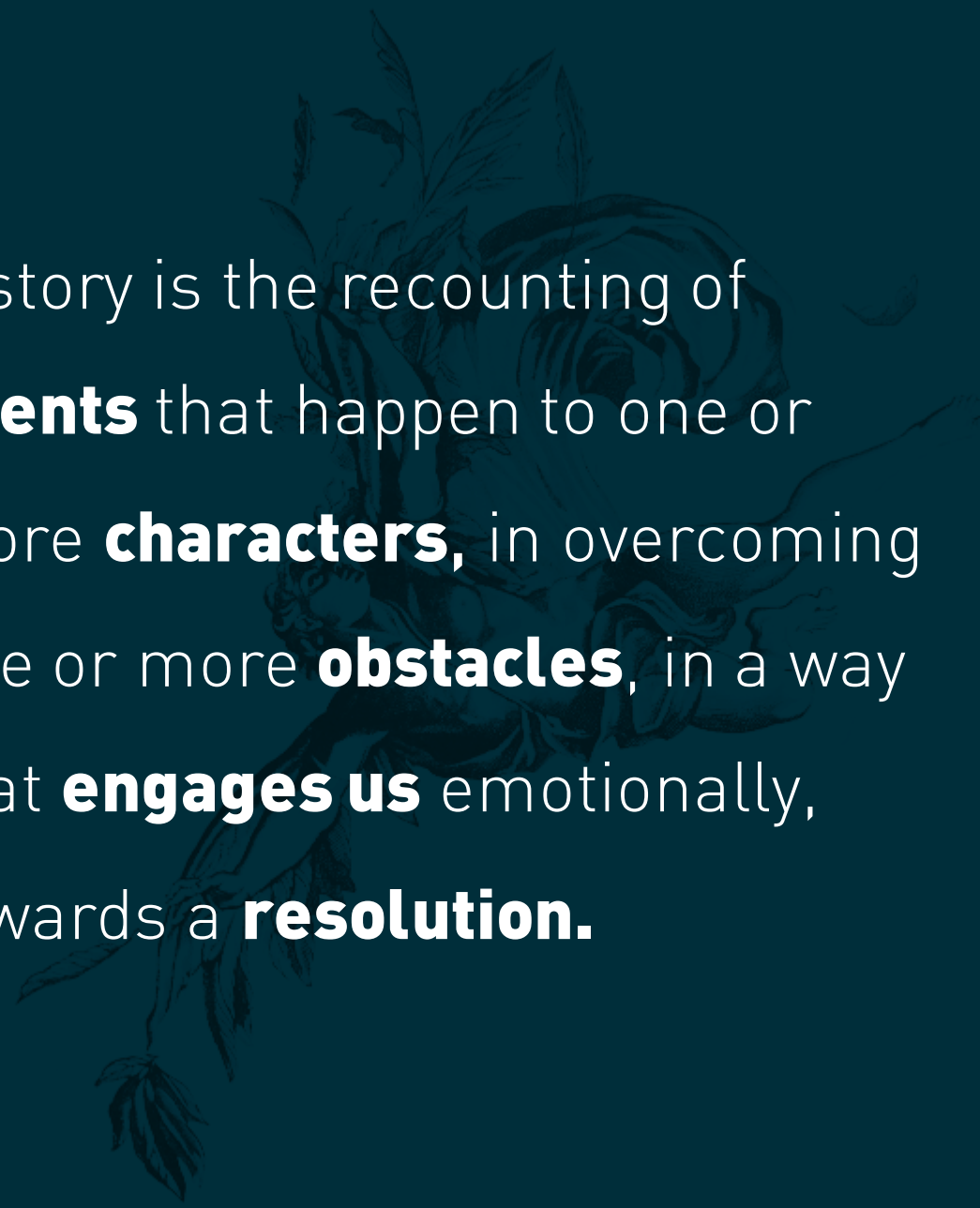
Performance

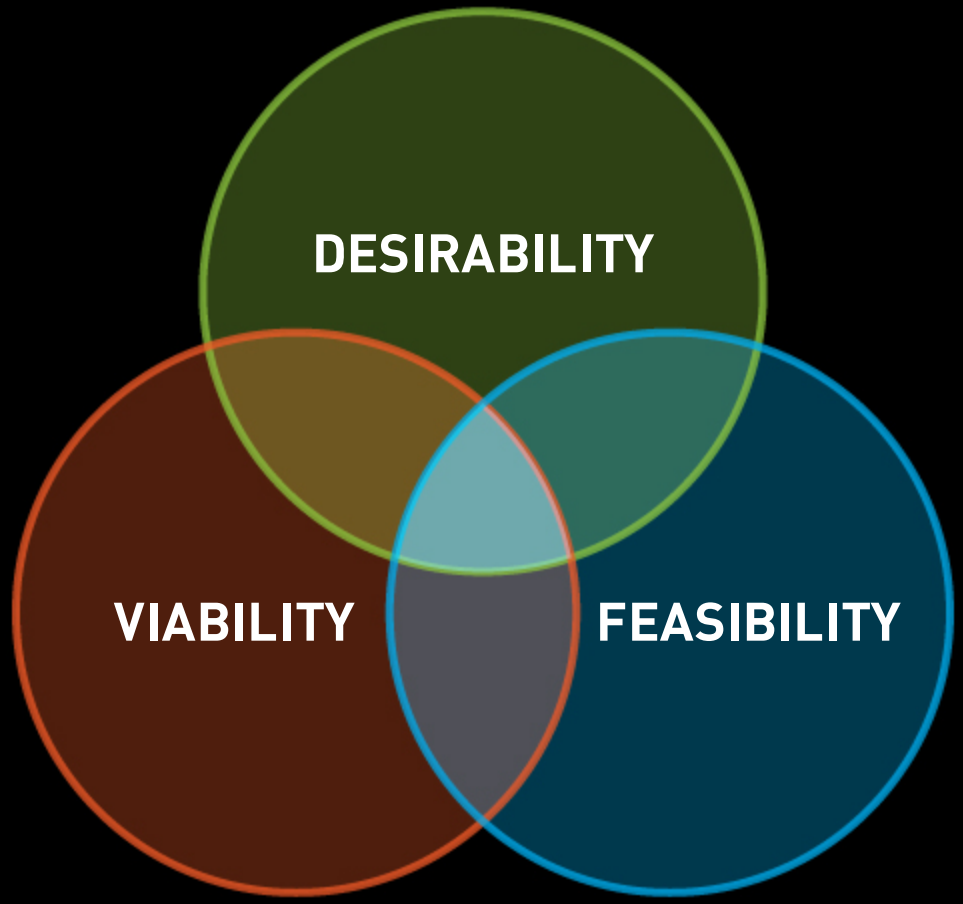
A transaction that relies on familiarity and anticipation

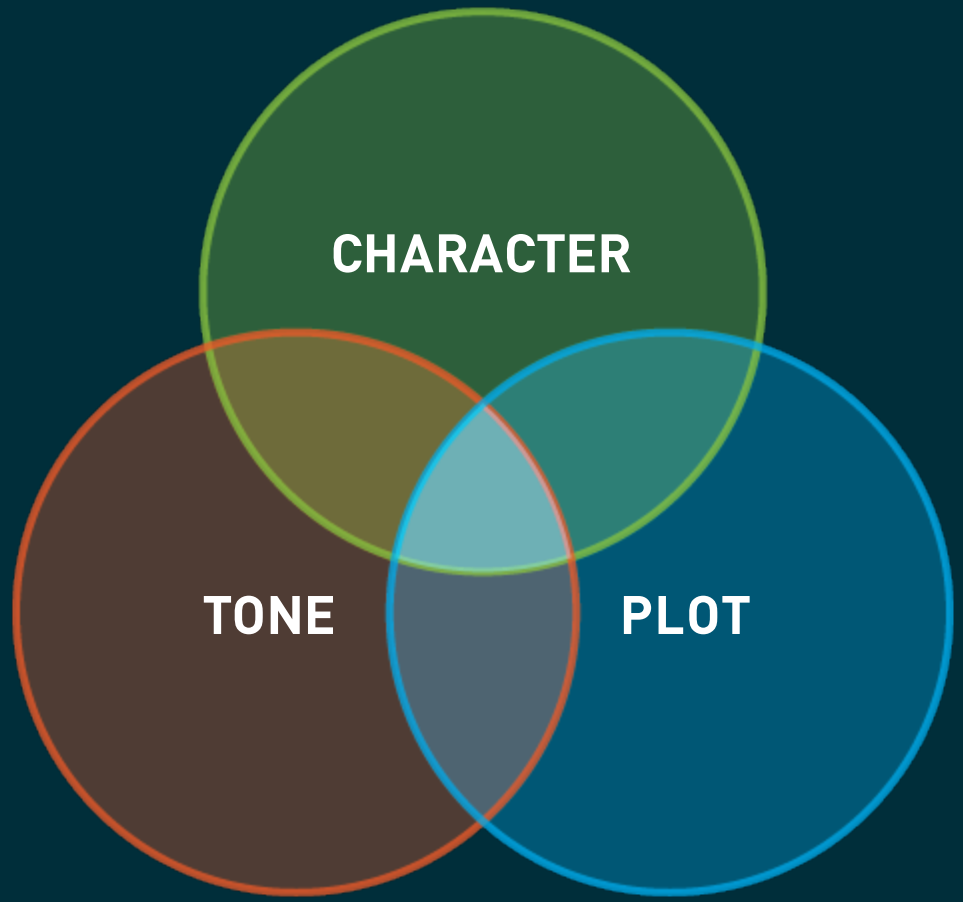
Photo Credit: Jaap Buitendijk - ©2011 GK FILMS, LLC

Story Formula

A story is the recounting of **events** that happen to one or more **characters,** in overcoming one or more **obstacles**, in a way that **engages us** emotionally, towards a **resolution.**

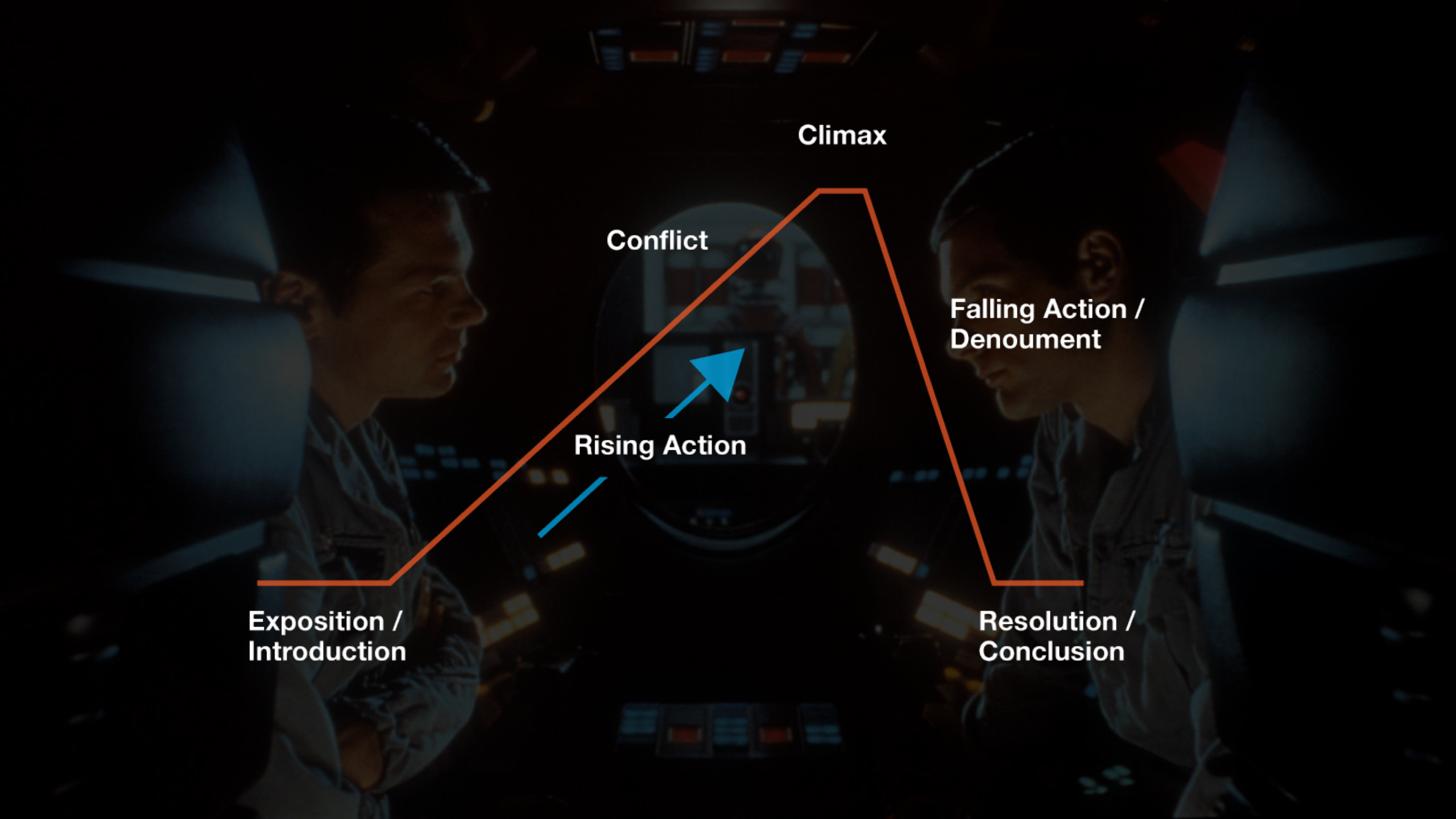



DESIRABILITY
VIABILITY
FEASIBILITY

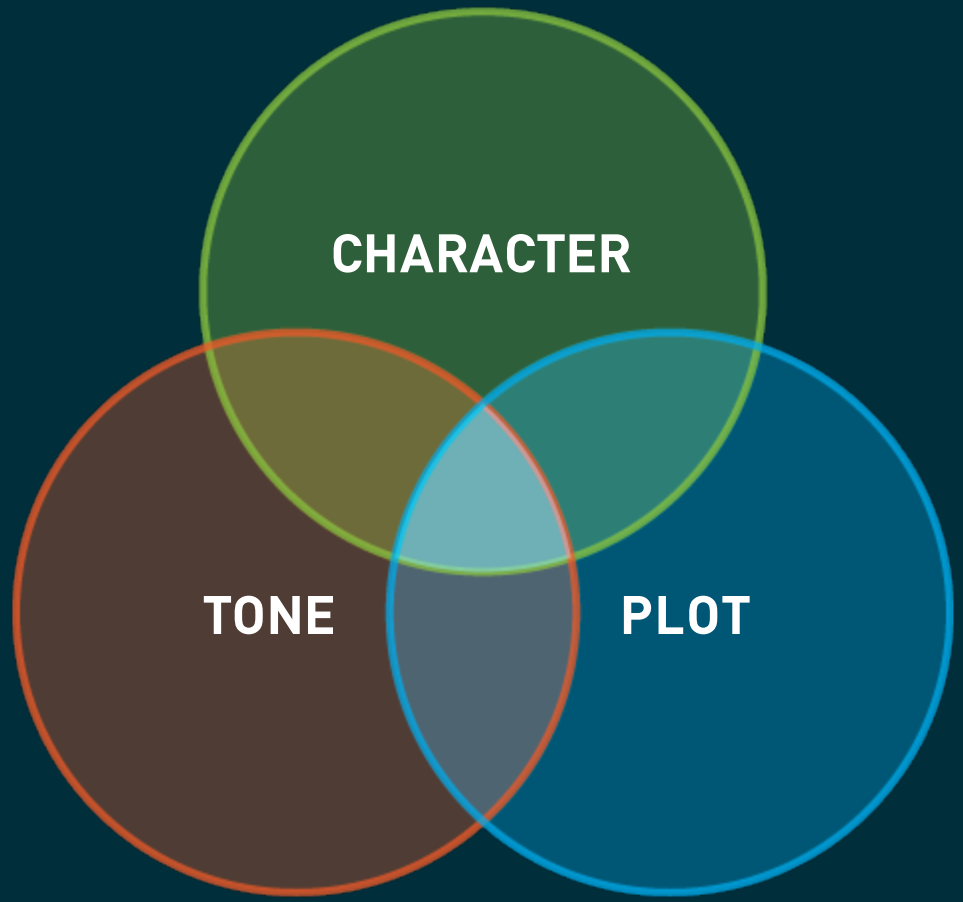

CHARACTER
TONE
PLOT

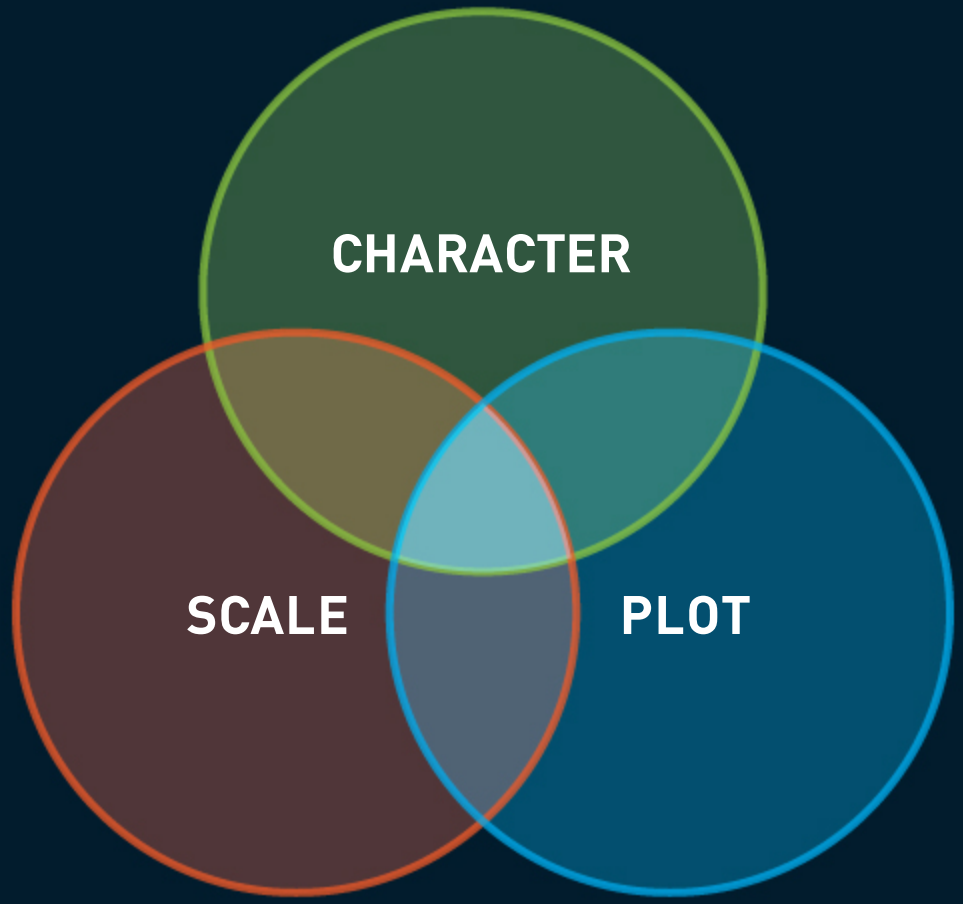
© 2014 - Fox Searchlight Pictures

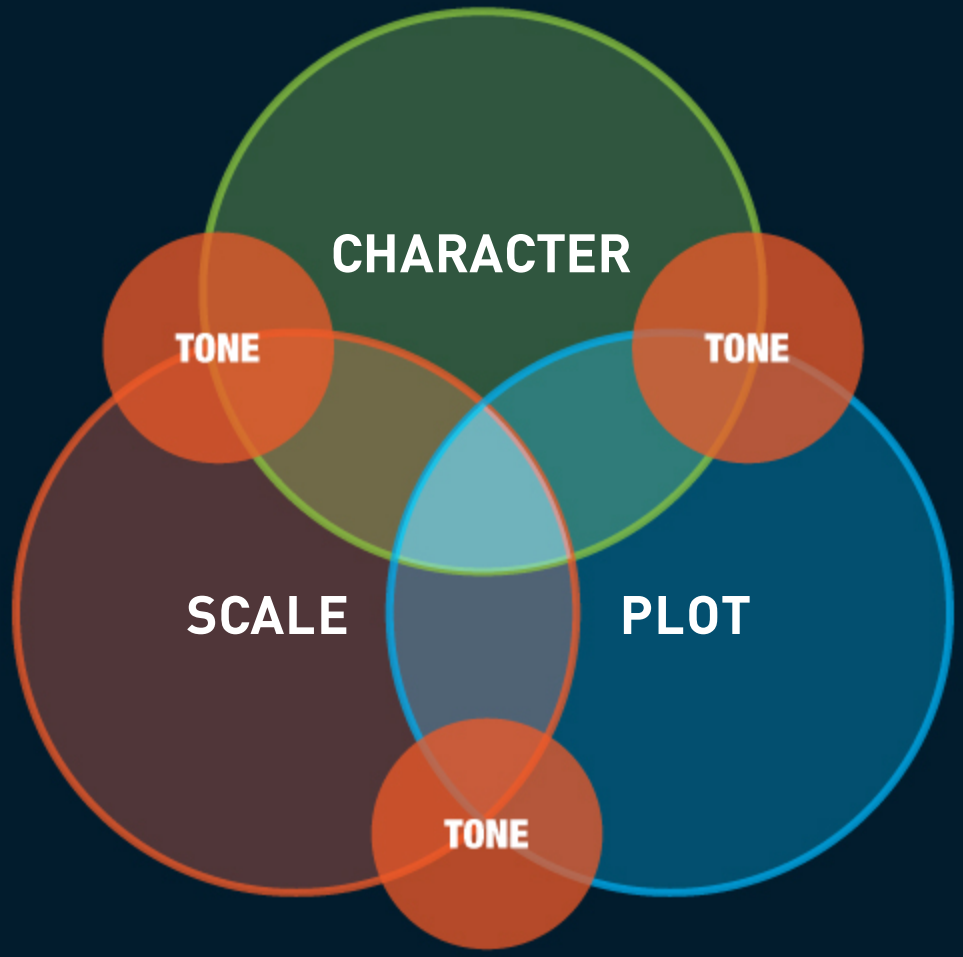
© 1968 Warner Bros. Entertainment Inc.


Climax
Conflict
Falling Action /
Denoument
Rising Action
Exposition /
Introduction
Resolution /
Conclusion

© 2016 Netflix


CHARACTER
TONE
PLOT


CHARACTER
SCALE
PLOT


CHARACTER
TONE
TONE
SCALE
PLOT
TONE

Scale

Form follows function

Adjust style to suit context

Accessible language

Is it a novel or a short story?

...No.

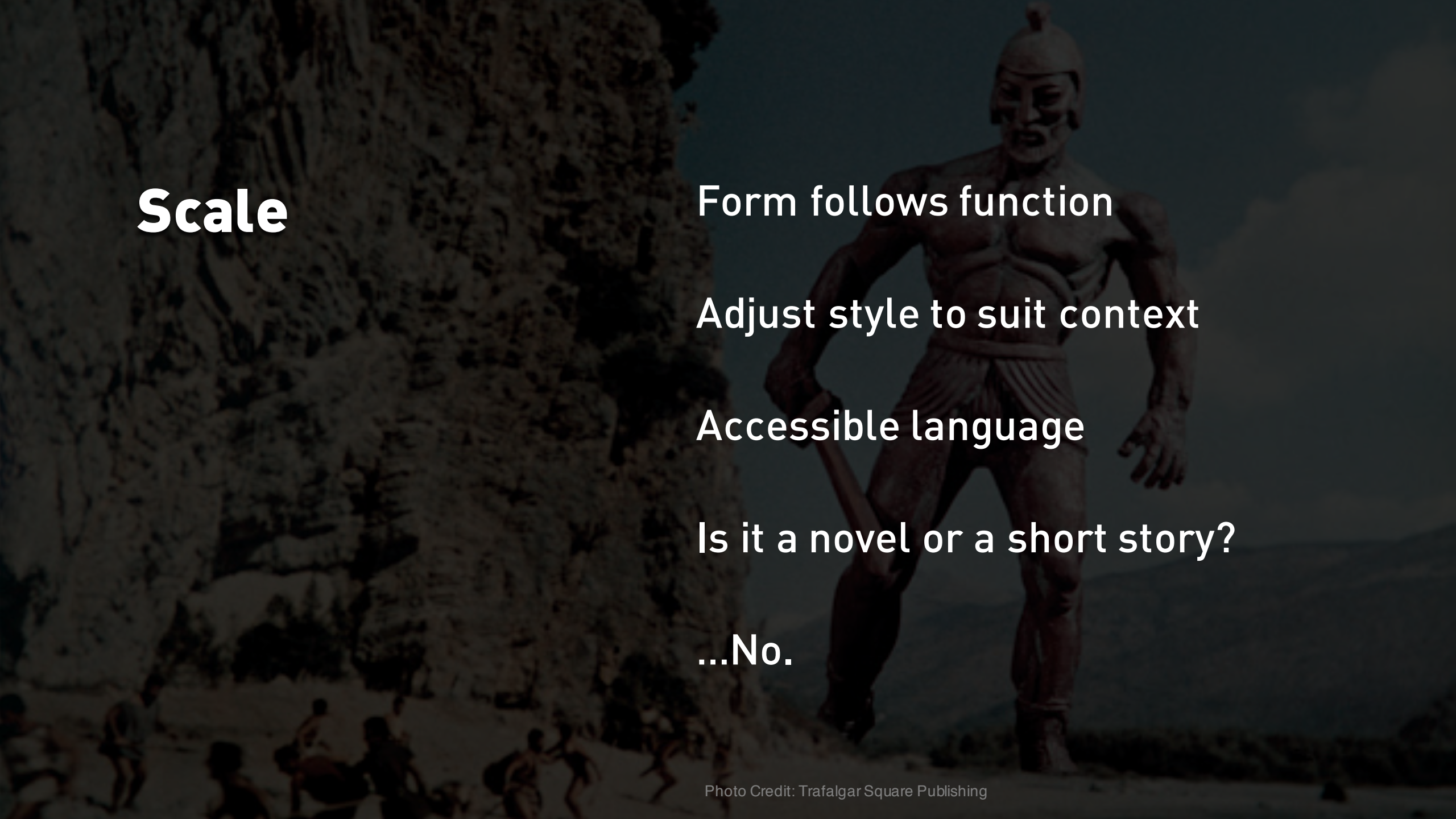
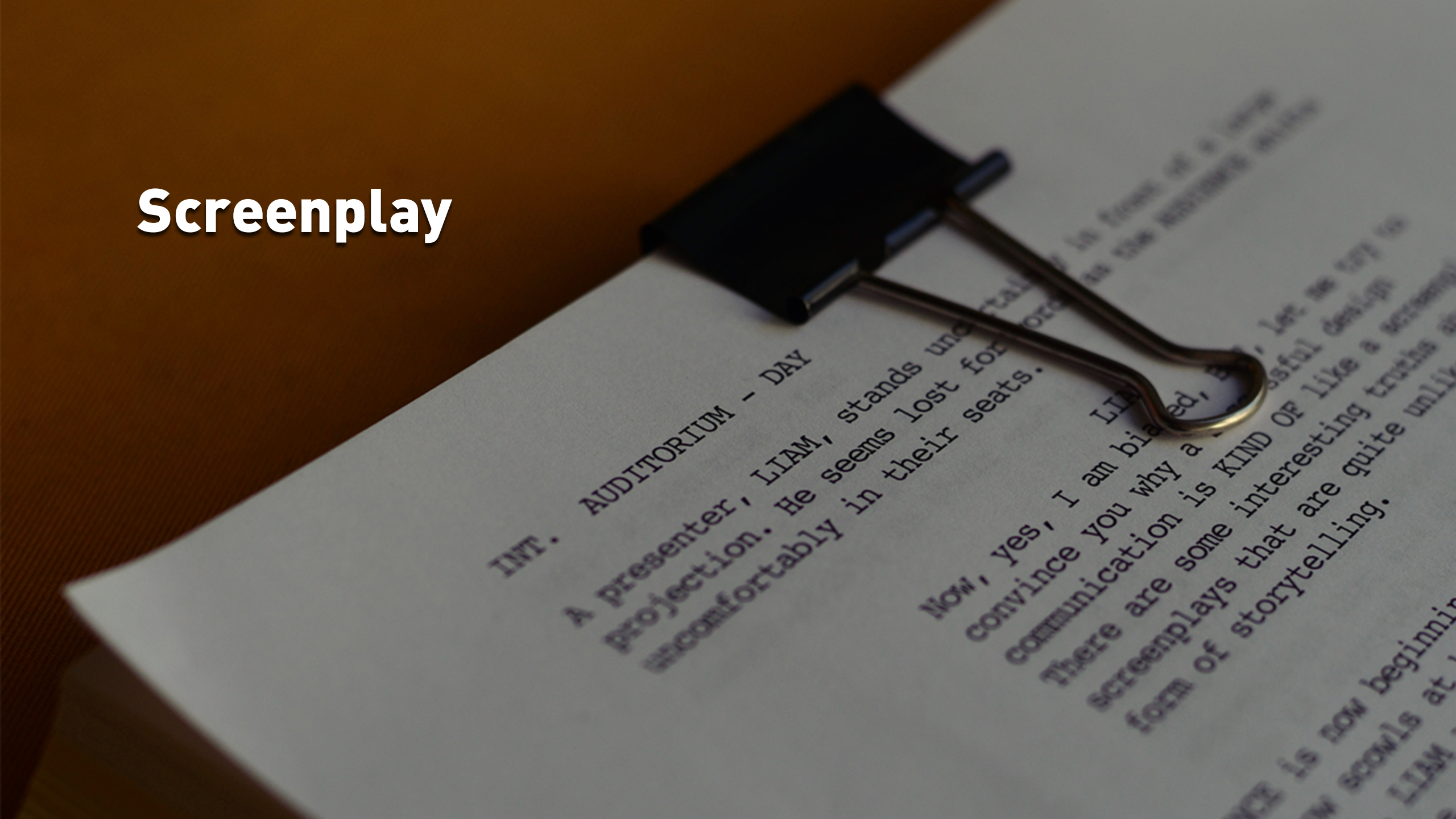


Photo Credit: Trafalgar Square Publishing

Screenplay


INT. AUDITORIUM - DAY
A presenter, LIAM, stands
projection. He seems lost
uncomfortably in their seats.
Now, yes, I am
convince you why a
communication is KIND OF like a
There are some interesting truths
screenplays that are quite
form of storytelling.

Screenplay

Show, don't tell.

Screenplays are **blueprints**,
only realised through collaboration.

Scenes - small, finite and manageable.

Synopsised easily for any level of stakeholder.

Like screenplays, your storytelling should be very visual. Use imagery in presentations, don’t talk to a slide. It’s not very engaging looking at a slide deck with a ton of text on it. Use visual metaphors get your point across in a way that makes your audience receptive and empathetic.

You need to be able to tell a complex story with an image. You need to provoke a response with a single word.

Desirability

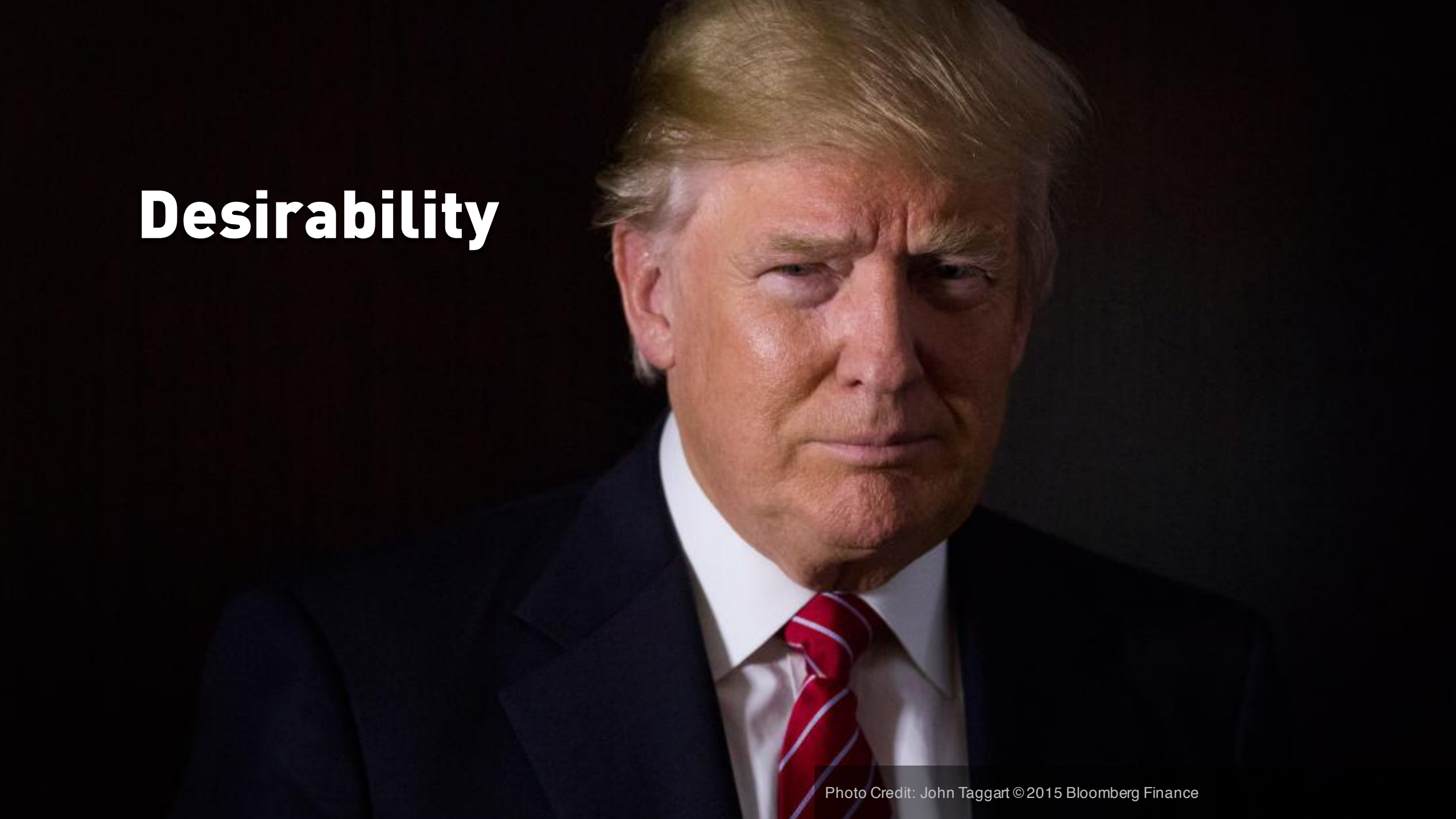


Photo Credit: John Taggart © 2015 Bloomberg Finance

Screenplay

Film makers and screenwriters are the experience designers of the art world.*

Their creative decisions have the audience in mind.

* *Source: Liam Keogh, 2017. Literally, like just a second ago.*

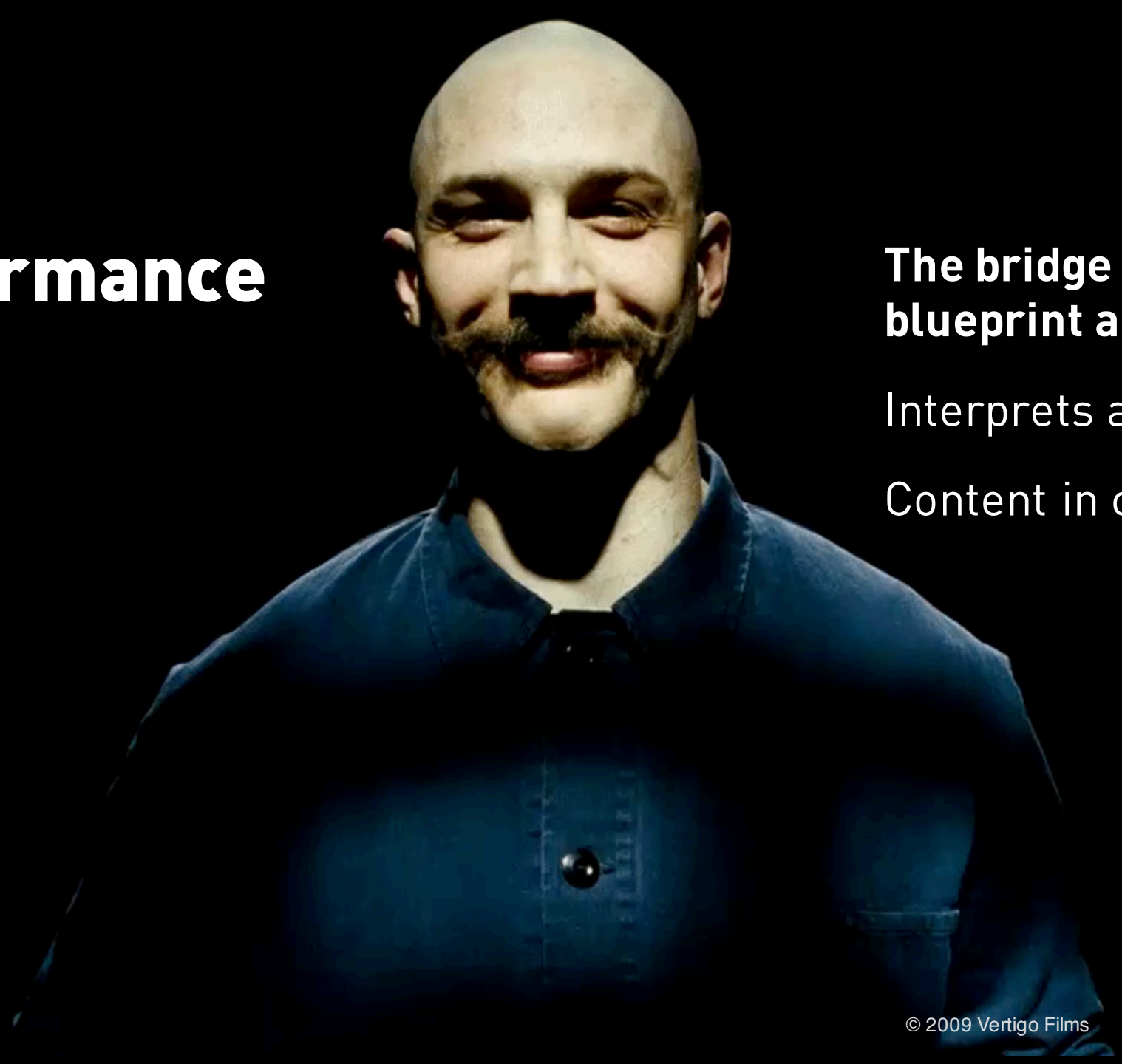
Audience

The key metric of success in telling a good story is the audience's ability to repeat it.

Understand them to tailor your story.

Photo Credit: Purestock / Alamy

Performance

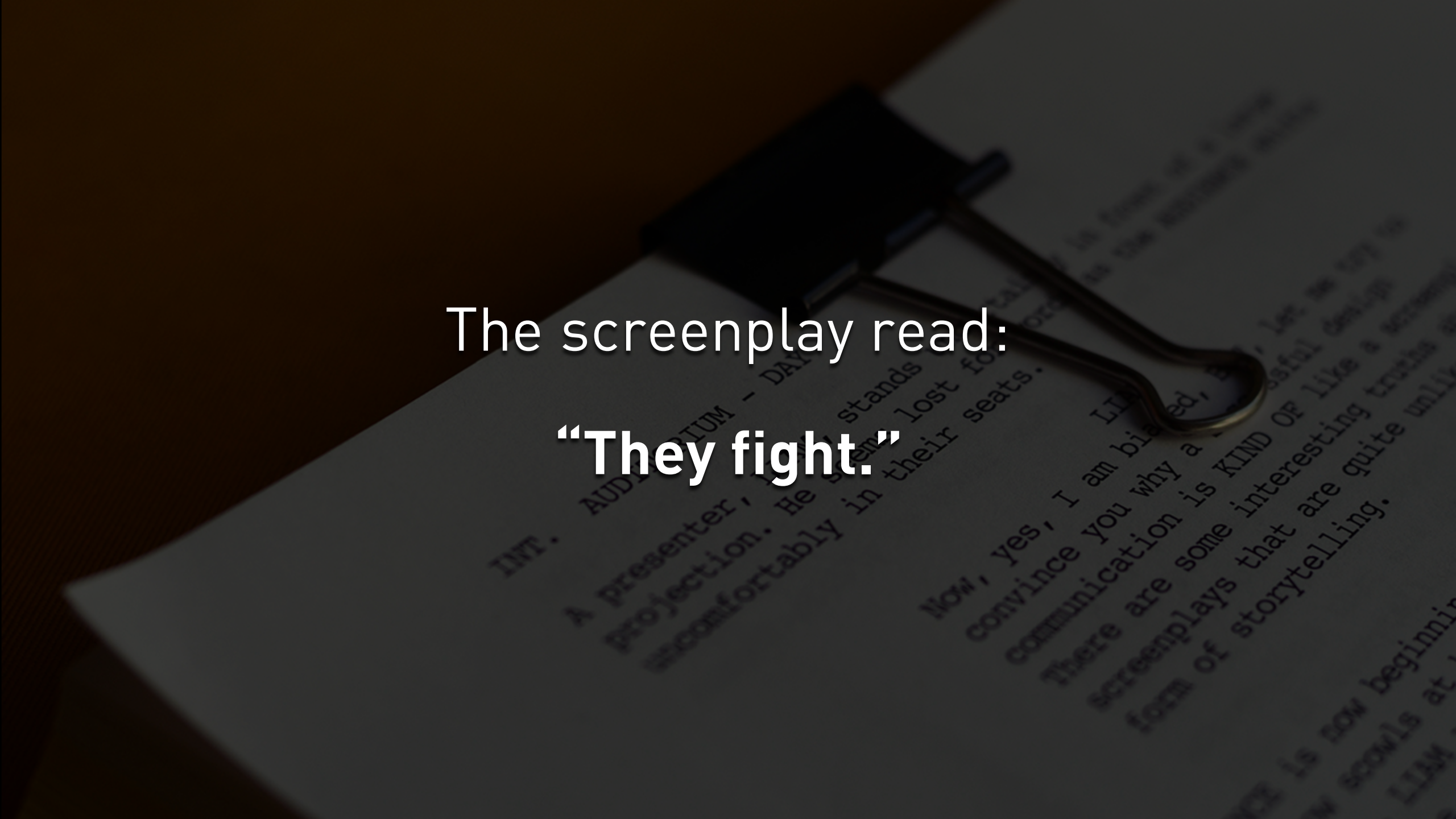


The bridge between blueprint and audience.

Interprets and adapts

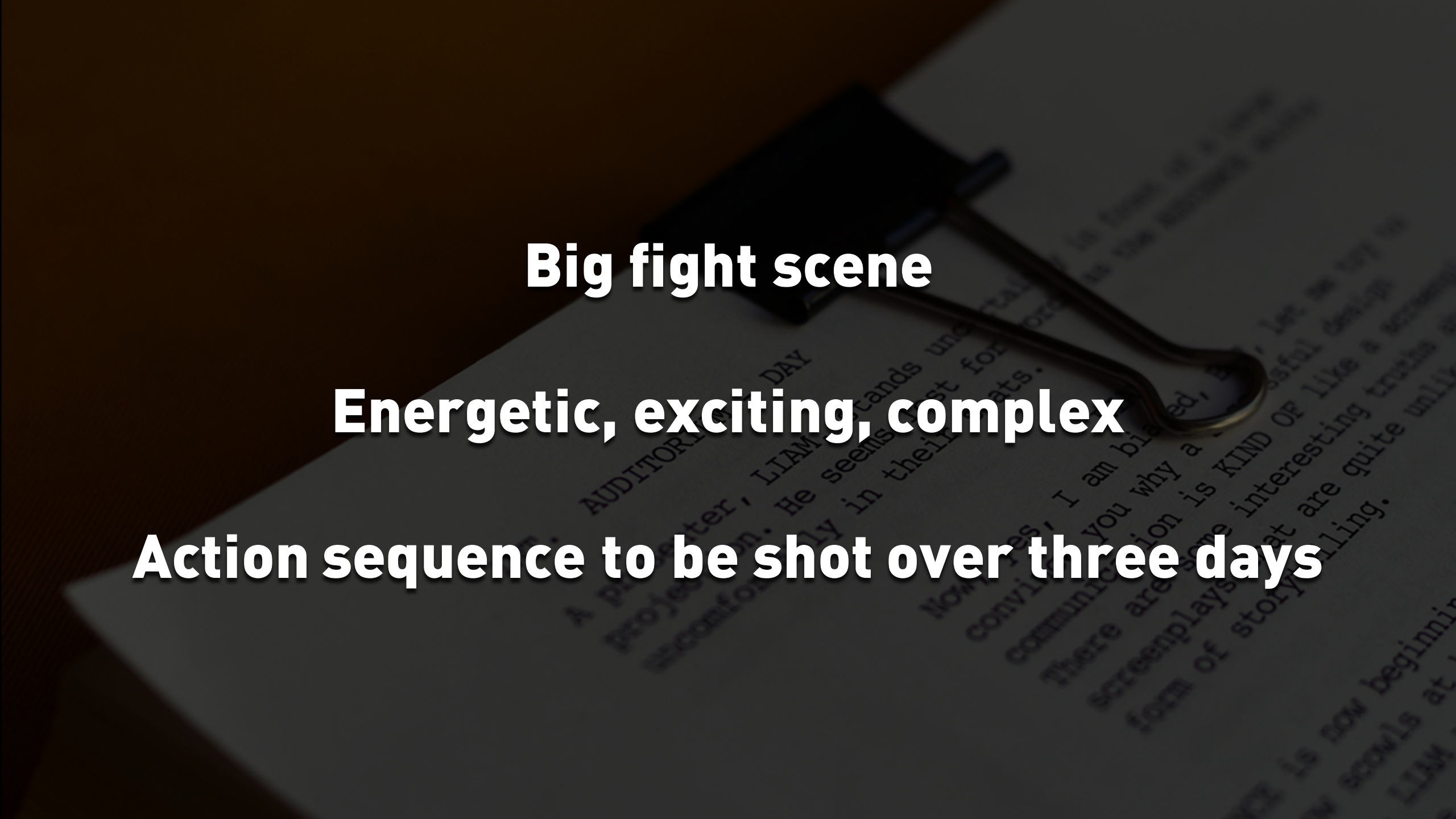
Content in context

© 2009 Vertigo Films

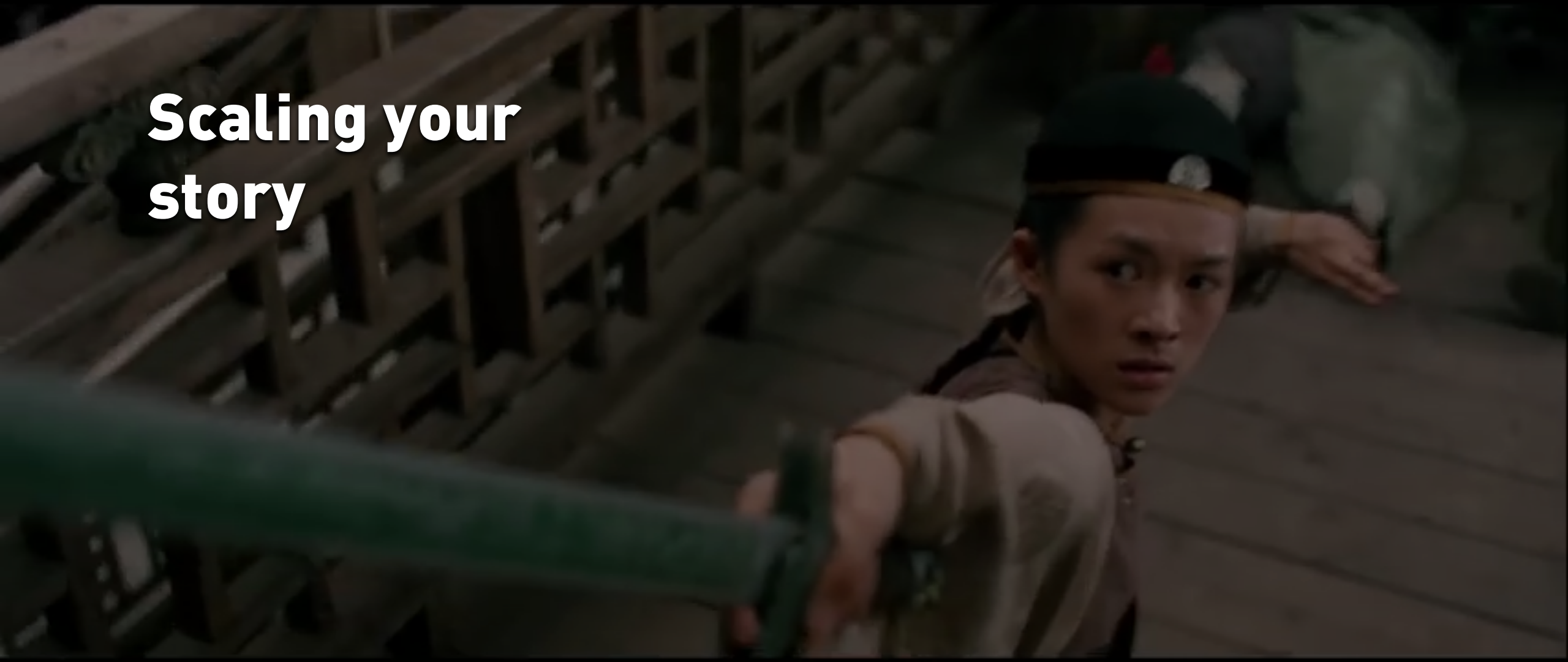


The screenplay read:

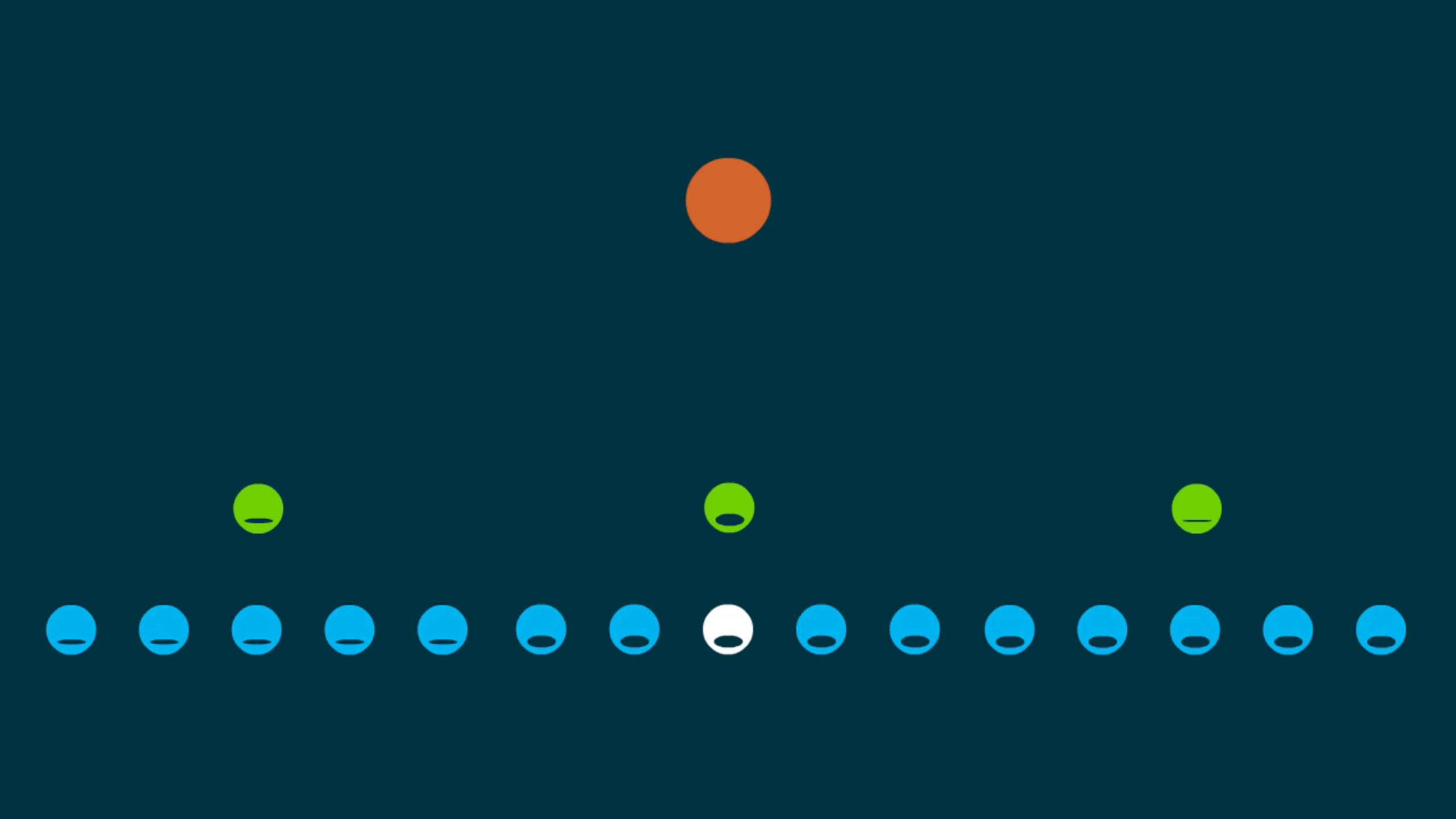
“They fight.”

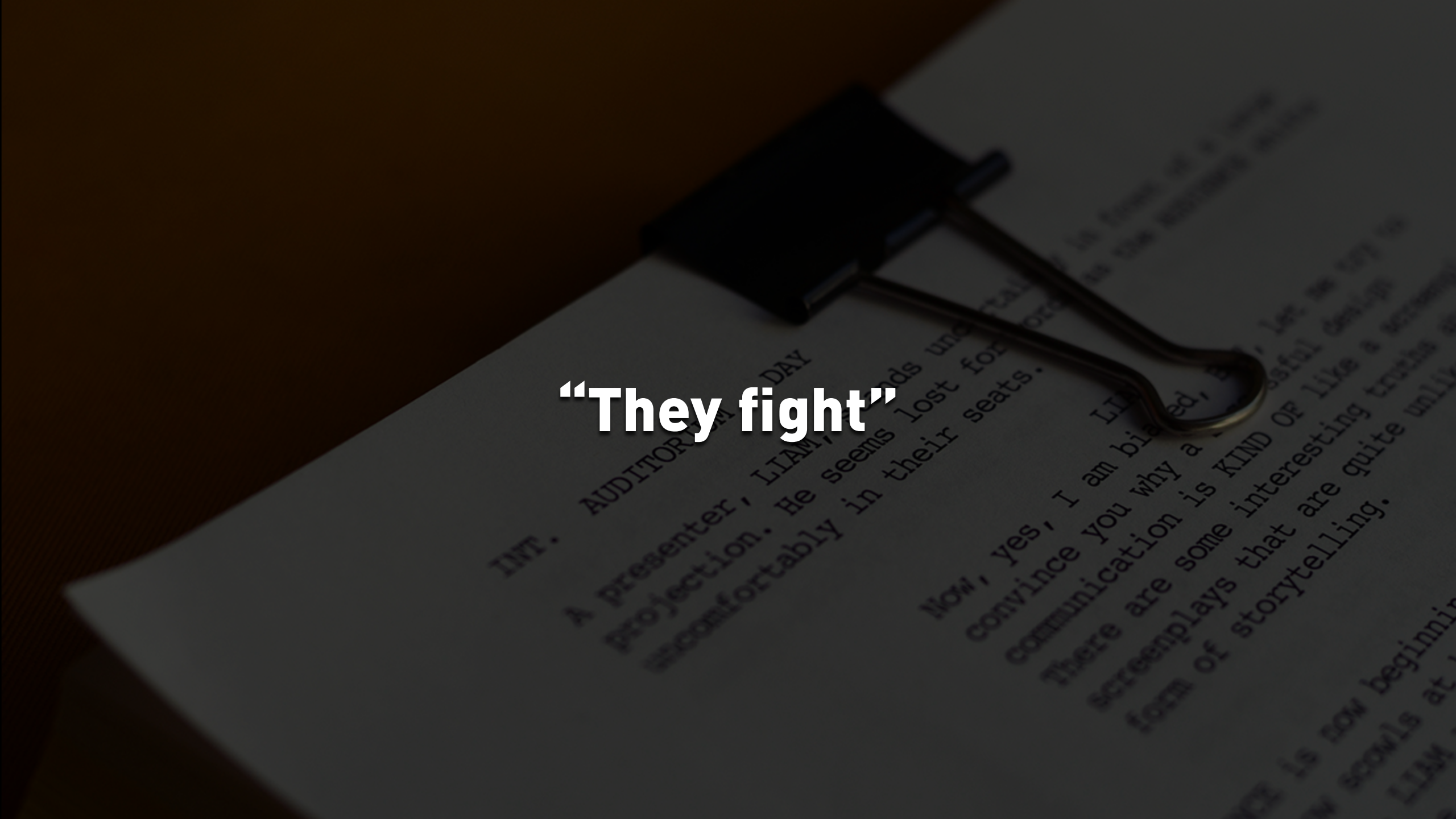

Big fight scene
Energetic, exciting, complex
Action sequence to be shot over three days

Scaling your story



© 2000 - Sony Pictures Classics




“They fight”

Increase the detail

Help the experts in your team to deliver the best possible outcome, without straying off on a tangent.

Photo Credit: © Metro-Goldwyn-Mayer Studios Inc.

Experience design story elements

- Personas are characters
- Journey mapping is a plot arc.
- Stakeholder engagement is performance.
- We are all each other's audience.

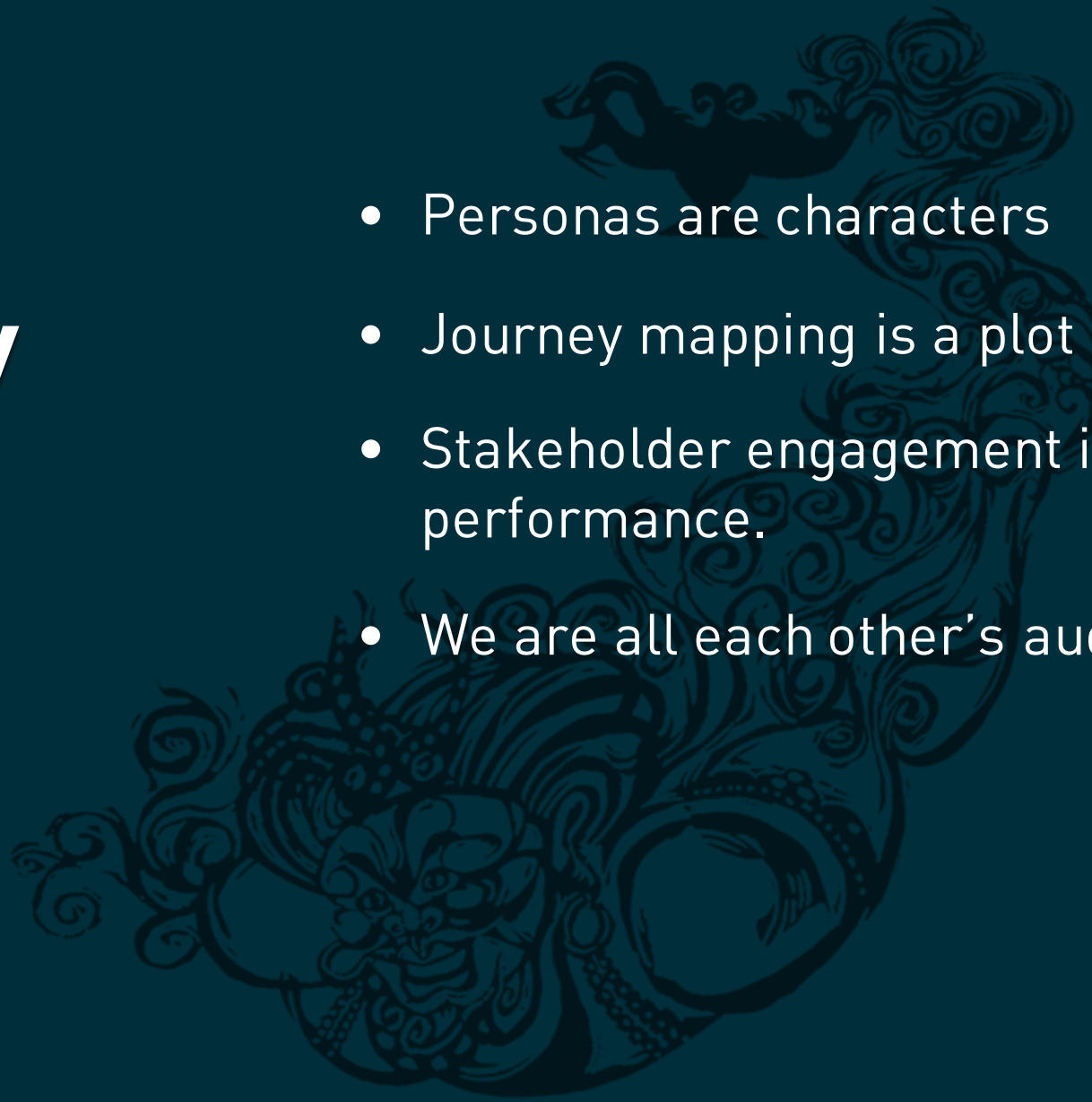


Illustration Credit: George Suyeoka

Pixar's 22 rules of story

Photo Credit: © Disney•Pixar

Pixar's 22 rules of story

Emma Coats,
Pixar Storyboard artist

Rule #4:

Once upon a time there was ___.

Every day, ___.

One day ___.

Because of that, ___.

Because of that, ___.

Until finally ___.

Photo Credit: © Disney•Pixar

Story Summary

Character
Plot
Scale

A persona.

A product.

A service solution.

Illustration Credit: George Suyeoka

Story Summary

Character
Plot
Scale

Beginning

Overcoming obstacles

Resolution

The new normal

Illustration Credit: George Suyeoka

Story Summary

Character
Plot
Scale

Tweak the detail

Know your audience

Adapt your language

Illustration Credit: George Suyeoka

Take Aways

Scale

Anticipation/resolution

Show, don’t tell

Take Aways

Make your message

Memorable,

Understandable,

& Translatable.

Illustration Credit: Ed Emberley

The End
@Liamo_Keogh