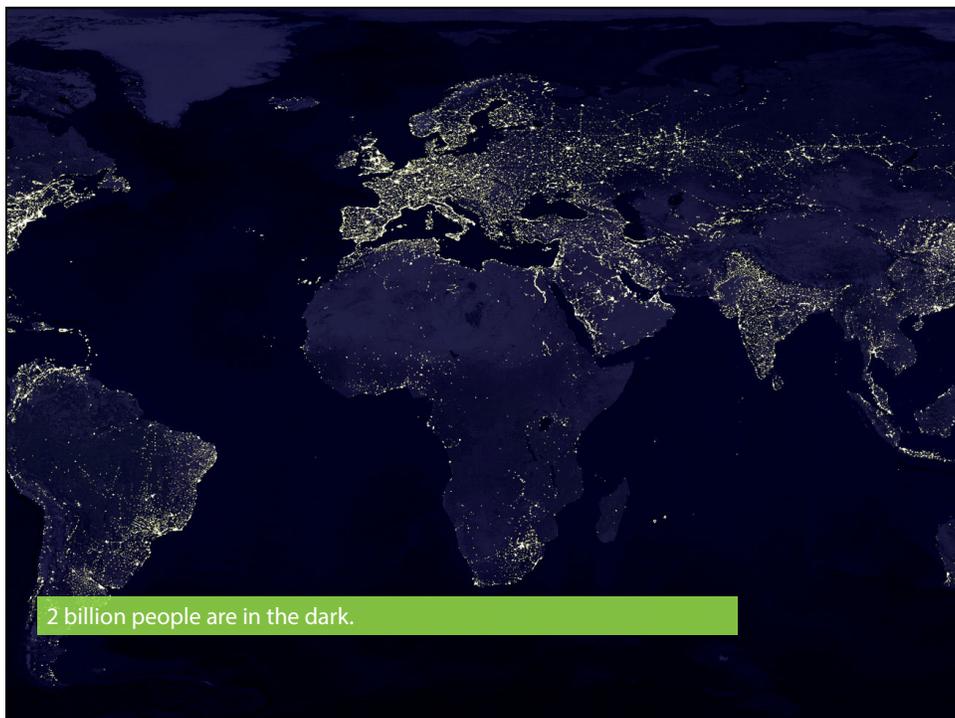
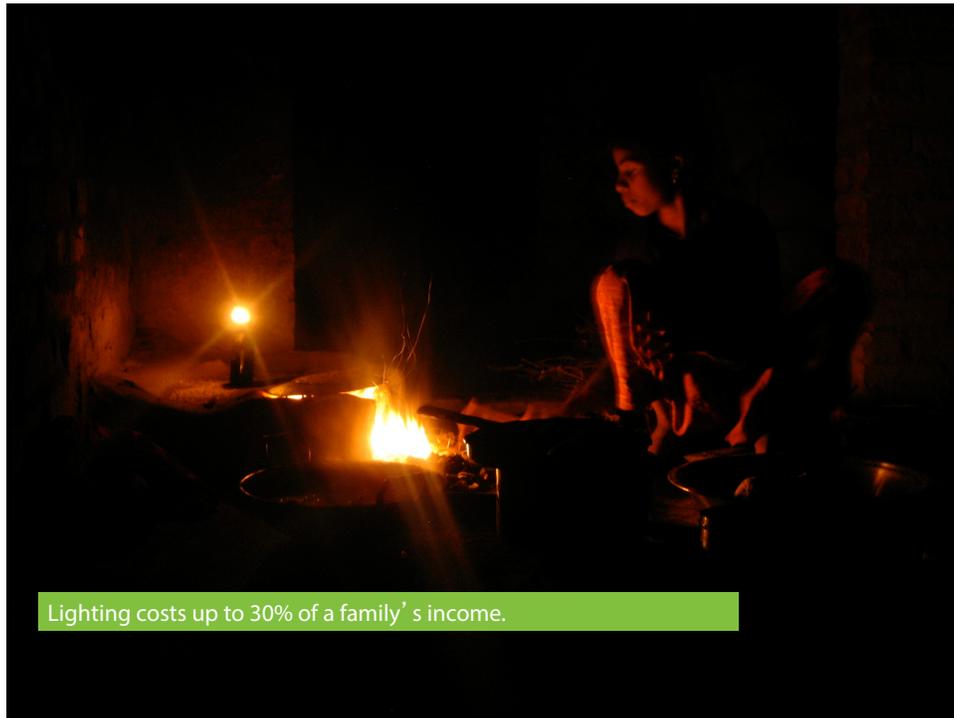


STORYTELLING









Lighting costs up to 30% of a family's income.



Almost 1/2 the population of SE Asia lives without electricity.



Your 4-minute Lightning Talk:

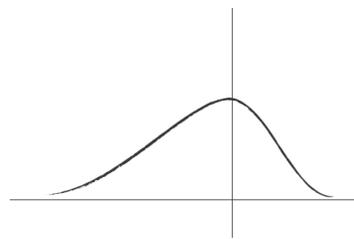
- Decide on a goal with your team
- Consider the following flow...
 - *make us care about & get to know your user*
 - *show us the problem they have*
 - *convince us that your solution fits into their lives & answers their problem (show users interacting with prototypes!)*
- Include an ask!, e.g. "come to our website to learn more" or

Use elements of storytelling to make your presentation **compelling.**

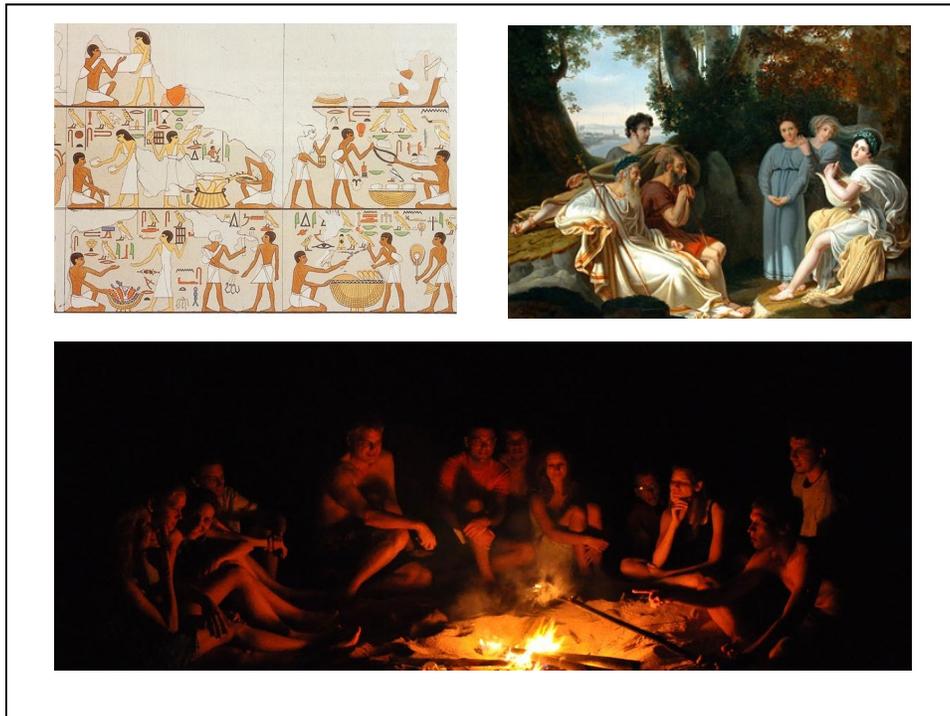
Your 30-minute One-on-one:

- Goal will depend on status of your project
- Might want to include longer version of points in lightning talk (user + problem + solution)
- Probably will include an ask: *"Here's what we're going to do next & here's what we need"*

Use elements of storytelling to make your presentation **compelling.**



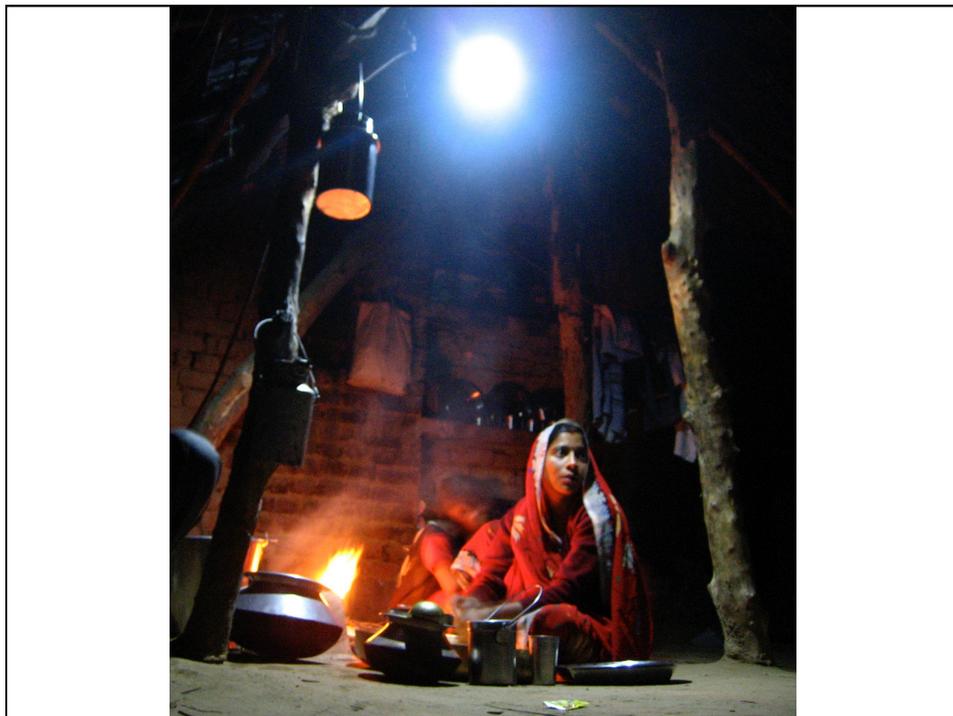
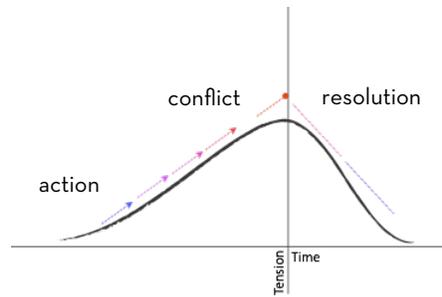
**DESIGNING
STORIES**



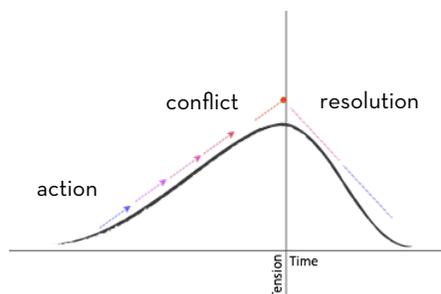
Why is storytelling important?

- We are natural-born storytellers
- Stories are sticky
- Stories can convey more **depth** of information than lots of data and other content

A story is a **character**-driven dramatic narrative.



A story is a **character**-driven dramatic narrative.



**For your presentations,
who is the character?**

PROCESS

1. Prototype your story

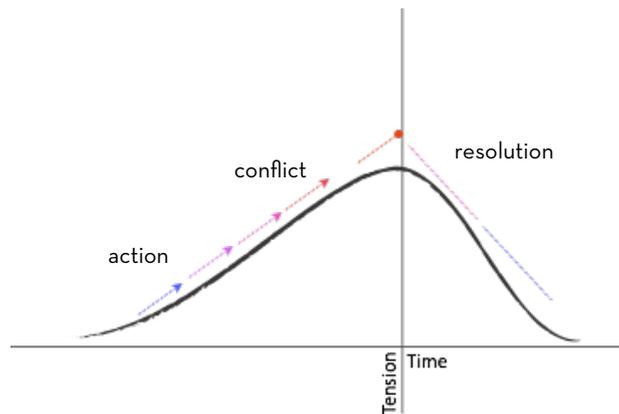
- First layer: the story arc
- Second layer: the personality

2. Craft your story

Prototype your story



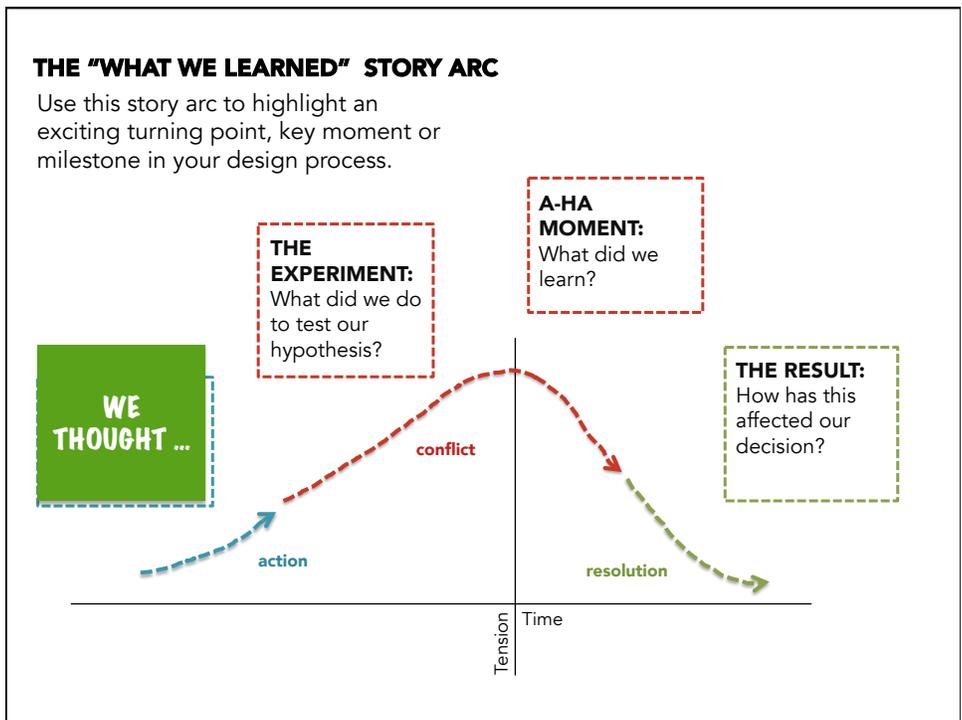
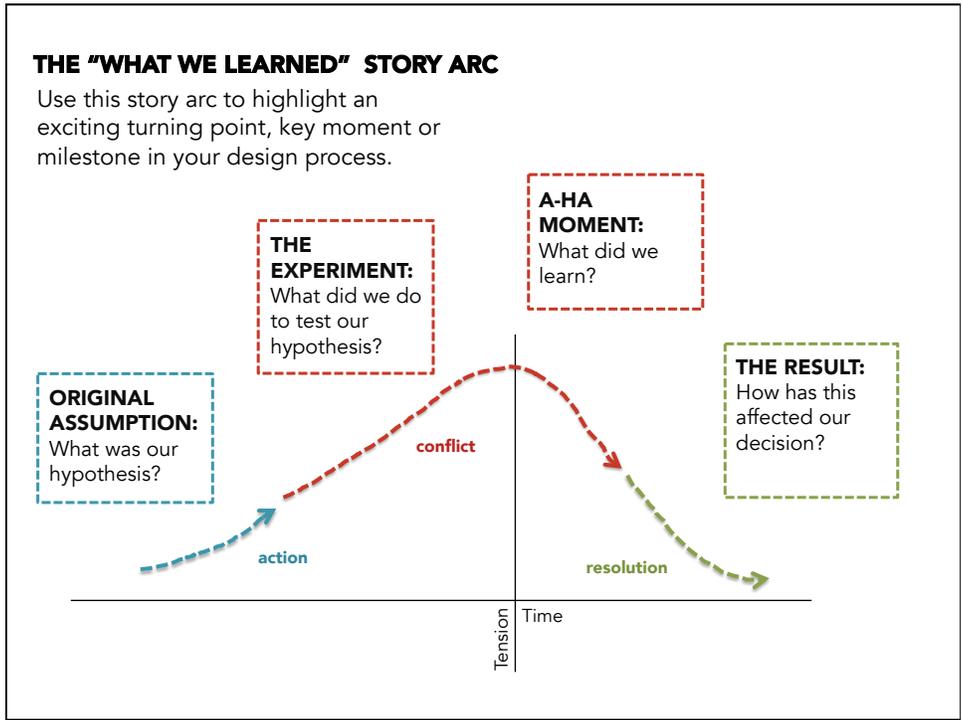
First layer: the story arc

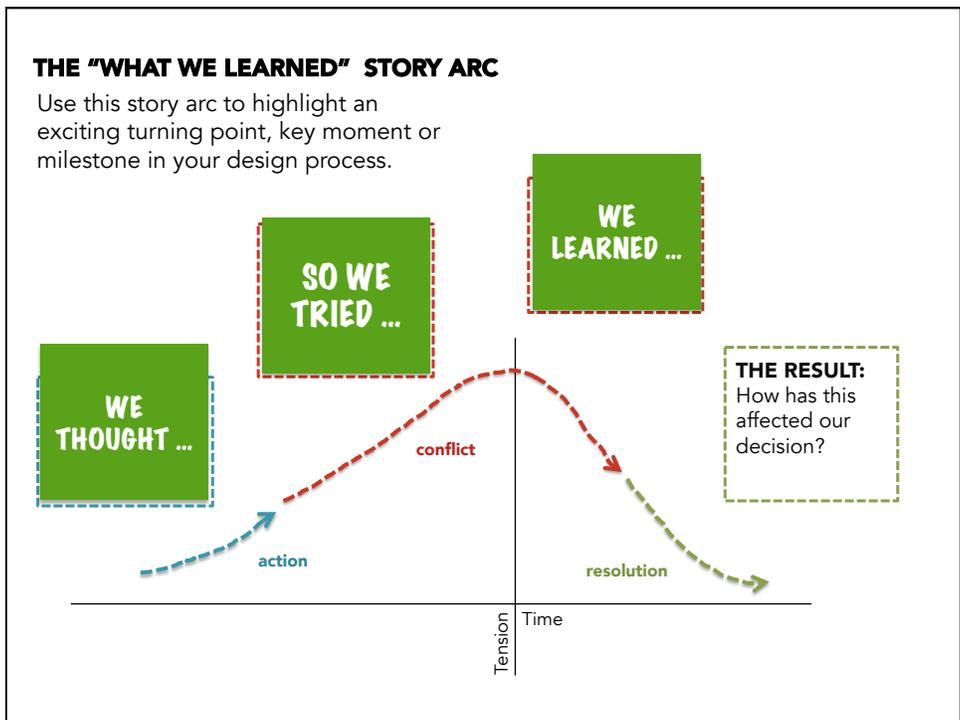
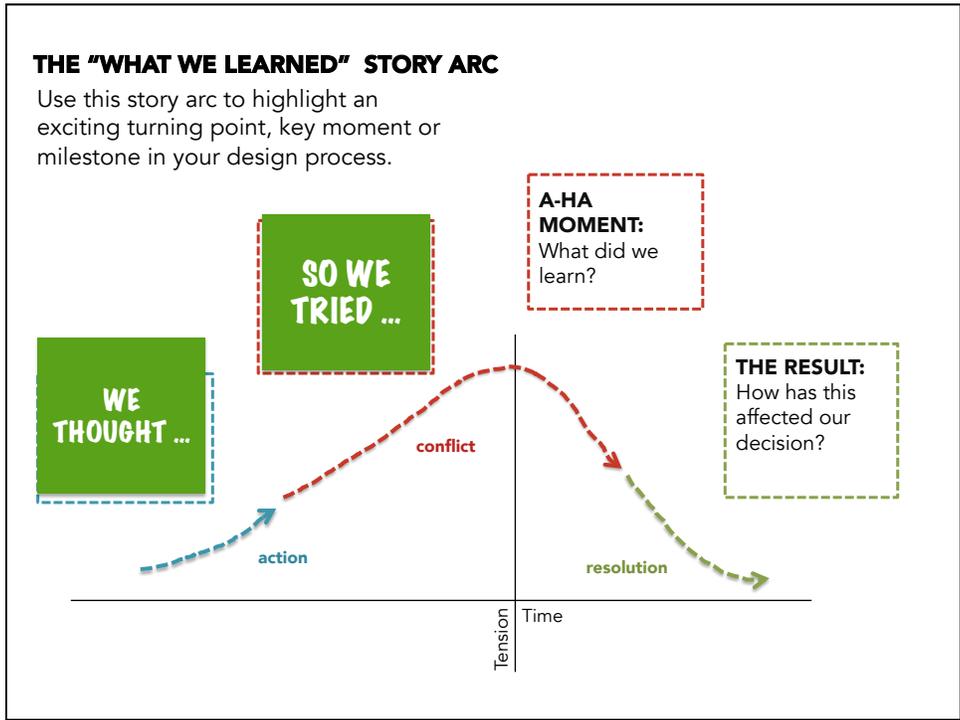


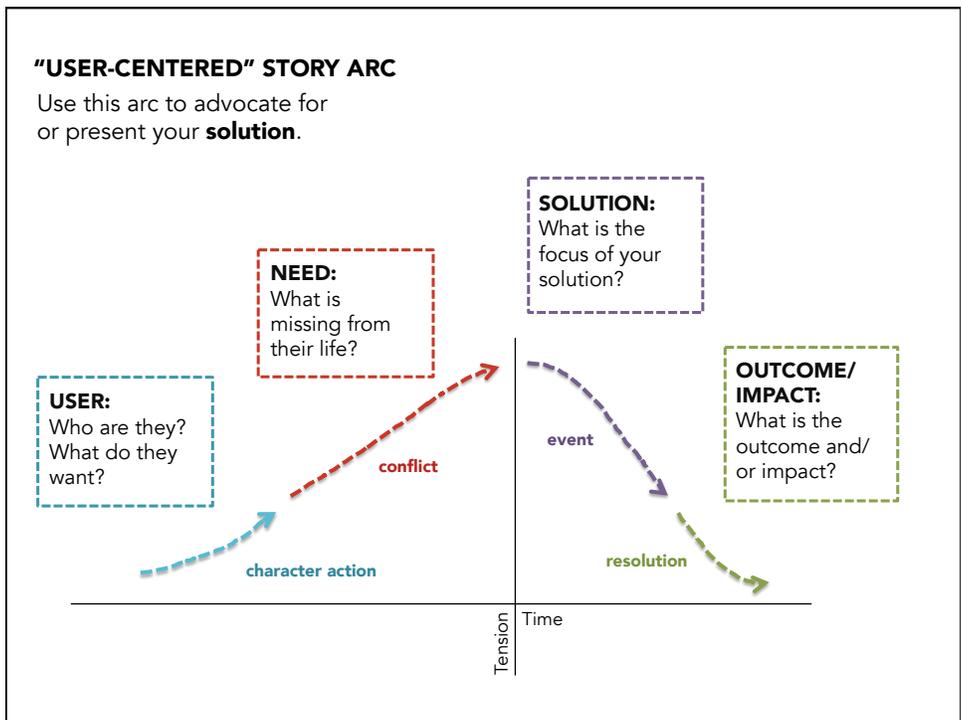
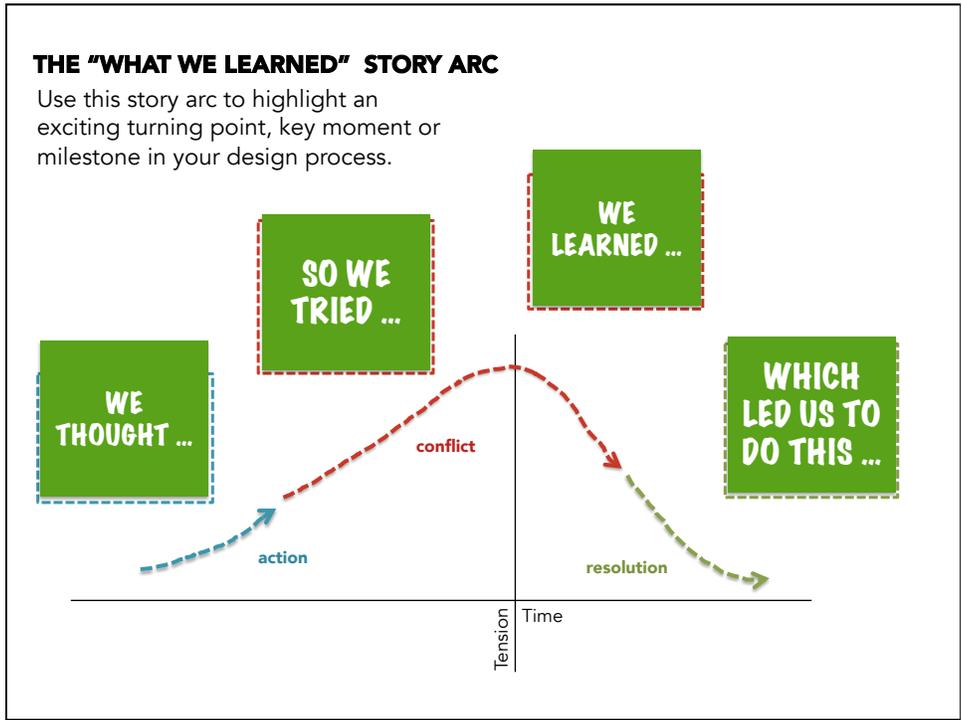
TWO EXAMPLE STORY ARCS

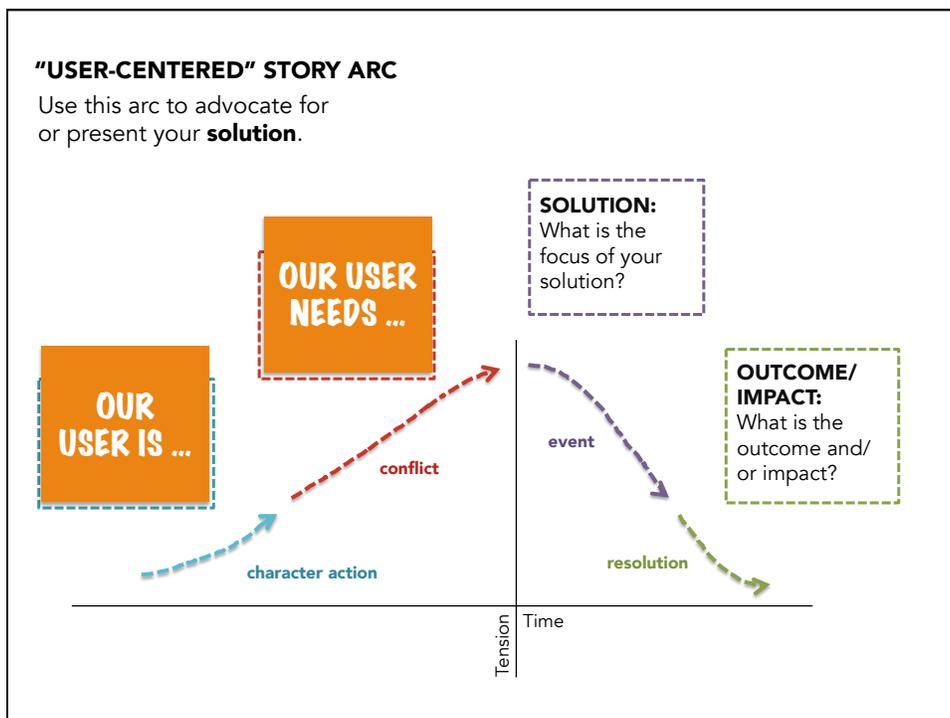
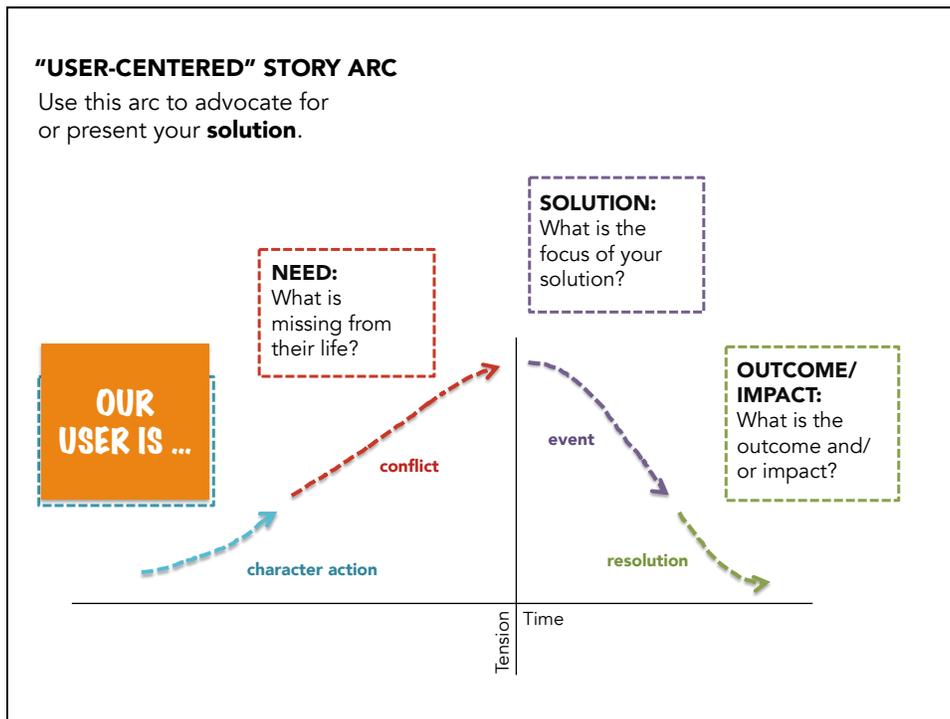
(1) The **"WHAT WE LEARNED"** Story Arc

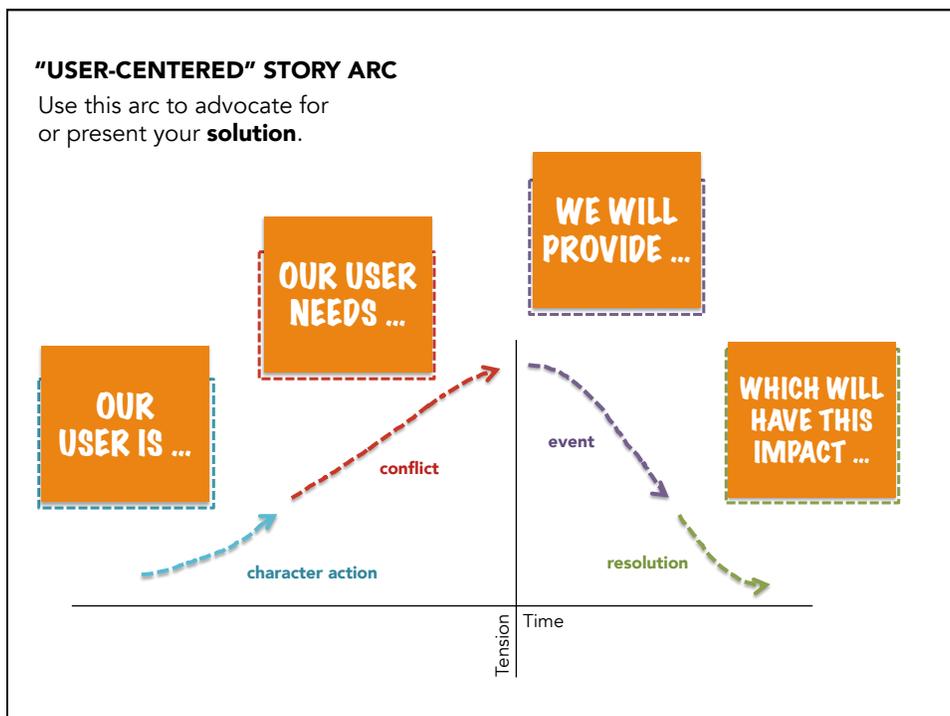
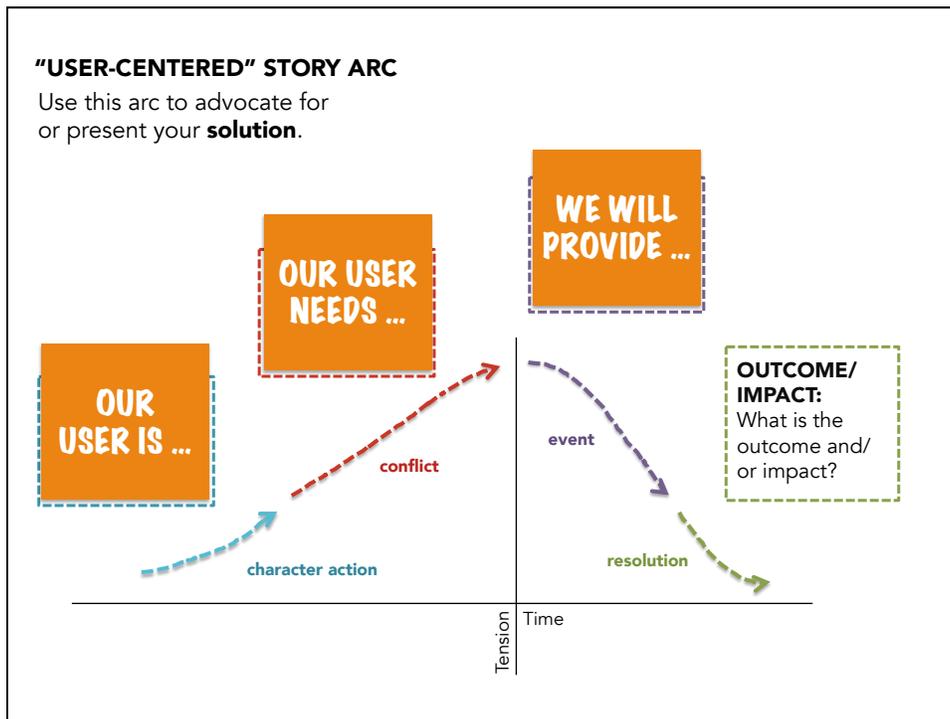
(2) The **"USER-CENTERED"** Story Arc











PROCESS

1. Prototype your story

— First layer: the story arc

— Second layer: the personality

2. Craft your story

Second layer: the personality

- “put me in the room” anecdotes
- Moments of reflection
- Show, don't tell elements



“put me in the room” anecdotes







moments of reflection

**THIS WAS
A REALLY
IMPORTANT
MOMENT FOR
MY TEAM....**

"Show, don't tell" elements storytelling tips.

<p>UNEXPECTED Break Existing Schemas!</p> <p>BEGIN LATE Start as Close to the End as Possible.</p> <p>SUSPENSE Dole out the Story in Small Bits. Play with the Tension Between Revealing & Holding Back Information.</p> <p>EMOTIONS Good Stories are About the Emotions that Drive our Actions.</p> <p>STRUCTURE Stories Have 3 Acts Beginning (Dilemma is Introduced) Middle (Emotions and Conflict Build) End (Resolution or Lesson)</p> <p>DETAIL Details Excite the Imagination & are Hooks for Memory.</p> <p>KNOW YOUR AUDIENCE Custom Design a Story to Meet the Interests of Your Particular Audience.</p>	<p>ECONOMY Less is More.</p> <p>HAVE FUN. If you Don't Enjoy it, No One Will.</p> <p>TRUTH If you don't care about it, forget about it.</p> <p>HUMOR Have a Sense of Humor.</p> <p>GIVE IT A NAME Titles & Names Add Depth & Context.</p> <p>MAKE IT AN EVENT Start Big, End BIGGER!</p>	<p>CONCEPT B4 DETAIL Begin with the General Concept & Proceed Toward Specific Details.</p> <p>CHARACTER Deep Characters Key. Give the Audience at Least One Character to Root for.</p> <p>RE-INCORPORATE If you Don't Know Where to go Next, Look Back.</p> <p>STYLE Style and Structure Should Always Complement & Amplify the Story.</p> <p>BE PERSONAL Relay Part of your Honest Self and the Audience will Listen.</p> <p>CHANGE All Stories are About Transformation. Display the Change In Your Characters.</p> <p>DRIVE CURIOSITY Every Moment Should Beg or Answer a Question.</p>
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"Show, don't tell" elements

PHOTOS & SKETCHES

“Show, don’t tell” elements



PROTOTYPES & VIDEOS

“Show, don’t tell” elements



START IN THE ACTION

"Show, don't tell" elements



How does your story
START?

Video



HOOK THE AUDIENCE

TED Ideas worth
spreading

Jane Chen



Tim Harford



Daniel Pink



Malcolm Gladwell



PROCESS

1. **Prototype your story**

- First layer: the story arc
- Second layer: the personality

2. **Craft your story**

Craft your story

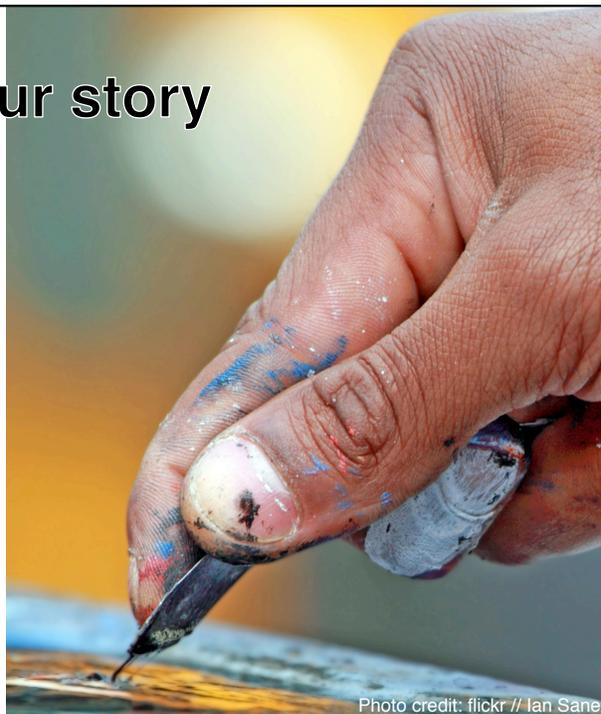
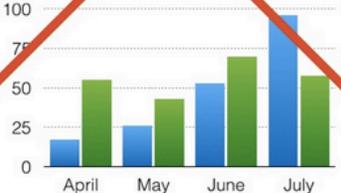


Photo credit: flickr // Ian Sane

Lorem Ipsum

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Month	Blue Bar Value	Green Bar Value
April	15	55
May	25	45
June	55	65
July	95	55

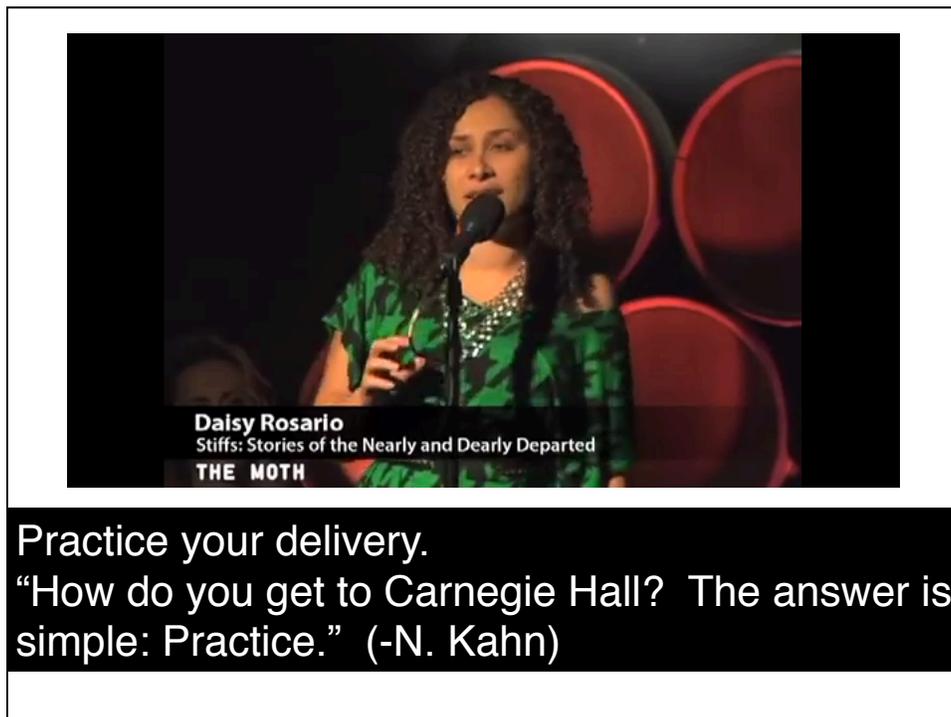
What not to do. Photo credit: N. Kahn

Running Styles



Be intentional with what you show us.
“Capitalize on compelling visuals to tell your story.” (-N. Kahn)

Photo credit: N. Kahn



Practice your delivery.

“How do you get to Carnegie Hall? The answer is simple: Practice.” (-N. Kahn)

Presentation Pet Peeves

- Reading directly from the slides
- Dense slides with very small print
- Too much animation on the slide with things flying in
- Refer to outside documents – screen print of document that you can't read
- Presenters aren't speaking slow enough/clear enough for audience to understand
- When presentation is boring and long
- When you can't relate to the presentation – not focused on you/your needs

Wrap-up & Questions

- Rely on storytelling elements to communicate your ideas
- Stories are character-driven
- Stories have 3 parts—action, conflict and resolution
- Process
 - Prototype your story
 - ✧ First layer: story arc
 - ✧ Second layer: the personality
 - Craft your story
- Email Erica if you want more help/advice: eestrad3@umd.edu