

the Art_{of} Storytelling

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The Anatomy of a Story

The 4 Must Have's

the Art_{of} Storytelling

Lead Character



the Art_{of} Storytelling

Lead Character

Ambition



the Art_{of} Storytelling

Lead**Character**



Ambition



Conflict



the Art_{of} Storytelling

Lead**Character**



Ambition



Conflict



Resolution



Lead Character

Who are they?

What's the backstory?

It helps give insight into
their personality



Lead Character

Who are they?

What's the backstory?

Helps us later to understand

- *Decision making process*
- *Actions*



Ambition

Ambition gives us a purpose!

What's their Goal?

- Desire
- Determination
- Motivations

Understanding the user goals gives us a roadmap of sorts that we can utilize throughout the project.

Conflict

A Spartan warrior in a helmet and armor, holding a spear, standing in front of a wall of spears. The scene is set in a warm, golden light, suggesting a battlefield or a training ground. The warrior is looking off to the side with a determined expression. The background is filled with many spears pointing upwards, creating a sense of height and readiness for battle.

Risk vs. safe

Conflict has the ability to change the course of a story

Every project has roadblocks. Be it technical limitations or just the variables of the unknown every project has the ability to exist within some kind of tension.



Resolution

**Resolution brings Clarity
to the story**

The Outcome!

Its the acceptance of the outcome
of conflict

It's not just about the story but
also how the story is told that
matters

It's that emotional connection
we have with the end product.



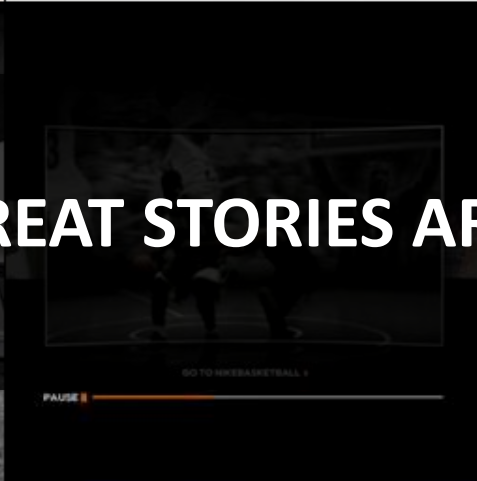
It's the Magic behind the memorable moments that leave such lasting impressions



It's about the **Art and Science** of the
Experience.

Not either or, but both living and
breathing together to create truly
remarkable stories.

Creating **Experiences** worth
coming back to!



GREAT STORIES ARE ALL AROUND US!



And in order to truly innovate we
must first have understanding





It's about discovering the story

We target the “perpetual intermediate”

Three user types (beginner. Intermediate. Expert.)
The Perpetual Intermediate is the user who keeps coming back and represents the core user base across the board. Not an expert and not a beginner but someone that finds themselves somewhere in the middle. This segment is a huge population of online application users

It's about **Goals** not Features

All good stories are about having an intimate **connection** with the lead **character**.

In order to design and develop truly remarkable online experiences we must first understand the user and their goals.

Your initiatives + market leading tools
= great experiences



Story is all about people



“Design creates stories, and stories create memorable experiences, and great experiences have this innate ability to change the way in which we view our world.”

Christian Saylor

Christian.saylor@universalmind.com

Twitter: christiansaylor