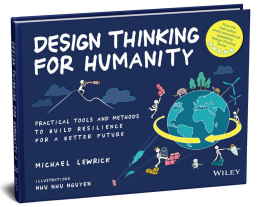
Project:
Team:
Version & Date:

Future Storytelling & Narrative Prototyping

Quick guide: Future Storytelling is a prototyping method that tests and communicates a systemic solution, not by building a mock-up of a product, but by telling a story that shows the solution working inside a lived future.

More tips & tricks on book page: 160



Lewrick, M.
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1 Choose the Persona & Value Proposition

Select the Future Persona this story is told from, and the core value proposition it should demonstrate.

Persona

Which persona/target audience will experience this future?

Win-Win-Win Value Proposition

What's the core value proposition for them?

Preferable Future / Time Frame

What future world is this story set in?

2 Define the Narrative Arc

Create a simple narrative arc for the persona that showcases the proposed solution.

Situation

Briefly describe the persona's context and the challenge they face.

Intervention

Show how they interact with the new solution, service, or system

Resolution

Describe the new reality and the positive outcomes for the persona, society, and the planet.

3 Create the Narrative Prototype

Bring the story to life in a tangible format that fits your resources and audience, then test it with stakeholders.

☐ Written story ☐ Storyboard / comic strip ☐ Audio prototype ☐ Video prototype ☐ .....

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