



For the use of storytelling in the consolidation of insights, e.g., from the phase of understanding the context. First the users are described, the quotations are written down and then interpreted and conclusions drawn from them

STORYTELLING



DT-ST-12

Project/Problem Area:

Date and Time:

User (Describe the person) <ul style="list-style-type: none"> • Their role or relationship to the context. • Key demographics or characteristics. <p style="text-align: center;">1</p>	Quotes (Add important quotes) For each person (A, B, C, D), provide two or more significant quotes (verbatim statements) that reveal their needs, pains, or unexpected insights. <p style="text-align: center;">2</p>	Meaning (Interpret the statements) For each person, interpret the quotes from Column 2: <ul style="list-style-type: none"> • What is the underlying motivation or pain point? • What does the quote reveal about the user's worldview or behavior that wasn't immediately obvious? • Translate the quote into a user need. <p style="text-align: center;">3</p>	Conclusion (What's the conclusion?) This section often aggregates the insights from the entire row (Person A's story). What is the single, high-level takeaway about the design problem or user group based on this person's story? <ul style="list-style-type: none"> • Actionable Insight: A discovery that directly informs the Point of View (POV) or a design constraint. <p style="text-align: center;">4</p>
PERSON "A"			
PERSON "B"			
PERSON "C"			
PERSON "D"			