

I want to
collect input from others
to ensure my work
is relevant to the people
I'm working for



STORYWORLD

INSPIRED BY

Julier J., Kimbell L. (2012) Storyworld. p24. In: The Social Design Methods Menu.

LEVEL OF INVOLVEMENT



MORE COMPLEX TOOL that should ideally be done over a few days. Given the strategic nature of the inputs/outputs, this needs consultations with seniors, peers and ideally needs to be revised after a first pass.

What is it & why should I do it?

Qualitative data collected through interviews and observations can be incredibly rich. A structured way of documenting this during the analysis and for communication is very important. The **Storyworld** tool provides a useful way to highlight the most relevant insights from your research. It helps you to do this without being overwhelmed with details, showing you how to structure your documentation so that the discussions you have afterwards are in tune with the learning requirements.

The tool enables you to bring part of a person's world with you once you start designing a solution that is addressed to them. It allows you to create stories that make people easier to relate to - often closely matching the colour and complexity of somebody's everyday life. These stories can be key triggers to inspire creative ideas.

? HOW TO USE IT

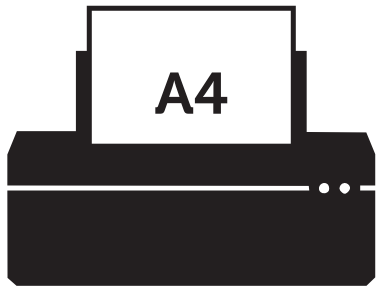
You can use Storyworld as input for a creative workshop. Fill out the worksheet in advance, to provide a structured profile that is relevant to the topic. This offers a useful starting point for a brainstorm on ideas for new solutions.

You can also use Storyworld as a workshop activity by filling out the sections of the worksheet together with your team, while going through selected data from your research. This enables the team to develop a joint understanding of a person and his/her world.

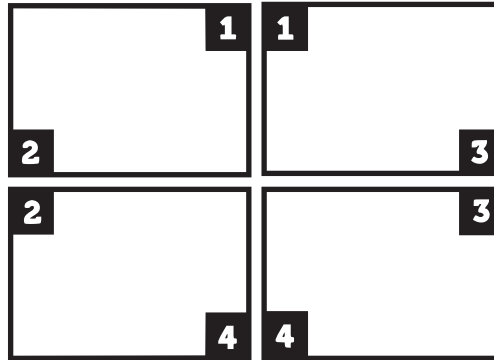
In some situations you can even use Storyworld as a research tool by taking the worksheet to an interview with someone. Together map out the different aspects of themselves and their life as part of your conversation. This works particularly well with active and creative research participants.

Profile	Context		Memorable Quotes _____ _____ Notes on things that stood out _____ _____
	Connections and Relations	Objects and Places	
	Self		
	Perceptions	Aspirations	

DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES



1 Download the PDF file and print it in a normal A4 printer.



2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.



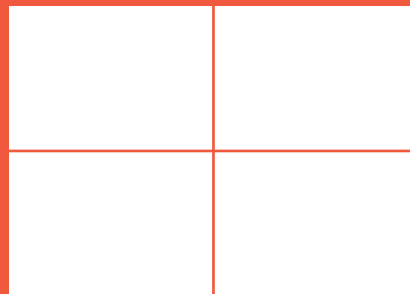
3 Join the aligned prints with cello tape or tacks and get started!

SIZE AND ORIENTATION GUIDE

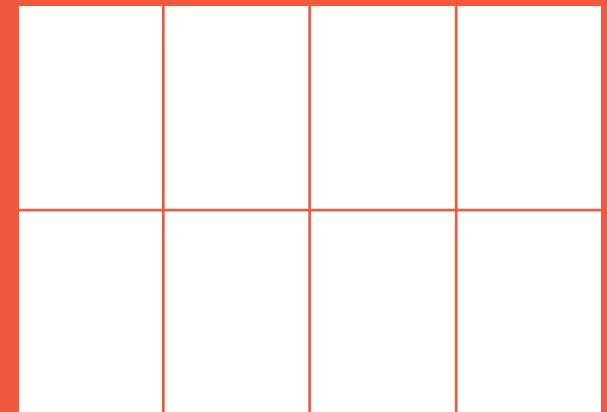
A3



A2



A1



I want to collect input from others
to ensure my work is relevant to the people I'm working for

Profile

Add a picture or drawing that represents the person

Context

Connections and Relations

Who is this person connected to? How?
(Include people and organisations)

NAME

AGE

GENDER

FAMILY

LIVING CONTEXT

WORK

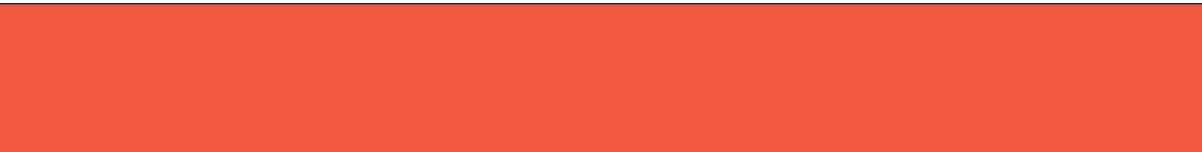
PLAY

Self

Perceptions

What does this person think or believe about themselves and the world around them?

STORYWORLD



Objects and Places

What physical and digital objects is this person connected to?
How, where and when?

Memorable Quotes



Aspirations

How does this person think about their involvement in change?
What shapes this?

Notes on things that stood out
