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
	Connections and Relations	Objects and Places	_____ _____
			Notes on things that stood out _____ _____
	Self		
	Perceptions	Aspirations	

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Profile
Add a picture or drawing that represents the person

NAME

AGE

GENDER

FAMILY

LIVING CONTEXT

WORK

PLAY

Context

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

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

Self

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

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

Memorable Quotes

_____

_____

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Notes on things that stood out

_____

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