


An appy ending

Creating compelling user stories

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@sethcontext

A man with a beard and short dark hair is looking off-camera with a thoughtful expression. He is wearing a light blue button-down shirt. The background is a dimly lit room with a wooden bookshelf filled with books. A warm light source, possibly a lamp, is visible on the right side of the frame, casting a soft glow. The overall mood is contemplative and professional.

So you've got an idea for
a digital product...

RADIO...
ON THE INTERNET

So why not just start building?

You can always iterate later, right?



Mediocrity is the real risk

It gets the job done but doesn't
really appeal to anyone



UX

to the rescue!

So... wireframes and stuff?

If you're not careful, UI is where UX goes to die.

Let's step back...

Site Logo (home link)

Accessibility Careers Media Centre FAQs Venue Hire Contact Us

Home Book Now Films Cinemas Offers Fun Stuff

Rolling Promo

Promo 1 **Promo 2** Promo 3 Promo 4 Promo 5

Book Now

Select Cinema
Select Film
Select Date
Select Time
Book Now!

Film Reviews

Now showing Coming Soon

Film Title (cert)
Description
Find Cinema Book Now ★★★★★ More...

Film Title (cert)
Description
Find Cinema Book Now ★★★★★ More...

Film Title (cert)
Description
Find Cinema Book Now ★★★★★ More...

Add your review & win All Customer Reviews

User Goal 1

User Goal 2

Find Cinema

Select Cinema
or
Enter town or postcode
☒ Remember my local cinema
Book Now!

Login/Register

Email address
Password
Go

Location based promo

Keep up to date Email address Sign up

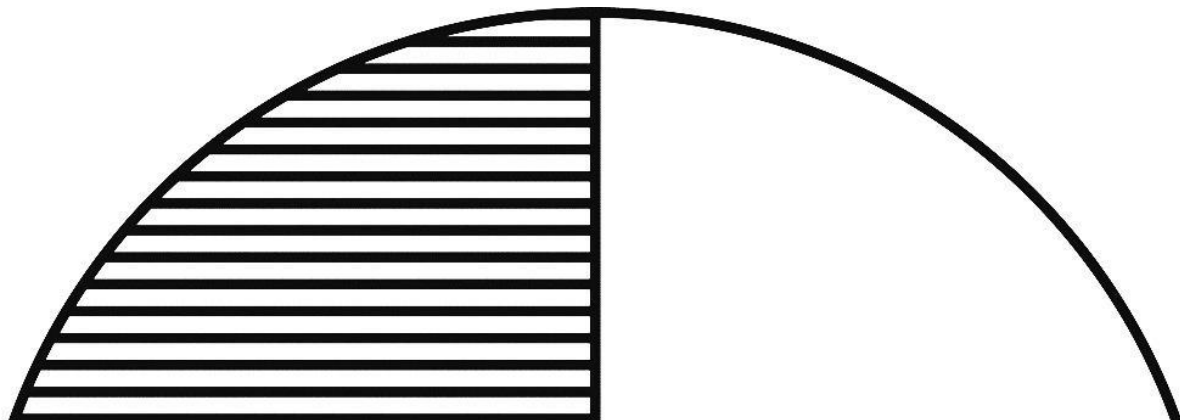
Corporate Site Disclaimer Terms of Use Privacy Site Map Copyright

A man in a dark suit and white shirt is sitting in a classroom, looking off to the side. He is surrounded by several children who are also sitting on the floor. The background features a green chalkboard with various drawings and papers pinned to it. A trophy is visible on a shelf in the background. The scene is set in a classroom with a green tiled floor and a wooden shelf.

Who is UX and what does it do?

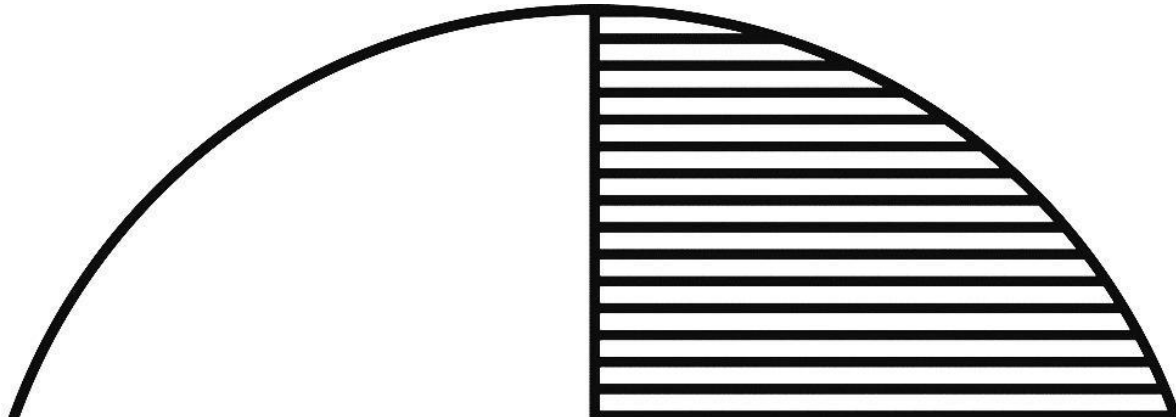
UX is data

Research, user testing, and analytics



UX is **creativity**

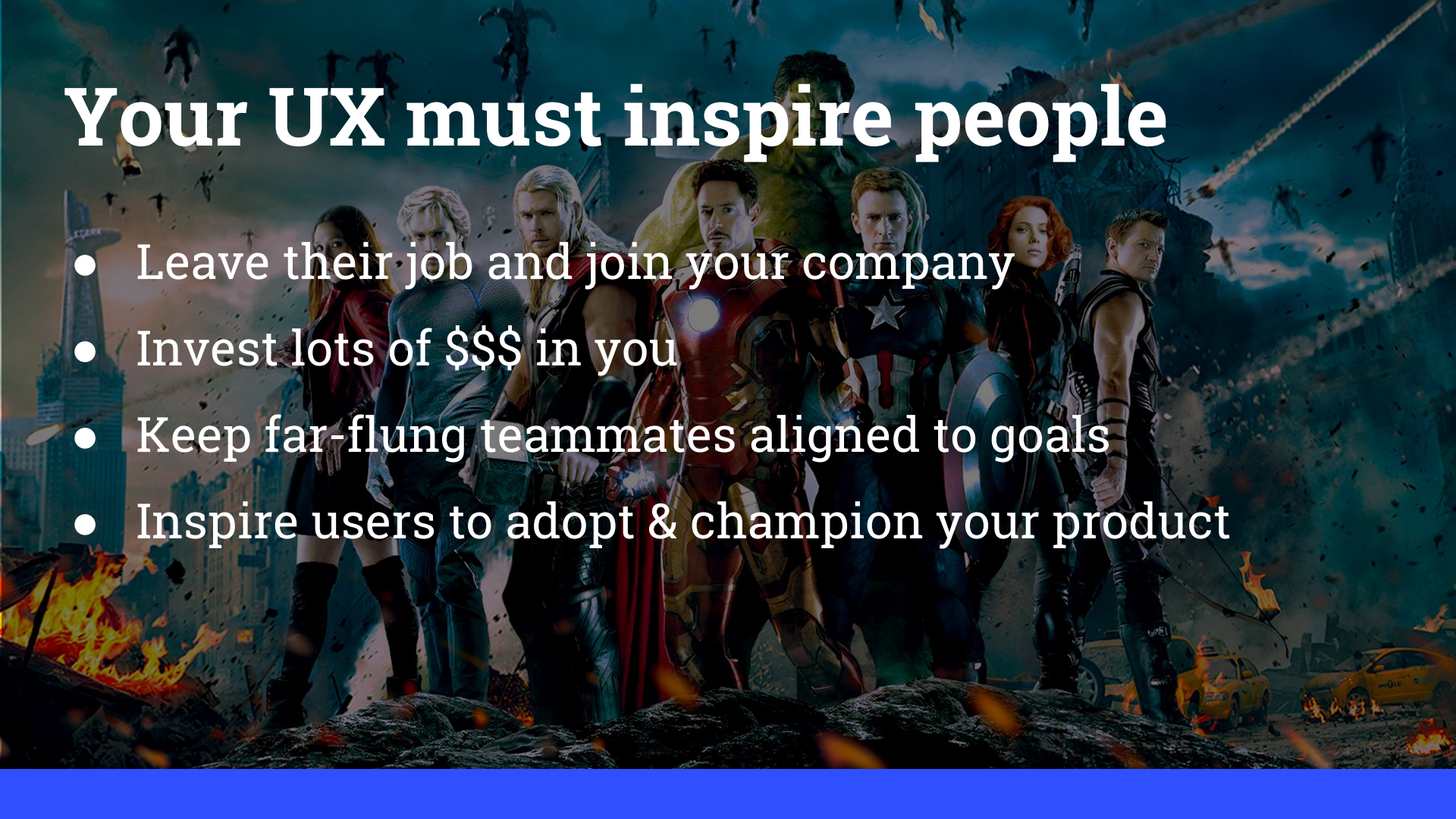
Synthesis, insight, inspiration, and expression



UX reconciles **data** with
creativity and communicates the
results.

Your UX must inspire people

- Leave their job and join your company
- Invest lots of \$\$\$ in you
- Keep far-flung teammates aligned to goals
- Inspire users to adopt & champion your product



An aerial photograph of a large stadium, likely during a major event, with the stands filled with a dense crowd of people. The image is dark and serves as a background for the text.

QUESTION

So, how do you move people?

(Hint: The same way it's always been done...)

S



St



Sto



Stor



Story



A photograph showing a line of Soviet T-72 tanks moving down a wide city street. The tanks are olive green with red star insignia. In the foreground, a person is standing on the sidewalk, and a white spherical lamp post is visible. The scene is set in an urban environment with yellow lane markings on the asphalt.

Story

The REAL stories are the most moving of all

Story fosters deep understanding
through empathy.



Can technology be moving?



Can REAL technology be moving?

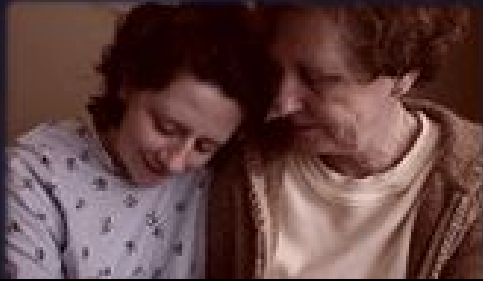




Even in meetings?

I wondered...

**What makes an effective
technology storyteller?**



A man in a dark suit and striped tie is shown from the chest up, looking slightly to his left with a thoughtful expression. His hand is near his face. The background is a blurred restaurant interior with a table covered in a gold cloth and some food. A solid blue bar is at the bottom of the image.

**Surely the secret to selling ideas
goes deeper than charisma?**



Then I found Joan

I mean...

A black and white photograph of a woman with shoulder-length dark hair, wearing a dark, long-sleeved top. She is sitting on a light-colored couch, leaning back with her right arm resting on the back of the couch. She is looking directly at the camera with a neutral expression. In the background, there is a wall with two framed pictures: one with a pattern of dark circles on a light background, and another with a dark, abstract image. A solid blue horizontal bar is at the bottom of the image.

Then I found Joan

A non-fiction style called...

New Journalism



This is so relevant to UX!

UX

Intensive research

Insightful design

Persuasive presentation

New Journalism

Intensive reportage

Subjectivity

Dramatic technique





UX

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Insightful design

Persuasive presentation

New Journalism

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Dramatic technique

I'd found a template
For creating compelling
product stories

1. Intensive reportage



THEN:

Be there. Live the story

A woman with long blonde hair is smiling and holding up several pieces of clothing on white hangers. The clothing features vibrant, multi-colored zigzag and striped patterns. The background is a solid red wall. A black text box is overlaid on the left side of the image.

NOW:

Get to know your users

A promotional photograph for the television series Desperate Housewives. The cast members are posed in a modern, brightly lit interior with large windows in the background. Some are standing, some are sitting on a large, tufted, light-colored ottoman. They are dressed in elegant, light-colored clothing. A large black banner with white text is overlaid across the middle of the image.

NOW:

Know every gratuitous detail

A photograph of a Target retail store's exterior. The building has a light-colored facade with a prominent red bullseye logo and the word "TARGET" in large, red, three-dimensional letters. Below the signage is a wide set of glass entrance doors with red frames. To the right of the entrance, there is a red bench, a red trash can, and a stop sign partially visible behind a palm tree. The scene is brightly lit, suggesting daytime.

TARGET

NOW:

Get to know the business

A man and a woman are sitting on armchairs in a store. The man, on the left, is wearing glasses and a blue and white striped shirt, and is drinking from a white can. The woman, on the right, is wearing a dark jacket and is also drinking from a white can. They are both looking towards the camera. The background shows store shelves with various products, including boxes and a sign that says "C19".

NOW:

LIVE the business, if you can

Only then will you know what
you're talking about.

In detail.

**Detail complements
subjectivity. Together, they
start to resemble truth.**

2. Subjectivity



THEN:

Any point of view that's relevant



THEN:

“Frank Sinatra has a cold”

NOW

Products consider & reflect POVs

- The user
- People user interacts with
- Product team & parent company
- The culture
- **YOU**



tumblr.

34| years young

NOW:

Copy choices reflect personality

Service.



Pay your bill

Account # 84991

St

Deduct \$1.00 from your
bank accountPay \$1.00 with your
credit or debit card

Card Number



Expiration Date

07

2016

Philadelphia, PA 19147



Store this card for future payments.

I agree to the [Terms and Conditions for Stored Payment Methods](#)

NOW:

Big buttons say 'so simple'

NEW ARRIVALS

WOMEN

MEN

BEAUTY

HOME

KIDS

EDITORIAL

[Back to Results](#)**PHILOSOPHY DI LORENZO
SERAFINI**

Silk Lace-Up Tiered Dress

\$1,450

Size

38 IT

40 IT

42 IT

44 IT

46 IT

[Size Chart](#)

Qty

1

ADD TO BAG

Free Shipping & Returns on All U.S. Orders. [See Details](#)**Details**

Crafted of multicolored garden-print silk crepe, Serafini's dress is designed with tiered sleeves, and a tiered skirt.

on waistband.
to hem (approximately).
up closure.
ribbon.

- Available in Multi.
- 100% silk

[Read More](#)

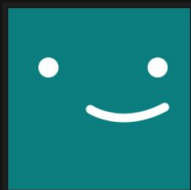
Size and Fit

About Philosophy di Lorenzo Serafini

NOW:

Giant photos say 'I got style'

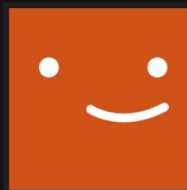
Who's watching?



Seth



Lily



Cathy



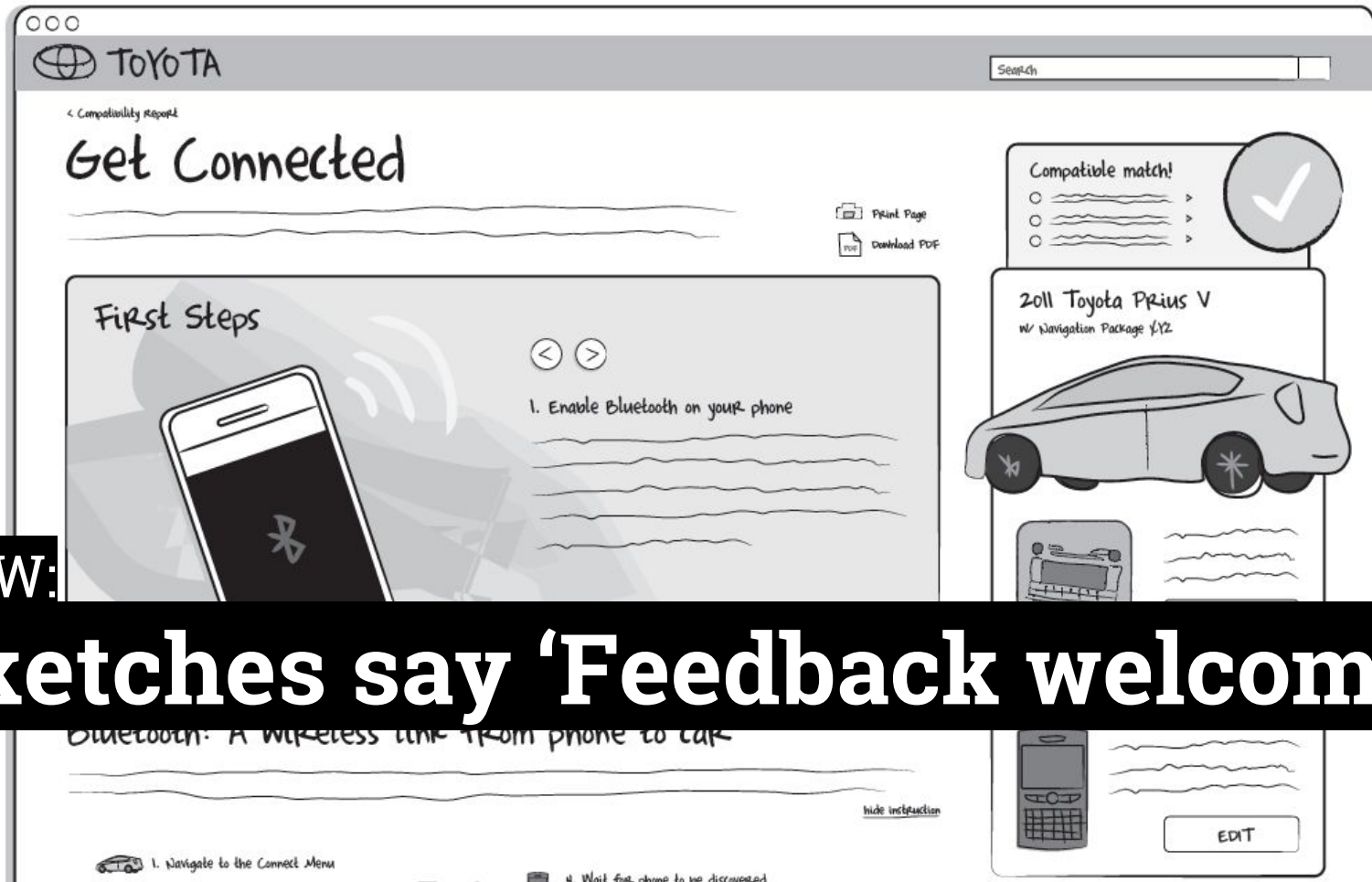
Kids



Add Profile

NOW:

Profiles say 'I understand you'



NOW:

Sketches say 'Feedback welcome'

NOW:

**Products reflect the values of
their creators**



3. Dramatic technique



THEN:

Inspired by Realist literature



New Journalism techniques

1. **Scene-by-scene construction** to give context
2. **Present dialogue in full** to reveal character
3. ***Show status life—politics, possessions, etc.***
4. **Use varied perspective—become the characters**



GOAL

**Establish a deeply felt
understanding of the product**
Before the product exists!



EXERCISE

Write user stories

(Remember the New Journalism techniques!)

STORY FRAMEWORK

A white self-driving car, likely a Waymo Firefly, is shown from a front-three-quarter view. It has a prominent black sensor dome on its roof. The car is parked on a paved road, and the background features a sunset sky with orange and pink hues, and some blurred trees and buildings in the distance.

ATTRACT

What drew the user to the product in this moment?

ENGAGE

What happens **during** this use? Does product respond?

EXTEND

Then what? Did the product **learn**? Did user **share**?

A black and white portrait of a man wearing a light-colored fedora and a suit. He is looking slightly to the right with a subtle smile. The background is dark and textured.

REMEMBER

**Truth is more than just a
compilation of facts**