

Directed Storytelling

Activity

With a partner, conduct a directed storytelling session, asking them to describe the experience in detail of the events below. If they've never had such an experience, skip it, but try to do as many as you can. Ask questions of your partner to get them to explain in further detail, trying to get at least 3 to 4 minutes out of each topic. Keep pulling them along to dig deeper and learn more.

The airport trip from hell.

Went to the hospital for whatever reason, personal needs or visiting others.

Got lost in a foreign city.

Couldn't find the right gift for a friend.

Choosing classes and registering for them.

Applying to university.

The process of purchasing or registering a car.

Had to go to an embassy for a visa or other consular services.

Take notes, record with your mobile phone, take still images with permission, and be an active interviewer, prompting and guiding as the participant tells his or her story. **Interviewer: sketch out a three panel storyboard based on one of the stories you heard. Add captions and callouts to where the experience could be better designed.**

How was
technology
involved?
did it help?

How long did the process take?

What means
of communication
were used?

With whom
did you
interact?

Did I hear you correctly?

WHY DO YOU THINK...?

could you draw
that for me?

Where did the interactions occur?

HOW DID THAT MAKE YOU FEEL?

**Where did you
go after that?**

When things didn't
work out, who did you
turn to for help?

What were the physical
surroundings like? How did the
place feel to you?

How clear or helpful did
you find the information?

HOW?

PLEASE, GO ON...

Tell me more about that...

Thanks, you have been so helpful! Here's a gift card to Starbucks.
Can I come back and share some design ideas with you?