

Storytelling

Instructions: Use this framework to help synthesize what you learned in the design challenge and communicate your idea in terms of the needs and emotions of your stakeholder.

30-45 minutes

STORYTELLING

PITCHING

1 WE MET...

Tell us more about your primary stakeholder.

2 WE NOTICED...

What was the surprising observation you made? What did you discover?

3 SO WE CREATED...

*What concept did you create?
What assumptions were you testing
in your prototypes?*

4 THEN WE LEARNED...

*How have your prototypes evolved?
What have you learned about your
concept?*

5 SO NOW WE HOPE TO IMPLEMENT...

*What concept are you going
to create? What outcomes are
you hoping in terms of Improving
the holistic learning outcomes
to see as a result?*

