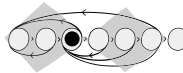


Project:
Team:
Version & Date:

STORYTELLING



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Brief instructions: For the use of storytelling in the communication of insights, e.g. from the phase of understanding and observing, four steps can be taken. First the users are described, the quotations are written down and then interpreted and conclusions drawn from them.

More tips & tricks for this template on book page: 129

1 User <i>Describe the person</i>	2 Quotes <i>Add important quotes to the person.</i>	3 Meaning <i>Interpret the statements</i>	4 Conclusion <i>What's the conclusion?</i>
Person A	“ ”		
Person B	“ ”		
Person C	“ ”		
Person D	“ ”		