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stories to communicate, explore, persuade, and inspire. In user experience, stories help us to understand our users, learn about their goals, explain our research, and demonstrate our design ideas. In this book, Quesenbery and Brooks teach you how to craft and tell ...

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**Storytelling for User Experience:  
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Storytelling for User Experience: Crafting  
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Whitney Quesenbery. April 15, 2010. We  
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persuade, and inspire. In user experience, stories help us to understand our users, learn about their goals, explain our research, and demonstrate our design ideas.

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**Storytelling for User Experience -  
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Creation of awareness. Creating awareness in stories is about triggering emotional reactions. Joy ☐☐, surprise ☐☐, sadness ☐☐, anger ☐☐, fear ☐☐, disgust ☐☐. Unless you design the scariest rollercoaster experience, you probably want to relieve your user for a negative

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emotion and aim for joy in most cases.

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As described earlier, the individuals that have been involved in crafting stories have been successful in tapping into a

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way of communicating that has been around for thousands of years. Utilizing storytelling, user experience teams can also inject emotion and value into the end product for users. User-Centered Goal. In reading through the storytelling approach, it might seem that the story is just another way of saying “strategy.”

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→ We all use stories to communicate, explore, persuade, and inspire. In user experience, stories help us to u.

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understand our users, learn about their goals, explain our research, and demonstrate our design ideas. In this book, Quesenberry and Brooks teach you how to craft and tell your own unique stories to improve your designs.

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Understanding the structural strategies behind storytelling and learning how to incorporate them into a design process is becoming increasingly relevant for designers when they want to envision, discuss and influence user experiences.

**Crafting user experiences by**

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Elevate Your User Experience With  
Storytelling By keeping storytelling at  
the heart of user experience, designers  
can create more engaging digital  
experiences. Once upon a time, the lives  
of those who came before us were  
whispered in cave walls, narrated  
around bonfires or shared in writing and

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passed along in the form of stories.

## **Elevate Your User Experience With Storytelling**

There is nothing more persuasive than a well told story. As most User experiences revolve around an action done by a person, to achieve a result, creating a story to illustrate the success

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