



Sharing Inspiring Stories

Why

Stories are powerful tools that you can use to inspire yourself and your team to think of solutions. Here's how you can build on the power of stories to help you absorb and organize your tests of prototypes with users.

When

After doing a round of tests with your prototypes, getting together with the rest of your team and sharing inspiring stories with one another is a very useful activity. Capturing what resonates with you and your team-mates can help identify ideas and feelings that your team can work on when thinking of new solutions.

- 1 | One by one, you and your team-mates can share a couple of interesting and inspiring stories you have observed while testing the prototype with users.
- 2 | Be as detailed as possible, and take down notes and observations about the stories on Post-Its.
- 3 | Put up all the Post-It notes on a wall; that way, when all participants have shared their stories, you have a wall full of Post-It notes.
- 4 | You can then examine the stories you've shared and look for common threads and possible insights about your users so as to translate the inspiring stories into actionable next steps for the project.

- 5 | Start a discussion on how to synthesize the feedback you have received. You can for example start a brainstorming session to help generate ideas to integrate the feedback collected into your prototypes.
- 6 | The next step is to go out there and create your next prototypes. Remember to have a bias towards action! Keep iterating your prototypes by constantly testing and integrating your findings, and eventually you will reach an optimal solution that addresses most of the key areas of your user needs.