

Empowering the Modern Storyteller

Needfinding, POVs, and Experience Prototypes



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Josh

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It would be game changing if

we could make the creative process more secure and safe, and ultimately more powerful.



Lauren

Traveling muralist and studio artist. Cares about artist communities and “wall porn”



Scott

Lecturer in fiction. Cares about graphic novels, writing process, and storytelling education.



James

Theater producer. Cares about storytelling in theater and the overall theatergoer experience.



Micah

Gamer. Cares about powerful gaming systems, superheroes, and minority representation in media.



Jonatan

Narrative filmmaker. Cares about Shakespeare, detail in screenwriting, and creative process.



Reilly

Student athlete on the Stanford crew team. Cares about life organization and flow states in work and athletics.



Stephen

Lighting and set designer. Cares about theater lighting pre-visualization and lighting setup.

Storytelling

We met Scott
Hutchins, a fiction writer
and novelist.



**We were
amazed to
realize that**

graphic novels give
Scott another dimension
of expression, which
allows him to convey
scenes he wouldn't be
able to describe in
writing.



**It would be
game-changing**

to add an AR
dimension to storytelling
to allow writers to relay
new types of
experiences.



We met Lauren YS,
a traveling muralist.



**We were
amazed to
realize** that being in
a “shared space” makes
her feel capable of
making art.



**It would be
game-changing**

to bring Lauren the
feeling of a “shared
space” wherever she
creates art.



We met Jonatan
Lind, a narrative
filmmaker.



**We were
amazed to
realize** how many
details Jonatan plans for
his characters before he
starts filming.



**It would be
game-changing**

to help filmmakers
capture more detail in
their final shots.



How might we

use MR to tell a
nonfiction story in the
location it actually
occurred?



How might we

allow artists to express
the inspiration and
process behind their
creative works?



How might we
use AR to tell a story in
which the viewer is a
central character?



Prototype 1: Narrative Scavenger Hunt

Leading viewers on an active scavenger hunt around a city or campus, helping them to explore the nooks and crannies of a new place.

Prototype 1: Narrative Scavenger Hunt

- Results: Loved **acting as a character**, and following their own **virtual footprints**. Didn't like the **linearity** of the story.
- Validity: Seemed to improve story experience, but hard to tell given that the tester was **already familiar with the character**.



Prototype 2: Interactive Mood Board

Giving viewers a peak at the moods, sounds, and visuals that inspired an artist to create the work.

Prototype 2: Interactive Mood Board

- Results: Our subject **more eager** to dive into the mural once he had an idea of the inspirations for it. The **functionality** of the mood board, though, **wasn't clear**.
- Validity: **Improved** the viewer experience, but **confusing**.



Prototype 3: Art In Layers

Giving viewers a look at the various stages of an artists' creative process, all while they're looking at the final piece.

Prototype 3: Art In Layers

- Results: Initially, a lot of **excitement**. Made art accessible, and process felt **educational**.
- Validity: Confirmed assumption that people are interested in viewing **creative process**.



Prototype 4: Bringing Historical Nonfiction to Life

Allowing storytellers to craft a nonfiction experience where viewers live through the story in the location it actually occurred.

Prototype 4: Bringing Historical Nonfiction to Life

- Results: **Excited** about the new way she could view a historical event, but had **difficulty getting engaged** in the experience.
- Validity: Seems to provide a **new medium of communication**, but could be **difficult** to design an experience that **feels natural**.





Thank you.