

AUDACIOUS SALON

DION STEWART

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# UNLOCKING INNOVATION IN PRODUCT DISCOVERY

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## PREMISE

Maybe we don't  
really know how to  
write stories.



**ALL STORY IS  
NARRATIVE. NOT  
ALL NARRATIVE IS  
STORY.**

**Robert McKee**

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## **ROBERT MCKEE**

- ▶ Teaches
  - ▶ Pixar, ABC, BBC, Disney, Miramar, PBS, Nickelodeon
- ▶ Project and Film Consultant
  - ▶ 20th Century Fox, Disney, Paramount, MTV

## ROBERT MCKEE

- ▶ Former Students
  - ▶ 60 Academy Award Winners
  - ▶ 200 Academy Award Nominees
  - ▶ 200 Emmy Award Winners
  - ▶ 1000 Emmy Award Nominees
  - ▶ Jane Campion, Peter Jackson, Meg Ryan, David Bowie, John Cleese, Russel Brand

## WHY STORY?

- ▶ Story makes sense out of life.
- ▶ Decision making is better after we've made sense out of a story.
- ▶ Story fits the mind. It's the natural form of thought.

## FICTION VS PRODUCT DISCOVERY STORY

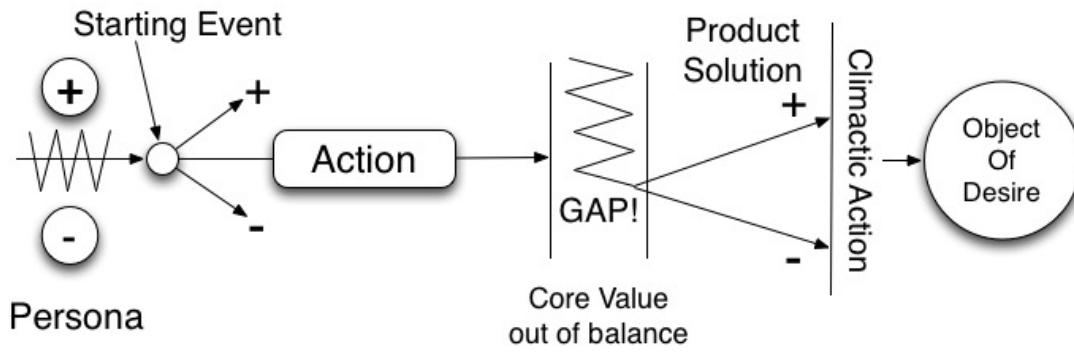
Fiction has no practical purpose.

A **Product Discovery Story** is rooted in fact. It changes peoples' minds and feelings. You see it from the characters point of view. The story leads to insight and understanding that can be used to validate product ideas and develop product solutions.

## BUILDING A PRODUCT DISCOVERY STORY

1. Create a persona (character) for the target audience.
2. Understand the question - "where does it hurt?"
3. Understand the persona's core value.
4. Figure out how we're going to fix the persona's pain.

## PRODUCT STORY DESIGN



## EXPERIMENTS AND QUESTION FOR EXPLORATION

What are your ideas?