

# Story Telling

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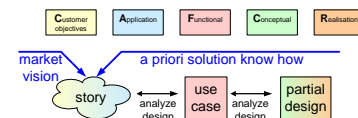
## Abstract

A story is an easily accessible story or narrative to make an application live. A good story is highly specific and articulated entirely in the problem domain: the native world of the users. An important function of a story is to enable specific (*quantified, relevant, explicit*) discussions.

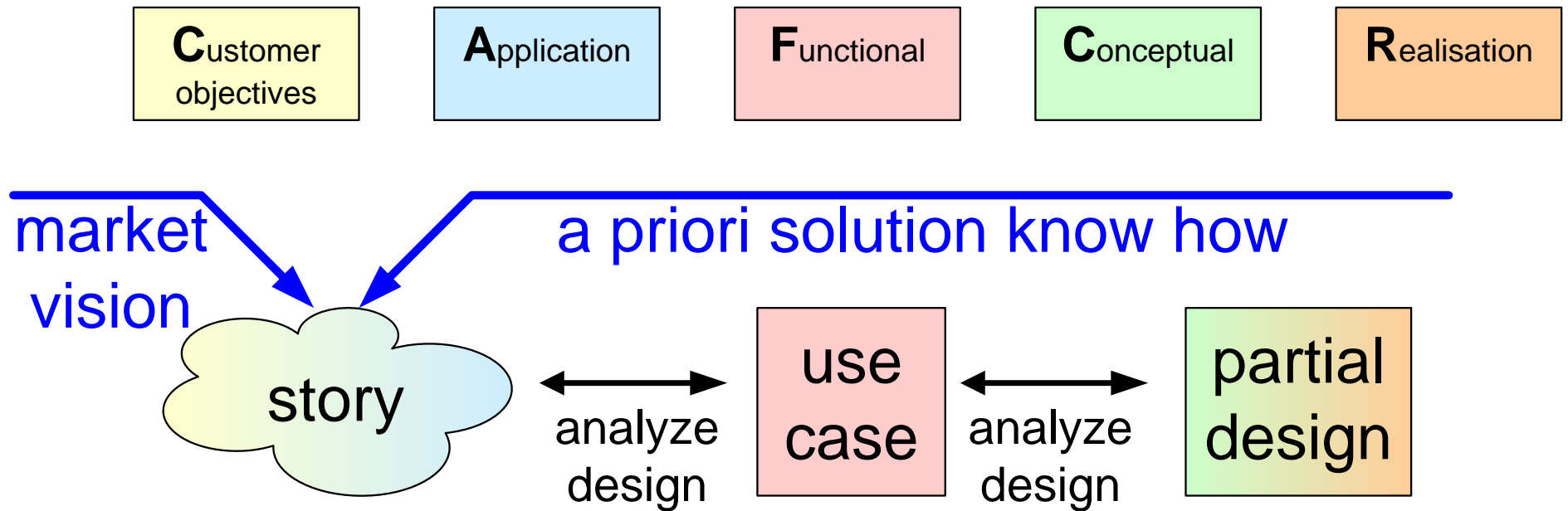
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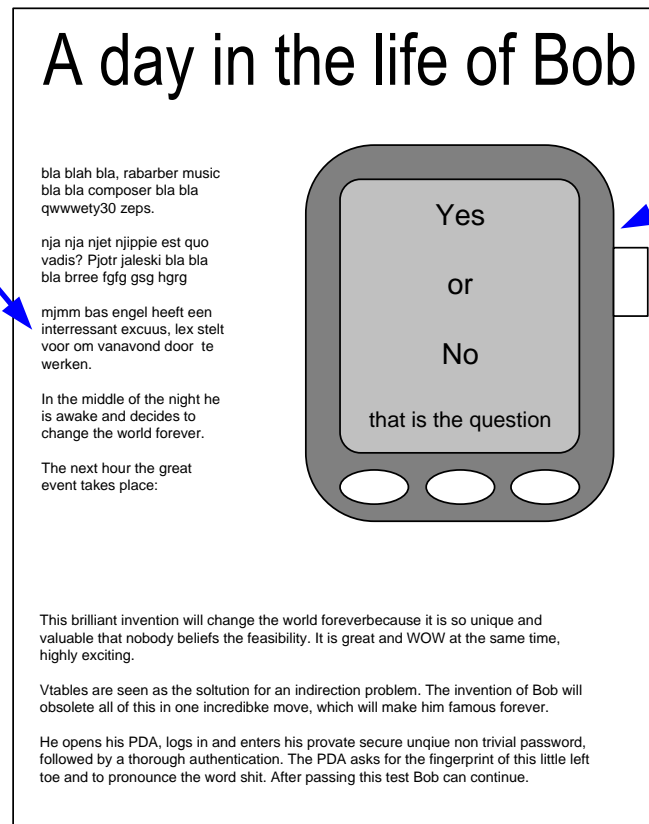


# From story to design



# Example story layout

ca. half a page of  
plain English text



draft or sketch of  
some essential  
appliance

# Criteria for a good story

**C**ustomer objectives  
**A**pplication

- accessible, understandable

"Do you see it in front of you?"

**C**ustomer objectives  
**A**pplication

- valuable, appealing

attractive, important

"Are customers queuing up for this?"

**C**onceptual  
**R**ealization

- critical, challenging

"What is difficult in the realization?"

"What do you learn w.r.t. the design?"

**A**pplication

- frequent, no exceptional niche

"Does it add significantly to the bottom line?"

**A**pplication  
**F**unctional

- specific

names, ages, amounts, durations, titles, ...