



# UNIVERSAL STORYTELLER

## STORYTELLING AS INNOVATION MODEL

**Like innovation processes, good stories are always about why and how things change and what the impact of the change might be.**

Customer and user stories inform the design process, while future stories about new possibilities inspire the process for new service and product development.

## SET-UP: ATTRACT ATTENTION

### 1. ONCE UPON A TIME

Establish the status Quo.  
Describe the industry and the product.

### 2. AND EVERY DAY

Tell how things were formerly done and how the products and services were commonly used.

## BUILD-UP: HOLD ATTENTION

### 3. UNTIL ONE DAY

Explain how new needs/desires in society emerged which caused people to rethink their current product offer.

### 5. UNTIL FINALLY

Introduce the new and groundbreaking product/service that was finally created and triggered change in the industry.

### 4. BECAUSE OF THAT

Explain different options that were tried to meet these new needs. Especially focus on obstacles that are in the way to create something new.

## PAY-OFF: OFFER A RESOLUTION

### 6. AND EVER SINCE THEN

Tell how the industry and life of customers changes through the creation of this new product.

### 7. THE MORAL OF THE STORY

What is the impact on society and how does it change for good through this product/service?



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## EXAMPLE: THE WALKMAN – SONY

### SET-UP: ATTRACT ATTENTION

#### 1. ONCE UPON A TIME

there was a company that made electronics in Japan. The preferred listening to music in those days were vinyl records and transistor radios.

#### 2. AND EVERY DAY

it worked hard on its technologies and processes to make the best consumer electronic devices it possibly could.

### BUILD-UP: HOLD ATTENTION

#### 3. UNTIL ONE DAY

the co-founder of Sony Masaru Ibuka travelled often for business and would carry bulky cassette recorders around to listen to music, which was very uncomfortable.

comfortably listen to music on the go. The technology team worked hard to combine transistor technology with the cassette technology.

#### 4. BECAUSE OF THAT

he asked his chief engineer to design a device, which would allow people to

#### 5. UNTIL FINALLY

Sony launched the WALKMAN in 1979, allowing people to listen to music on-the-go.

### PAY-OFF: OFFER A RESOLUTION

#### 6. AND EVER SINCE THEN

the listening habits of people changed for good by allowing people to carry recorded music with them and listen to music through lightweight headphones.

#### 7. THE MORAL OF THE STORY

is that answering a personal unmet need can lead to great innovations and a total change in human experience.

