

# The Scoop

Day	Theme	Storyteller	Lab	Due
1 (Mon)	The Intro: Understanding Brand and User stories	Leslie Blodgett, Exec. Chairman of Bare Escentuals	Design Sprint 1: Empathy Map and POV	Brand Brief
2 (Tues)	Crafting the Signature Story	Eric Toda, Nike Global Digital Director  Raymond Nasr, GSB Lecturer	Design Sprint 2: Brainstorm and prototype	Insight Brief
3 (Wed)	Off		Video Creation	Creative Brief
4 (Th)	Designing the Digital Story	James Buckhouse Head of Content, Sequoia Capital	Working session: Campaign Design	Media Brief
5 (Fri)	The End	You	Presentations 8 min. presentation, feedback w/ peers and guests.	Story Finale

DS  
DW

Second Year Seminar

Fall 2014

# DESIGNING STORY *in a* DIGITAL WORLD

JENNIFER AAKER, General Atlantic Professor of  
Marketing

## GSBGEN543 Fall 2014: About This Class

Our world is changing at an incredible pace. We're in the middle of a commerce revolution that is consumer-driven and technology-enabled. Consumer expectations have risen. They want to be inspired by engaging, meaningful experiences, and they want to engage with people and brands that have compelling, data-driven, and authentic stories to share. But how do you develop that story?

Storytelling has always been a significant part of history, but the means through which the stories have been told has evolved with each civilization. From the oral histories, to the works of scribes, to newspapers, television, and now the Internet, personal narrative has been used to communicate the events of the past. Digital media now combines tradition with technology and allows us to tell stories through voice, text, images, audio, and video. The immersive workshop is structured around three key principles: (1) know your goal, (2) craft your story, and (3) prototype to learn. You will be a part of an ultra-faced paced design sprint to come up with a compelling story about a brand or person of your choosing, and design the story to be leveraged across digital media.

### Goals

- Gain insight into what makes for a good (and bad) story in the digital world.
- Understand how to identify the user story, the brand story and create a new product story, activated across channels
- Practice crafting your new product's story.

“ Great stories happen to those who can tell them. ”  
~ Ira Stone

## At a Glance

Faculty: Jennifer Aaker



A social psychologist and marketer, Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University's Graduate School of Business. Her research spans time, money and happiness – specifically, how people spend and save time, how they spend and save money, and how those choices impact their well being. She also studies how small concrete acts create significant change - fueled by social media. She loves a good story.

Class website

<https://courses.gsb.stanford.edu/>

Advisor

Laura Jones, Design Sprint Lead, Google

Support

Karina Longinidis (karinal@Stanford.edu)

TA

Stephany Yong (syong@stanford.edu)

Timing

Sept. 15-19, M/T/W/F, 9am-noon in C101

Book (optional)

The Dragonfly Effect

Suggested Reading

User Stories: A Strategic Design Tool  
How to Tell a Story, Stanford case M-323 (A)  
How to Tell a Story, Stanford case M-323 (B)  
How to Harness Stories in Business  
Nike's Story: Just Tell It 8 Steps to Great Storyboarding and Prototyping Ventures