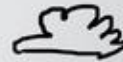


Once upon a time...



Stories that make you awesome!





Huib Schoots
@huibschoots



Alex Schladebeck
@alex_schl





Goals for today

- What is storytelling
- Some science behind stories
- Why stories matter
- Tell stories





If I can't tell a good story,
how can I communicate an
idea?

--Michael "The Wanz" Wansley

Part I

-.-





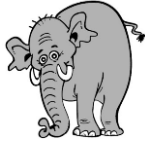


Stories

Some theory as an introduction
to get started







| | | |
|----|---|-------------------------|
| 1 |  | Safari Jeep with driver |
| 3 |  | 2 Male + 1 Female |
| 1 |  | Lunch in open air |
| 3 |  | 2 Sunrise + 1 Sunset |
| 14 |  | 4 Baby elephants! |
| 6 |  | On the grass |
| 7 |  | They all looked at us |

What is storytelling?

Storytelling is the form in which people naturally communicate.

Telling stories... ?!

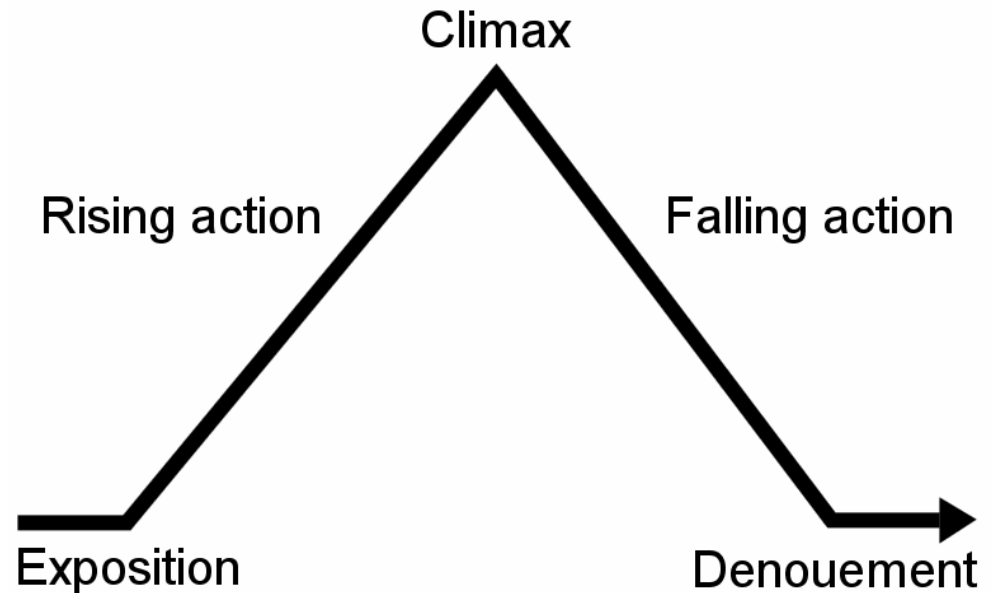
Develop, write, tell, share stories!

Story characteristics

- It stands on its own and has a beginning, middle and end
- Narrative elements:
 - Main character
 - Storyline with development
 - Struggle, dilemma or conflict
 - Opponents and supporters
- Authentic and personal
- Provocative and evokes emotion

Freytag's Pyramid

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement
(Resolution)



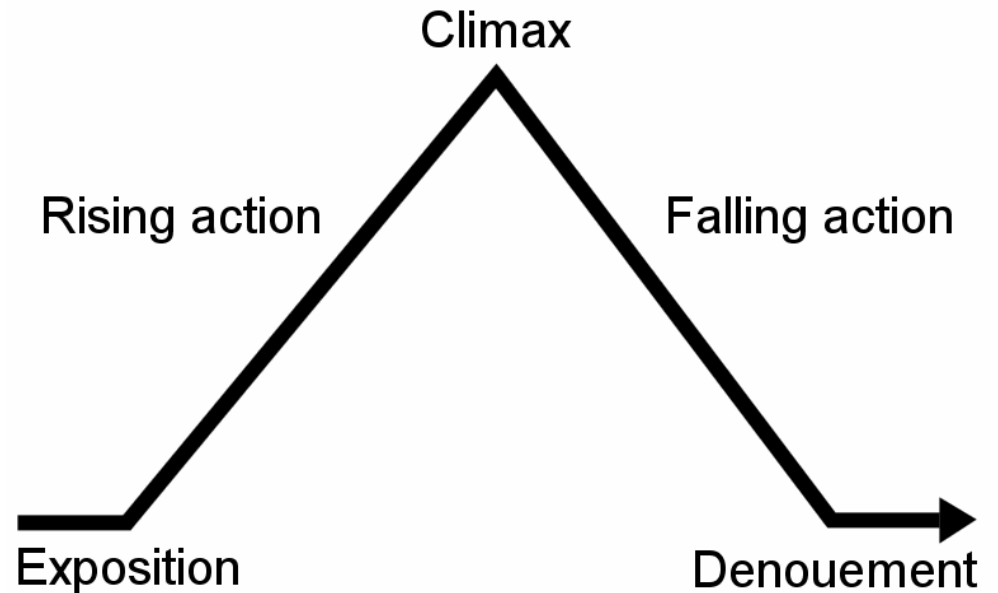
WARM SPRINGS

Puppy
Adoption

The sign features two dark silhouettes of dogs, one on the left and one on the right, flanking the text. The puppy silhouette is on the left, and the dog silhouette is on the right.

Freytag's Pyramid

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement
(Resolution)



Why storytelling?

connect

inspire &
motivate

empathize

transmit culture

understand
faster & easier

convince &
call to action

make data useful

influence

remember
better

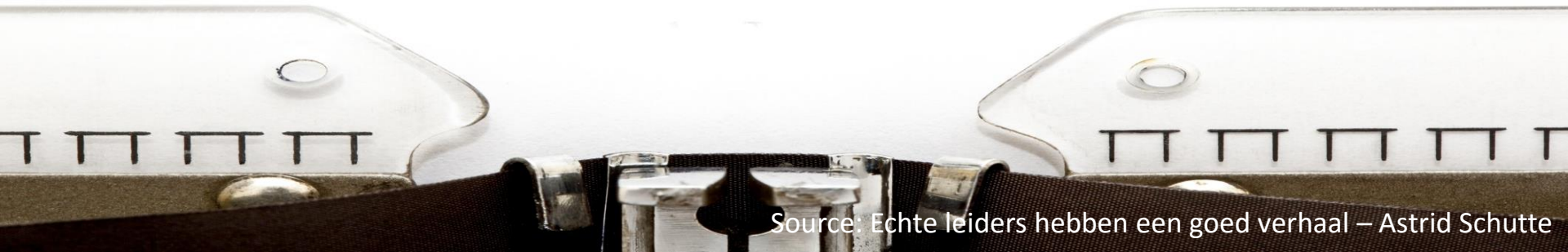
teach

provide grip

Science of Storytelling

Seven strategies of your brain:

1. Cohesion



Example I

There are too many bugs

Snow is making it hard to get to work

Frank has a migraine

Science of Storytelling

Seven strategies of your brain:

1. Cohesion

2. Meaning

3. Purpose and motive

Example II

Sandra let a few squirrels loose. The plan failed when a dog drove them away. Then she organized a party, but the guests didn't take along their motorcycles. Moreover, she could not turn her stereo loud enough. The installation of a flickering neon sign across the street finally brought success.

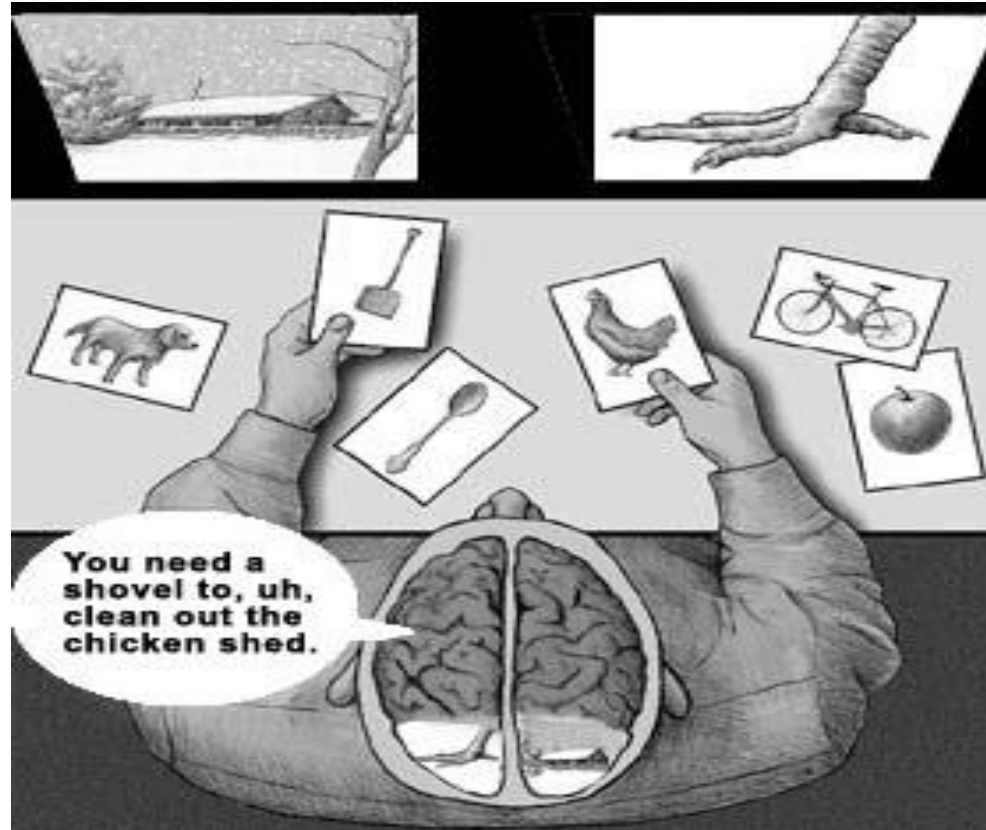
Science of Storytelling

Seven strategies of your brain:

1. Cohesion
2. Meaning
3. Purpose and motive
4. Fill in the gaps

Example III

Gazzaniga's
experiment

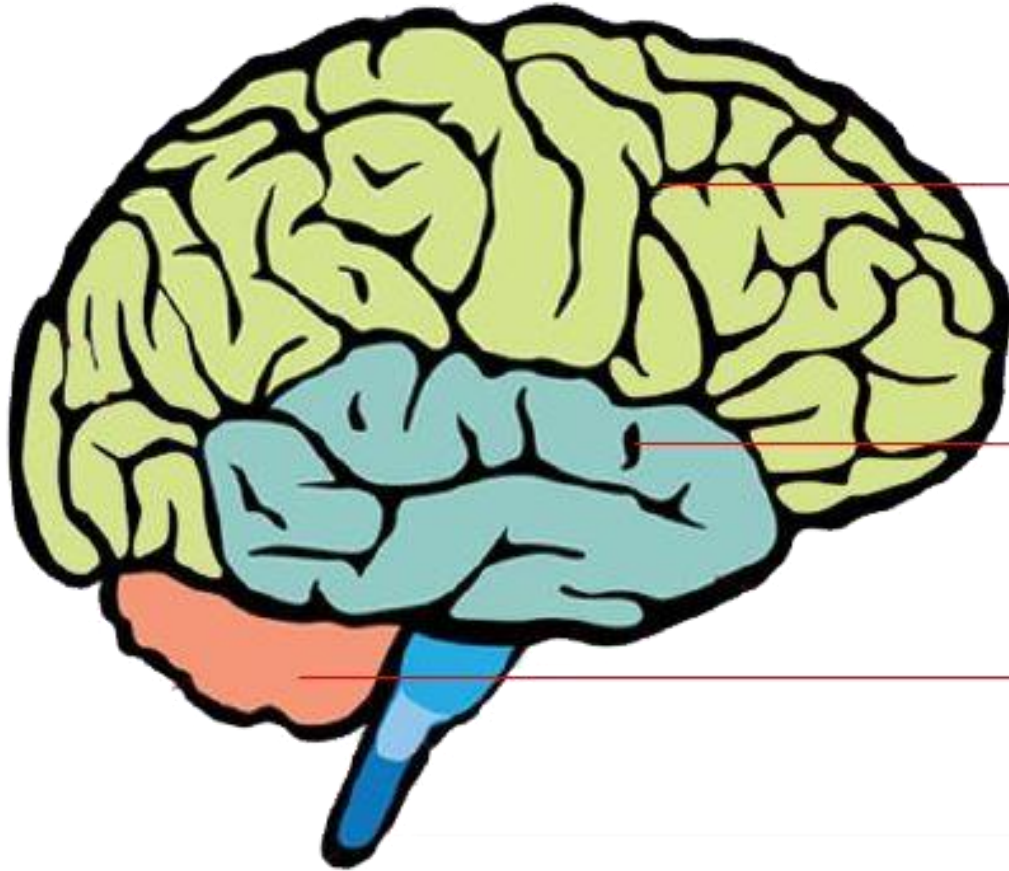


Science of Storytelling

Seven strategies of your brain:

1. Cohesion
2. Meaning
3. Purpose and motive
4. Fill in the gaps
5. Human perspective
6. Conflict
7. Rely on what is known

Brain science



Neocortex

Analytical/reason

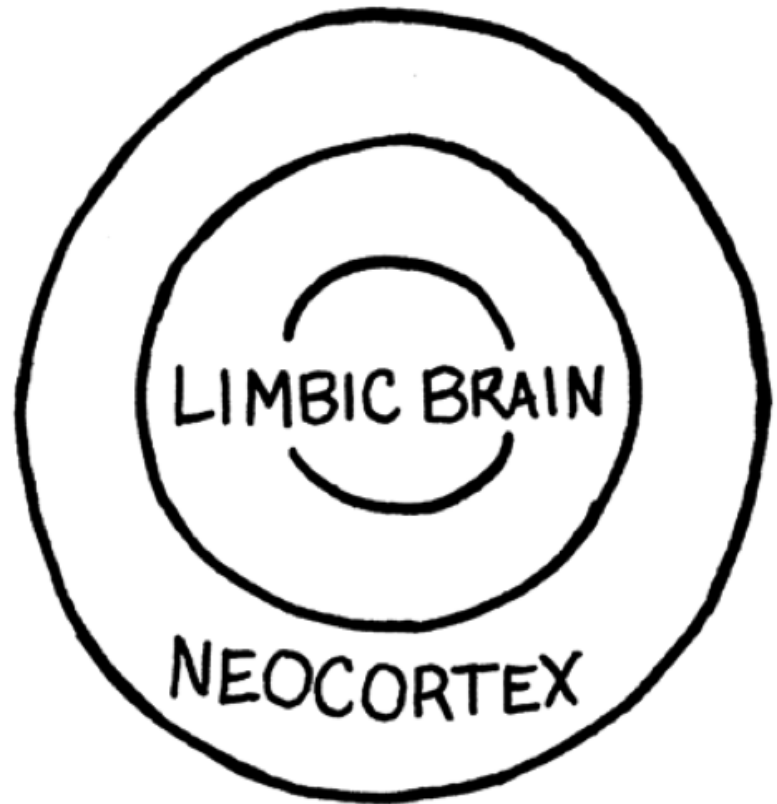
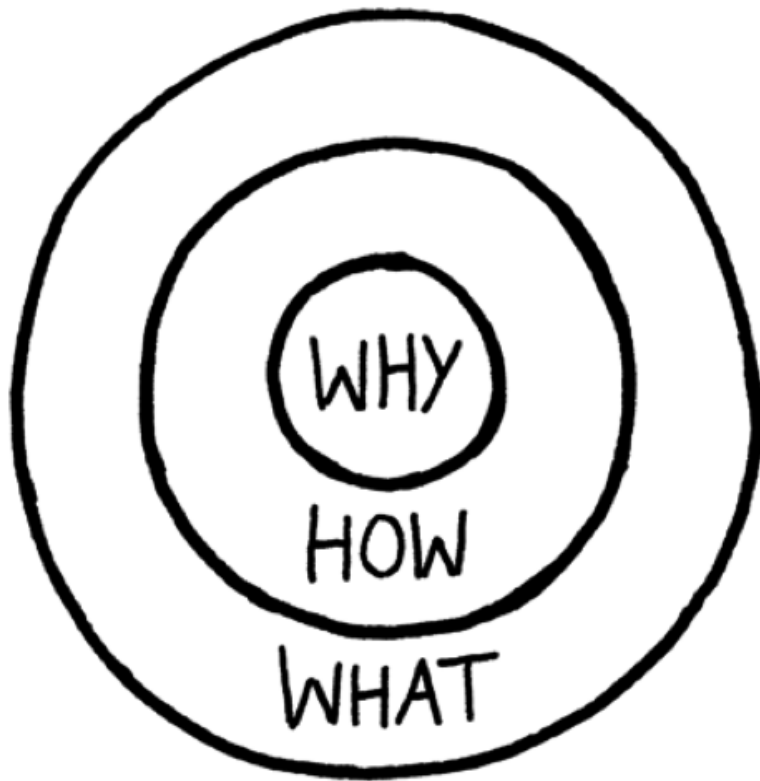
Limbic system

Motivation/emotion

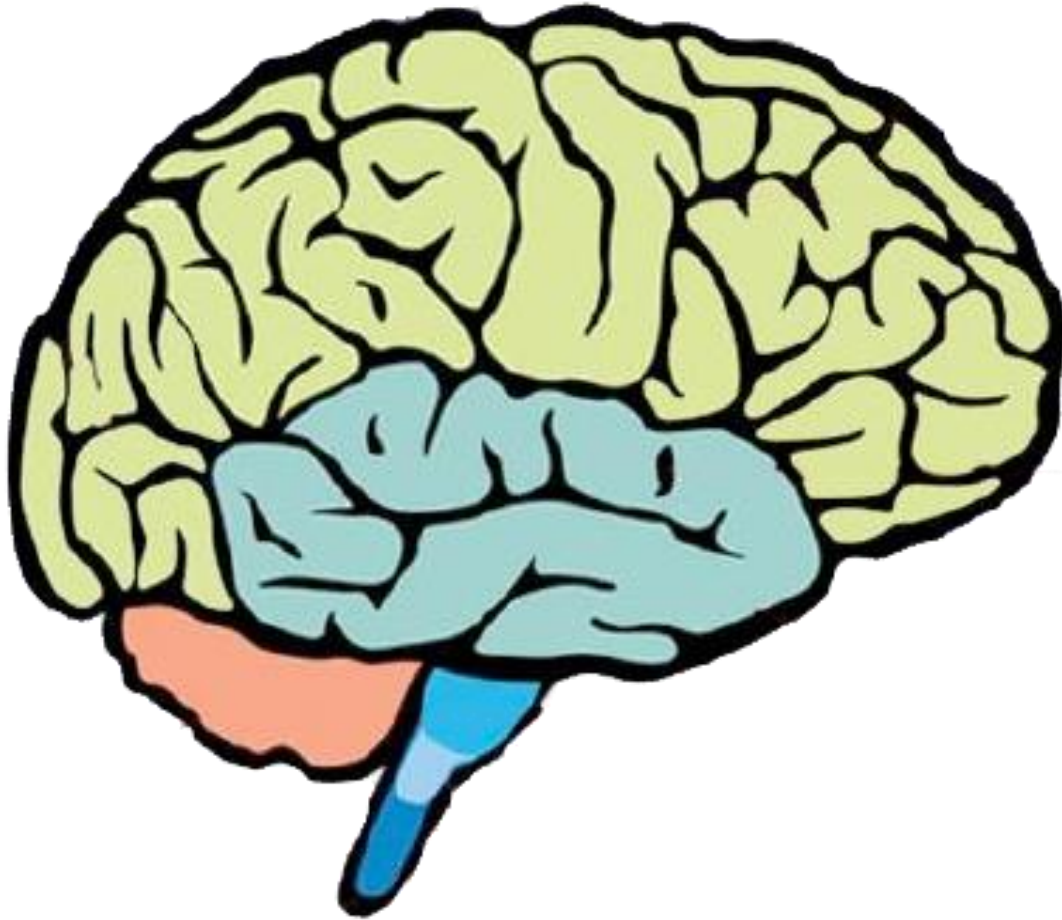
Reptilian complex

Instinct/survival

Brain science



Stories & chemistry



Dopamine
Happy feeling

Oxytocin
Empathy & trust

Cortisol
Listen & focus
attention

So much more...

- Twelve archetypes (Carl Gustav Jung)
- Seven basic plots (Christopher Booker)
- Seven themes (Alida Gersie)
- Hero's Journey (Joseph Campbell)
- Narrative techniques
- Etc...





I've learned that people will
forget what you said, people will
forget what you did, but people
will never forget how you made
them feel.

-- Maya Angelou

Part II

-.-

Stories that make you awesome

Okay, thank you, nice theory...
but how do I use this in my work?



Stories about projects?

A story not only shows what is happening, but also how it happens and why. Thereby it gives a narrative meaning to separate events.

The testing story

1. A story about the status of the
PRODUCT
2. A story about HOW YOU TESTED it
3. A story about the VALUE of the
testing

Example testing story

Test Results

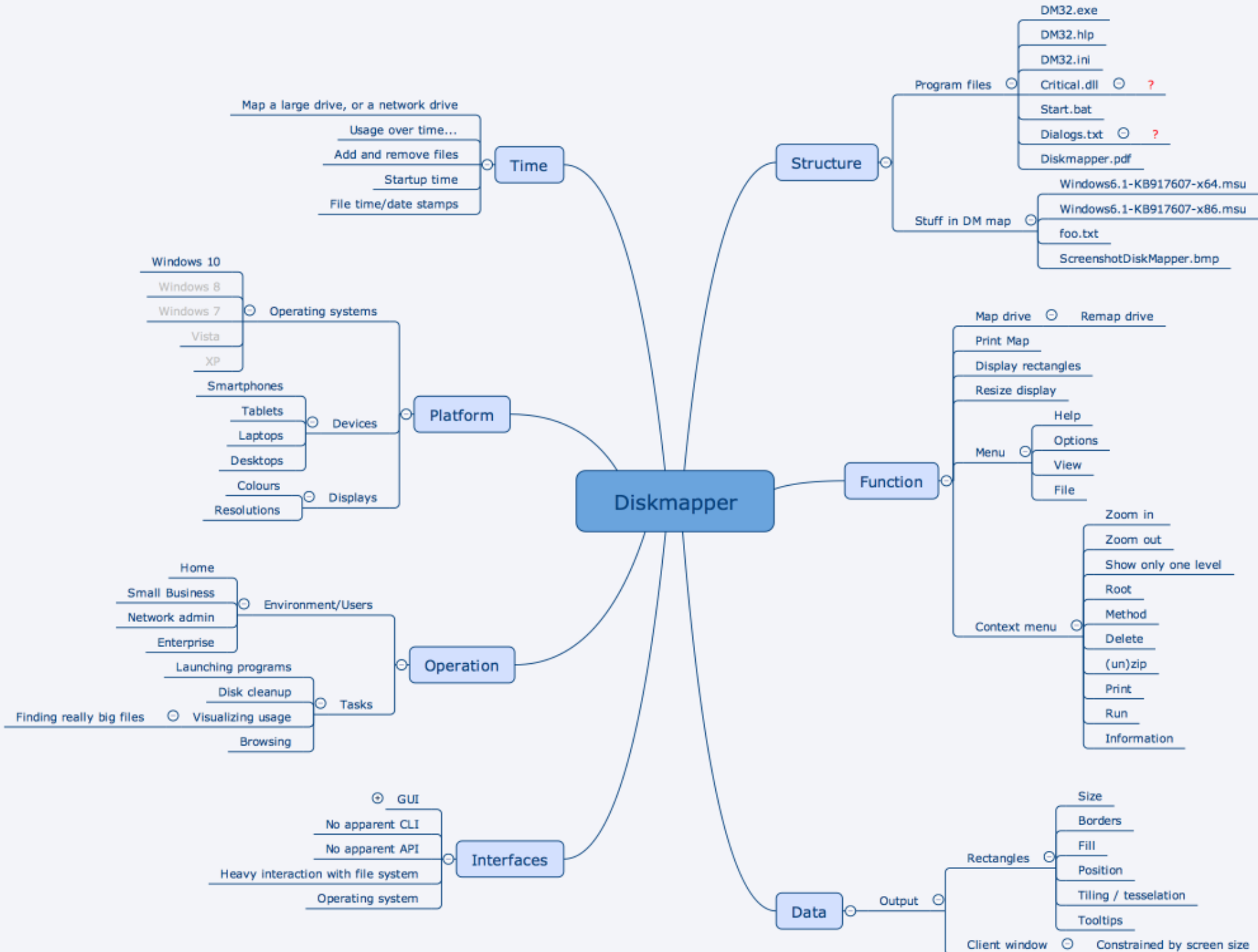
| Test level | # Test scripts prepared | # Test scripts executed | # Open problems | Overall result |
|------------------|-------------------------|-------------------------|-----------------|----------------|
| System Test | 112 | 108 | 1 | OK |
| Integration Test | 45 | 42 | 0 | OK |
| Acceptance Test | 82 | 79 | 5 | OK |
| Total | 239 | 229 | 6 | OK |

Findings status & priority

| Priority | New | Fixing | Ready for retest | Closed | Total |
|--------------|----------|----------|------------------|------------|------------|
| Blocking | 0 | 0 | 0 | 5 | 5 |
| High | 0 | 0 | 0 | 13 | 13 |
| Medium | 0 | 2 | 0 | 30 | 32 |
| Low | 0 | 1 | 2 | 23 | 26 |
| Cosmetic | 1 | 0 | 0 | 47 | 48 |
| Total | 1 | 3 | 2 | 116 | 124 |

Findings per part

| | Req. | Design | Software | Infra | Test | Total |
|---------------|-----------|-----------|-----------|----------|----------|------------|
| System part X | 6 | 12 | 18 | 1 | 1 | 38 |
| System part Y | 8 | 7 | 26 | 0 | 2 | 43 |
| System part Z | 1 | 2 | 6 | 0 | 3 | 12 |
| Interfaces | 3 | 8 | 15 | 3 | 2 | 31 |
| Total | 18 | 29 | 65 | 4 | 8 | 124 |



Diskmapper

Time

- Map a large drive, or a network drive
- Usage over time...
- Add and remove files
- Startup time
- File time/date stamps

Structure

- Program files
 - DM32.exe
 - DM32.hlp
 - DM32.ini
 - Critical.dll ?
 - Start.bat
 - Dialogs.txt ?
 - Diskmapper.pdf
- Stuff in DM map
 - Windows6.1-KB917607-x64.msu
 - Windows6.1-KB917607-x86.msu
 - foo.txt
 - ScreenshotDiskMapper.bmp

Function

- Map drive
- Remap drive
- Print Map
- Display rectangles
- Resize display
- Menu
 - Help
 - Options
 - View
 - File
- Context menu
 - Zoom in
 - Zoom out
 - Show only one level
 - Root
 - Method
 - Delete
 - (un)zip
 - Print
 - Run
 - Information

Platform

- Operating systems
 - Windows 10
 - Windows 8
 - Windows 7
 - Vista
 - XP
- Smartphones
- Devices
 - Tablets
 - Laptops
 - Desktops
- Displays
 - Colours
 - Resolutions

Operation

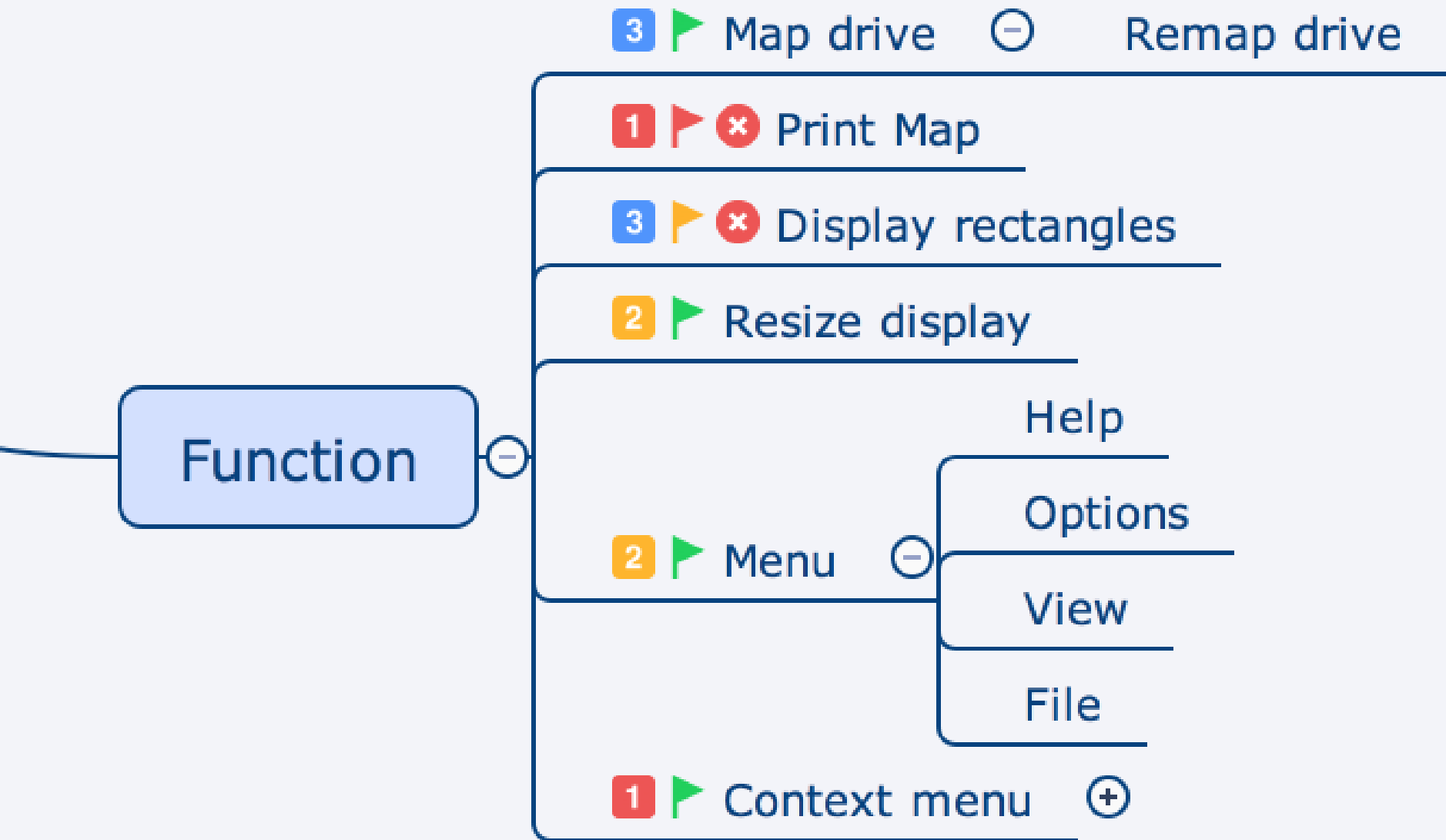
- Environment/Users
 - Home
 - Small Business
 - Network admin
 - Enterprise
- Tasks
 - Launching programs
 - Disk cleanup
 - Visualizing usage
 - Finding really big files
 - Browsing

Interfaces

- GUI
- No apparent CLI
- No apparent API
- Heavy interaction with file system
- Operating system

Data

- Output
 - Rectangles
 - Size
 - Borders
 - Fill
 - Position
 - Tiling / tessellation
 - Tooltips
 - Client window
 - Constrained by screen size



Story meetings



Stories in your work

- Demo & sprint reviews
- Personas
- Risks
- Bugs & familiar problems
- Tests/charters
- Consulting

More stories in your work

- User stories & user desires
- Testing stories
- Storymapping
- Mission & vision
- Complex systems
- ...



Stories in your work

You can use stories everywhere to
create understanding on an
emotional level!

(Remember IT is not about technology but about
communication)



Exercise: tell a story





While problems can be summarized in a formula or an algorithm, it takes a story to understand a dilemma.

-- Bob Johansen

Final piece of advice

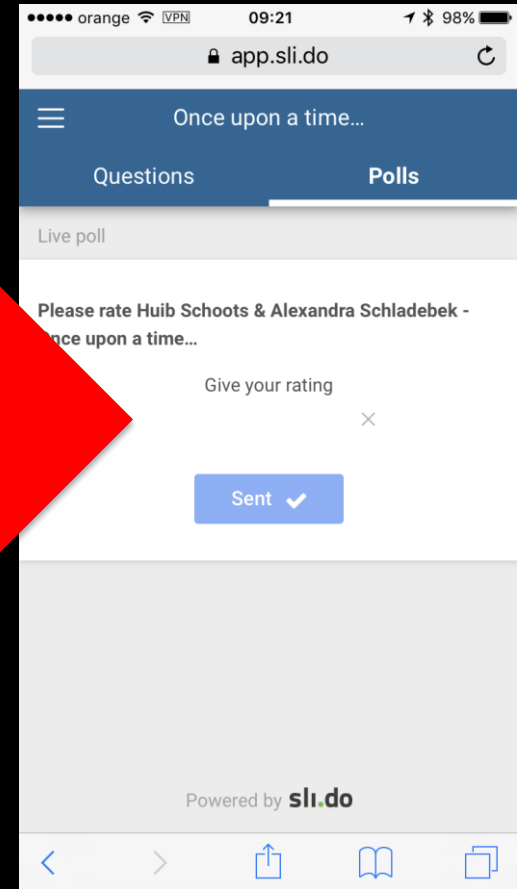
- Storytelling is natural and easy
- So... tell your stories
 - Testing
 - Projects
 - But also **your** stories
- Be a storyteller!

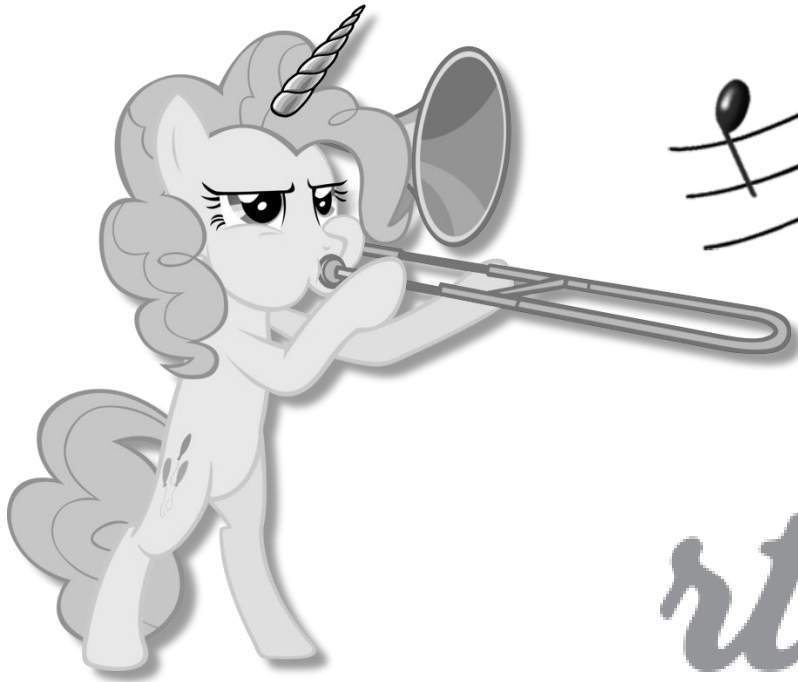


Questions?



Please rate this session at:
Http://Slid.do - code: 9808





rtc ✓



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