Workshop Storytelling

For test professionals

Source: Johnnie Walker The Man Who Walked Around The World 2009 -
https://youtu.be/QQKVFG5VQMQ

Huib Schoots
@huibschoots

Alexandra Schladebeck
@alex_schl

The full day version of this workshop
was created by Alex and me.
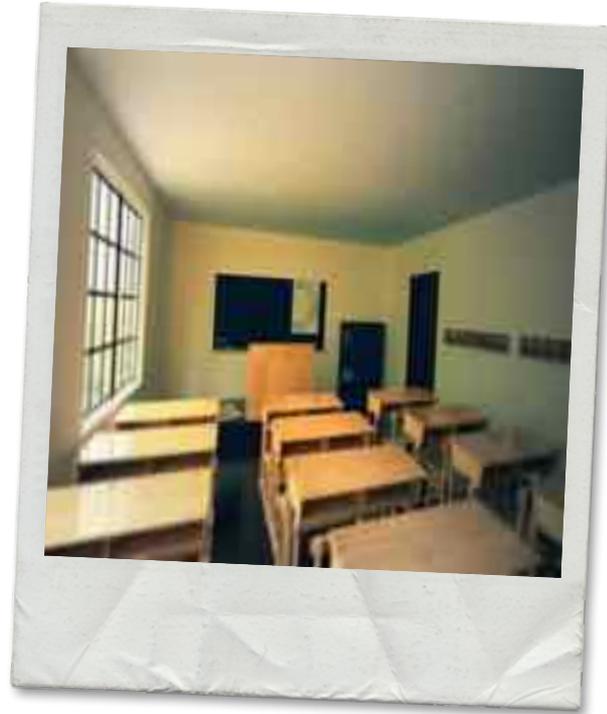
Now it is your turn...

Exercise: tell a story

- Find a partner and share your story

- Tell short story about something you are enthusiastic about

Goals for today

- What is storytelling?

- More background on storytelling

- How to use stories (in your work)?

- Tell stories!

Part I
-.-
Introduction

Exercise

-.-

What makes a good story?

Exercise

—•—

Why stories matter?

Exercise:
Why stories matter?

- What do stories do to you?

- Why is this important?

Create a flipchart per table

Why storytelling?

connect

understand faster & easier

remember better

inspire & motivate

convince & call to action

teach

empathize

make data useful

provide grip

transmit culture

influence

Why storytelling?

entertain

give our lives meaning

shape the future

see ourselves

divert our attention

scare

express

endow morals

change

intellectually stimulate

turn on

Exercise:
Why stories at work matter?

- What kind of stories can you tell at work?

- Why is this important?

Create a flipchart per table

"To hell with facts!
We need stories!"

— Ken Kesey

Part II

–.–

What is Storytelling?

What is storytelling?

Storytelling is the form in which people naturally communicate

Only telling stories... ?!

Develop, write, tell, share stories!
But also: collect and combine.

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

Story elements

- Who's the hero?
- What is his/her desire?
- What is stopping him/her?
- What is the turning point?
- What are his/her insights?
- What is the solution?

Freytag's Pyramid

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement (Resolution)
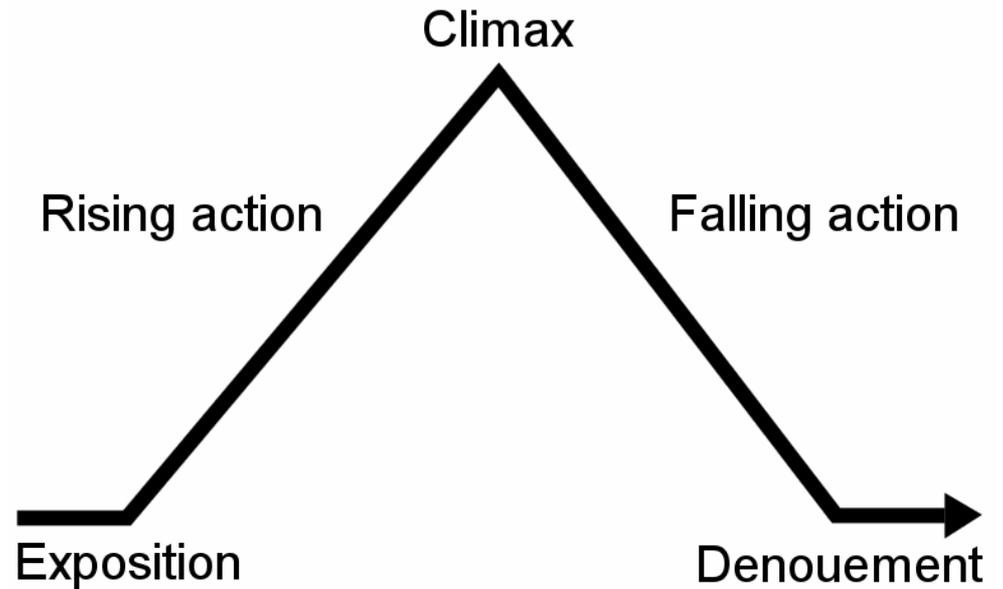
Source: Budweizer Superbowl Commercial 2015 - https://youtu.be/TPKgC8KPBMg

Freytag's Pyramid

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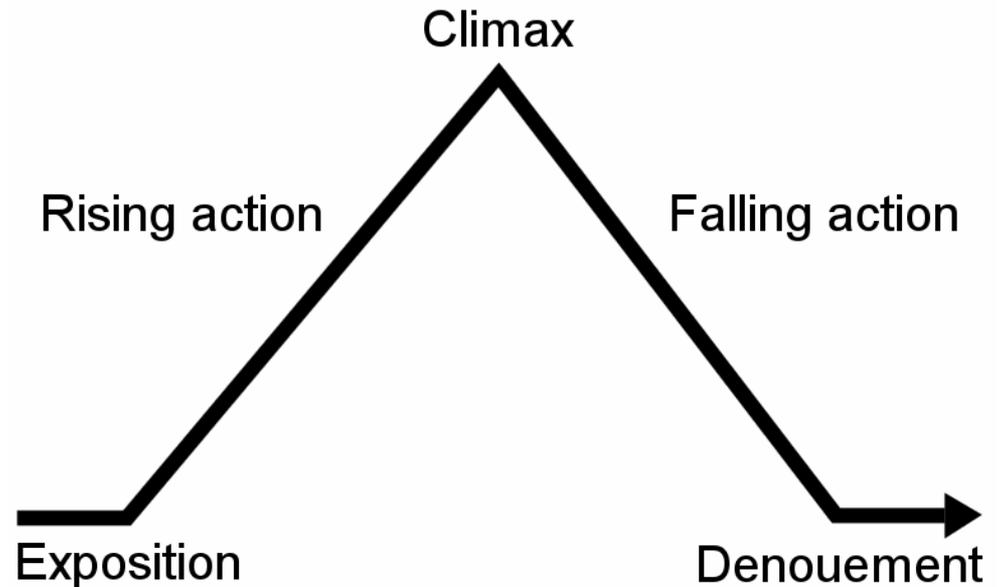
Stories made simple

1. Once upon a time
   → Exposé, hero, desire
2. Every day...
   → Ordinary life
3. Until one day...
   → Call, confrontation, dilemma
4. As a result of that...
   → How does the hero react?
5. As a result of that...
   → Many entanglements, help, danger, dragon
6. Until suddenly/finally...
   → Turning point, climax
7. From that moment
   → New situation, what changed?

Exercise: types of stories

1. Jaws
2. Cinderella
3. Lord of the Rings
4. The Hobbit
5. Bridget Jones
6. Romeo and Juliet
7. A Christmas Carol

What is the basic plot in these movies?

7 basic plots

1.

Jaws, war movies, Shrek, James Bond

2.

Cinderella, Jane Eyre, Aladdin, Rocky

3.

Harry Potter, LOTR, Indiana Jones, Armageddon

4.

The Hobbit, Alice in Wonderland, Find Nemo, Nardia

5.

Bridget Jones, Four Weddings and a Funeral, Notting Hill

6.

Macbeth, Romeo and Juliet, Breaking Bad, Horror movies

7.

Beauty and the Beast, A Christmas Carol, Despicable me, Grinch

Types of stories

- Who am I stories (identity)

- Why I am here (motives, mission)

- Vision stories (the big why)

- Values in action stories (integrity, trust)

- Teaching stories (learning)

- I know what you are thinking stories (insight, biases)

- Future scenarios (imagining the future)

- Product stories (branding)

- Culture stories (sum of stories)

Part III
—•—
Some simple techniques

Techniques

- Image – Effect – Meaning
- STAR:
  <u>s</u>omething <u>t</u>hey <u>a</u>lways <u>r</u>emember
- Appeal to senses:
  smell, sound, sight, touch, taste
- Make it visual

Image – Effect – Meaning

– Image: What do you see?
                    What happened?

– Effect: How did it affect you?
                    What emotion did it trigger?

– Meaning: Why do you tell this?
                    Why is this important?

STAR: something they always remember

- Significant, sincere and enlightening moment during a presentation or story that helps magnify your idea

Source: iPhone launch 2007 - https://youtu.be/9hUIxyE2Ns8
Steve Jobs' 2005 Stanford Commencement Address - https://youtu.be/UF8uR6Z6KLc

Appeal to senses

- Smell
- Sound
- Sight
- Touch
- Taste

The Story of Milk

Make it visual

Visualizing Test Coverage: Annotation
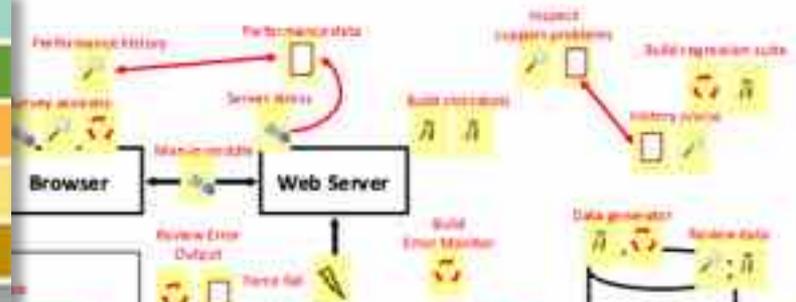
Source: Amanda Palmer – The art of asking https://youtu.be/xMj_P_6H69g

Part IV

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Stories in your daily work

Exercise

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How can you use storytelling
in your daily job?

Stories in your work

- Where specifically?
- What goal?
- Which techniques?
- Why would that work?

Stories in your work

- Teach
- Motivate
- Explain
- Convince
- Argue
- Insight
- Overview
- Understand

- User stories & desires
- Story Mapping
- Mission & vision
- Demo & review
- Personas
- Complex stuff
- Tests & charters
- Testing stories
- Risks
- Bugs & familiar problems
- Consulting

Story meetings

A story about story meetings

- Time pressure
- Estimation pressure
- Low efficiency and much waste

Stories in user stories meetings

- Remove unnecessary distractions
- A user story = user and her story
- Focus on why and what (not how)
- Present user's problem from her perspective
  - Core message
  - Empathy
  - Concrete examples

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.

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

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

How to use the testing story

- Keep track
- Build your story during testing
- Status
- Wrap-up & debrief
- (End) reporting
- Overview and insight

How to use the testing story

START

Do a burst of testing

Make sense of your status

Report

Focus on what needs doing

Compare status against mission

STOP
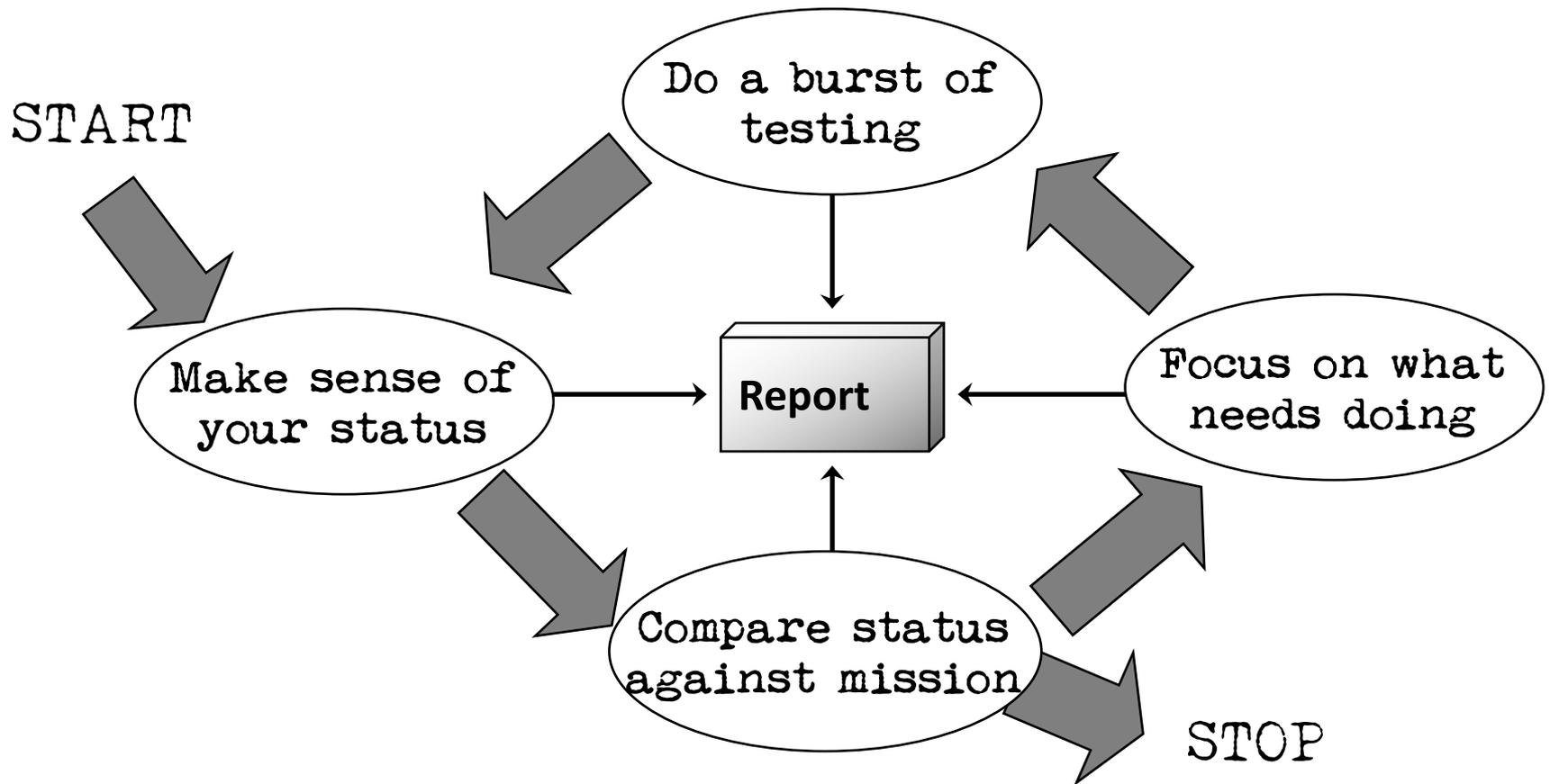
Example testing story

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 (mind map)
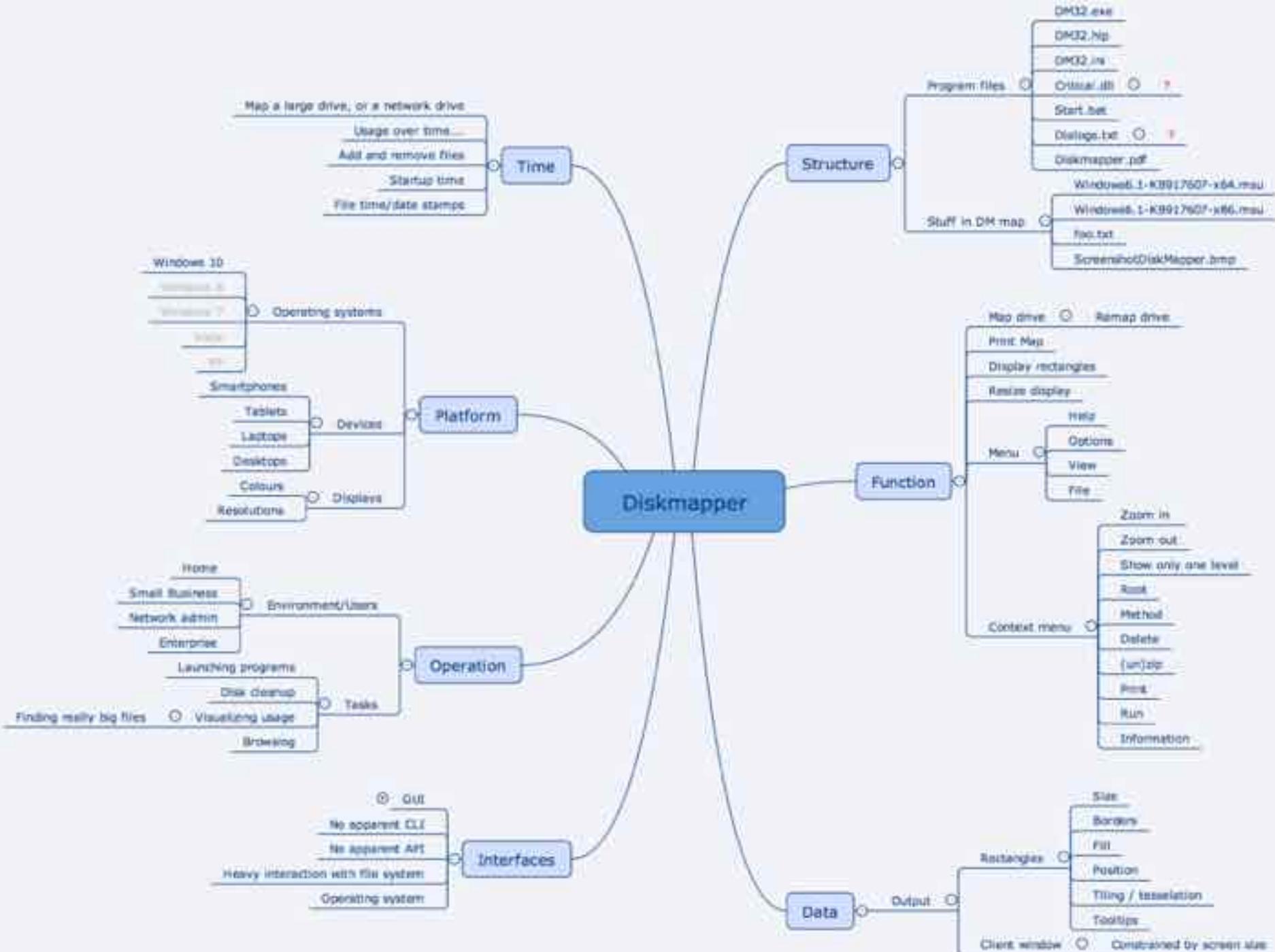
- **Time**
  - Map a large drive, or a network drive
  - Usage over time...
  - Add and remove files
  - Startup time
  - File time/date stamps

- **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

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

- **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

- **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 / tesselation
      - Tooltips
  - Client window — Constrained by screen size

Function

- 3 ⚑ Map drive ⊖ Remap drive
- 1 ⚑ ⊗ Print Map
- 3 ⚑ ⊗ Display rectangles
- 2 ⚑ Resize display
- 2 ⚑ Menu ⊖
  - Help
  - Options
  - View
  - File
- 1 ⚑ Context menu ⊕
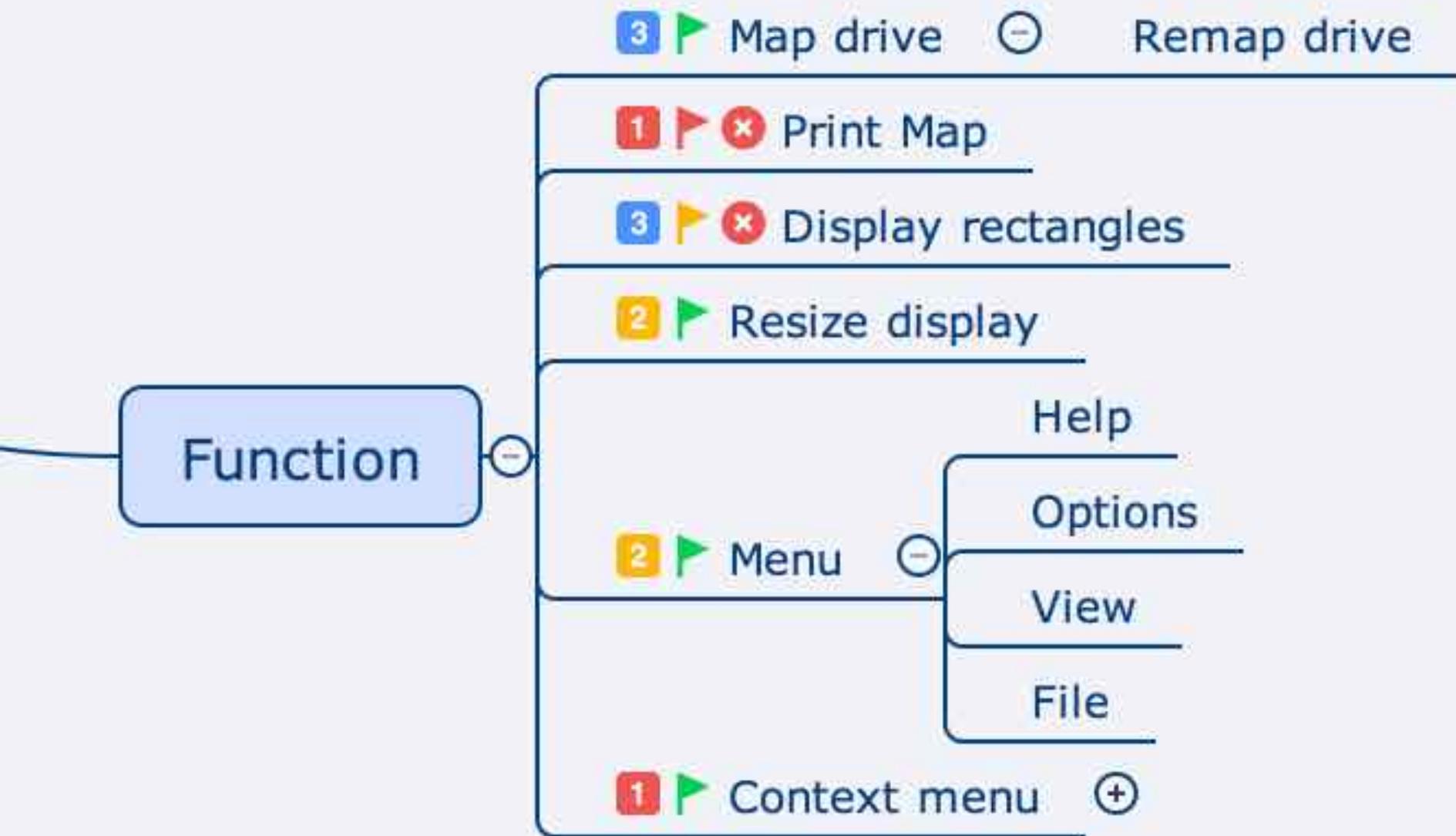
Exercise
-.-
The Testing Story
"Pen Test"

Exercise: "Pen Test"

Instructions tester:

1. Test a pen for 5 minutes
2. Report (oral)

Instructions observers:

- Check the categories if you hear or see them. Write down an example

Observation form

Level 1: Status of the product	
...about what it does... ...how it failed, and how it might fail... ...in ways that matter to your various clients.	
Level 2: How you tested it	
...how you operated and observed it... ...how you recognized problems... ...what you have and have not tested yet... ...what you won't test at all (unless the client objects)...	
Level 3: How good that testing was	
...the risks and costs of testing or not testing... ...what made testing harder or slower... ...how testable (or not) the product is... ...what you need and what you recommend.	

A narrative test model

This is a map of the Rapid Software Testing process

It is organized in the structure of a story, because story construction is at the heart of what it means to test.

A Rapid Testing Framework

Testing Story
explicit *and tacit* narrative
about the status of testing

Reporting
"making sense of the test process, progress, and results
and rendering that into a compelling
testing story..."

Learning
"studying the product or anything related to the product
or the context of its use, by any useful or necessary means,
to develop mental models by which to test..."

Skills & Heuristics
"Applying skills, knowledge, and
fallible methods of solving problems..."

Test Results
explicit *and tacit* outcomes
of specific tests

Models
explicit *and tacit* representations
of the product and context of use

Testers & Team
"dedicated testers do the work
while soliciting the help of others, too..."

Performing Experiments
"enacting our test procedures to discover
reliable answers to our clients' questions..."

Designing Experiments
"synthesizing ideas and mechanisms by which
we systematically question the status of the product..."

Test Procedures
explicit *and tacit* ideas and mechanisms
by which people configure, operate,
observe, and evaluate the product...

Test Lab & Tools
"using *and questioning* our tools
and test lab infrastructure..."

Coverage
"examining aspects of the product
both intentionally *and incidentally*..."

Oracles
"applying our knowledge *and feelings*
to detect important problems..."

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)

Telling a good story is like giving a mini-documentary of what you have seen so others can see it too.

- Annette Simmons
  (The Story Factor)

Keynote Alex & Huib

https://youtu.be/Y3BuNyvrse0

Questions?

Huib Schoots
@huibschoots
Huib.Schoots@improveqs.nl
http://www.huibschoots.nl

Alexandra Schladebeck
@alex_schl
Alexandra.Schladebeck@bredex.de
http://www.schladebeck.de

Sources & references

- **Dutch books: "Storytelling in 12 stappen" by Mieke Bouma, "Storypower" by Annet Scheringa and "Echte leiders hebben een goed verhaal" by Astrid Schutte**
- **English books: "Storytelling Animal" by Jonathan Gottschall, "The Storyteller's Secret" by Carmine Gallo and "Made to Stick" by Chip Heath and Dan Heath**
- **TEDx talk: What is the Hero's Journey? -** http://youtu.be/x8XUVqjX_IA
- **The Hero's Journey Outline -** http://www.thewritersjourney.com/hero's_journey.htm
- **The science behind storytelling -** http://www.melcrum.com/research/strategy-planning-tactics/science-behind-storytelling
- **Future of StoryTelling - Paul Zak -** http://youtu.be/DHeqQAKHh3M
- **Why Your Brain Loves Good Storytelling -** http://hbr.org/2014/10/why-your-brain-loves-good-storytelling/
- **Freytag's Pyramid -** http://en.wikipedia.org/wiki/Dramatic_structure
- **Golden circle -** http://www.clickz.com/clickz/column/2346063/the-secret-to-successful-storytelling-lies-in-the-golden-circle
- **The split brain – a tale a two halves (Gazzaniga's experiment) -** http://www.nature.com/news/the-split-brain-a-tale-of-two-halves-1.10213
- **Slides Rapid Software Testing -** http://www.satisfice.com/info_rst.shtml
- **Testers Tell A Compelling Story by Connor Roberts -** http://pixelgrill.com/testers-tell-a-compelling-story/
- **Braiding The Stories (Test Reporting Part 2) -** http://www.developsense.com/blog/2012/02/braiding-the-stories/
- **Delivering the News (Test Reporting Part 3) -** http://www.developsense.com/blog/2012/02/delivering-the-news-test-reporting-part-3/
- **Why Stories Matter -** http://storyrhetoric.com/blog/2014/12/17/why-stories-matter#.VM5An1Xj540.linkedin

Must see TED talks:
- Andrew Stanton: The clues to a great story - https://youtu.be/KxDwieKpawg
- Julian Friedmann: The mystery of storytelling - https://youtu.be/al3-Kl4BDUQ
- Suzanne Duncan: The dark side of storytelling - https://youtu.be/3SUIiF-ifIM
- Nancy Duarte: The secret structure of great talks - https://youtu.be/UfQF3DXG-S4

Extra slides

12 Archetypes

Caregiver

Ruler

Creator

Hero

Magician

Rebel

Everyman

Jester

Lover

Explorer

Sage

Innocent

Innocent

Motto:
Free to be you and me

Core desire:
To get to paradise

Goal:
To be happy

Everyman

Motto:
All men and women are created equal

Core Desire:
Connecting with others

Goal:
To belong

Hero

Motto:
Where there's a will, there's a way

Core desire:
To prove one's worth through courageous acts

Goal:
Expert mastery in a way that improves the world

Caregiver

Motto:
Love your neighbour as yourself

Core desire:
To protect and care for others

Goal:
To help others

Explorer

Motto:
Don't fence me in

Core desire:
The freedom to find out who you are through exploring the world

Goal:
To experience a better, more authentic, more fulfilling life

Rebel

Motto:
Rules are made to be broken

Core desire:
Revenge or revolution

Goal:
To overturn what isn't working

Lover

Motto:
You're the only one

Core desire:
Intimacy and experience

Goal:
Being in a relationship with the people, work and surroundings they love

Creator

Motto:
If you can imagine it, it can be done

Core desire:
To create things of enduring value

Goal:
To realize a vision

Jester

Motto:
You only live once

Core desire:
To live in the moment with full enjoyment

Goal:
To have a great time and lighten up the world

Sage

Motto:
The truth will set you free

Core desire:
To find the truth

Goal:
To use intelligence and analysis to understand the world

Magician

Motto:
I make things happen

Core desire:
Understanding the fundamental
laws of the universe

Goal:
To make dreams come true

Ruler

Motto:
Power isn't everything, it's the only thing

Core desire:
Control

Goal:
Create a prosperous, successful family or community

Why does this matter?

- Understand people's motivations

- Map for actions and emotions

- For spicing up stories using analogies

- Uncovering unknown perspectives

- Inspiration

Recognize these?

Caregiver

Ruler

Creator

Hero

Magician

Rebel

Everyman
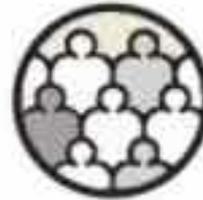
Jester

Lover

Explorer

Sage

Innocent

Hero's Journey
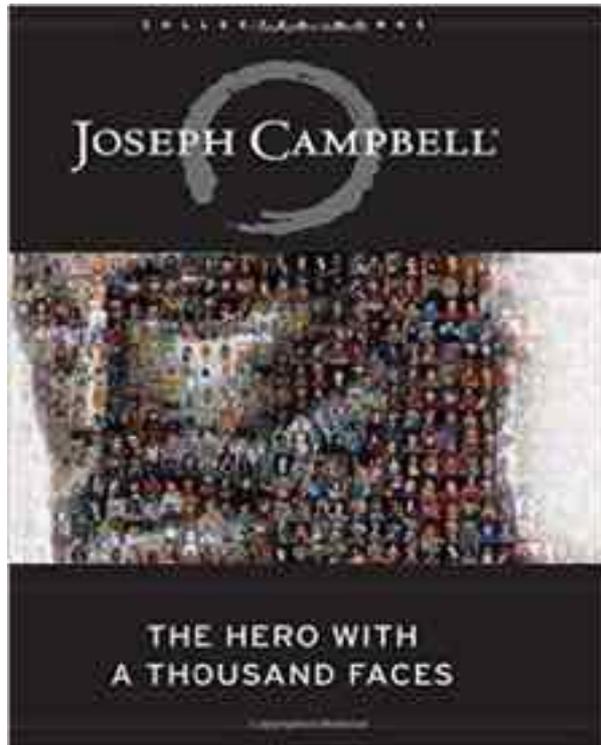
THE HERO'S JOURNEY

12. Return with Elixir

1. Ordinary World

2. Call to Adventure

11. Resurrection

3. Refusal of the Call

ORDINARY WORLD

4. Meeting the Mentor

10. The Road Back

5. Crossing the Threshold

SPECIAL WORLD

6. Tests, Allies, Enemies

9. Reward, Seizing the Sword
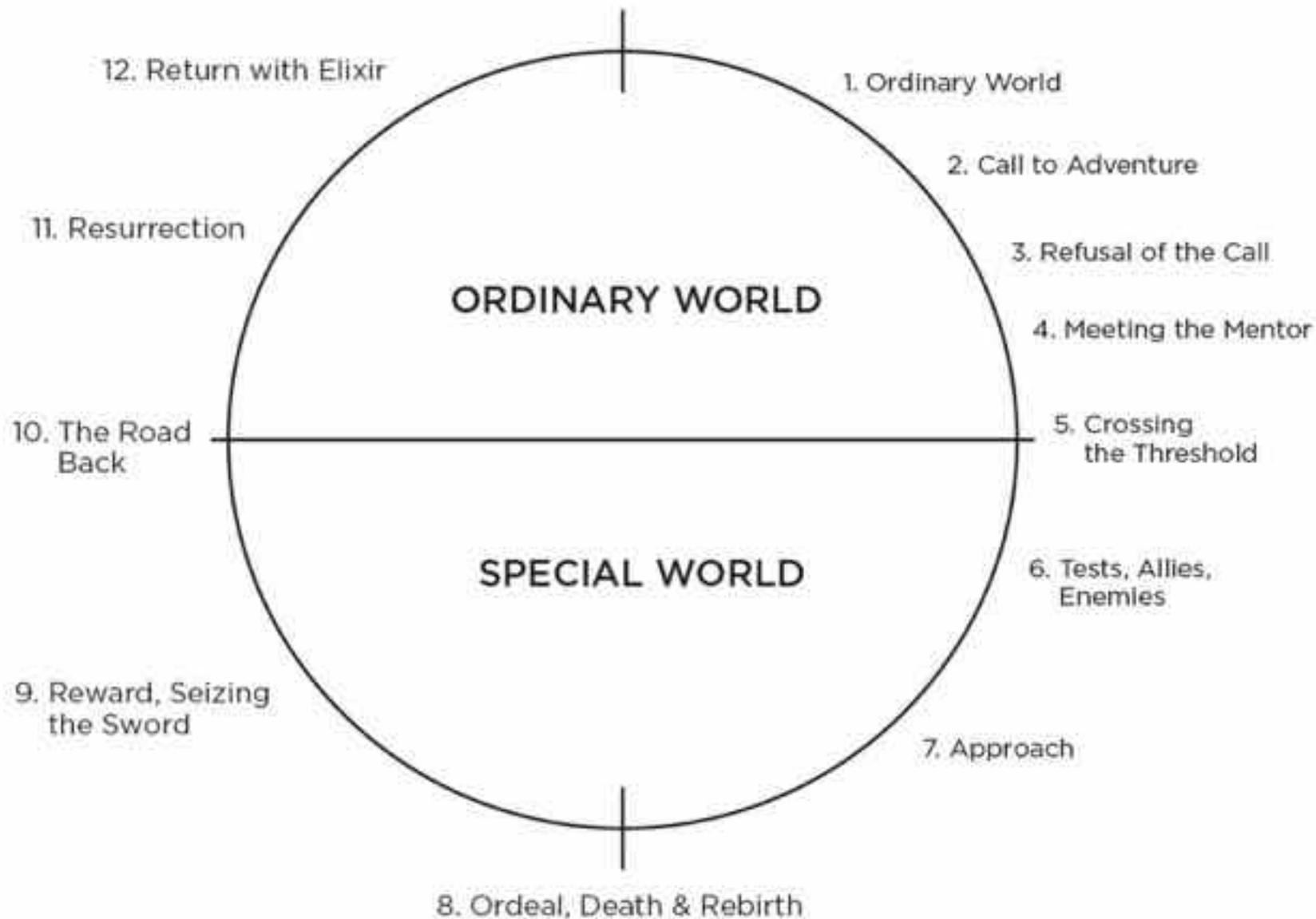
7. Approach

8. Ordeal, Death & Rebirth

1. THE ORDINARY WORLD

2. THE CALL TO ADVENTURE

3. REFUSAL OF THE CALL

4. MEETING WITH THE MENTOR

5. CROSSING THE THRESHOLD

6. TESTS, ALLIES AND ENEMIES

7. APPROACH TO THE INNERMOST CAVE

8. THE ORDEAL, DEATH, REBIRTH
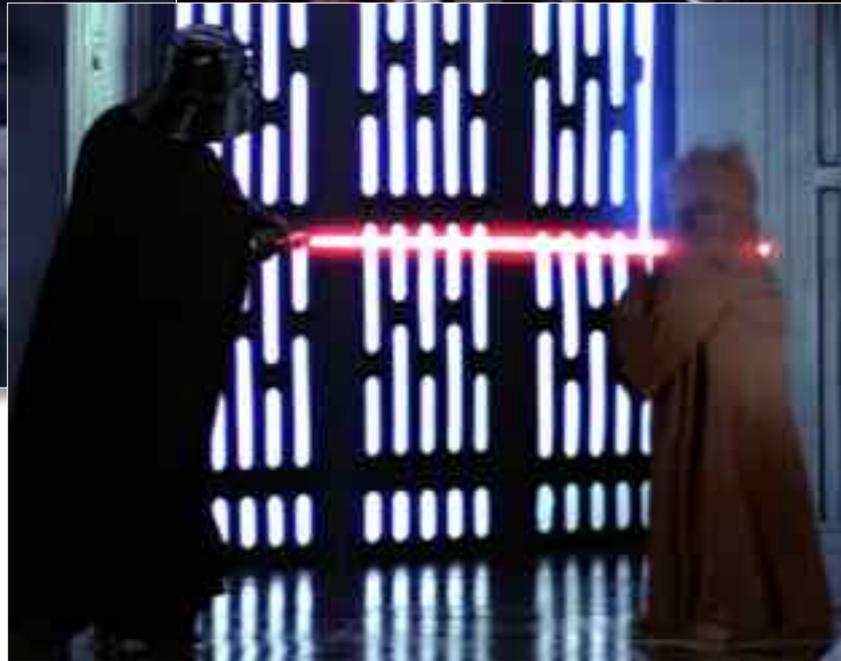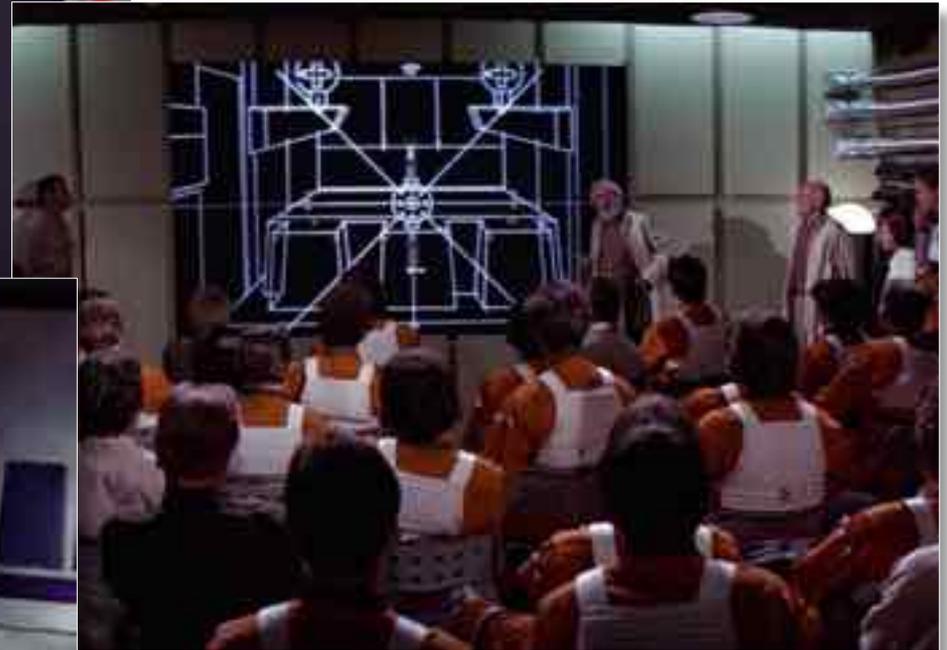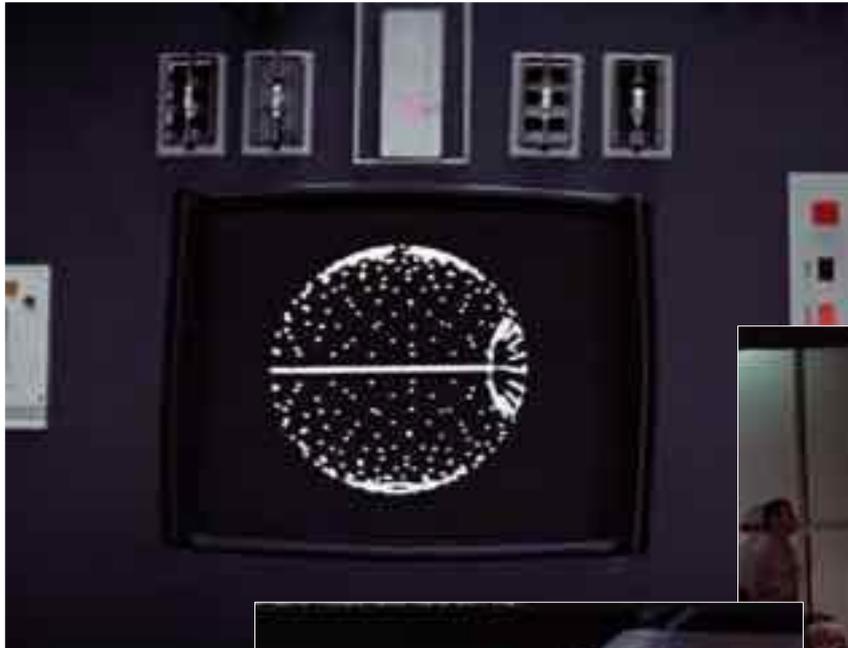
9. THE REWARD

10. THE ROAD BACK

11. THE RESURRECTION
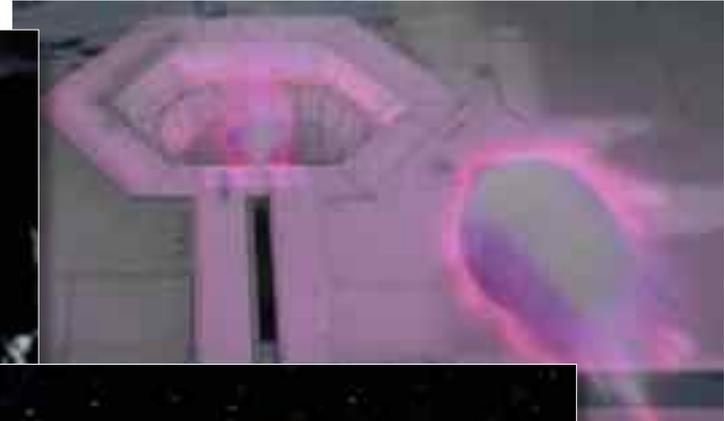
12. RETURN WITH THE ELIXIR

STAR WARS

Harry Potter and the Philosopher's Stone.

~~Star Wars A New Hope~~; synopsis

Harry Potter

~~Luke Skywalker~~ is an orphan living with his uncle and aunt
on the remote wilderness of ~~Tatooine~~. *suburbia*

muggles *Hagrid*
He is resucued from ~~aliens~~ by wise, bearded ~~Ben Kenobi~~, who turns
out to be a ~~Jedi Knight~~. *wizard*

Hagrid *Harry* *Harry* *wizard*
~~Ben~~ reveals to ~~Luke~~ that ~~Luke's~~ father was also a ~~Jedi Knight~~, and
was the best pilot he had ever seen.

Harry *Quidditch player* *a magic wand*
~~Luke~~ is also instructed in how to use ~~the Jedi light sabre~~ as he too
trains to become a ~~Jedi~~. *wizard*

Harry *wizard* *Hogworts*
~~Luke~~ has many adventures in ~~the galaxy~~ and makes new friends
such as ~~Han Solo~~ and ~~Princess Leia~~. *Ron* *Hermione*

In the course of these adventures he distinguishes himself as a top
~~X-wing pilot~~ in the battle of ~~the Death Star~~, making the ~~direct hit~~ that *Quidditch match* *catch*
Quidditch seeker
secures ~~the Rebels~~ victory against the forces of evil, *Slytherin*.

Harry *Gryffindor* *Lord Voldemort*
~~Luke~~ also sees off the threat of ~~Darth Vader~~, who we know
murdered his ~~uncle and aunt~~. *parents*

In the finale, ~~Luke~~ and his new friends ~~receive medals of valour~~.
Harry *win the House Cup.*

All of this will be set to an orchestral score composed by John Williams.

Why does this matter?

- They map fundamental human experiences

- Structure stories

- Make stories more accessible and enjoyable

- Understand journeys: befores and afters

- Map for actions and emotions

- For spicing up stories using common actions

- Inspiration

1. The ordinary World

2. The Call to Adventure

3. Refusal of the Call

THE HOBBIT

4. Meeting with the Mentor

5. Crossing the Threshold

6. Tests, Allies and Enemies

THE HOBBIT

7. Approach

8. The ordeal

9. The Reward

10. The Road Back

11. The Resurrection

12. Return with the Elixir