



A team is given a problem to solve. It gathers user data to drive a user-centered, innovative idea.



After working hard on a viable, vetted solution, the team members prepare to present it to executives.



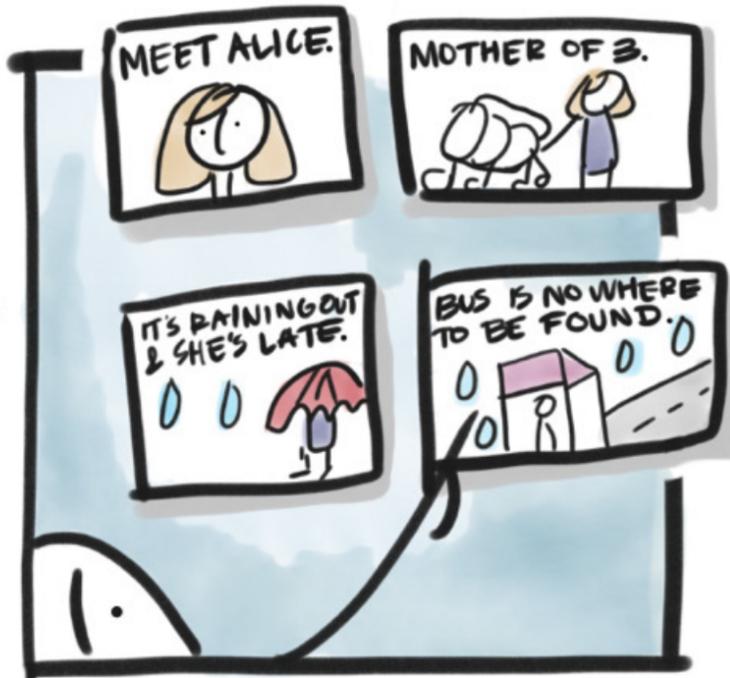
The team walks through each screen, describing features and capabilities.



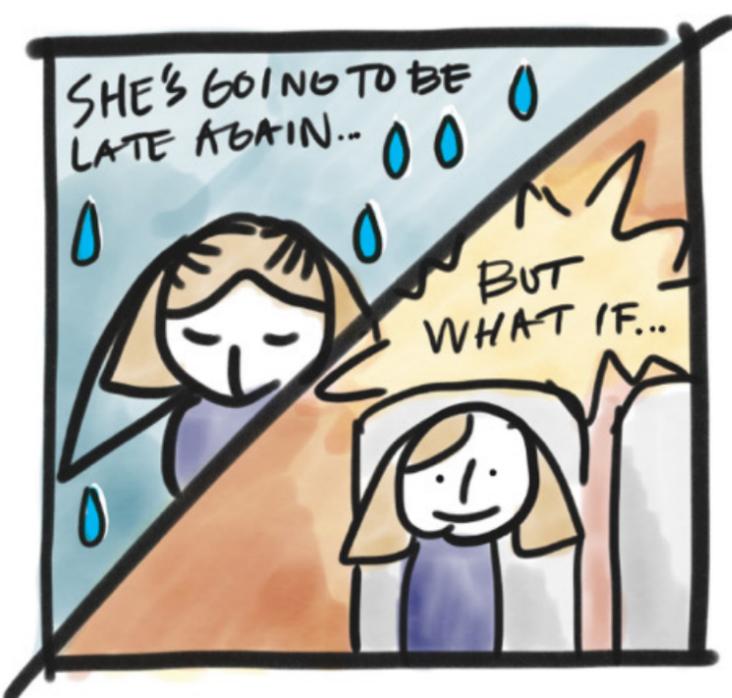
When it comes time for discussion, some stakeholders are asleep while others become disgruntled in disagreement.



Rather than showing the design screen by screen, the team decides to present it in a different way.



The team tells an empathetic story about Alice — who she is and what motivates her. The executives are placed in the context of her day: stuck in rain and running late.



“Thoughts start racing through Alice’s head. How late is the bus going to be? Is she going to be fired? Will she have to stay late and miss school pickup? But maybe this isn’t the way it has to be for Alice...”



Through the engaging, compelling story, the execs are able to arrive at the same understanding and conclusion as the team.