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AN INTRODUCTION TO THE DIGITAL LABORATORIES
Storytelling & Design Thinking

Antonia Colasante 14/04/2023

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Agenfap & Antonia

AGENFAP: training agency, in Rome, promoting and supporting companies and professionals in increasing skills and opportunities related to the following topics: soft skills, digital transformation, social media communications.

ANTONIA COLASANTE: psychologist with an extensive experience in training, Brand Sytoryteller and certified facilitator in LEGO® SERIOUS PLAY® method

The Digital Laboratory

DIGITAL STORYTELLING

SCHOOLS AND STUDENTS

CRITICAL THINKING

STEREOTYPES

WEB

diogenes

What is Brand Storytelling

Brand Storytelling is using a narrative to connect a "brand" to users, linking what it stands for, to the values it shares.

To define Brand Storytelling we use a specific tool with Brands (companies or managers): it helps us to design all the elements we need for the Brand Story and its digital communication.

Design thinking intro

It's a process for creative problem solving with a human centered

Human-centred Design

understanding

evaluating

defining

designing

Design Thinking

under-standing

defining a perspective

developing prototypes

observation

ideation

testing
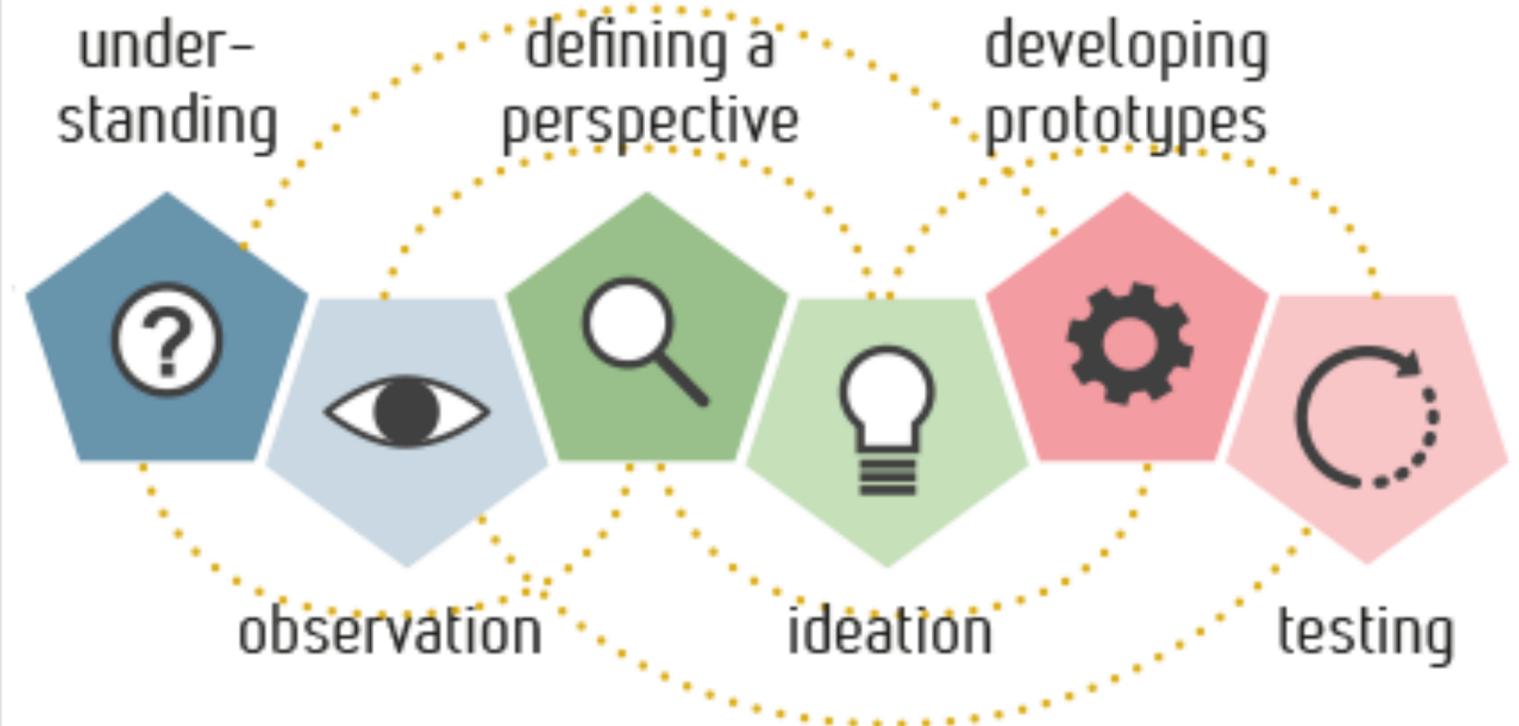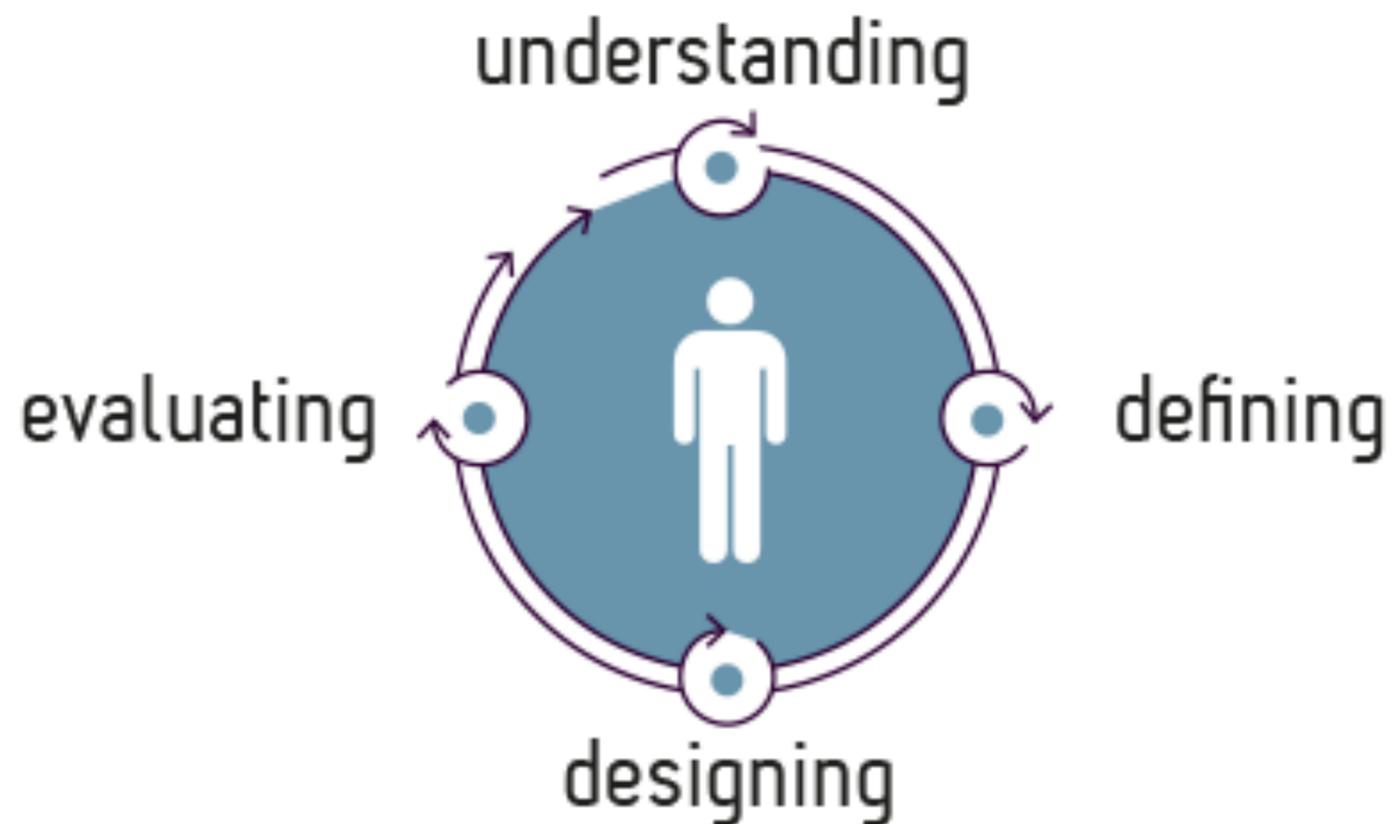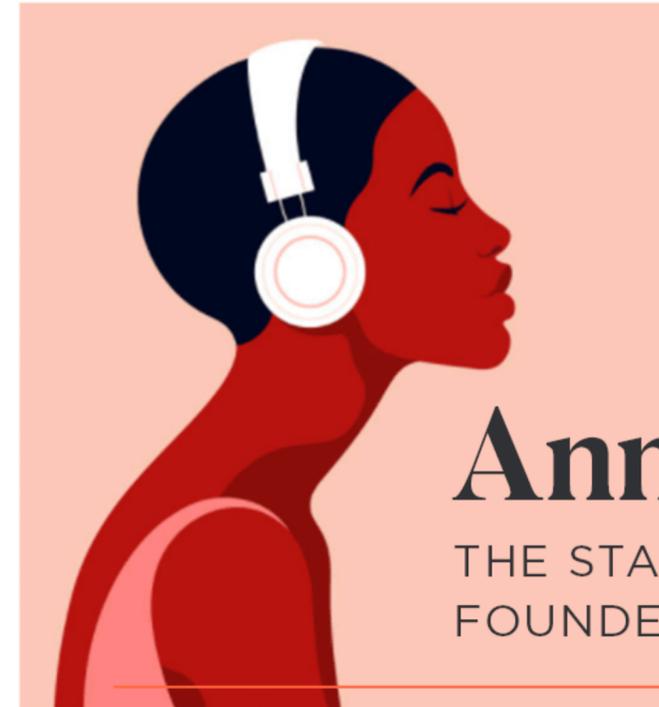
Tools

Anne
THE START-UP FOUNDER

Behaviors

· Likes bars
· Very social
· Likes traveling
· Smart
· Hard worker

Demographics

· 31
· Married
· College degree
· Lives in a big city

Needs & goals

· Customers / Early-adopters
· Networking
· Modern tech tools
· Knowledge
· Funding

Canvas

A Canvas is a template and a structured approach to plan a strategy and process. It provides an overview of the different elements in a design process and is a systemic technique to collect inputs from a project.

It was invented by Alex Osterwalder, a Swiss business theorist and entrepreneur as a part of his PhD research.
He designed the famous **Business Model Canvas**, a strategic management template that helps businesses to describe, design and analyse their business models.

Diogenes Storytelling Canvas (DSC)

Diogenes Storytelling Canvas

Date:

Designed by:

1.GOAL
What are the most important goals you want to achieve with this activity.

4.Scenario
What's the situation

2.Key message related to a stereotype/behavior
What's the most important element you want to underline with this story

5.Heroes
Describe the main characters and their way of thinking/act

6.Challenges
What about the adventures of the heroes

3.Metaphor
Use a symbol or a metaphora to help you to describe/build the story

7.Reward
What are the most relevant achievements heroes could reach

8.Critical thinking
What are the most relevant points of attention to boost a critical thinking

9.Delivery
Channels/games/writings

Designed by: Antonia Colasante - Agenfap

THANKS