

Storyline Canvas

Craft a compelling narrative of innovation that revolves around solving the problems your users face today.

CURRENT NARRATIVE	The Protagonist (User) Who is our hero? Describe their role and daily routine.	TARGET HORIZON	Strategic Setting (Horizon) How far out are we looking? (Immediate impact, near-term gain, strategic shift, future vision)	FUTURE NARRATIVE	The Alignment How does the solution specifically solve the conflict?
	The Conflict (Tension) What obstacle is standing in their way?		The Pivot Point (Challenge) Based on our horizon, what core challenge are we solving?		The Transformation How has the hero's behavior or feeling changed?
	The Emotional Toll How does this conflict make them feel?		The Hero's Tool (Solution) What is the specific innovation that changes the story?		The Resolution What is the "New Normal" or lasting impact?

Put Your Story to Work

Our innovation helps **[Protagonist]** move from a state of **[Conflict]** to a future of **[Resolution]** by leveraging **[Solution]** to solve the **[Challenge]**.

Execution & Development

Developer Context: Provide engineers with the human-centered context of the Protagonist's journey. Connecting code to the Transformation ensures they aren't just building features, but resolving the Conflict.

Design & UX Guidance: The Future Narrative serves as the North Star. Every interface decision should act as a stepping stone that moves the user away from the Current Narrative and toward the Resolution.

Influence & Buy-in

Stakeholders & Investors: Contrast the Current Narrative with your Future Narrative. A story about a Protagonist overcoming a Conflict at a specific Target Horizon is far more persuasive than data points alone.

Team Alignment: Ensure the team understands the Pivot Point. When everyone is aligned on the “why” of the Transformation, you foster a shared sense of mission.

Planning & Roadmapping

Feature Prioritization: Use the Transformation as a filter. If a proposed feature doesn't directly help the hero resolve the Conflict or achieve the Resolution, it is a distraction.

Phased Releases: Design your roadmap by breaking the Future Narrative into sequential chapters. Each release should deliver a “mini-resolution” that builds momentum toward the final New Normal.

Marketing & Sales

Compelling Messaging: Center your message on the Conflict, the Hero's Tool, and the Transformation. This creates a narrative that feels like an inevitable journey for the user.

Sales Pitches: Equip sales teams to hold up a mirror to the customer's Current Narrative, making the path to the New Normal feel like the only logical choice.

Organizational Alignment

Shared Vision: Foster a culture where everyone recognizes the Protagonist's struggle and feels personally responsible for making the New Normal a reality.

Impact Measurement: Define success not just by business KPIs, but by the “depth” of the Transformation—did the hero actually reach the Resolution we promised?

Further Discovery & Research

Targeted Research Questions: The Pivot Point often highlights your biggest assumptions. Use it to guide subsequent discovery and market analysis.

Hypothesis Generation: Treat each element of your canvas—the Conflict, the Tool, and the Transformation—as a hypothesis to be tested in future research phases.



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