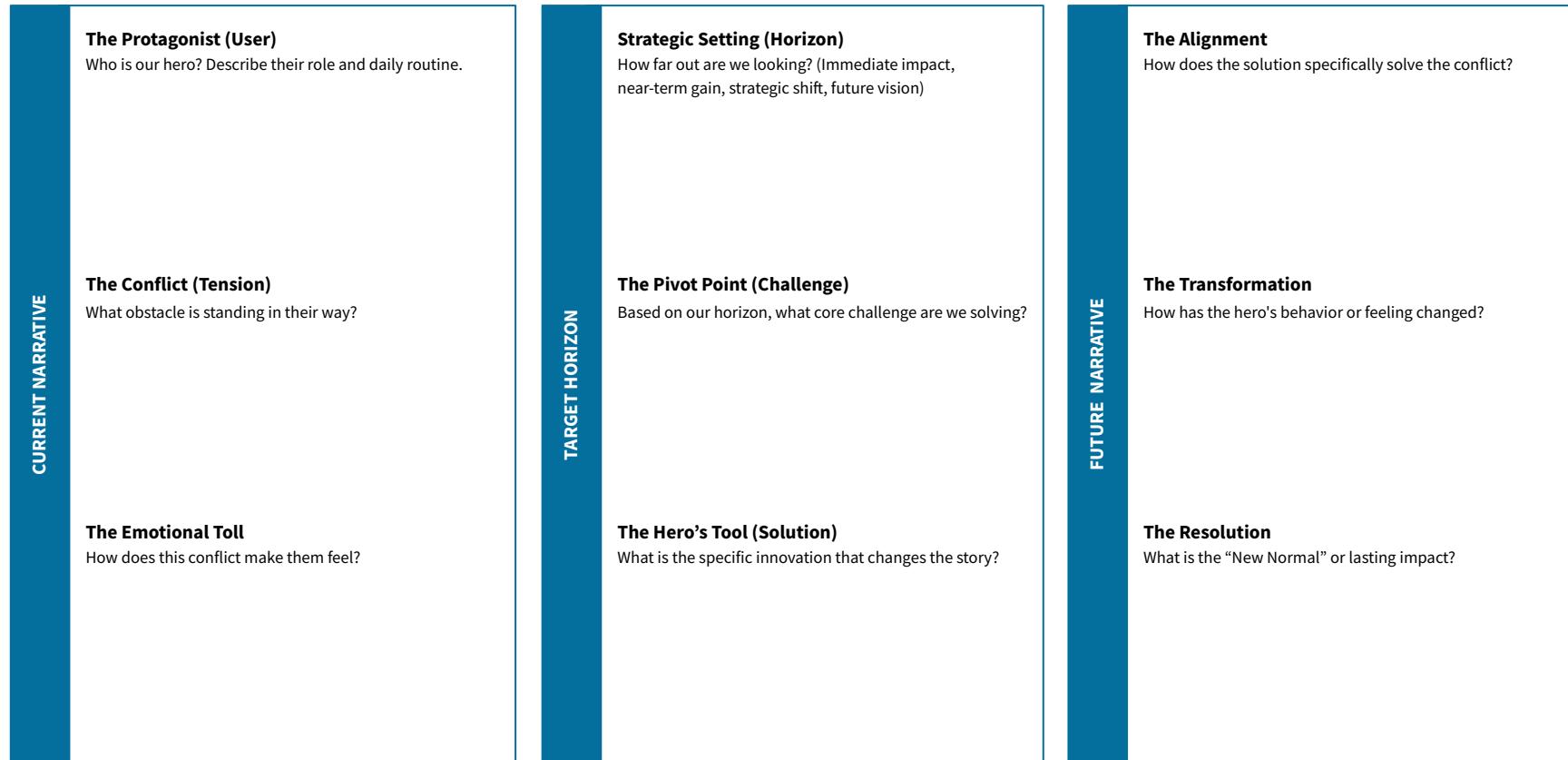


Storyline Canvas

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



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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