

# Storyline Worksheet

Innovation without a story is just a feature. This activity helps you zero in on the narrative of user transformation, ensuring that your solution isn't just functional, but carries a clear, relatable, and deeply meaningful impact that resonates in any professional or corporate setting.

*“If you communicate an idea in a way that resonates, change will happen”*

– Nancy Duarte



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For more information on The Quest Method, visit [www.questmethod.xyz](http://www.questmethod.xyz)

# QUEST Storyline

## CURRENT NARRATIVE

Goal: Empathize with the user's current struggle and define the existing tension.

### The Protagonist:

Who is the hero of this story? Describe their role and the specific context they operate in.

This could be; the Primary Stakeholder, Customer Segment, End User, or Ideal Customer Profile.

Our story begins with a...

### The Conflict:

What is the primary obstacle or "villain" making their life difficult right now?

This could be; Strategic Friction, Market Gap, Operational Inefficiency, Pain Point(s), Competitive Disadvantage.

The main thing standing in their way is...

### The Emotional Toll:

How does this obstacle make them feel? Capture the negative sentiment of the "Old Normal"?

This could be; Risk Profile, Organizational Fatigue, User Frustration, High Cognitive Load, Lost Opportunity, or Stagnation.

Currently, they feel [negative feeling] because...

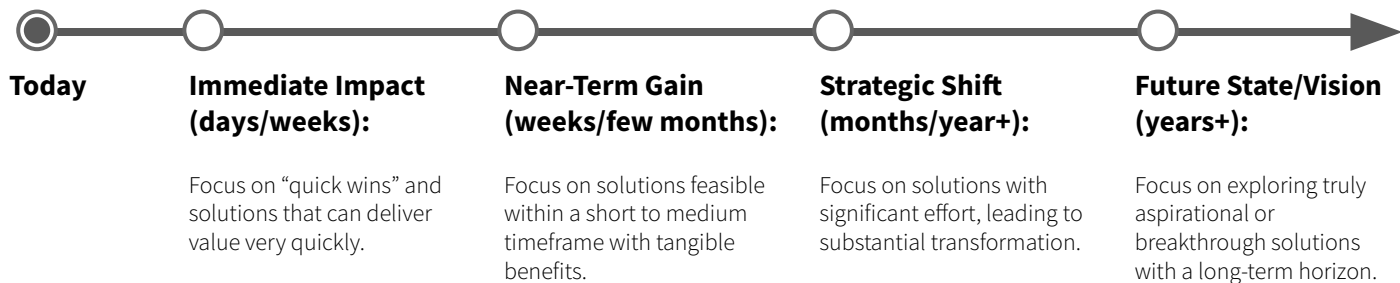
# QUEST Storyline

## TARGET HORIZON

Goal: Determine the scope of your innovation and the “rules” of your story’s world.

### Set the Horizon:

How far into the future are we looking?



### The Pivot Point:

Based on our horizon, what is the specific challenge we are choosing to solve?

To change the story, we must address...

### The Hero’s Tool:

What is the specific solution concept that will drive the transformation?

This could be; the Strategic Initiative, Solution Architecture, or the Unique Value Proposition.

# QUEST Storyline

## FUTURE NARRATIVE

Goal: Visualize the resolution and the user's positive transformation.

### The Alignment:

How does your solution specifically remove the “villain” (the obstacle) identified in the Current Narrative?

Because our solution does [X], the hero no longer faces [Y]...

### The Transformation:

How has our hero’s behavior or experience changed now that they have this tool?

Now, our hero is able to [new ability] and feels [positive emotion]...

### The Resolution:

What is the lasting impact or “happily ever after” for the user?

This could be; the Sustainable Competitive Advantage, Optimized User Experience, Market Leadership, or Scalability.

In the end, this leads to a new normal where...

## QUEST Storyline

# CRAFT YOUR NARRATIVE

Stories can take many shapes and forms, so you can start your with one of the following three archetypes that matches the “New Normal” you are trying to build.

### Efficiency or ROI

Currently, **[The Segment]** is hindered by **[The Friction]**, leading to **[The Risk/Cost]**. By applying **[The Solution]** within our **[Horizon]** roadmap, we eliminate the friction. This results in **[The Resolution]**, allowing us to achieve **[The KPI]**.

### Service Transformation

Our users are struggling with **[The Pain Point]**, which makes them feel **[The Emotional Toll]**. To address this, we've developed **[The Solution]**. This enables a transformation where the user moves from **[Old Behavior]** to **[New Ability]**, ultimately creating a **[Resolution]** that builds long-term loyalty.

### Visionary Leap

In the current market, **[The Protagonist]** is trapped in an outdated **[Conflict]**. We are setting our sights on **[The Strategic Horizon]** to introduce **[The Hero's Tool]**. This pivot doesn't just improve a feature; it redefines the industry. The new normal will be **[The Resolution]**.

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Imagine...

# QUEST Storyline

## TELL YOUR STORY

Congratulations for completing your Storyline! This marks the beginning of your journey in telling the story of your users and their ‘new normal’ as a narrative only gains value when it is told.

- Every time you tell this story, note where stakeholders lean in and where they look confused. Use these insights to refine the narrative until the Transformation feels inevitable.
- Retell your narrative (in full or key parts) when you notice conversations and decisions are losing a human-centered context, either; entirely focused on technical limitations, or more "I" or "We" (the Business) than "They" (Protagonist).
- Use the Resolution as a filter for feature prioritization. If a proposed feature does not directly help the hero resolve the Conflict, it is a distraction from your "New Normal".

### 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.

#### 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.

### Influence & Buy-in

#### 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?

#### 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.

### 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.

### 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.