What is a Story?

As a User, I want to empathise with a story.

As a user, I want a story to create or develop a human connection.

As a user, I want to gain a new perspective or message from a story.

As a User, I want learn from a story and pass on those learnings to others

As a User, I want stories to be fun so they are easily digestable

Compare and contract her story vs her definition of stories (story)
Everyone's interpretation of a story is different

- Onboarding process, training, no instructions, being forced to post
- Sharing content is an artform
- Slack = internal communication, can DM and create groups
- How to house stories????
- Global Team -> country from, badges, community?? - tell where they are from and what you are doing
- Give users Merit ->
- Hashtags to link to channels
- Highlighting and showcasing stories of the month - groups and story of the month, comment of the month

Platforms - Benefits

As a User I want to easily find or be recommended content that I am interested in

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As a User I want to consume, share content, and engage with communities with minimal effort

As a User I want to be able to find stories easily and verify their authors

As a User I want to be able to share my thoughts and seek other people's opinions so I get a better sense of the story's impact on the community

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Platforms - Negatives

As a user I want to consume and share stories on a platform where there's active engagement from its members

As a user who consumes and shares stories I want to feel part of a community that aligns with my values

As a user I find there's a lack of engagement on the knowledge network platform
As a user I find both Instagram and Facebook as a shallow platform
As a user I want a platform that is not curated heavily and unfiltered
As a user I find facebook has become too complex & flooded with fake news
As a user I want a platform that allows me to be transparent
As a user I want to be able to trust the platforms I'm using

Can't find common themes here??

Fears/Challenges

As a user I want to find and consume relevant content that is meaningful to me so I can share it with my network

As a user I want people within my network to find the content I share meaningful to them

As a user I want to consume a story in the format of my preference so it is easily digestable

As a consumer, I lose interest when reports are text heavy

As a consumer, I want an easier way to search and filter content

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Platform Recommendations

As a user, I want a platform that inspires me and my interests

As a user I will re-share a story if I feel it is valuable to others so I can create awareness

As a user I want to share my knowledge quickly and easily so that others can have access to it

???

Measuring Impact

As an uploader, I measure engagement by various indicators - followers, comments, reactions, direct messages, referrals & re-shares.

As an uploader, I analyse social media data to know when to post stories so I can reach out to a broader audience

As a consumer, I engage in stories that have meaning to me and my interests

As an uploader, I want to share content that is meaningful to me, and helps educate and spread awareness.

Motivations

As an uploader, I want to share a story or opinions that resonates with me and others.

As an uploader, I want to share content or opinions that are meaningful to me so that I can raise awareness

As an uploader, I want to share content or opinions that help others in the community.

As a consumer, I want to feel like the person posting understands me or my situation

As a consumer, I consume stories where I can learn something new and pass on that learning to others

As a consumer, I want content to be entertaining

UNCATEGORISED.

Outtakes

Posting guidelines

As an uploader I want to understand the person on the other end so that I create content in away that they are going to understand it

As a user I want the stories that I consume and share to be easy to understand so I can connect with the message behind the story

As a user I want to engage with stories that will keep me entertained so it's easier to consume

How/what people like to consume

Platforms used

As a user I want the flexibility to consume and share stories in multiple formats as my needs change during the day

As a consumer I want to passively consume content ....???

Extra insights

Value in Storytelling

As a consumer, I want to be captured by memorable stories that have a human connection so that they can resonate with me

As a user I want share stories with my network to help build relationships, collaborate with others, and build a sense of community

Extra insights

?????

As a <type of user> I want <some goal> so that <some reason>

How/what people like to share

As a user, when sharing stories I have to think about how it resonates with others and motivates the person consuming it so that they can engage with it

As a user, the platform I choose to share my story has to reflect the type of content I create