

Research — 02 Stories

The Storyboard

Find the humans behind the trend.

PURPOSE

Find the real people driving each trend, and understand their world and their pain before anything else.

The Storyboard

02 · RESEARCH · STORIES

OWNER _____ TREND _____ HERO _____ LAST UPDATED _____ SCORE _____ / 50

1 The trend

Which trend on the Compass this hero is driving.

SCORE 1 2 3 4 5

2 The hero

A real person driving the trend.

SCORE 1 2 3 4 5

3 Their world now

Where they work and live; a normal day.

SCORE 1 2 3 4 5

4 What's in the way

The practical problem.

SCORE 1 2 3 4 5

5 How it feels

Frustration, worry, embarrassment...

SCORE 1 2 3 4 5

6 Why it's wrong

Why it shouldn't be this way.

SCORE 1 2 3 4 5

7 What's at stake

What happens if nothing changes.

SCORE 1 2 3 4 5

8 Where they want to go

What success looks like to them.

SCORE 1 2 3 4 5

9 From → to

Who they are now, and who they want to become.

From _____

to _____.

SCORE 1 2 3 4 5

10 Their words

Quotes, each with its source. _____

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **The trend**	Pick the trend from the Compass that this hero is part of.	A topic, not a trend from the Compass.	A named trend from the Compass.	A named, rising trend from the Compass, with the signals that point to this hero.
2 **The hero**	Name a real person in the trend: someone who posts in public, or who agreed to talk to you.	A type of person (“small business owners”).	A real, named person, with where you found them.	A real, named person, with where you found them, what they do and why they belong in this trend.
3 **Their world now**	Describe their world as it is today: their work, their days, the tools and people around them.	A line or two of guesses.	A clear picture of a normal day, partly from what they've said.	A vivid, specific picture of their world, built from what they've said and done, with sources.
4 **What's in the way**	Write the practical problem that stops them, in plain words.	A vague problem (“it's hard”).	One clear, practical problem.	A clear, practical problem, with examples from their own words and how often it happens.
5 **How it feels**	Write how the problem makes them feel, in their language.	A generic feeling (“annoyed”).	A specific feeling, linked to the problem.	Specific feelings in their own words, with the moments that trigger them.
6 **Why it's wrong**	Write why this problem is unfair or shouldn't exist, as they see it.	Left vague.	A clear reason, in plain words.	A clear, felt reason, in their own words, that anyone like them would recognise.
7 **What's at stake**	Write what they lose if nothing changes: time, money, people, pride.	A guess.	One clear loss.	Concrete losses, big and small, in their own terms.
8 **Where they want to go**	Sketch where they want to be, in their words. Nothing about us.	A wish that's really our product.	A clear goal, in their words.	A vivid picture of success as they would describe it, with no product in it.
9 **From → to**	Write who they are today and who they want to become.	Two labels.	A clear before and after.	A before and after they'd recognise, in their own words, showing the change in who they are.
10 **Their words**	Save what they say, word for word, with the source and the date.	Paraphrases.	Several quotes, each with its source.	Quotes for every section of this card, sourced and dated, in their own language.