

CONTENTS

How to Use This Book	iv
Frequently Asked Questions	vi
Foreword	xi
Introduction	xiii
CHAPTER 1	
Mapping the Story	1
Making Things Go BOOM!	2
Why Story?	4
CHAPTER 2	
How Story Works	7
Story Has a Structure	9
Building Products with Story	18
CHAPTER 3	
Concept Stories	21
What Is a Concept Story?	23
How Concept Stories Work	24
Avoiding the Anticlimactic	31
Supporting the Story	33
Mapping a Concept Story	34
Finding the Concept Story at FitCounter	38
CHAPTER 4	
Origin Stories	43
What Is an Origin Story?	45
How Origin Stories Work	47
Mapping an Origin Story	51
Case Study: Slack	54
Case Study: FitCounter's Origin Story	56
CHAPTER 5	
Usage Stories	67
What Is a Usage Story?	70
How Usage Stories Work	70

Case Study: Twitter	74
Mapping the Usage Story	82
How Big Should Your Story Be?	84
Case Study: FitCounter	90
CHAPTER 6	
Finding and Mapping Your Story	101
Listen	102
Use the Smile Test	104
Measure	106
Case Study: SmallLoans—a Cliffhanger	107
Innovate: What If?	108
Borrow: Stories as Proofs of Concept	110
CHAPTER 7	
Using Your Story	115
Illustrate Your Story with Strategic Tools	117
Write Your Story	123
Act It Out	126
Elevator Pitch	127
Putting It All Together	128
CHAPTER 8	
Rules of Thumb	133
Stories Are Character-Driven	134
Characters Are Goal-Driven	135
Goals Can Change	135
Goals Are Measurable	135
Conflict Is Key	136
Math Is Fun	136
Choose Your Own Adventure	137
Make Things Go <i>Boom!</i>	139
Index	140
Acknowledgments	145
About the Author	146