Treehouse
Design guidelines for storytelling environments

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Observations

Storytelling best practices

Entrepreneurial, information based business

70 consultants leaving in one day
The concept

A knowledge transfer centerpoint for the new work-environment
Storytelling framework

**Phase**
- **Expectation**
- **Transition**
- **Immersion**
- **Story**
- **Exit**

**Role**
- Draw people in
- Prepare audience
- Focus attention
- Transfer knowledge

**Intrigued**
- Provide attractions
- Set expectations

**Listening**
- Disrupt all senses
- Provide story clues

**Engaged**
- Eliminate distractions
- Use proven storytelling techniques
- Involve audience
- Make it a performance
- Bring virtual information to life

**Immersed**

**Transformed**

**Environment layers**
- **Exteriors**
- **Interior composition**
- **Set**
- **Props**
- **Information**

**Learning**
Expectation draw people in

Strategies:

*Provide attractions*

*Set expectations*

Exterior:

*Mysterious*

*Visual icon of amount of knowledge*

*Search engine*

*Information on leaves*
Transition prepare audience

Strategies:
*Disrupt all senses*

Interior composition:
*Picking a leaf*
*Climbing stairs / rope / bridge*
*Shoe storage*
*Leaf scanner*
*Instant interior set-up*
Immersion focus attention

Strategies:

*Eliminate distractions*
*Provide story clues*

Set:

*Comfy chairs*

*Surround sound*

*Soft floor*

*Tailored sound*

*Fragrance*

*Environmental lighting*
Story transfer knowledge

Strategies:
Use proven storytelling techniques
Involve audience
Make it a performance
Bring virtual information to life

Props:
Physical artifacts
360º touch screens
Handwriting based input device
Strategies:

*Involve audience*

Information:

Leaf color change

Audience reviews

Information transfer to user’s PC
Treehouse

Meet us in the treehouse!