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# Treehouse

Design guidelines for storytelling environments

Lisa Bloss  
Arthur Onyeali  
M. Silvia Serra  
Denis Weil

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Storytelling

# Observations

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Storytelling best practices



American Girl

911

Entrepreneurial, information based business



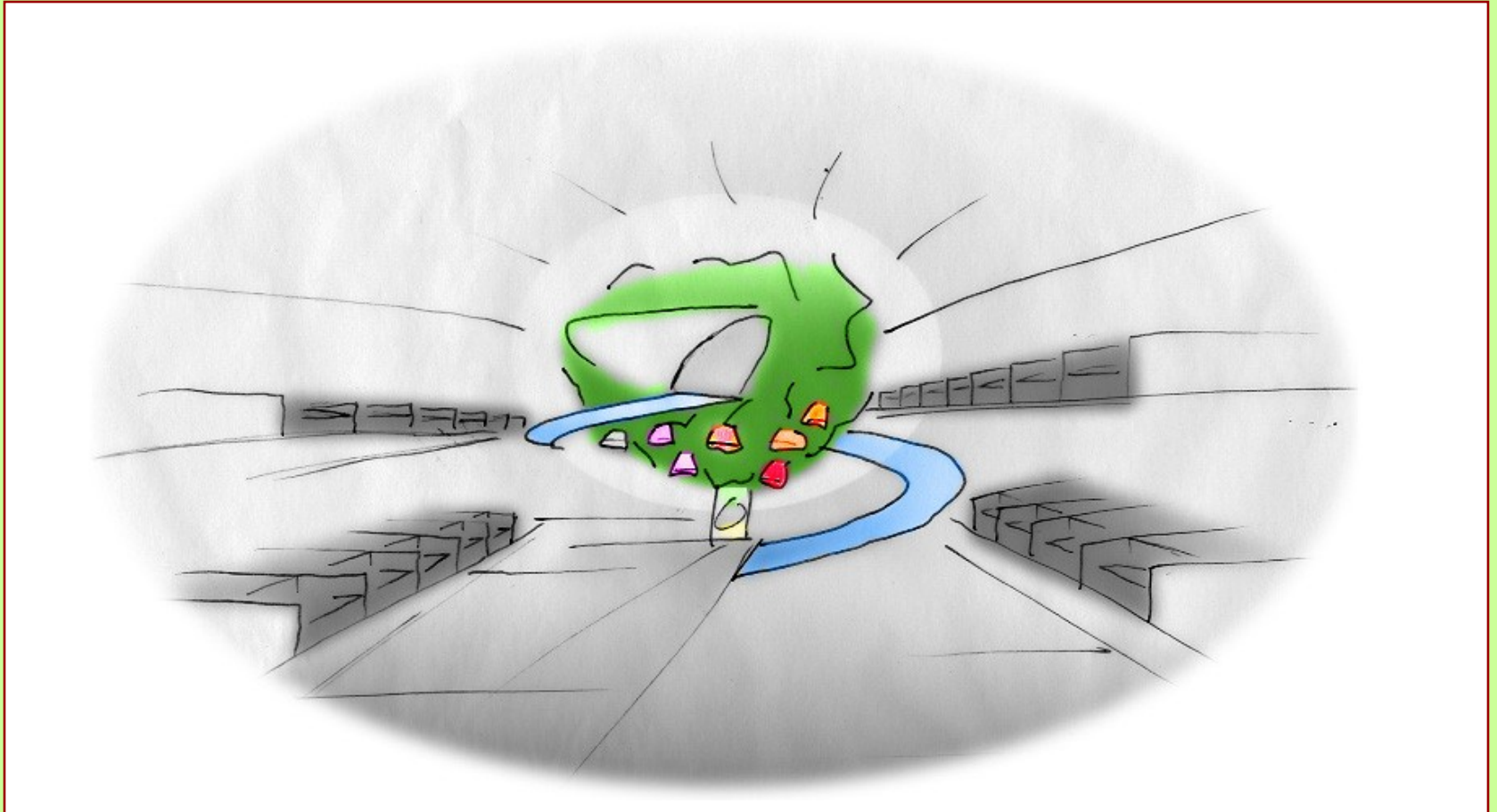
70 consultants leaving in one day

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# The concept

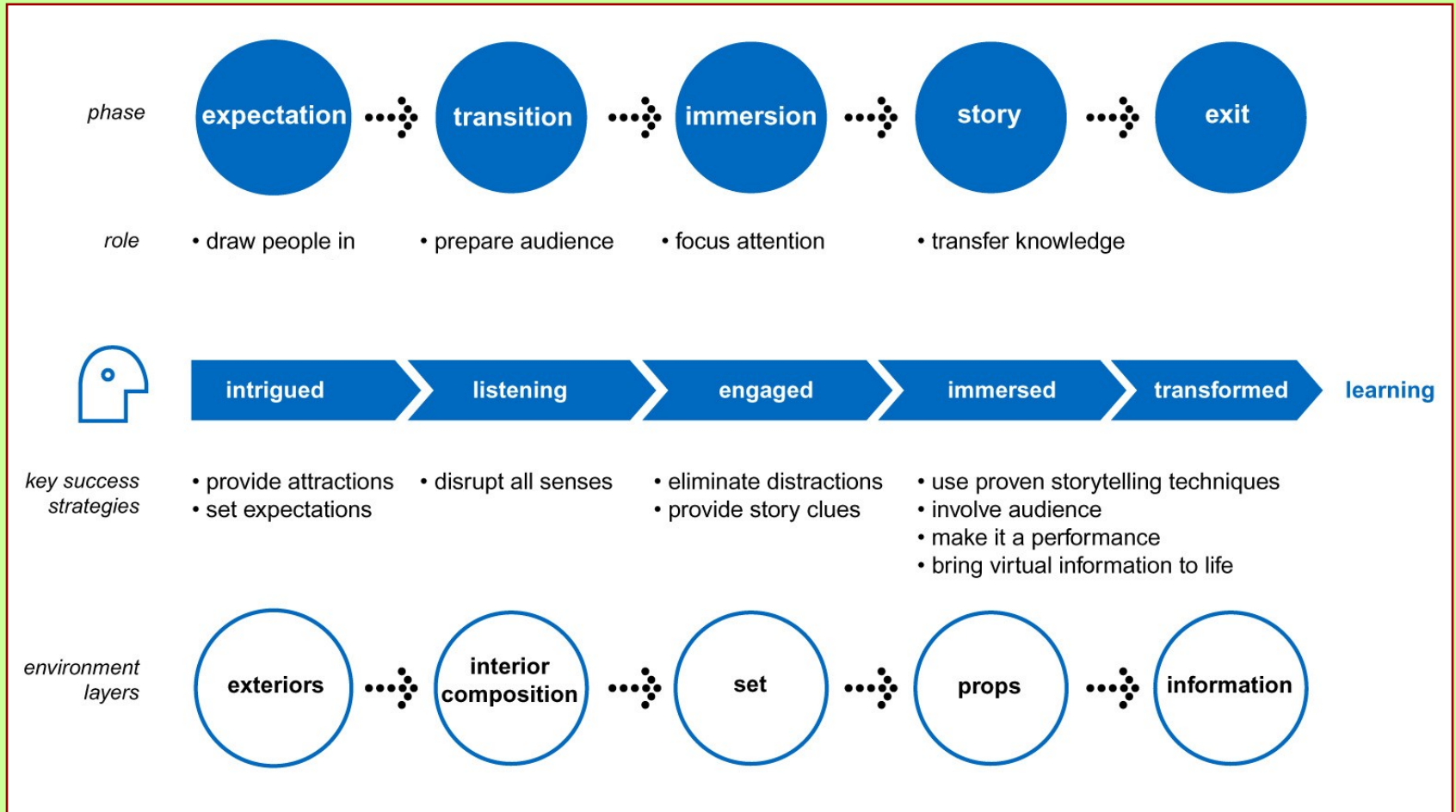
A knowledge transfer centerpoint for the new work-environment



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# Storytelling framework



# Expectation draw people in

Strategies:

*Provide attractions*

*Set expectations*

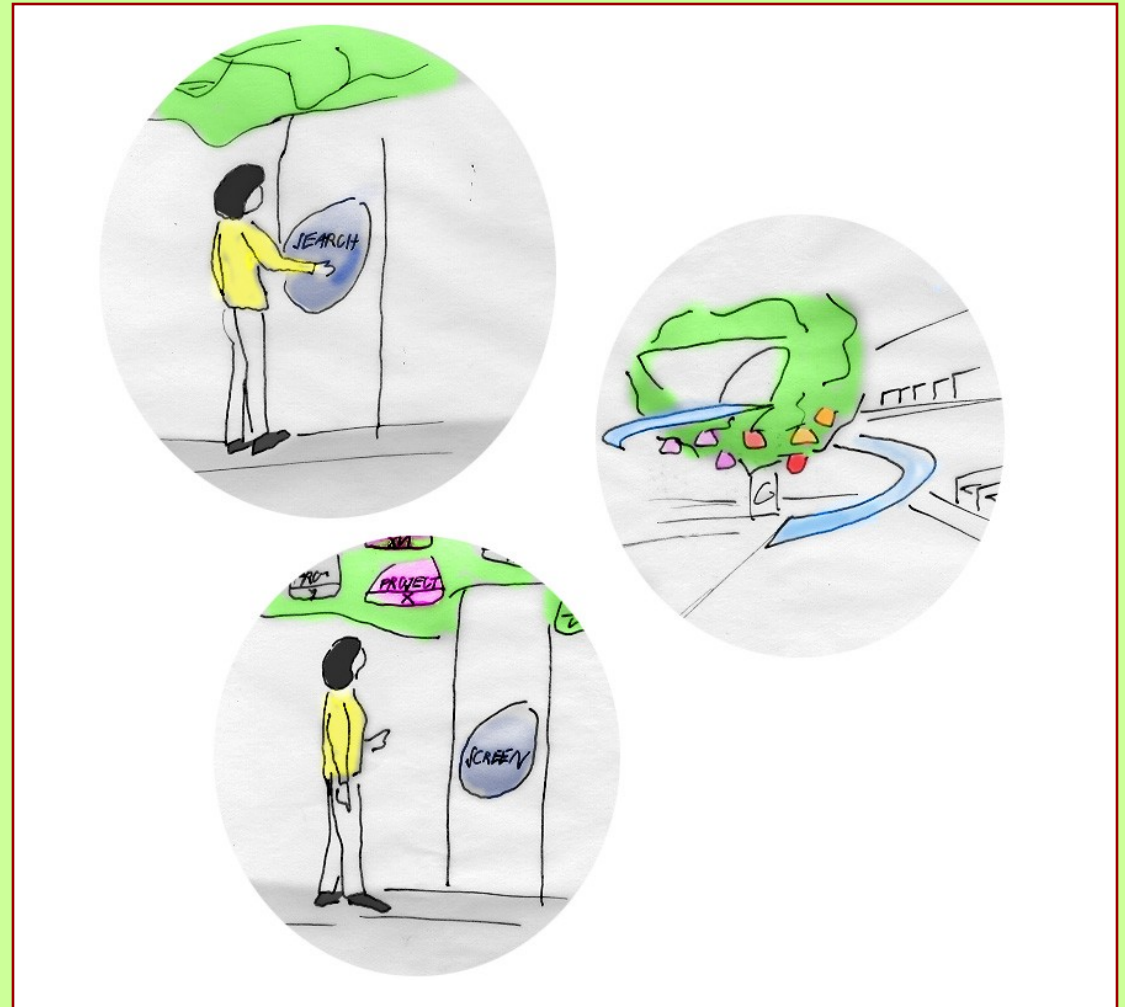
Exterior:

**Mysterious**

**Visual icon of amount  
of knowledge**

**Search engine**

**Information on leaves**



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# Transition prepare audience

Strategies:

*Disrupt all senses*

Interior composition:

**Picking a leaf**

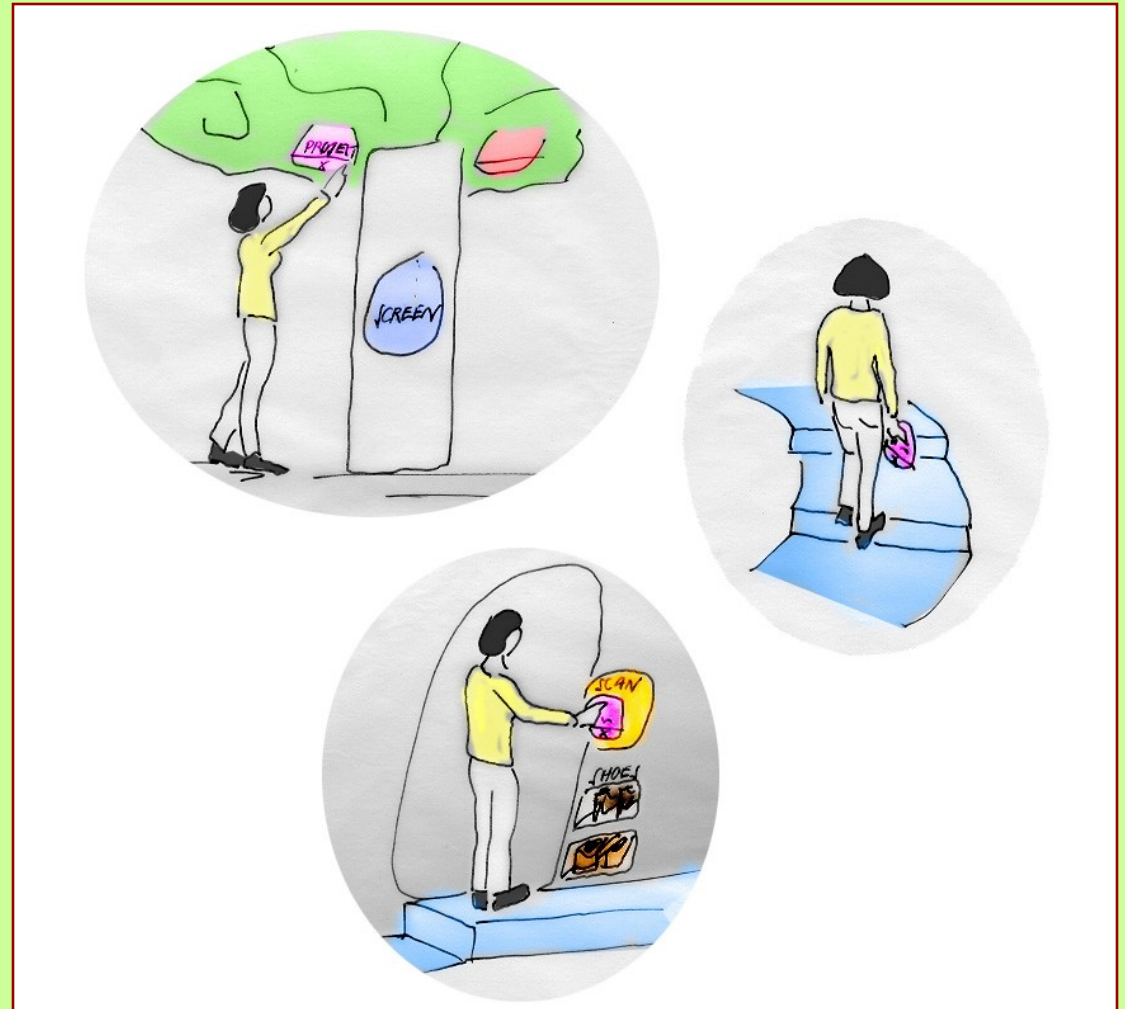
**Climbing stairs /  
rope / bridge**

**Shoe storage**

**Leaf scanner**

**Instant interior**

**set-up**



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# Immersion focus attention

Strategies:

*Eliminate distractions*

*Provide story clues*

Set:

**Comfy chairs**

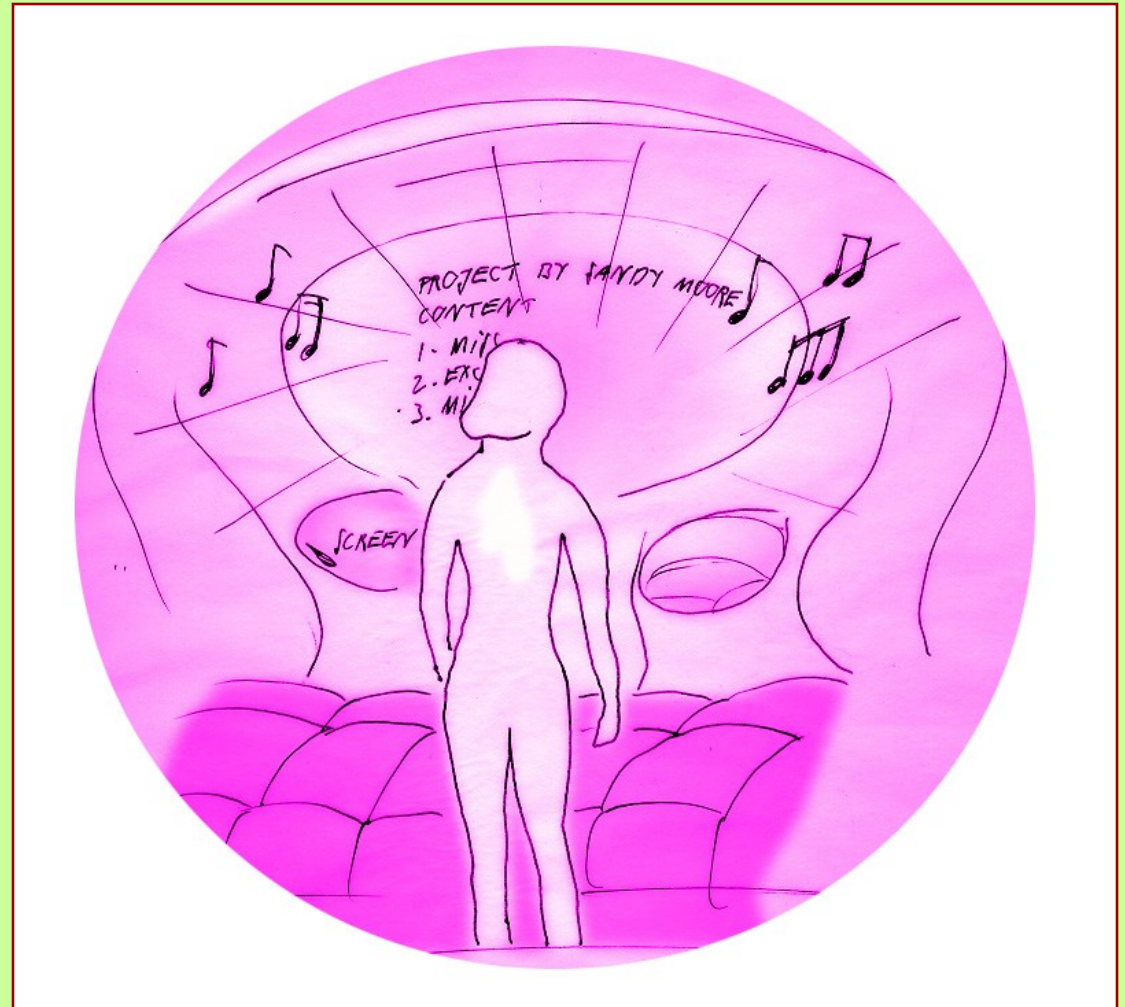
**Surround sound**

**Soft floor**

**Tailored sound**

**Fragrance**

**Environmental lighting**



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# Story transfer knowledge

Strategies:

*Use proven storytelling techniques*

*Involve audience*

*Make it a performance*

*Bring virtual information to life*

Props:

**Physical artifacts**

**360° touch screens**

**Handwriting based input device**



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# Exit transfer knowledge

Strategies:

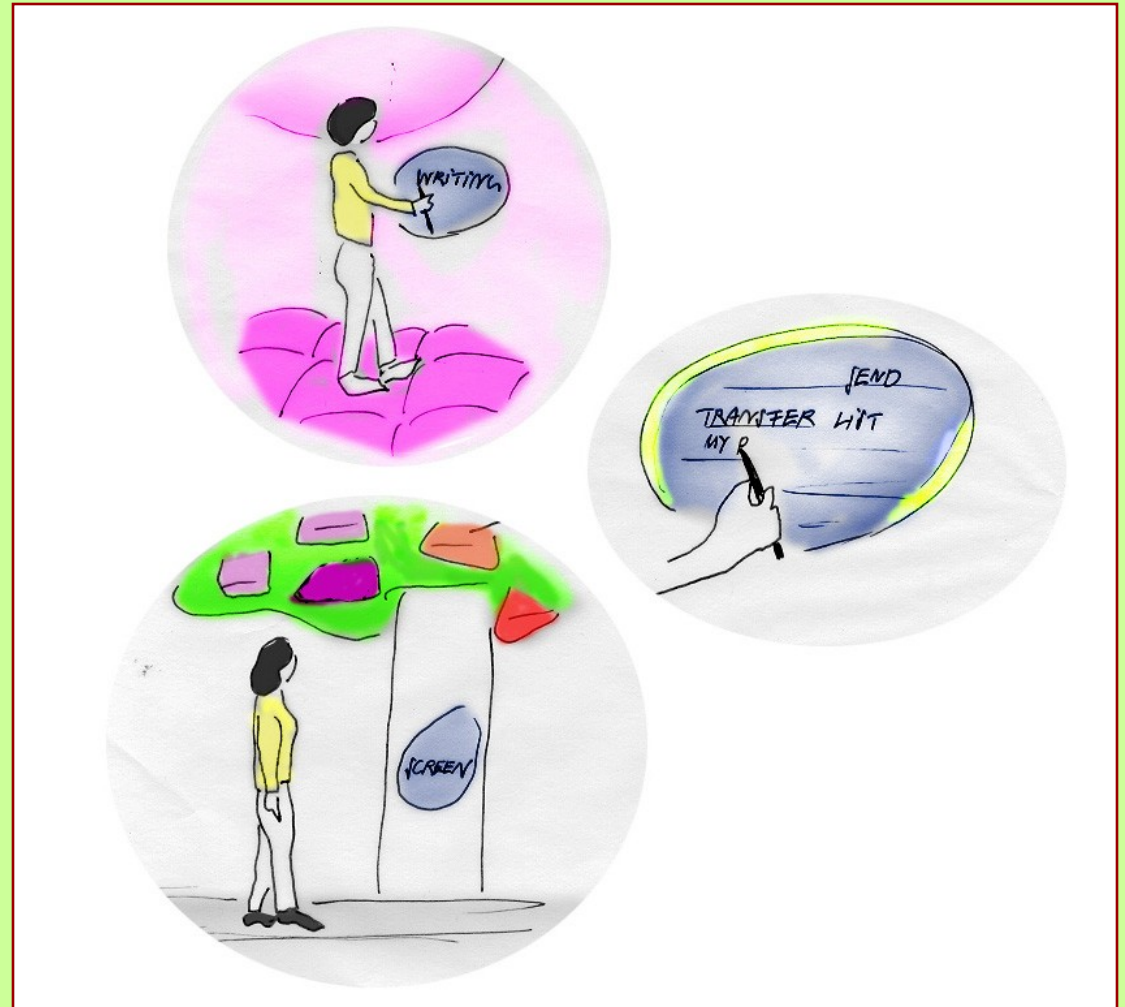
*Involve audience*

Information:

**Leaf color change**

**Audience reviews**

**Information transfer  
to user's PC**

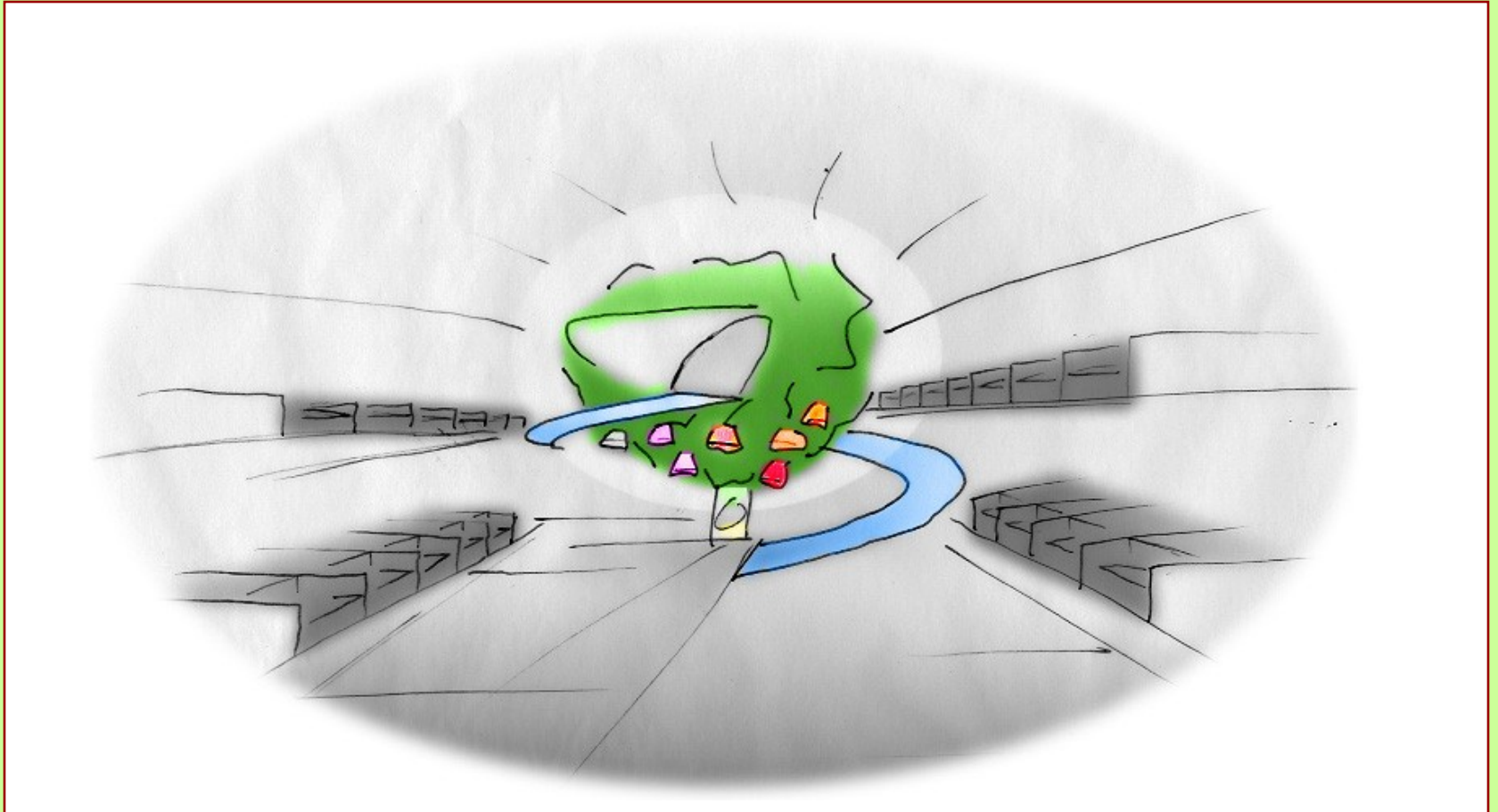


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Meet us in the treehouse!



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