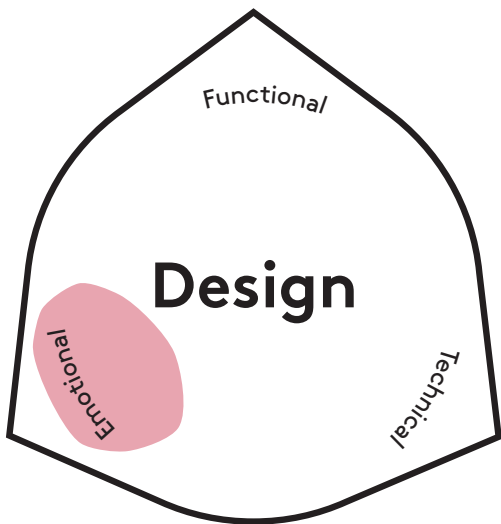


# Embedded Storytelling



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## WHAT?

Embedded stories can generate emotional value in a product through

- Stories embedded by the designer.
- Stories embedded by the user via use.

## WHY?

Emotional value may prolong a product's overall lifespan by making the user attached to the product.

## CHALLENGES

- Emotional value is difficult to pinpoint, predict and make tangible.

## EXAMPLES

- Storytelling embedded by use can be design steered as seen in e.g. the **Pandora concept**, where each bead represents something, a personal story, to the user.
- Often designers work with some sort of embedded storytelling. This potential can be further activated by
  1. **creating diverse types of stories** for diverse user groups.
  2. **implementing the story embedded in the design** in the communication of the design to the intended user. See for example Kjetil Aas' work with Swakara fur.

## THIS CARD LINKS TO

/ Aesthetic Storytelling / Co-Creation / Customisation / Product History / User Understanding

## FURTHER READING

Clark (2008). **SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?** Fashion Theory, 12, pp. 427–446 / Fletcher (2016). **Craft of use.** Routledge.