



# Storytelling For User Experience: Crafting Stories For Better Design

*Whitney Quesenbery , Kevin Brooks , Ginny Redish (Foreword)*

[Download now](#)

[Read Online](#) 

# Storytelling For User Experience: Crafting Stories For Better Design

*Whitney Quesenbery , Kevin Brooks , Ginny Redish (Foreword)*

**Storytelling For User Experience: Crafting Stories For Better Design** Whitney Quesenbery , Kevin Brooks , Ginny Redish (Foreword)

We all use stories to communicate, explore, persuade, and inspire. In user experience, stories help us to understand our users, learn about their goals, explain our research, and demonstrate our design ideas. In this book, Quesenbery and Brooks teach you how to craft and tell your own unique stories to improve your designs.

## Storytelling For User Experience: Crafting Stories For Better Design Details

Date : Published April 1st 2010 by Rosenfeld Media (first published January 1st 2010)

ISBN : 9781933820477

Author : Whitney Quesenbery , Kevin Brooks , Ginny Redish (Foreword)

Format : Paperback 298 pages

Genre : Design, Nonfiction, Usability, Business

 [Download Storytelling For User Experience: Crafting Stories For ...pdf](#)

 [Read Online Storytelling For User Experience: Crafting Stories Fo ...pdf](#)

**Download and Read Free Online Storytelling For User Experience: Crafting Stories For Better Design**  
Whitney Quesenbery , Kevin Brooks , Ginny Redish (Foreword)

---

## From Reader Review Storytelling For User Experience: Crafting Stories For Better Design for online ebook

### Davy says

(3.5 stars) This would be an easy 4 stars if I would have read this earlier in my career, maybe even a year and a half ago. One of the major things I've learned from this book was to really utilize the power of storytelling as a communication mechanism. I always watch our presentations and marvel at the power of the story and how it can really put you in the shoes of that person, and that's what this book teaches you how to do.

For a UX Research book club we held at Goodreads yesterday, we had the author participating, and my piece of feedback for her was that for a future edition of this book, to really tie this to how this is applied in an AGILE environment. There was some talk about user stories in this book, but as she said, since this was being written in 2006, it wasn't as popular as it was today.

Overall, I think this book is a great read for designers, product managers, engineers, marketers.. and Morgane said in her review.. everyone in our field.

---

### Brian Duchek says

Good writing, solid recommendations and good direction. Not a topic that's solidly relevant to many lean organizations and practitioners. If you're interested as a writer, there's probably other, better primers. Took me forever to finally complete. Ended with a great story; shame the rest of the tome wasn't as engaging.

---

### Morgane says

This book is useful for anyone who ever needs to communicate with anyone else.

So, everyone.

---

### Connie says

Easy to read, nice layout, good stories. First half justifies the use of storytelling, so I found the second half more useful in constructing stories to use in design.

---

### H.d. says

Ótima reflexão sobre como aplicar a prática da narrativa no dia-a-dia de projetos de UX.

Entendo que para vários públicos e contextos é necessária uma defesa das razões para utilizar narrativas no trabalho, acredito que no contexto brasileiro e em empresas/projetos que tenham equipes multidisciplinares,

esse entendimento já seja natural. Sendo assim dá pra pular quase metade do livro :)

E é aí que fica interessante. Com exemplos da aplicação feita pelos autores em cada uma das fases do design centrado no usuário, da pesquisa aos testes. Passando por ótimos momentos de uso das histórias como elemento de ignição de sessões de ideação.

Em especial gostei muito to capítulo que fala da escuta antes da narrativa e do processo de ideação realizado em um hospital.

Indico para os colegas que trabalham com experiência do usuário, como uma introdução ao tema, para depois seguir em frente com John Campbell, Will Eisner, Scott McCloud, Doc Comparato e outros autores que encontraram na narrativa um instrumento de comunicação e mudança de comportamento.

---

### **Sashko Valyus says**

????? ???? , ?? ????????? ?????? ??????. ?? ?? ?? ?????? ?????????? ?????????? ??? ? ?????? ?????????  
?????. ? ?????? ??? ? ??? ?????????, ? ????? ??????? ??? ?????, ? ? ?????? ??? ? ?? ?????????? ??????  
???????? ?????? ?????????????? ??????? ?? ?????? ?????????, ??? ?? ?? ?? ??? ?????? ?????????? ???  
?????? ?? UX ??? ? ? ??????.  
????? ??? ??????? ?? ?? ?????????? ??? ???????????????, ?? ????????? ?? ?????????.

---

### **Tony Bergstrom says**

It had promise at first, but I'm sure there are better books out there to cover the subject. The problem is that the book gets too hung-up on the many details and variations of story structure to the detriment of UX and design.

The first chapters provide some reasonable motivation to use stories, nothing too surprising. The book then delves into the many details of story structure, and becomes repetitive and wordy. I don't quit books easily, but in the later chapters I found that reading the first section, skimming the section headers, and reading the summary to be a better approach to this book.

---

### **Cara says**

I was hoping for more from this book

---

### **Susan Huotari says**

I bought this book because of the FAQ section at the beginning, which offered to answer the why and how of UX storytelling. As a UX practitioner I wanted to be able to open this book and find some help for my task at hand. Namely, how to do it. I am more interested in how to sketch storyboards for prototyping and prototype user validation, than what I discovered in this book.

### **Steven Tomcavage says**

I started reading this book for a UI book club. I got to page 75 and hadn't learned anything beyond how a story is structured and why people tell stories. These are things that I already learned as an undergraduate English major. I was wondering how stories could apply to my current job as web applications developer, but I got too frustrated with the lack of information that I never made it far enough in the book to find out. Hopefully the author gets around to the topic of the book before it ends, but I will never know.

---

### **Andreas says**

Finally a book that mentions the standard process for User Centred Design:  
<http://www.flickr.com/photos/rosenfel...>

---

### **Mishaal says**

Verbose.

---

### **Chris Herdt says**

I won this book as a door prize at a World Usability Day event. I may or may not read it.

---

### **Maciek Lipiec says**

Better read ANY good novel...

---

### **Stacia says**

An alternate title for this book could be: "How to Conduct and Share Usability tests". The methods presented here are best practices for any type of user research and compiling and sharing those findings.

It was a great refresher for this Bachelor of Arts in Creative Writing now faced with a technology-driven job of creating experiences within software. It could have been half as long, but I feel that way about most occupational "how to" books.

---