

# Story Mapping Grid

| Values<br>( <i>Founder</i> )  | Values<br>( <i>Industry</i> )   | Values<br>( <i>Consumers</i> )   |
|---|---|--|
| <b>WHY?</b><br><i>What is the reason you want to do this?</i>                     | <b>WHO?</b><br><i>Target Market—<br/>What do they like?</i>   | <b>HOW?</b><br>THINK SOCIAL<br>IMPACT<br><i>What is the reason you want to do this?</i>  |
| <b>WHERE?</b><br><i>Channels &amp; Platforms for<br/>Engagement &amp; Selling</i> | <b>WHAT?</b><br><i>Your Product— its USP;<br/>is it what your target<br/>consumer actually needs?</i> | <b>CONCLUSION</b><br><i>Are you creating a<br/>valuable product for<br/>your consumer?</i><br><br>PREMISE<br><br>CONSUMER AS<br>CHARACTER<br><br>PRODUCT AS HERO |