

TRANSMEDIA EXPERIENCE STORY MODEL CANVAS

PROJECT:

DATE:

VERSION:

A one-page ideation tool for designing transmedia experience stories. Use it to connect the story proposition, storyworld, platforms, audience participation, production model, engagement and evaluation. Fill in what you know now; return to it as the project develops.

<p>CREATIVE, PLATFORM & COMMUNITY PARTNERS</p> <p>Who helps create, host, distribute, perform, moderate, promote or sustain the storyworld?</p>	<p>STORYWORLD, THEME & MYTHOLOGY</p> <p>What world, characters, rules, conflicts, themes or mysteries hold the experience together?</p>	<p>TRANSMEDIA STORY PROPOSITION</p> <p>Why should audiences follow this story across more than one platform, format or encounter?</p>	<p>AUDIENCE PARTICIPATION & AGENCY</p> <p>What can audiences discover, choose, contribute, solve, share, perform or influence?</p>	<p>AUDIENCE, FANDOM & COMMUNITY PROFILE</p> <p>Who is this for, and how might they watch, play, read, listen, gather, remix or share?</p>
	<p>PLATFORMS, CHANNELS & TOUCHPOINTS</p> <p>Which media, platforms, places or formats carry different parts of the story?</p>		<p>CROSS-PLATFORM AUDIENCE JOURNEY</p> <p>How do audiences enter, move between, return to and deepen their engagement with the storyworld?</p>	
<p>PRODUCTION & RELEASE MODEL</p> <p>How will the experience be written, produced, scheduled, updated, moderated and maintained?</p>			<p>ENGAGEMENT, VALUE & IMPACT OUTCOMES</p> <p>How will the experience build attention, participation, community, value and evidence of success?</p>	