

# STORY CANVAS™

**TITLE** What's the project or campaign name?

**HERO** Who is trying to solve the problem?

**X-FACTOR** What makes this story extraordinary?



## PROBLEM

What does the hero need to do?  
What problem must s/he solve?

## QUEST

What actions does the hero take to resolve the problem?  
What specific challenges arise? How does s/he overcome them?

## RESOLUTION

What happens at the end?  
What does success look like?

● ACTION  
What does the hero do first to try to resolve the problem?

● REACTION  
What happens after the hero takes action?

● CHALLENGE  
What emerges as the next obstacle the hero must overcome?

ACTION

REACTION

CHALLENGE

## BACK STORY

What was the trigger for this quest? What has already been tried to resolve the problem?

## BARRIERS & BAD GUYS

What obstacles must the hero overcome to resolve the problem? Who could get in her way?

## ASSETS & ALLIES

What resources are available to help the hero? Who can s/he call on for guidance or support?

## QUESTIONS

What other gaps and opportunities exist that could help the hero during the quest?

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