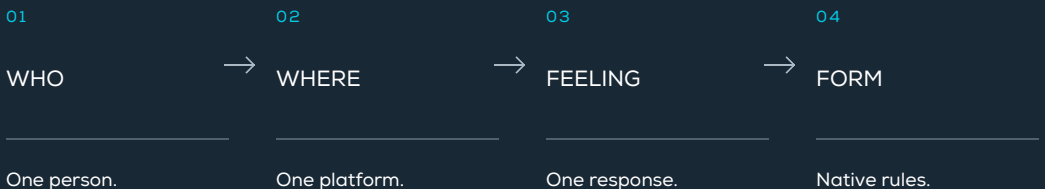




Work backwards or don't start.

Start with the person and the platform. Let those decisions shape what you make.



Only then: what could we make?

Four questions.

Answer them in order.

01 Who and where

02 Feeling and form

Type in the fields, or print and write.



EXERCISE 01

Start with who and where.

01

Answer the first two questions in writing. Be specific enough that everyone on the project can picture the same person and the same place.

01 Who exactly is this for?

Describe a person you can picture, including what matters to them.

What are they trying to decide, understand or solve?

02 Which platform will they meet it on?

Name one primary platform where this person already spends time.

Why is this the right place to reach them?

If the audience or platform is still vague, resolve it before production.





EXERCISE 02

Define the feeling and the form.

02

Finish the four-question brief. The platform's native rules shape what you make. Only then choose a concept.

03 How should they feel ten seconds in?

One specific feeling. Write what the opening should create.

04 What are this platform's native rules?

LENGTH

ORIENTATION

PLATFORM STRENGTH

What is this platform especially good at that the piece can use?

ONLY NOW: WHAT COULD WE MAKE?

Name a concept that fits the person, platform and feeling above.

Ready to build the system around it?

Book My Strategy Session at zerocool.tv

