THE STORY STRATEGY BLUEPRINT

Created for **Khan Academy**

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1. STORY

3. PRODUCT

Student who needs to learn often-challenging subjects (science, maths).

Free online video tutorials offering a world-class education for anyone, anywhere.

Always accessible teaching. Additional resource. Topics for any student/age/level. Free.

"Whatever I need to learn, I can - at a pace that works for me."

CUSTOMER

COMPANY

Improve understanding of subjects. Make learning personalised and humanised.

Learning in groups isn't always easy. Lessons may be too fast or too rigid.

Relief at extra help. Autonomy and understanding. Possibility for growth.

Learning is possible w/o expensive tutor or large classes. Self-paced learning that suits the student.

Feels demoralised. Has gaps in knowledge and limiting beliefs about learning.

4. EXPERIENCE

2. INSIGHT

*For illustrative purposes