THE STORY CODEX™



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V1.3



Together with your team, fill in the answers to the following questions to create your Story Codex — a shareable, actionable "single source of truth" for the narrative of your experience, game, or immersive project.

CONCEPT

What is the experience in one to two sentences (logline)?

What is the philosophical or moral argument underpinning the experience? For example,
"Love is worth the risk." "If you're brave, you can do great things." "Together, we can save the planet."

JOURNEY

Do users navigate the experience as distinct individuals or as a collective?

What is the user's objective, and when is that objective introduced?

What steps or actions must the user take to complete the story?

What intentional obstacles or pain points, if any, are in their way?

What are some rewards they receive along the way?

Can they win or lose? How?

Is there a difficult or improbable action they must take that causes transformation? What is it?

CAST

What is the one-sentence backstory of non-player character (NPC) 1?

What is the one-sentence backstory of NPC 2?

What is the one-sentence backstory of NPC 3? *NOTE: You may also add additional NPCs in this block.*

WORLD

Who is the most powerful entity in this world?

Who is the least powerful entity in this world?

What are up to three primary ways in which this world is like reality?

What are up to three primary ways in which this world is unlike reality?

AESTHETICS

What are three words that describe the tone of the experience?

Are we in a particular time period? If so, what is it?

Are we tied to or inspired by a particular geography? If so, what is it?

What are three visual references?

What are three visual anti-references (what is it NOT)?