



MUSE Storytelling
Analysis

360° video: «A walk
through dementia»





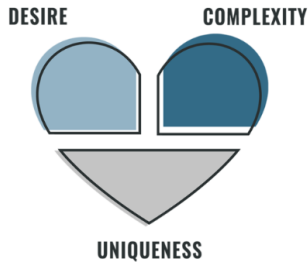
1.

Persons

Desire, Complexity &
Uniqueness

The old lady, suffering from dementia

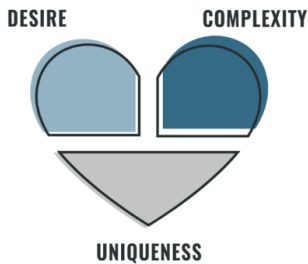
- **Desire:** The nameless old lady wants to stay independent, normal – would like to walk home alone
- **Complexity:** She suffers from dementia, loses her memory from time to time
- **Uniqueness:** You can develop a really close relationship with her, because the video allows you to be really close to her and to hear her thoughts





The son of the old lady

- Desire: Wants to care for his mother, helping her to live a life as **normal** as possible
- Complexity: As the mother is suffering from dementia, this is an exhausting task
- Uniqueness: The way how he cares for her, talking with her on her way home, trying to take away her fears





2.

Places

Show, don't tell!



Where is the person most real & vivid?

- In the suburbs: The moment when the old lady returns to the streets after an adventure in a little side street. She is desperately looking for her son.
- At home: When the old lady is finally home, you can hear her sighs, her relief, the moment she feels at home





3.

Purpose

Why is this relevant?



Why is this relevant?

- **Message:** Dementia is a serious sickness. Normal things such as walking home can be impossible
- **Feeling:** Unease... The two main characters show: You can be in the role of the person itself or of its relatives.
- **CTA:** Missing. Surprisingly, the NGO does not take the chance to ask for donations. Are the videos used just for workshops & trainings?





3.

Plot

What is the structure of the story?

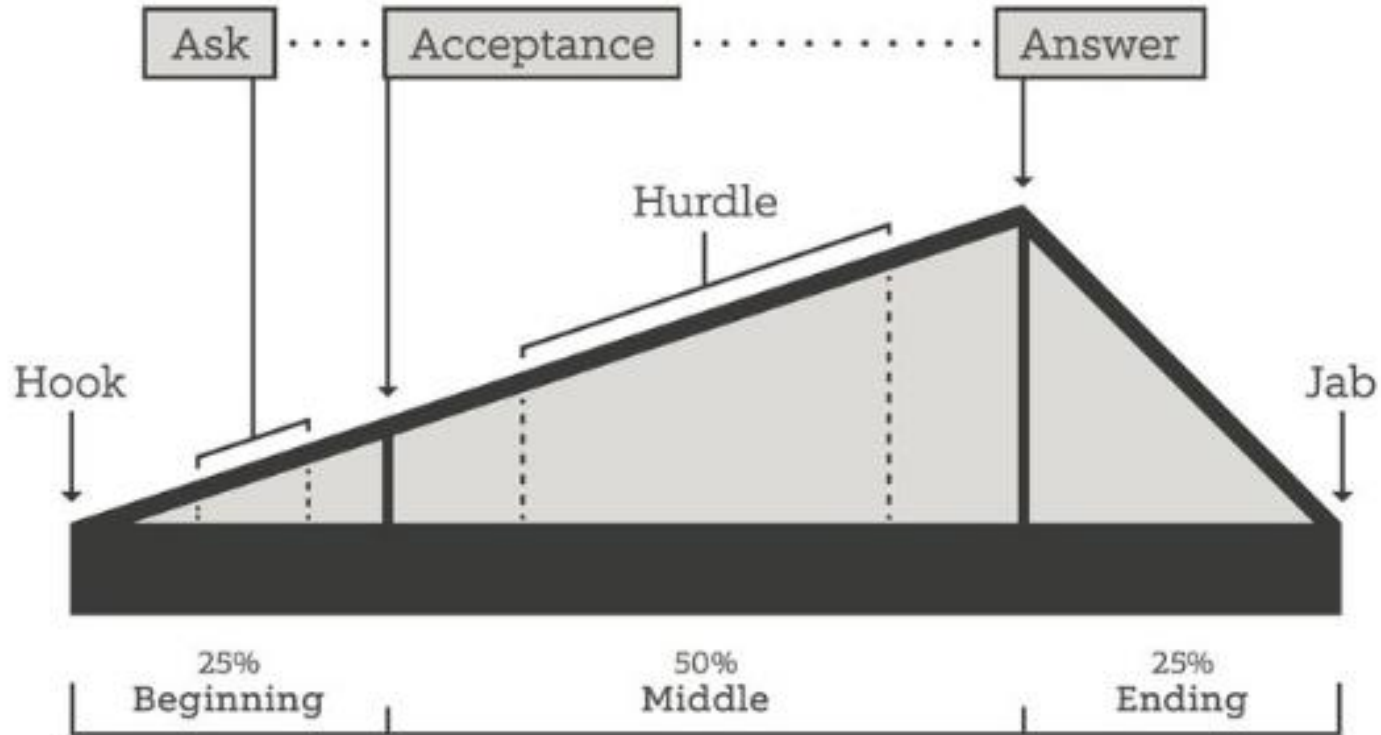


Image © musestorytelling.org



Beginning

- Hook: An old lady is walking home with her son Joe. Joe is getting a phone call. You can hear the thoughts of the old lady, a bit angry: «He is always on that thing...»
- Ask: Should she dare to walk home alone?
- Acceptance: Yes, she is moving forward without her son





Middle

- Hurdle 1: The old lady loses her memory as she walks alone – fear, she is looking desperately for Joe
- Hurdle 2: Back on the street, she is confused and confounds a stranger with her son Joe
- Relief: The real Joe is coming to save her





Middle

- Hurdle 3: The old lady is having difficulties with her eyes, she thinks the puddle is a whole.
- Hurdle 4: When she arrives at home, the stairs seem so steep, she is not sure whether she can overcome





Ending

- Answer: The old lady is back in her home, in security
- Joe is telling her, that the shopping bag is in the kitchen, and that they will meet tomorrow. The old lady is thanking, sighs
- Jab: Unease, dementia can be a serious challenge for all of us, as elderly persons, or as relatives





3.

Summary

After MUSE, what could be improved?



MUSE – A help to analyse this video?

- Yes, MUSE was a helping concept to analyse the story in the video.
- The story shows nearly all elements described in the MUSE principle. Character, places, plots and purpose can be identified. However, some aspects could be improved (next slide...)





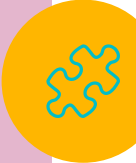
Ideas to improve the story after MUSE

- Unclear Hurdles: There are many insights into symptoms of dementia, but these symptoms are not explained
- Vague Answer: Remains unclear, we don't know how the life of the old lady will go on
- Missing Call to Action: Since the story is doing something with the audience, I would strongly recommend to strengthen this aspect, e.g. providing more solutions how we can help





Context of this presentation

- ✓ The presentation was created for the module «Crossmedia Storytelling 1» in the master content strategy, FH Joanneum in Graz
 - ✓ Teacher: Hubert Weitzer
 - ✓ Author: Franziska Kissling
 - ✓ Date: June 2017
 - ✓ [Video «A walk through dementia»](#)
 - ✓ [More information about MUSE principle](#)
- 
- 