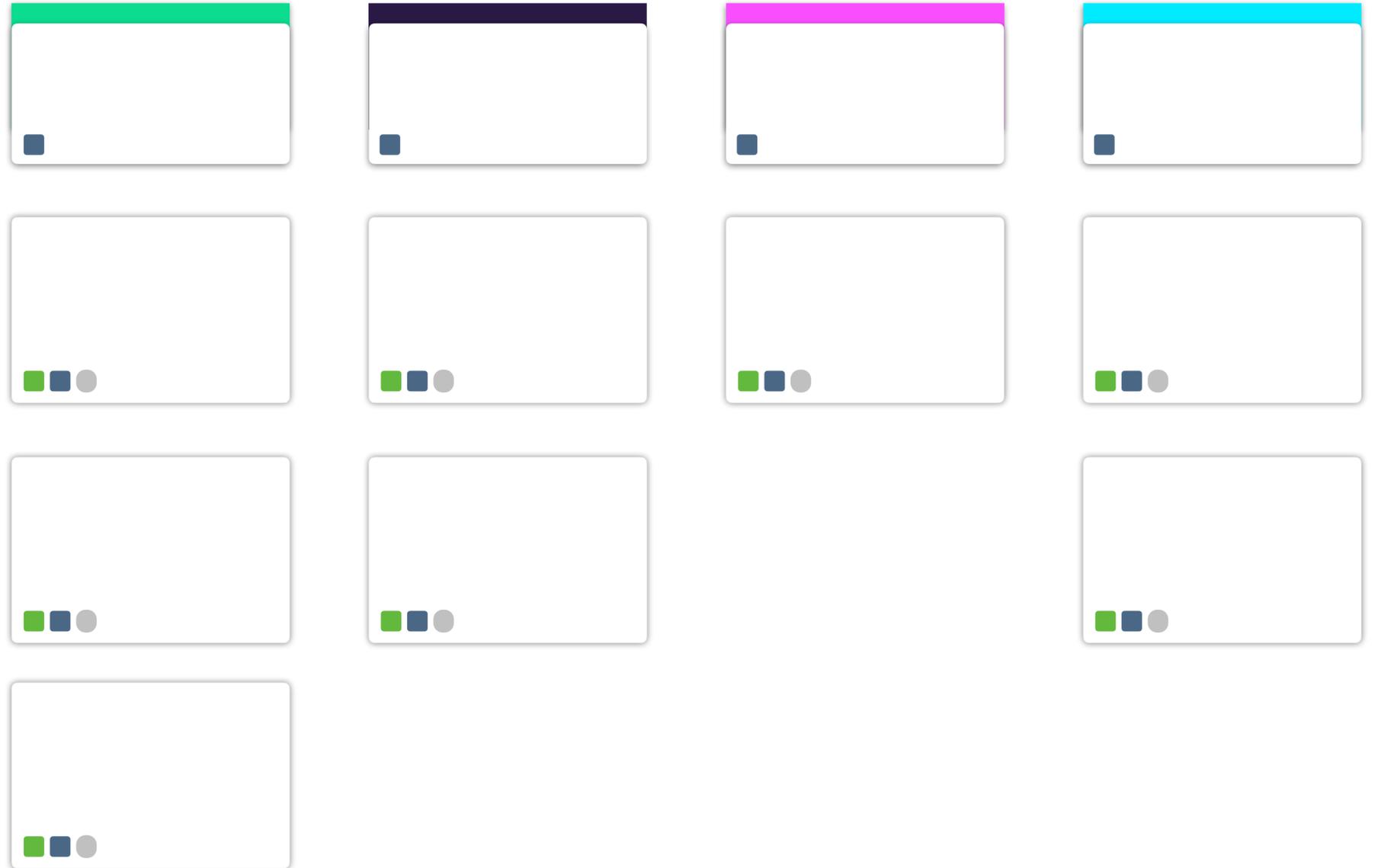


GETTING STARTED

User Story Mapping



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what is a user story map?

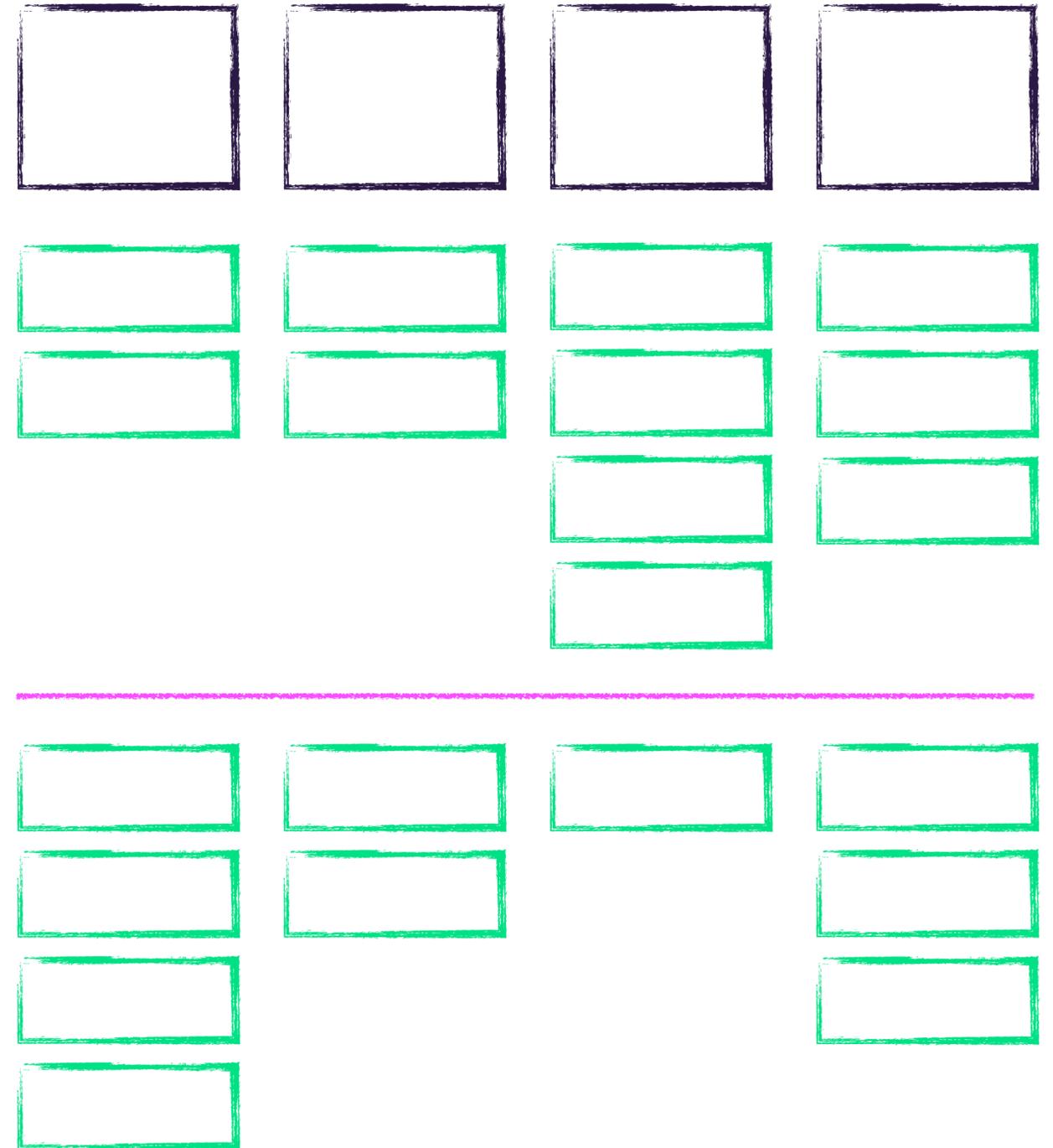
A story map is a visual representation of the **journey a customer takes with a product**, including activities and tasks they complete. This understanding enables teams to **focus development** on providing the **most value to customers** and their desired outcomes.

It provides context for teams by answering the following questions:

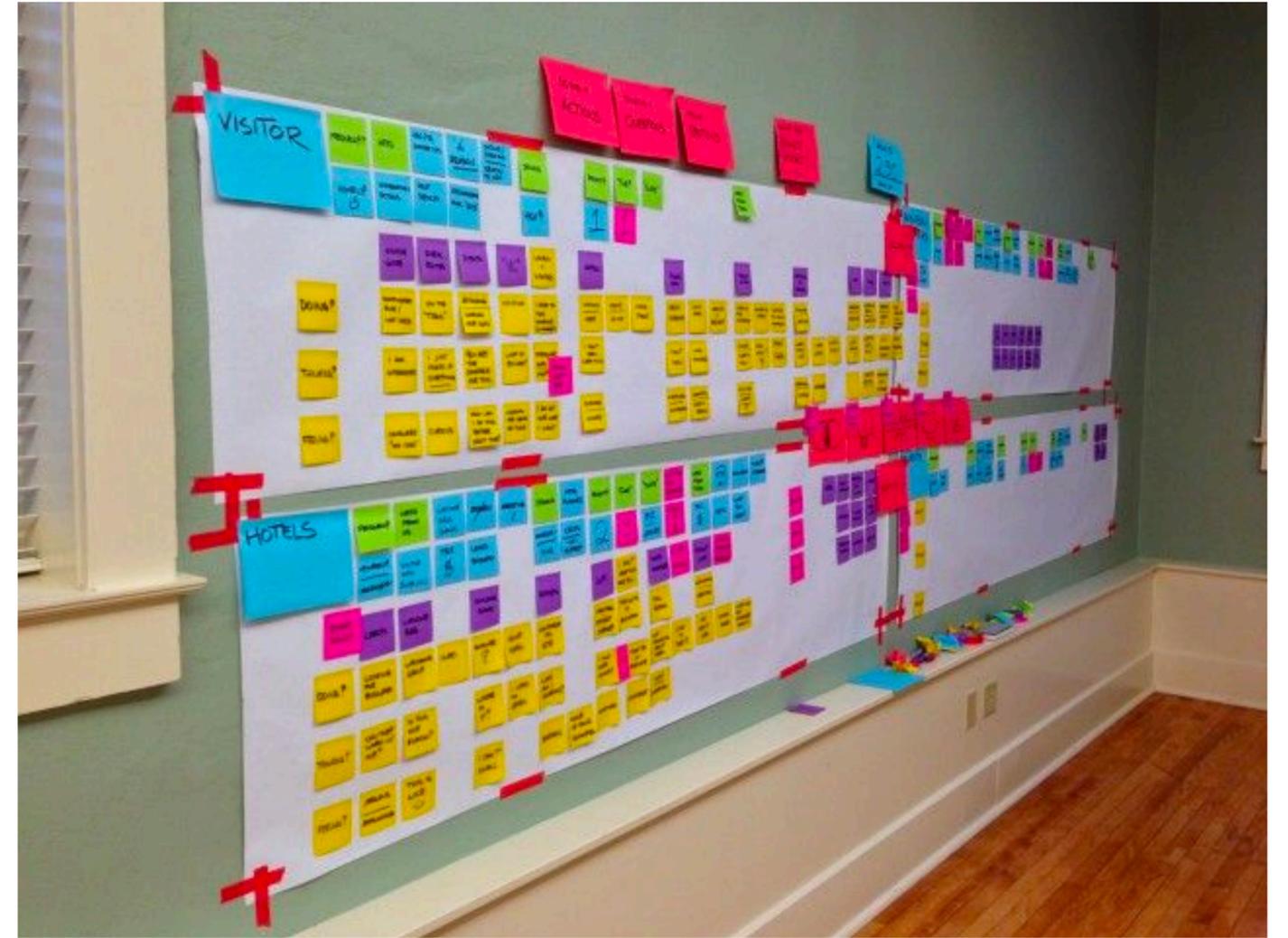
Why are we building this?

Who are we building this for?

What value will it provide them?



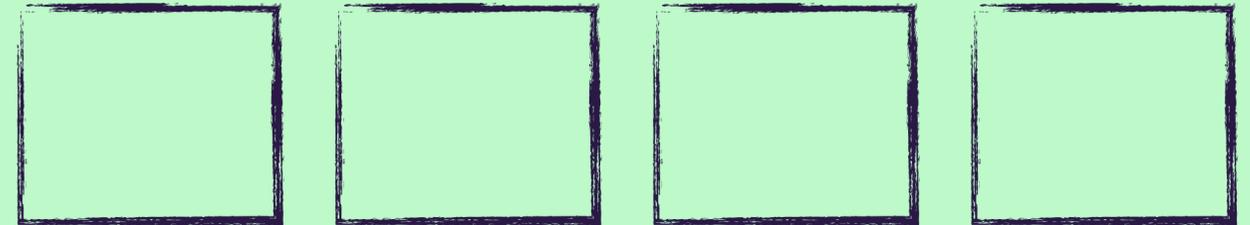
examples of user story maps



user story map breakdown

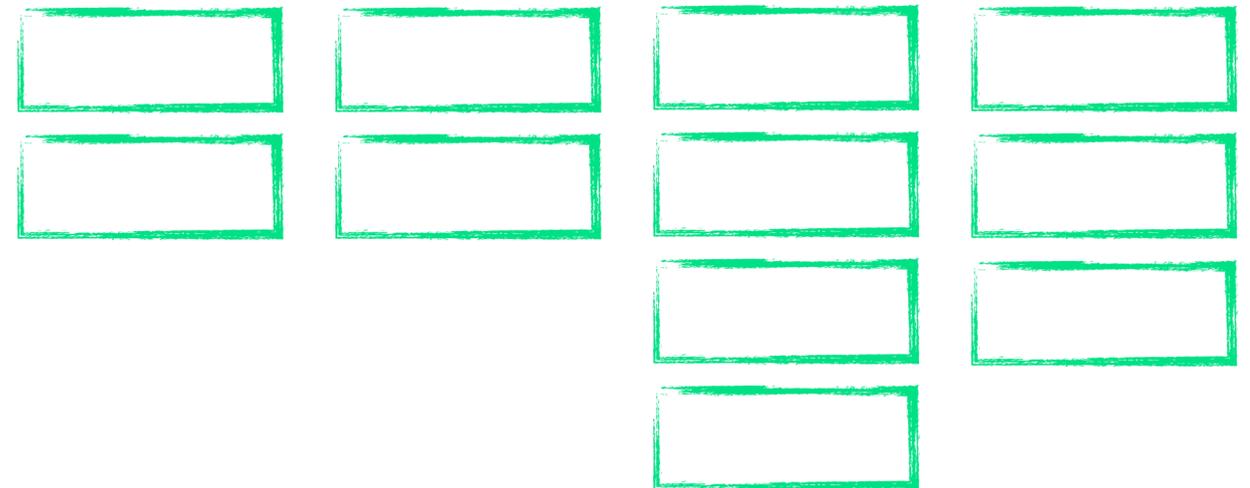
Epic

the high level activities a user will accomplish using the product



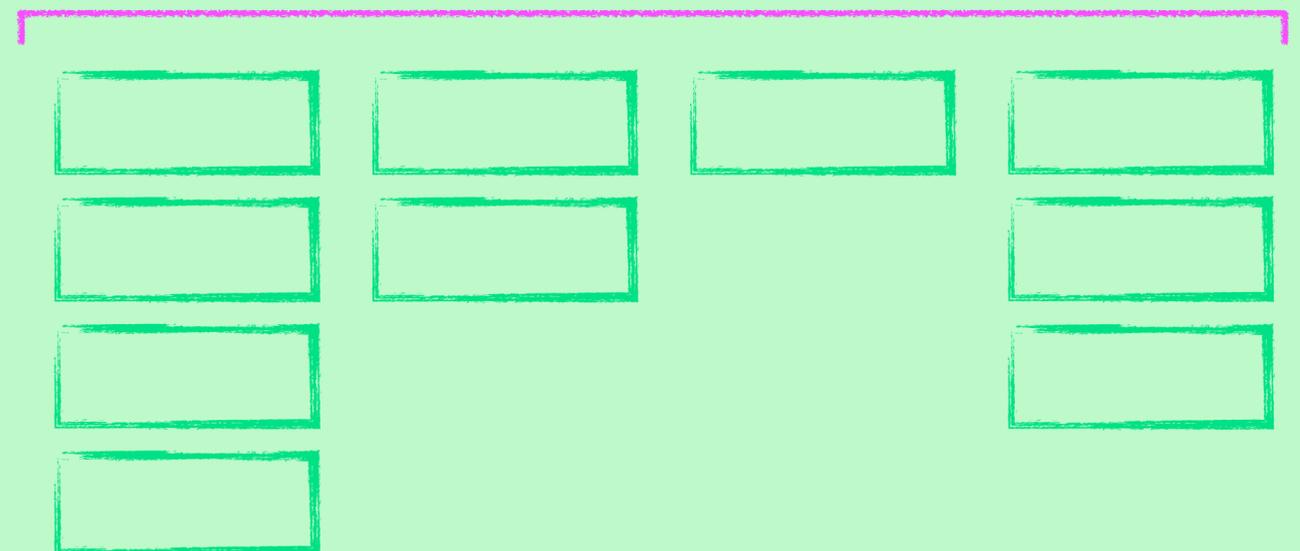
Story

under each activity, the team adds user stories that support the activity



Sprint

sequencing work allows the team to plan what they will deliver and when



why create user story maps?

User story mapping helps teams answer the following questions:

- Who are our customers?
- What are the problems they face in their roles?
- What does a minimum viable solution look like to them?

Objectives - at the conclusion of the session, the team will have:

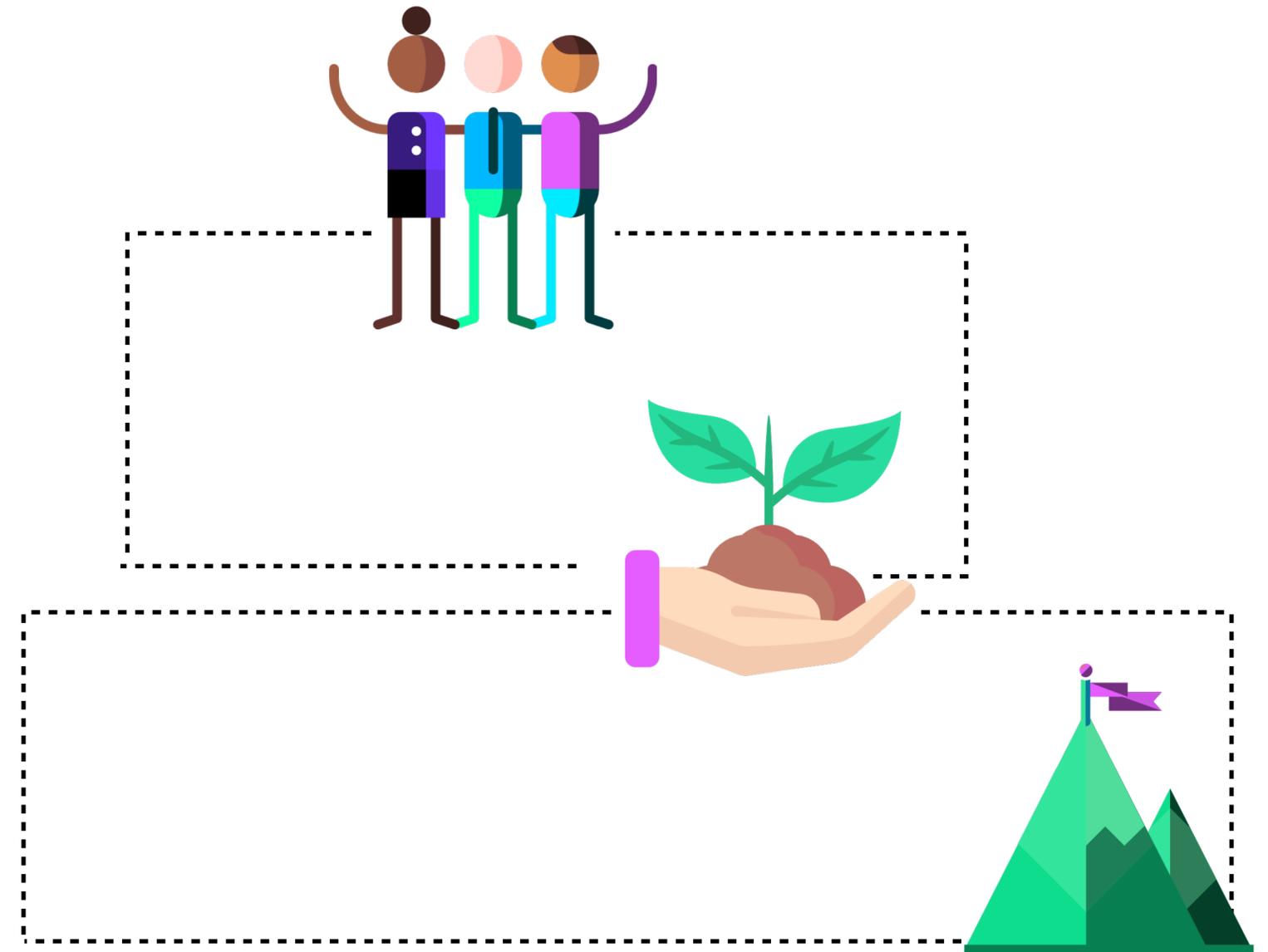
- alignment on who their customers are
- A clear picture of problems their customers face
- A backbone for the customers' flow through the product
- An ordered Story Map, ideally scheduled by version or sprint

benefits of user story mapping?

Focus on Desired Customer Outcomes: visualisation of the customer journey allows teams to identify and implement features based on customer outcomes, and track progress at a glance against a story map

Bring the Customer Journey to Life: the transformation of the flat backlog to a customer centric story map means teams have a better understanding of their customer journey and what customers want

Prioritising Actions Based on Value to Customer: visualisation of the customer journey allows teams to prioritise work based on “value to customer”, resulting in better outcomes and less waste

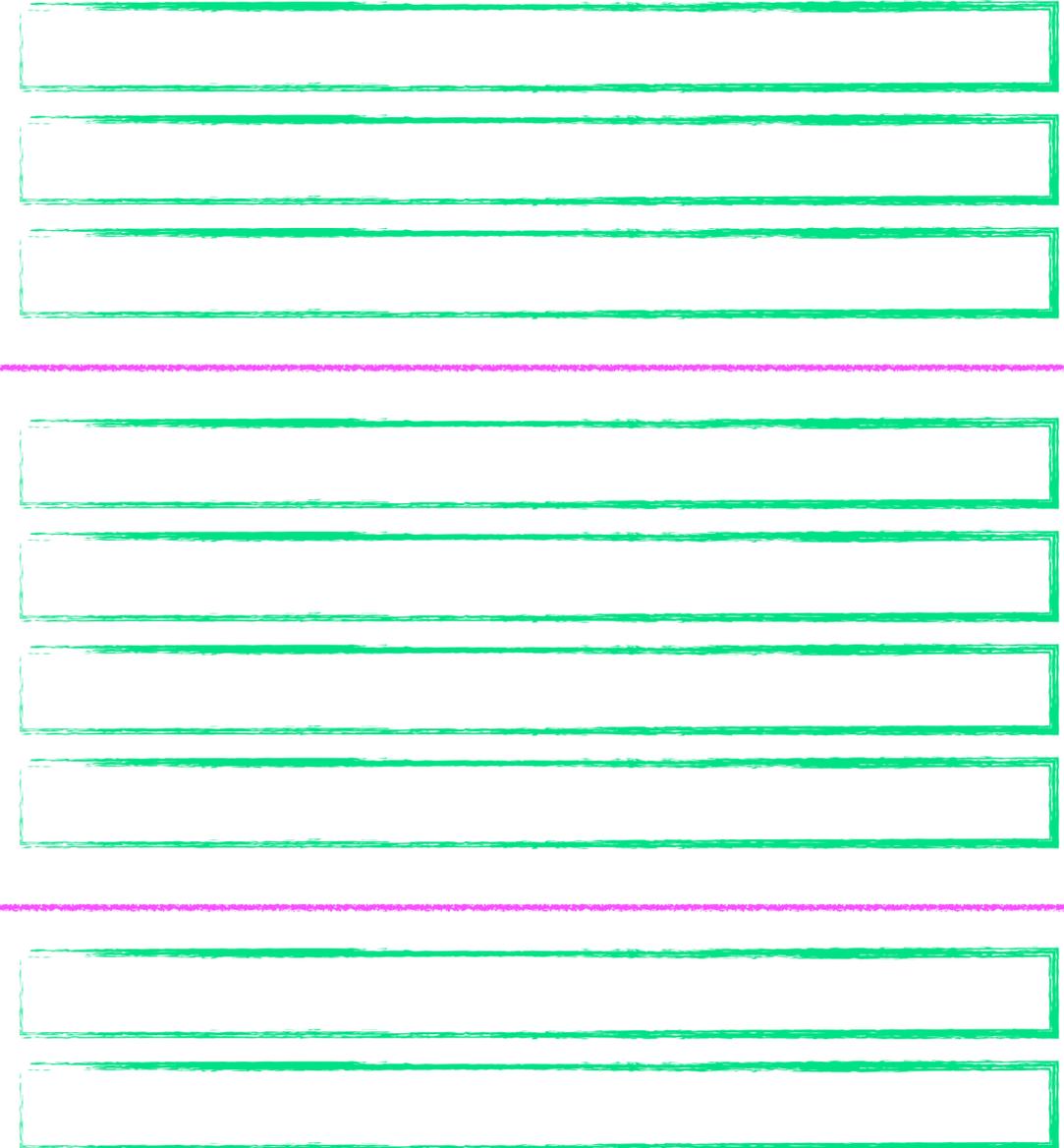


THE DIFFERENCE BETWEEN

Flat Backlog

vs.

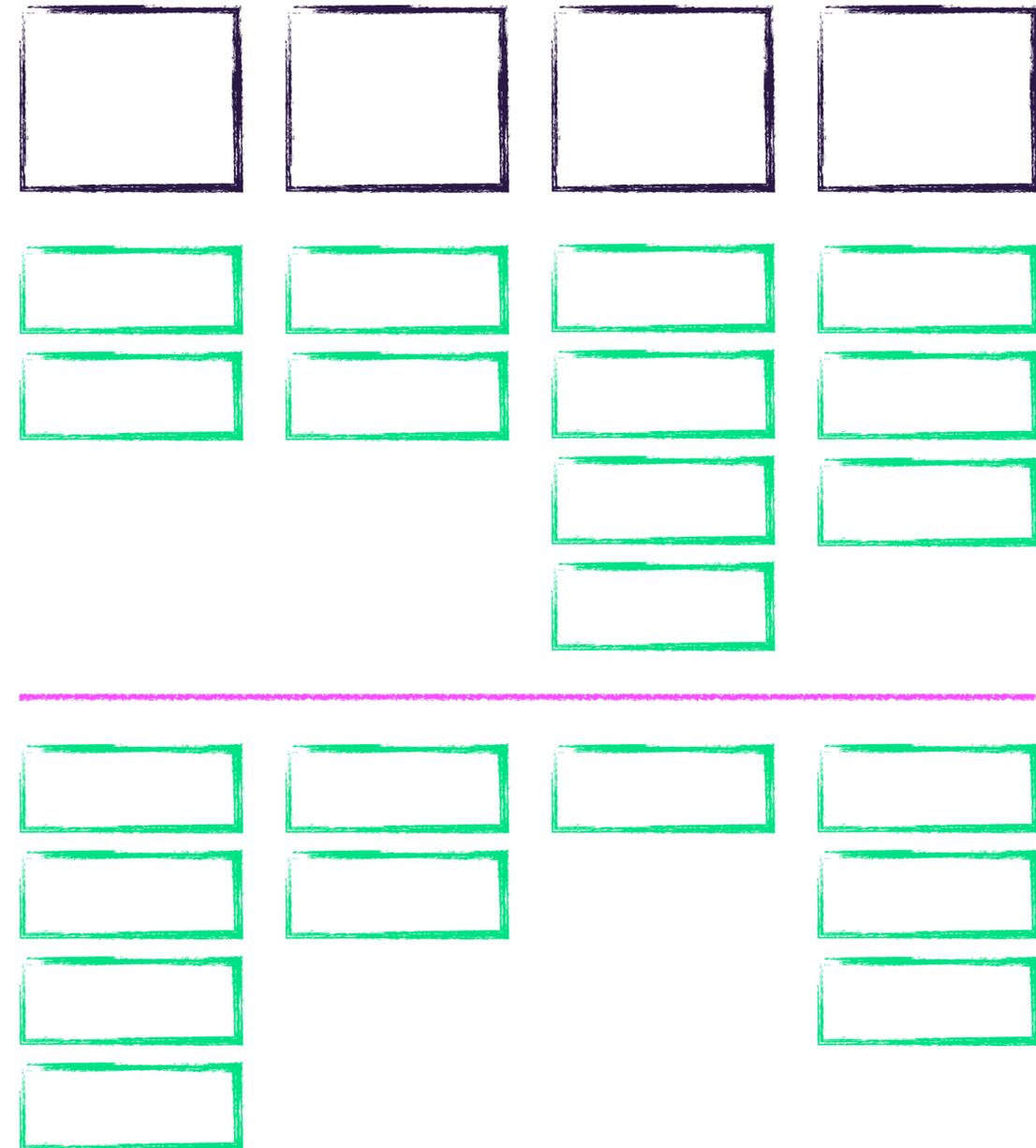
User Story Map



flat backlog



story map



example: flat user story backlog

Car Infotainment System / CIS board

Backlog

Quick filters ▾ Assignee ▾

33 2 0 Plan sprint ▾

VERSIONS ▾ **Sprint 1** 13 issues
04/Apr/18 3:33 PM • 11/Apr/18 3:33 PM

EPICS

📌	The 'Family' Driver / Music Streaming service so that I can listen to music on trips	V4	Play Media	CIS-13	↑	3
📌	The 'Young Adult' Passenger / Allow Wifi Hotspot to support up to 5 devices		Play Media	CIS-39	↑	-
📌	The 'Young Professional' Driver / Install maps so that I can navigate to places easier	V1 - MINIMUM MAR...	Navigation	CIS-8	↑	2
📌	The 'Family' Driver / Install Camera for Reverse Parking assistance	V1 - MINIMUM MAR...	Rearview Camera	CIS-32	↑	7
📌	The 'Family' Driver / Accept and Decline calls by voice command	V1 - MINIMUM MAR...	Handsfree Control	CIS-20	↑	3
📌	The 'Young Professional' Driver / Text Back on Call Decline	V2 - CUSTOMER VI...	Handsfree Control	CIS-22	↑	1
📌	The 'Young Professional' Driver / Apple CarPlay Integration so that I can safely send and receive calls, texts and emails from my iOS device while driving		Phone Integration	CIS-41	↑	5
📌	The 'Family' Driver / 'Hot Cues' to make desired actions quick and safe while driving	V4	Phone Integration	CIS-28	↑	3
📌	The 'Sunday' Driver / Show miles/km to empty so that I don't run out of fuel	V1 - MINIMUM MAR...	Car Statistics	CIS-23	↑	3
📌	The 'Young Professional' Driver / Touch Screen to navigate easily		Car Statistics	CIS-38	↑	-
📌	The 'Sunday' Driver / Enable 'Tourist Mode Assist' when travelling outside of standard travel radius		Fatigue Management	CIS-12	↑	2
📌	The 'Young Adult' Passenger / Spotify Integration so that on long trips I can connect my Spotify account and listen to Podcasts	V1 - MINIMUM MAR...		CIS-35	↑	6
📌	Editing the story summary is easy with inline editing			CIS-73	↑	-

Car Infotainment System / CIS-13

The 'Family' Driver / Music Streaming service so that I can listen to music on trips

Estimate: 3

Dates
Created: 04/Apr/18 9:43 AM
Updated: 2 days ago

Description
Click to add description

Comments
There are no comments yet on this issue.
Comment

Attachments
Drop files to attach, or [browse](#).

example: user story map

The screenshot displays a Jira Story Map for a car application. The board is titled "CIS board" and "Story Map by Easy Agile". It features a top navigation bar with options like "Create Epic", "Quick filters", "Sprint swimlanes", and a "Backlog" button. The map is organized into two sprints, each with a header showing the sprint name and a progress indicator (e.g., 24, 2, 0).

Navigation (CIS-1)

Car Statistics (CIS-4)

Phone Integration (CIS-3)

Play Media (CIS-2)

Fatigue Management (CIS-6)

Handsfree Control (CIS-5)

Rearview Camera (CIS-7)

Sprint 1 (24, 2, 0)

- The 'Young Professional' Driver / Install maps so that I can navigate to places easier (CIS-8, 2)
- The 'Young Professional' Driver / Touch Screen to navigate easily (CIS-38, -)
- The 'Young Professional' Driver / Apple CarPlay Integration so that I can safely send and receive calls, texts and emails from my iOS device while driving (CIS-41, -)
- The 'Young Professional' Driver / Integrate local traffic data to better estimate travel times (CIS-10, 5)
- The 'Sunday' Driver / Show miles/km to empty so that I don't run out of fuel (CIS-23, 3)
- The 'Young Adult' Passenger / Allow Wifi Hotspot to support up to 5 devices (CIS-39, -)
- The 'Sunday' Driver / Enable 'Tourist Mode Assist' when travelling outside of standard travel radius (CIS-12, 2)
- The 'Young Professional' Driver / Android Auto Integration so that I can safely send and receive calls, texts and emails while driving (CIS-42, 3)
- The 'Family' Driver / Accept and Decline calls by voice command (CIS-20, 3)
- The 'Young Professional' Driver / Text Back on Call Decline (CIS-22, 1)
- The 'Family' Driver / Install Camera for Reverse Parking assistance (CIS-7, 7)

Sprint 2 (29, 0, 0)

- The 'Sunday' Driver / Showcase local landmarks if travelling outside of standard travel radius (CIS-11, 3)
- The 'Young Professional' Driver / Wear and Tear Report so that I can take preventative action to preserve the life of the car if needed (CIS-26, 5)
- The 'Family' Driver / Microphone so that I can make phone calls safely while I'm driving (CIS-19, 4)
- The 'Family' Driver / Graphical User Interface for easier use of media while driving (CIS-18, 3)
- The 'Sunday' Driver / Safe Time Driving Display (CIS-29, 1)
- The 'Young Professional' Driver / Active Listening Microphone (CIS-27, 4)
- The 'Family' Driver / Distance Estimation for reverse parking assistance (CIS-4, 4)
- The 'Sunday' Driver / Integrate local fatigue laws to ensure I am taking (CIS-29, 1)
- The 'Family' Driver / Music (CIS-18, 3)

what's wrong with flat user story backlogs?



Arranging user stories in the order you'll build them doesn't help me explain to others what the system does



BKL-1111



The flat backlog provides no context or 'big picture' around the work a team is doing



BKL-1121



For a new system, the flat backlog is poor at helping me determine if I've identified all the stories



BKL-483



Release planning is difficult with a flat backlog - how do you prioritise what to build first by an endless list?



BKL-345



The flat backlog makes it virtually impossible to discover the 'backbone' of your product



BKL-138



We spend lots of time working with our customers. We work hard to understand their goals, their users, and the major parts of the system we could build. Then we finally get down to the details - the pieces of functionality we'd like to build. In my head I see a tree where the trunk is built from their goals or desired benefits that drive the system; big branches are users; the small branches are twigs and the capabilities they need; then finally, the leaves are the user stories small enough to place into development iterations.

After all of that work, after establishing all that shared understanding I feel like we pull all the leaves off the tree and load them into a leaf bag - then cut down the tree.

That's what a flat backlog is to me. A bag of context-free mulch - I need that context in order for me to really tell a story about the system - **Jeff Patton**

USE CASES

How User Story Mapping Assists Teams



product managers



What do they do? What do they care about?

- Setting the product vision/strategy
- Defining the 'why', 'when', 'what', 'how' and 'who' of the product that will be built

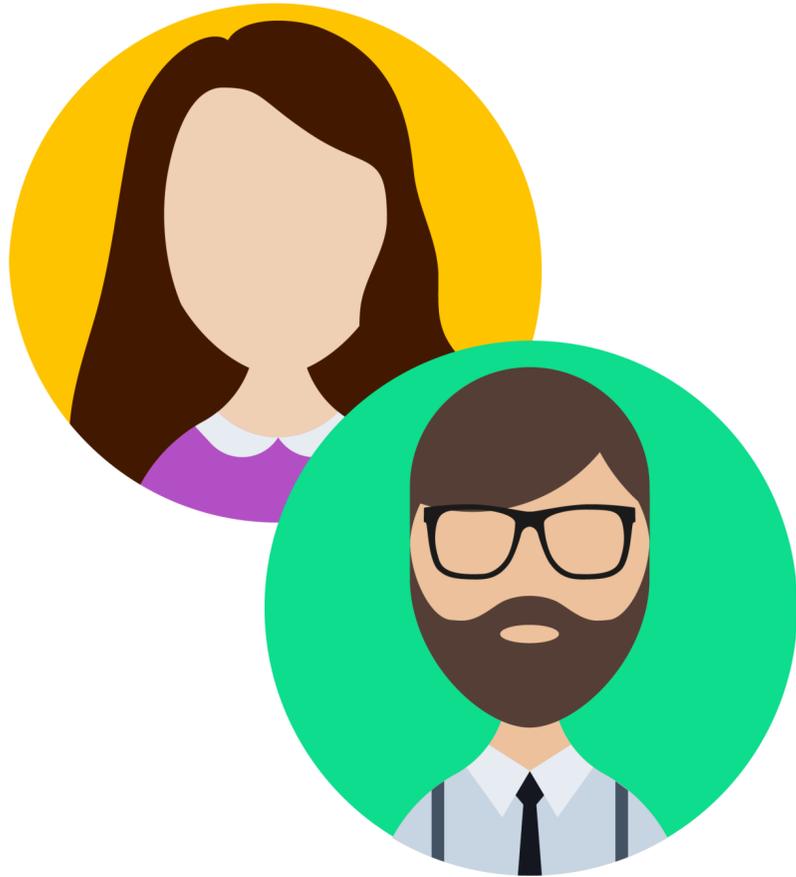
What do they want?

- Streamlined communication systems with all stakeholders
- Efficient systems for planning projects, sprints, and timelines for the next big release

User Story Mapping can help with the following:

- Tracking customer experience/customer outcomes
- To understand how/if the customer journey informs product vision/strategy
- Communicating product vision to all stakeholders

development managers



What do they do? What do they care about?

- Manage scope, timelines, and resources for an on-time release
- Ensuring expectations are met and all stakeholders are happy with the end product

What do they want?

- Streamlined communication systems with all stakeholders to ensure expectations are being met
- Efficient systems to ensure the development team has clear short and long term goals and a means of tracking workflow

User Story Mapping can help with the following:

- Understanding how their customers communicate their expectations of product releases to them and their team
- Relaying that information to the development team
- Using this information to shape the development of future products

customer service managers



What do they do? What do they care about?

- Ensuring the needs of their customers have been satisfied

What do they want?

- Streamlined communication systems with all stakeholders to ensure expectations are being met
- Ways of capturing the customer experiences and improving the customer journey

User Story Mapping can help with the following:

- Communicating customer inquiries, feedback, expectations to all stakeholders
- Capturing the customer journey to influence product vision?
- Equipping them with all the tools/information they need to respond to customer enquiries/feedback

CASE STUDY

Understanding What Your Customers Want With User Story Maps



Nicholas Muldoon

Past Product Manager of Jira Agile @ Atlassian

Past Agile Coach @ Twitter

My introduction to user story mapping came in early 2011 when I was the JIRA Agile Product Manager. We were exploring a completely new approach to supporting agile teams within JIRA; name name *Rapid Board*. We needed to revisit the way we framed our backlog and communicated our roadmap. **And to our delight to user story mapping technique worked extremely well.**

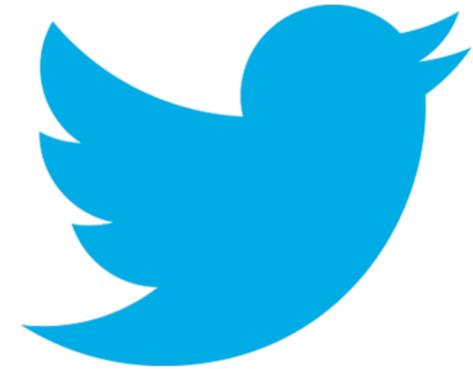
Prior to learning about agile User Story Maps, I'd simply add stories to the existing backlog ordered by customer value. As you can imagine, the backlog grew quickly and didn't have much structure aside from the linear order of the issues. And with only the top 50 or so items ordered, the rest was a real mess.

The "flat" product backlog didn't explain the customer's journey or what they were trying to achieve. It was just feature after feature. Clearly this wasn't the best way to represent the awesomeness that was *Rapid Board* to our customers and internal stakeholders.

User story mapping is the best technique I've come across to gain shared understanding within an agile team. Every team member participates in the session and it may take from 90 minutes to several hours over a couple of days.

CASE STUDY

Essentials of Agile User Story Mapping At Twitter



John Walpole
Senior Staff TPM @ Twitter

CASE STUDY



Essentials of Agile User Story Mapping at Twitter



JOHN WALPOLE

SENIOR STAFF TPM

TWITTER

@JWALPOLE



Essentials of Agile User Story Mapping



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