

# Week 7: Understanding where to begin - Story Mapping

# Agenda

**Recap of last week's session:** Usability Testing

**What are story maps?**

**Workshop:** Let's create a story map!

# Recap of last week's session

Usability Testing

**Cognitive walkthroughs** help us quickly learn how usable a design or software is for a new or infrequent user who is not familiar with it

**Usability testing** helps us understand how the intended users of a product interact with it, and whether it helps them in the way they need it to

**User acceptance testing** helps us test a design's functionality against clearly defined criteria to see whether a feature is complete

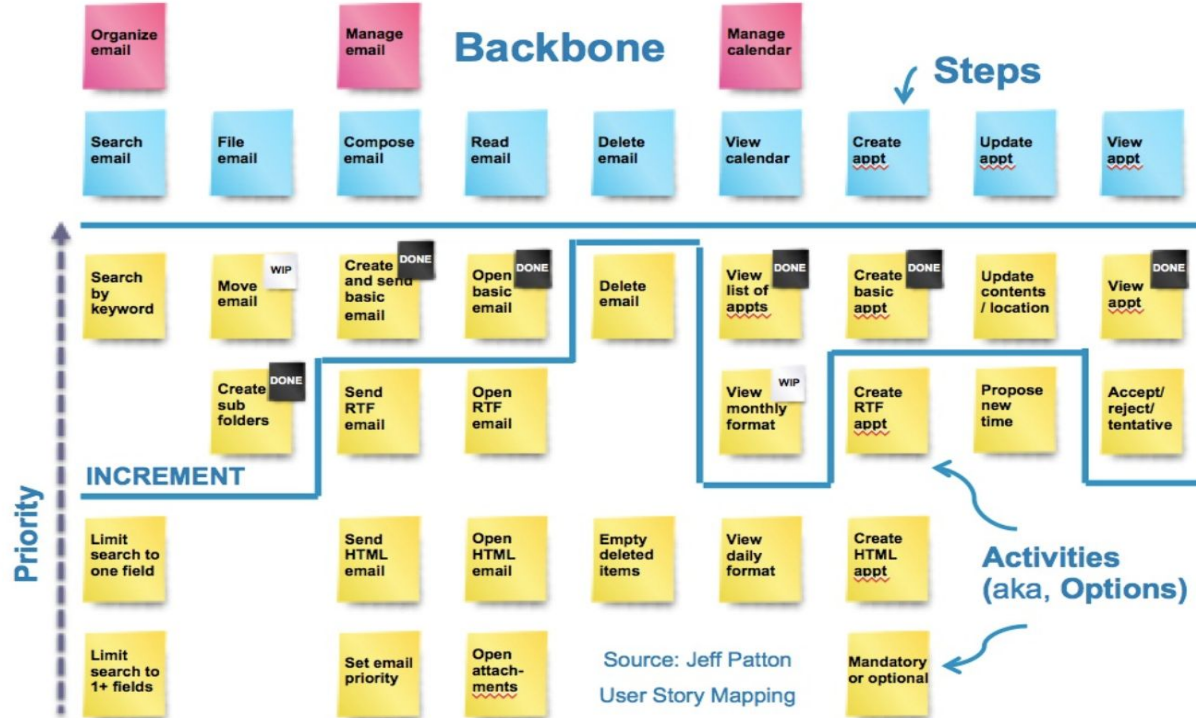
# Story Maps

## WHAT ARE STORY MAPS

**Story maps are a visual representation/map of the user interactions with your product**

## EXAMPLE

# Story Mapping Example



## WHY CREATE A STORY MAP

**Story maps help to map the big picture and scope it down to narrow features and functionalities**



## WHY CREATE A STORY MAP

**Story maps help you identify the most critical features and the corresponding users all in one place**

## WHY CREATE A STORY MAP

**Help in identifying and tackling assumptions and risks that need to be validated and mitigated.**

**Story maps identify gaps in the process**

## WHY CREATE A STORY MAP

**Story maps help you map and prioritize releases**

## WHY CREATE A STORY MAP

**Story maps can help you loosely develop a roadmap**

## STORY MAP VS JOURNEY MAP

**Journey maps are meant for discovery and capturing user emotions when using your product**

**Story maps are meant to help with planning and implementation.**

**Let's create a story map for CAMD Suite!**

# Thank you!