Inception Day Three

User Story Mapping + Release Planning

Digital Acquisition Accelerator Pilot

Inception Workshops

Inception Day Three Goals

1 Easily describe the product to someone else

2 Build a better understanding of the product through conversations
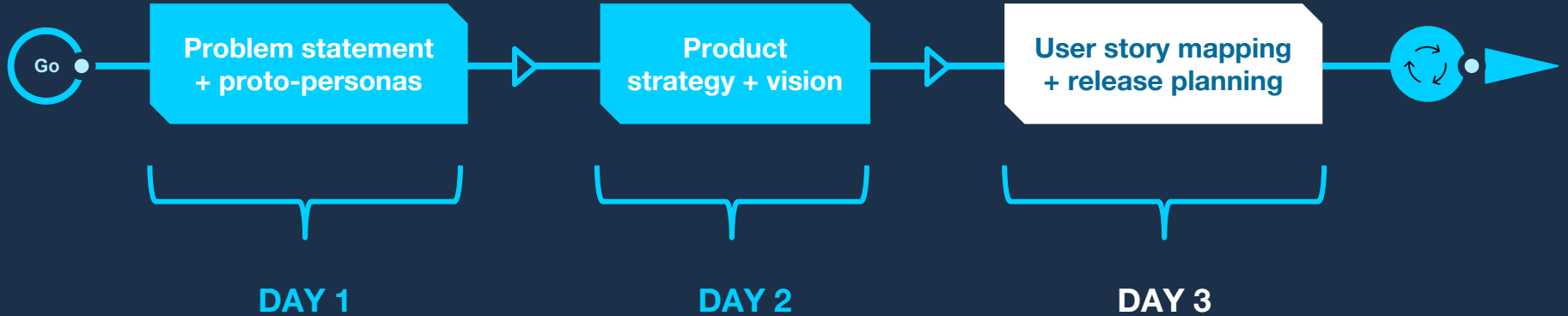
3 Learn how to build a user story map

4 Describe the first few minimal releases

Agenda: First Half Day Three

Inception Workshop Recap	10 Minutes
Introduction to Story Mapping	30 Minutes
Products Summary	30 Minutes
Break	10 Minutes
Prioritizing Personas/Activities	80 Minutes
Lunch	60 Minutes

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1/ Inception Workshop Recap

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WORKSHOP TRACKER

Go → **Problem statement + proto-personas** → **Product strategy + vision** → **User story mapping + release planning** →

DAY 1 DAY 2 DAY 3

We'll build on everything from the previous two days.

Over the next few days, you have created:

Topics Covered

1

Proto-Personas and Problem Statements

Identifying and building empathy for users

Problem understanding/ deconstruction

Writing a problem statement

2

Product Vision and Strategy

Assumptions & Hypothesis

Goals & Metrics

Product vision

Barriers and constraints

3

User Story Map + Release Planning

Agile user stories

Feature prioritization

Release planning

2/ Introduction to User Story Mapping

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What is a user story?

As a *<persona>*
I want to *<goal>*
so that *<value>*

A short user-centric description of a feature.

A feature is *a distinct attribute or aspect of your product.*

As the father of the bride,
I want to apply for a wedding permit
So that my daughter can get married in her favorite forest.

What is a product backlog?

As the father of the bride,
I want to apply for a wedding permit
So that my daughter can get married her favorite forest.

As a forest ranger,
I want to scan the barcode on a wedding permit
So that I can confirm the permit on the wedding day

As the wedding caterer,
I want to know the rules around trash,
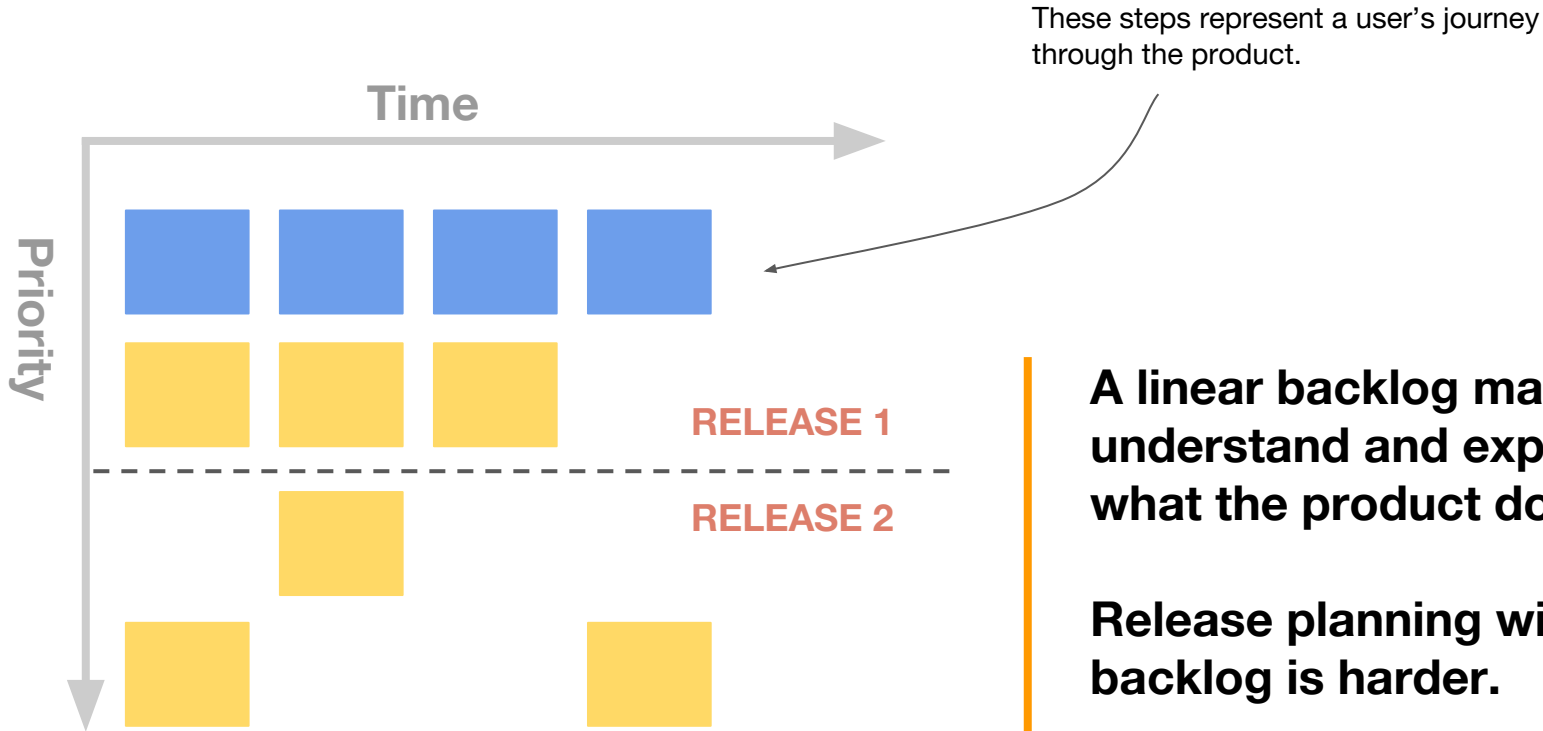So that I can plan to haul it out.

...

Teams work with product owner to prioritize the backlog of user stories.

A product backlog is a list of prioritized user stories.

A prioritized backlog helps us understand what to do next.

What is a user story map?

These steps represent a user's journey through the product.

Time

Priority

RELEASE 1

RELEASE 2

A linear backlog makes it hard to understand and explain to others what the product does.

Release planning with a linear backlog is harder.

A story map makes this easier.

ANATOMY OF A USER STORY MAP

EXAMPLE OF A USER STORY MAP

| | | | | | | | | Users |

Manage email | | | | Manage calendar | | | | Goals

| Write email | Read email | Delete email | | View calendar | Create appt | View appt | Delete appt | Activities |

| Create and send basic email | Open text only email | Delete email | | View text list of appts | Create appt by filling out fields | | | Tasks |

| | | | | View graphical calendar view | | | | |

Priorities

| Get email address from contacts | Open images in email | | | View calendar on small screens | Parse create appt from email | | | |

Sequence or time

3/ Products Summary Activity

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Product Summary

Present a quick, high level summary of each of the products scoped as part of this workshop:

1

Problem statement

2

Product vision and principles

3

Personas

List the top three goals for each persona.
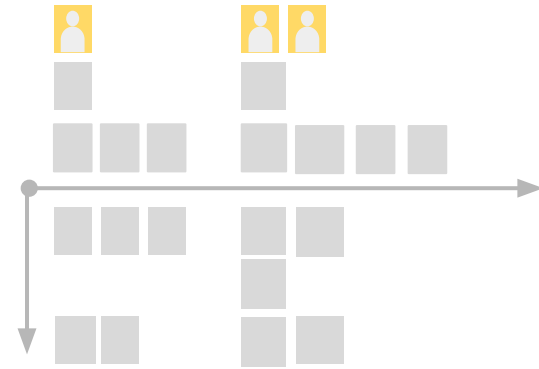
Break

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4/ Prioritizing Personas + Activities

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Prioritizing the personas

Write each proto-persona on a sticky note.

Start with the user who interacts with your product the most. This is also the user most critical to product success. Use of the product is central in this user's job function.
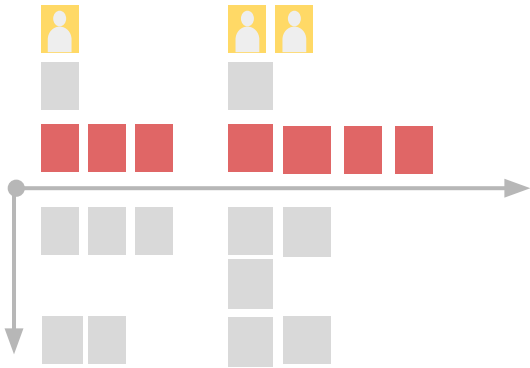
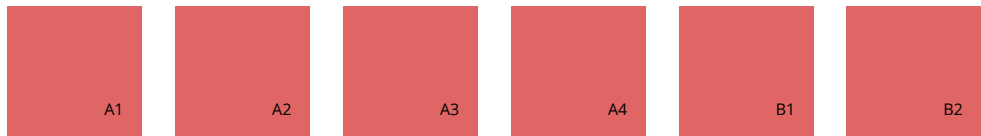Order users left to right.

Users

Identifying the activities

Let's tell the story of what each of these personas does at work.

For each persona, identify the high level activities that the persona does.

What do they do at work?

As we put them on the storyboard, we'll sort them, either in a narrative order, or in a temporal order.

Activities

It's better to write it down, rather than debate endlessly.
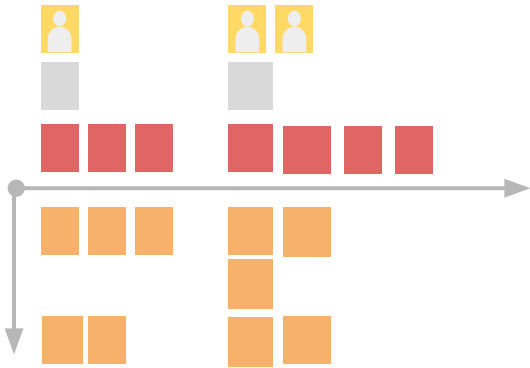
Lunch

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Agenda: Second Half Day Three

|	
User Tasks	**120 Minutes**
Break	**10 Minutes**
Release Planning	**30 Minutes**
Present	**60 Minutes**
Retrospective	**30 Minutes**

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5/ User Tasks

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Tasks

Tasks break down the activities into smaller things.

For each activity, identify the tasks that comprise that activity.

Walk a day in the life for each activity.

Optional: Consider a few variations on the tasks.

A1a	A2a
	A2b

B1a	B2a
B1a	B2b
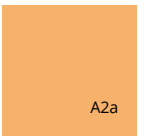
Tasks

6/ Release Planning

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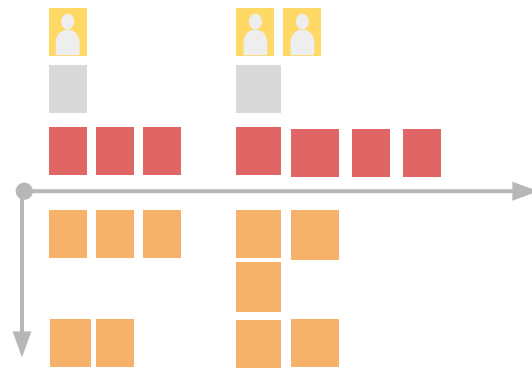
Release Planning

Let's define the MVP in more detail.

Figure out where the MVP or first release line is.

This separates the features by various releases. For example, release one is above the dotted line, and release two is the next section, etc.

6/ Present your Maps

Discuss.

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END OF DAY THREE

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