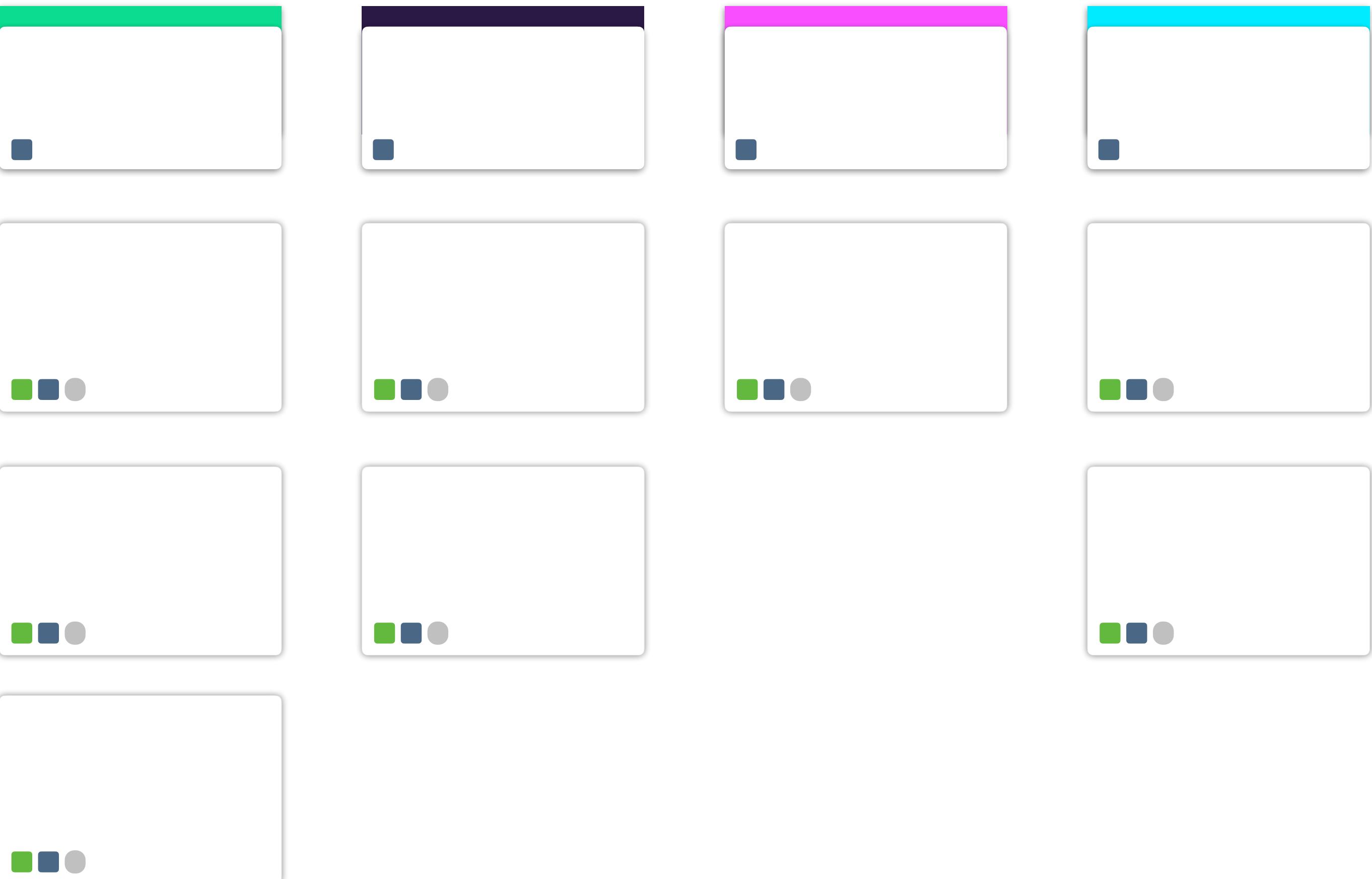


## GETTING STARTED

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# User Story Mapping



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# what is a user story map?

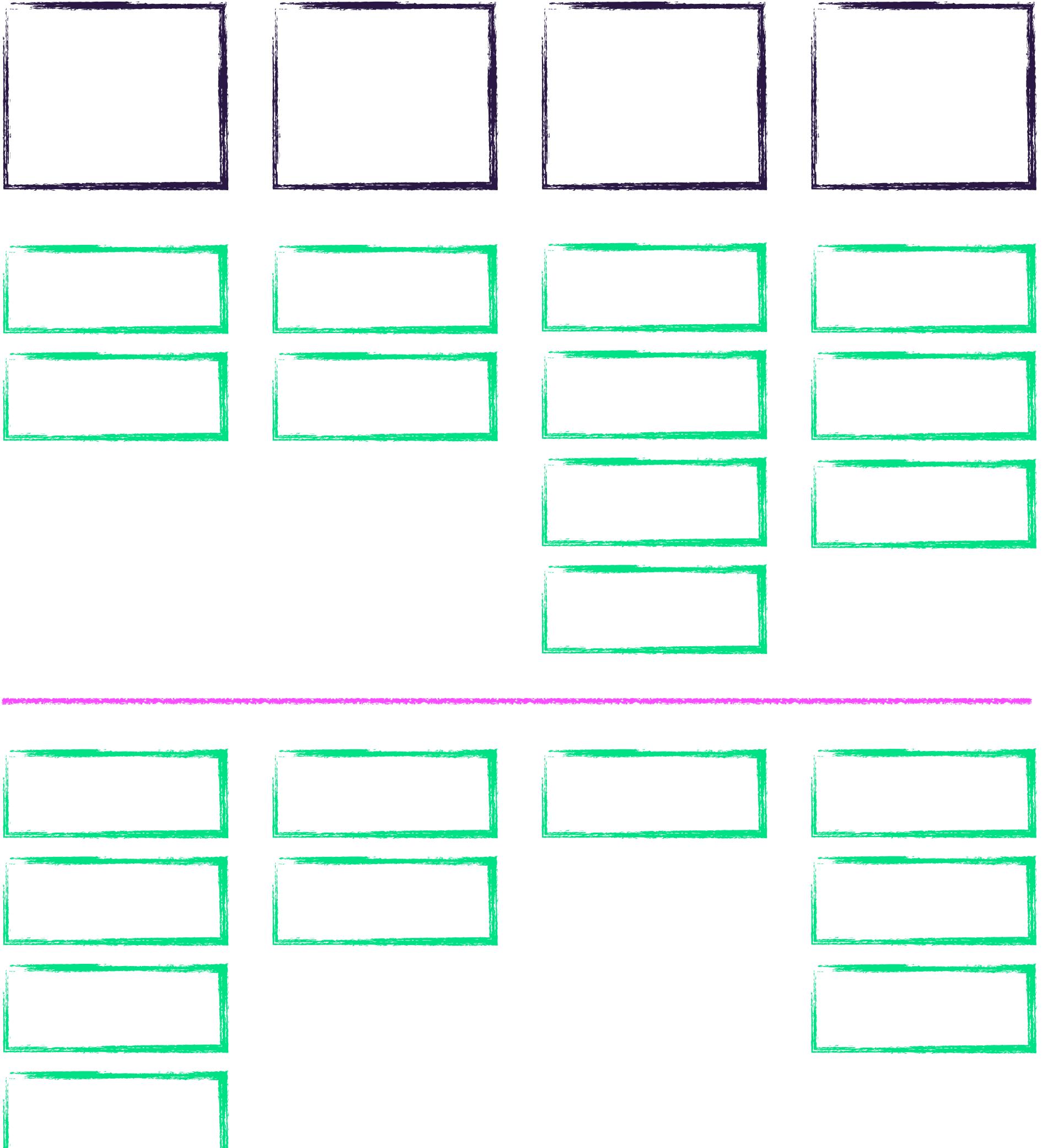
A story map is a visual representation of the **journey a customer takes with a product**, including activities and tasks they complete. This understanding enables teams to **focus development** on providing the **most value to customers** and their desired outcomes.

It provides context for teams by answering the following questions:

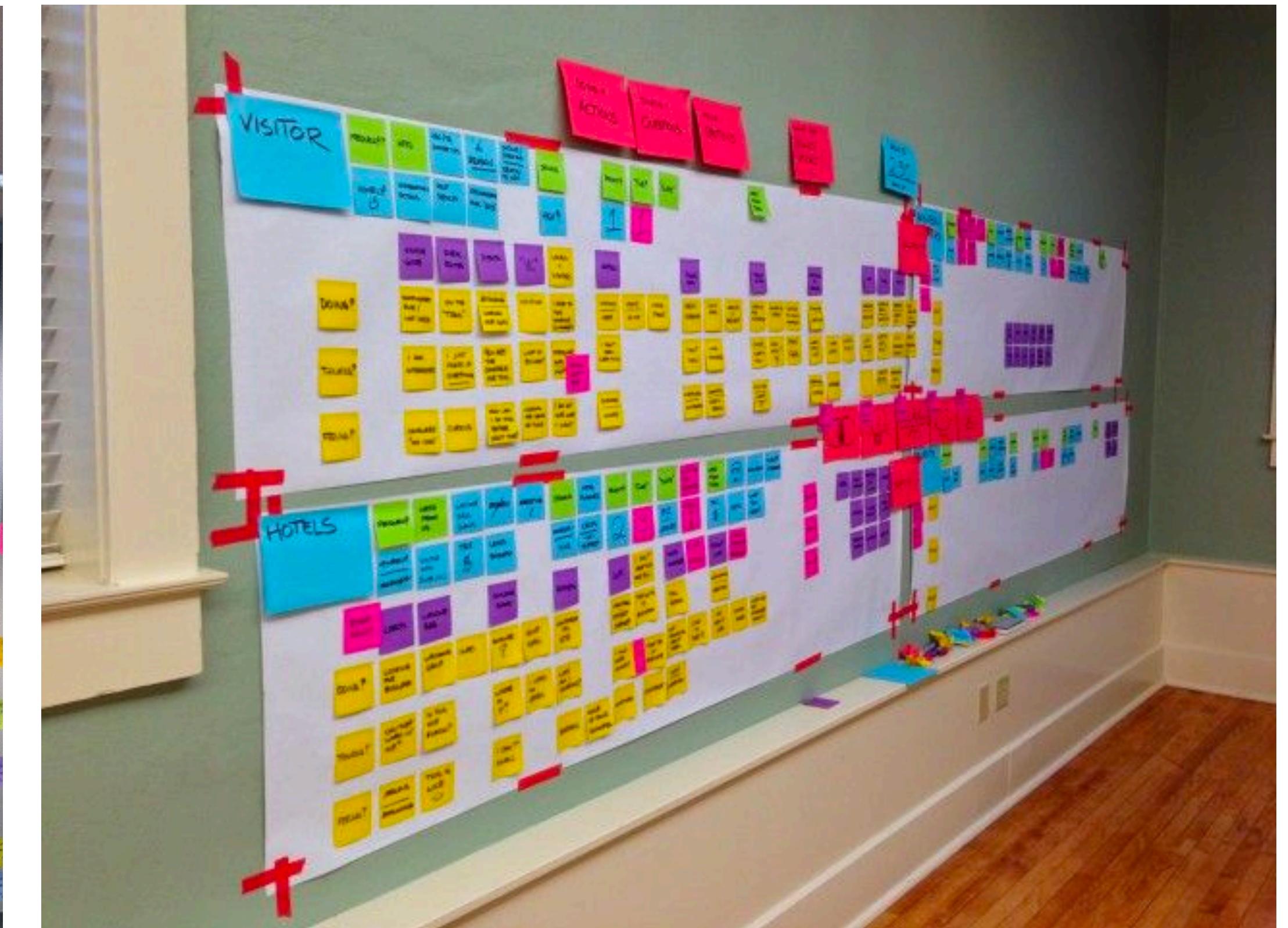
Why are we building this?

Who are we building this for?

What value will it provide them?



# examples of user story maps



# user story map breakdown

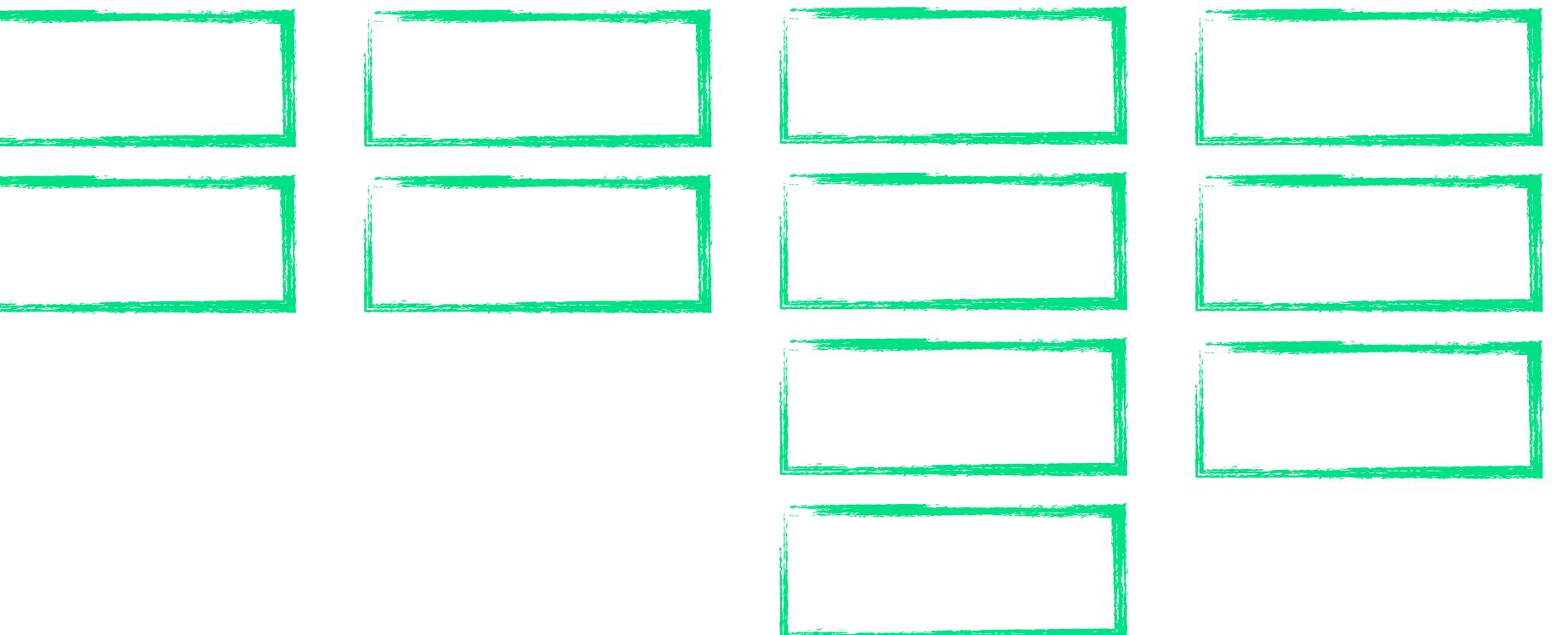
## Epic

the high level activities a user will accomplish using the product



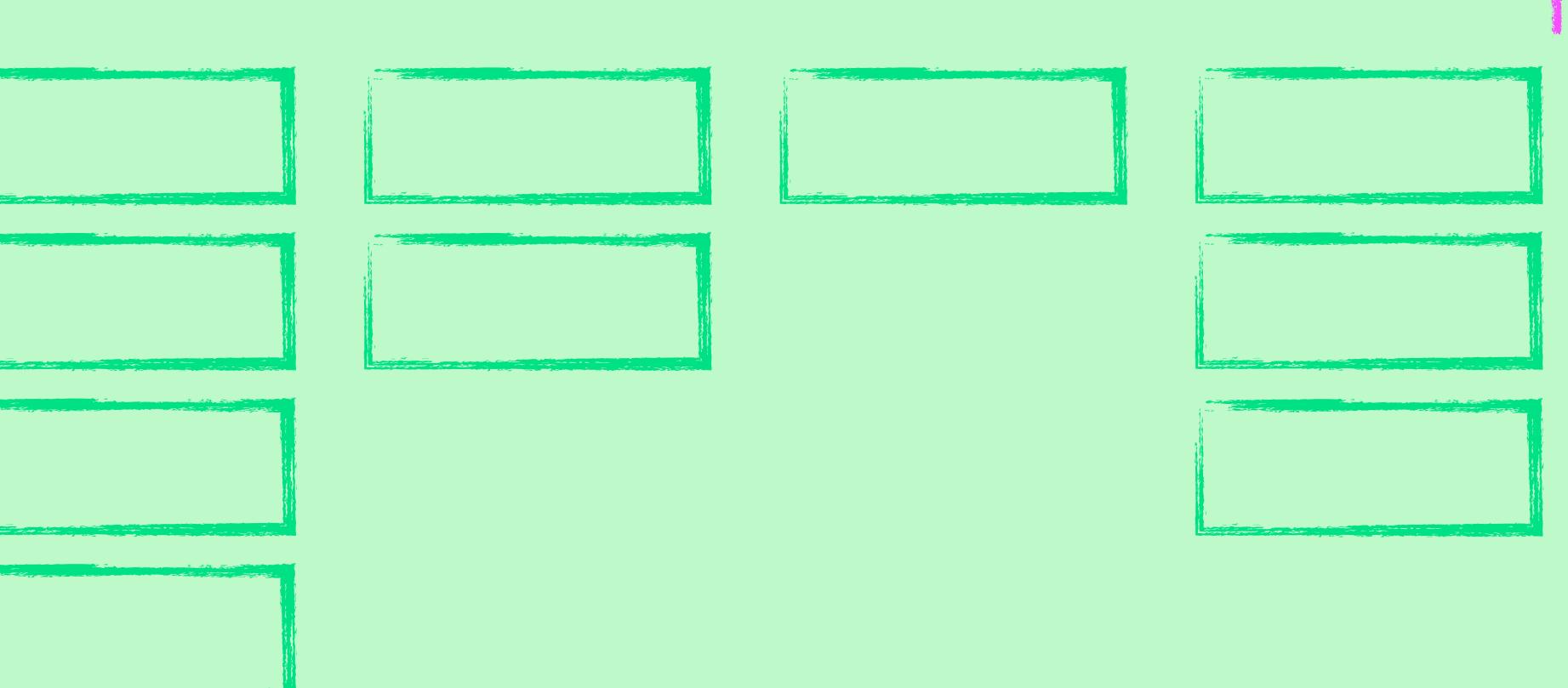
## Story

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:**

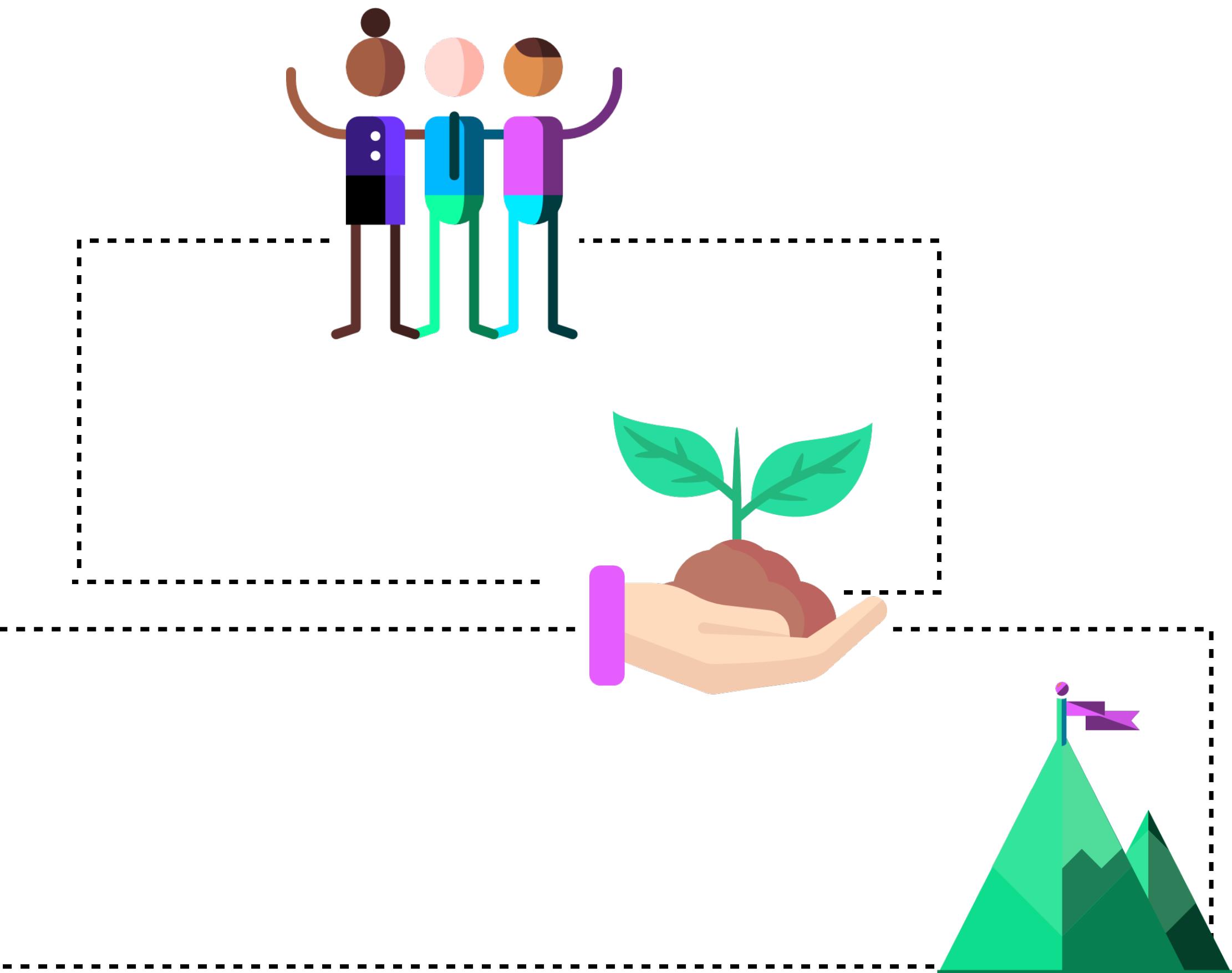
- alignment on who their customers are
- A clear picture of problems their customers face
- A backbone for the customers' flow through the product
- An ordered Story Map, ideally scheduled by version or sprint

# 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



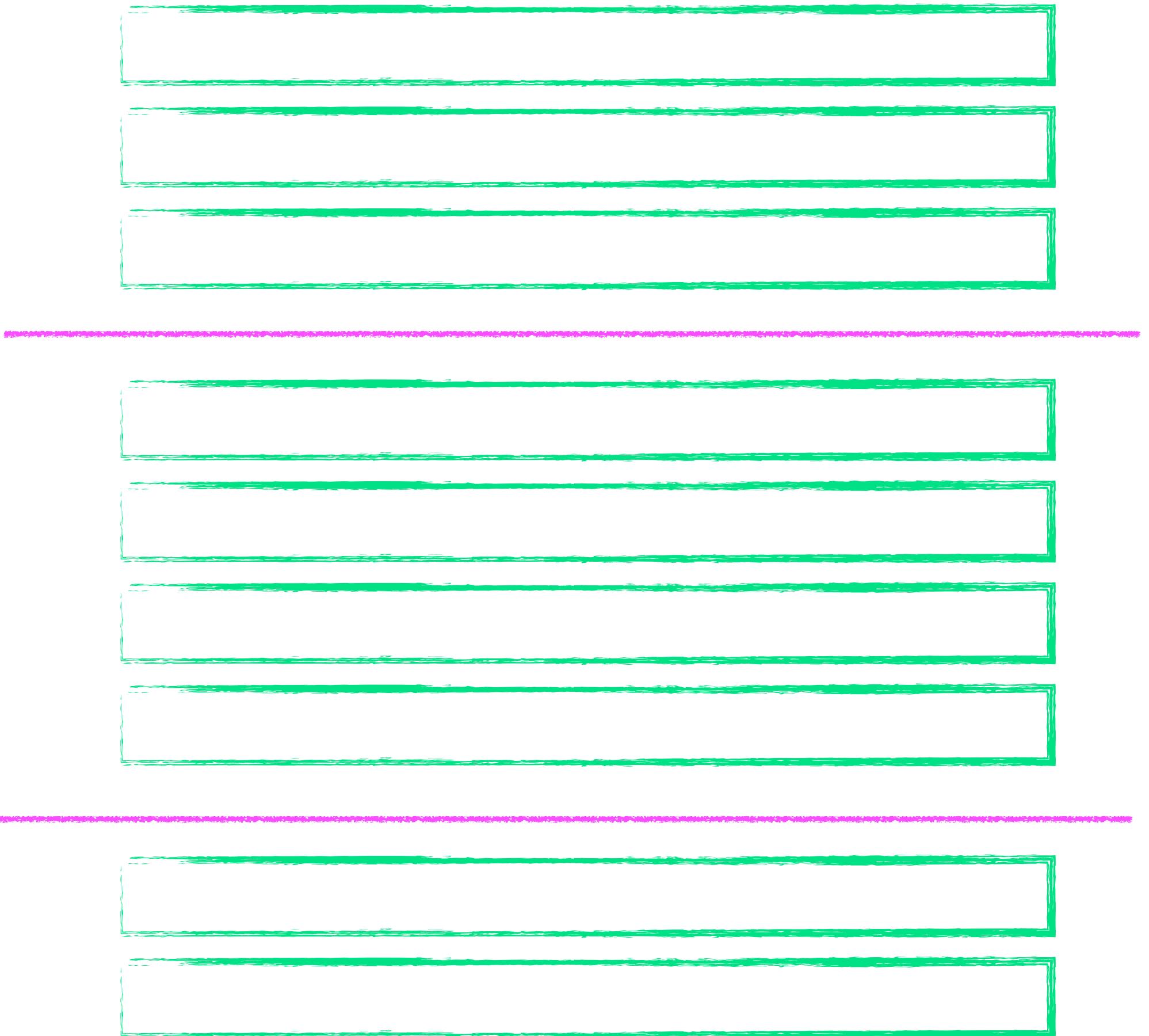
THE DIFFERENCE BETWEEN

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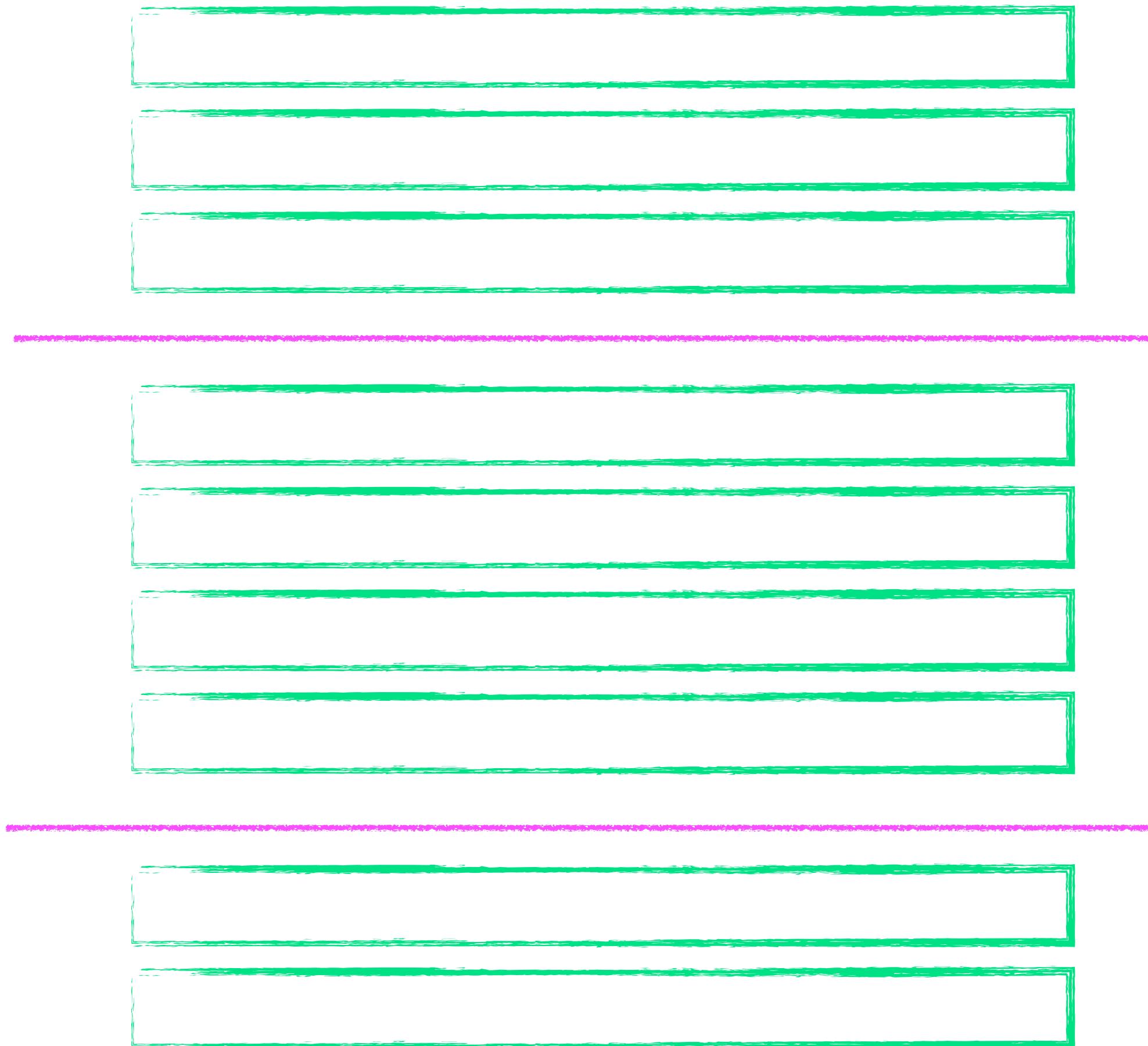
**Flat Backlog**

**vs.**

**User Story Map**



# flat backlog



# story map

# example: flat user story backlog

Car Infotainment System / CIS board

## Backlog

Quick filters ▾ Assignee ▾

VERSIONS EPICS

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

33 2 0 Plan sprint ▾ ...

Story	Priority	Labels	Story ID	Estimate
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

CIS board  
Story Map by Easy Agile

+ Create Epic Quick filters Sprint swimlanes ... ? Backlog

Navigation	Car Statistics	Phone Integration	Play Media	Fatigue Management	Handsfree Control	Rearview Camera
CIS-1	CIS-4	CIS-3	CIS-2	CIS-6	CIS-5	CIS-7

Sprint 1

The 'Young Professional' Driver / Install maps so that I can navigate to places easier CIS-8	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 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	The 'Family' Driver / Accept and Decline calls by voice command CIS-20	The 'Family' Driver / Inst Camera for Reverse Parking assistance CIS-14
The 'Young Professional' Driver / Integrate local traffic data to better estimate travel times CIS-10				The 'Young Professional' Driver / Android Auto Integration so that I can safely send and receive calls, texts and emails while driving CIS-42	The 'Young Professional' Driver / Text Back on Call Decline CIS-22	

Sprint 2

The 'Sunday' Driver / Showcase local landmarks if travelling outside of standard travel radius CIS-11	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	The 'Family' Driver / Microphone so that I can make phone calls safely while I'm driving CIS-19	The 'Family' Driver / Graphical User Interface for easier use of media while driving CIS-18	The 'Sunday' Driver / Safe Time Driving Display CIS-29	The 'Young Professional' Driver / Active Listening Microphone CIS-27	The 'Family' Driver / Distance Estimation for reverse parking assistance CIS-15
				The 'Sunday' Driver / Integrate local fatigue laws to ensure I am taking care of myself CIS-28	The 'Family' Driver / Music CIS-17	

24 2 0 ↗

29 0 0 ↗

Navigation

Car Statistics

Phone Integration

Play Media

Fatigue Management

Handsfree Control

Rearview Camera

The 'Young Professional' Driver / Install maps so that I can navigate to places easier

The 'Young Professional' Driver / Touch Screen to navigate easily

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

The 'Young Adult' Passenger / Allow Wifi Hotspot to support up to 5 devices

The 'Sunday' Driver / Enable 'Tourist Mode Assist' when travelling outside of standard travel radius

The 'Family' Driver / Accept and Decline calls by voice command

The 'Family' Driver / Inst Camera for Reverse Parking assistance

The 'Young Professional' Driver / Text Back on Call Decline

The 'Young Professional' Driver / Android Auto Integration so that I can safely send and receive calls, texts and emails while driving

The 'Sunday' Driver / Showcase local landmarks if travelling outside of standard travel radius

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The 'Sunday' Driver / Integrate local fatigue laws to ensure I am taking care of myself

The 'Family' Driver / Music

Navigation

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The 'Young Professional' Driver / Active Listening Microphone

The 'Family' Driver / Distance Estimation for reverse parking assistance

The 'Sunday' Driver / Integrate local fatigue laws to ensure I am taking care of myself

The 'Family' Driver / Music

# 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

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# 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

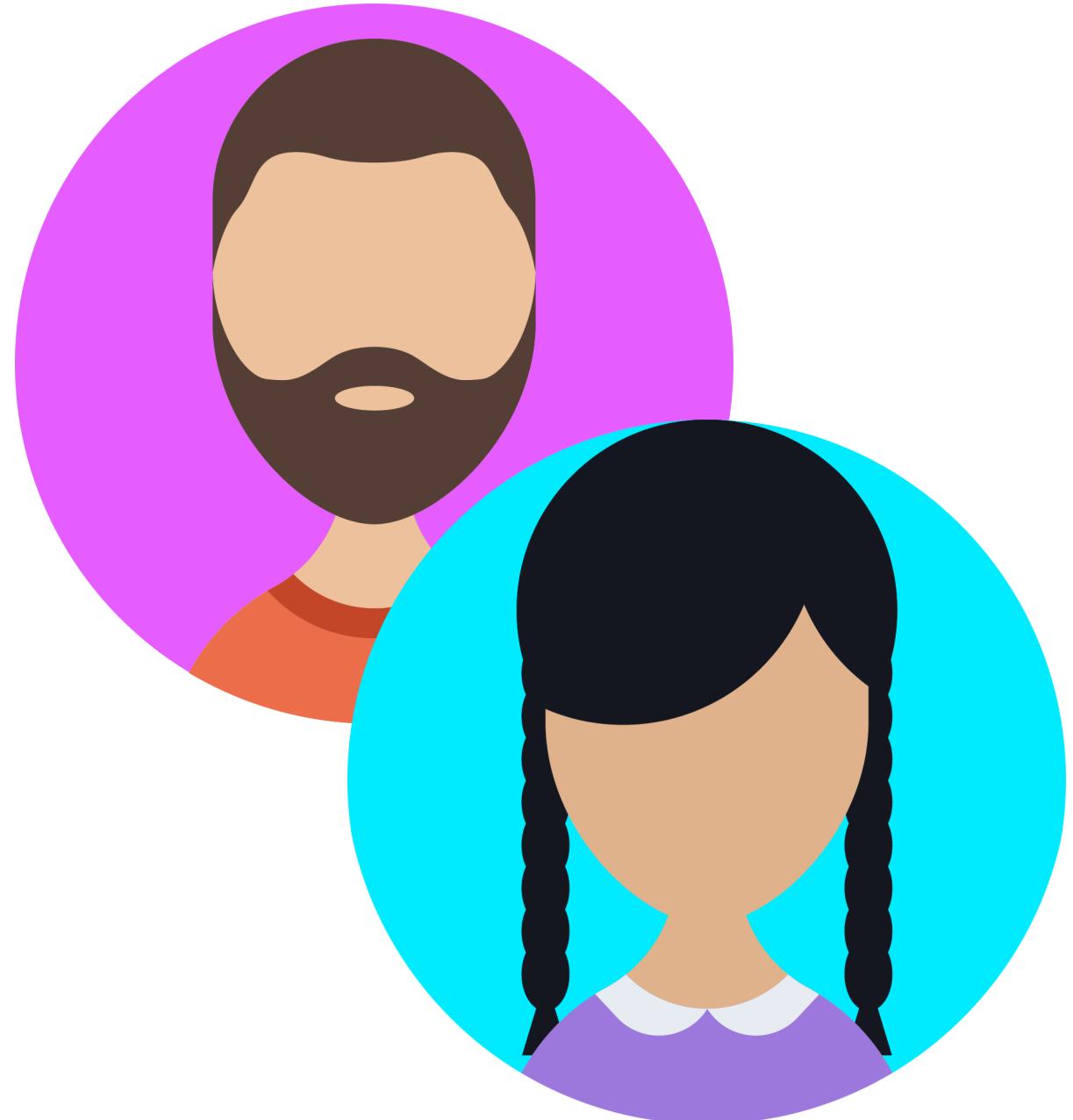
## What do they want?

- 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

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# 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.

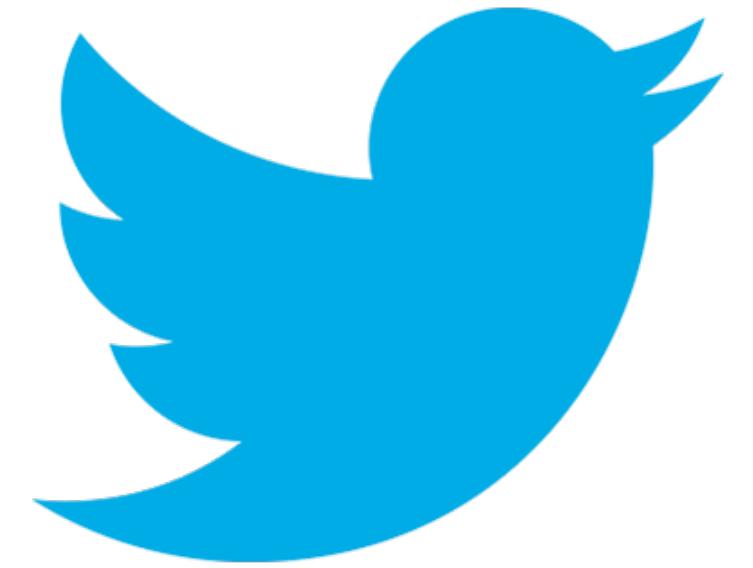
The "flat" product backlog didn't explain the customer's journey or what they were trying to achieve. It was just feature after feature. Clearly this wasn't the best way to represent the awesomeness that was *Rapid Board* to our customers and internal stakeholders.

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

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# Essentials of Agile User Story Mapping At Twitter



**John Walpole**  
Senior Staff TPM @ Twitter

# CASE STUDY

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# Essentials of Agile User Story Mapping at Twitter



JOHN WALPOLE | SENIOR STAFF TPM | TWITTER | @JWALPOLE



# Essentials of Agile User Story Mapping



JOHN WALPOLE | SENIOR STAFF TPM | TWITTER | @JWALPOLE