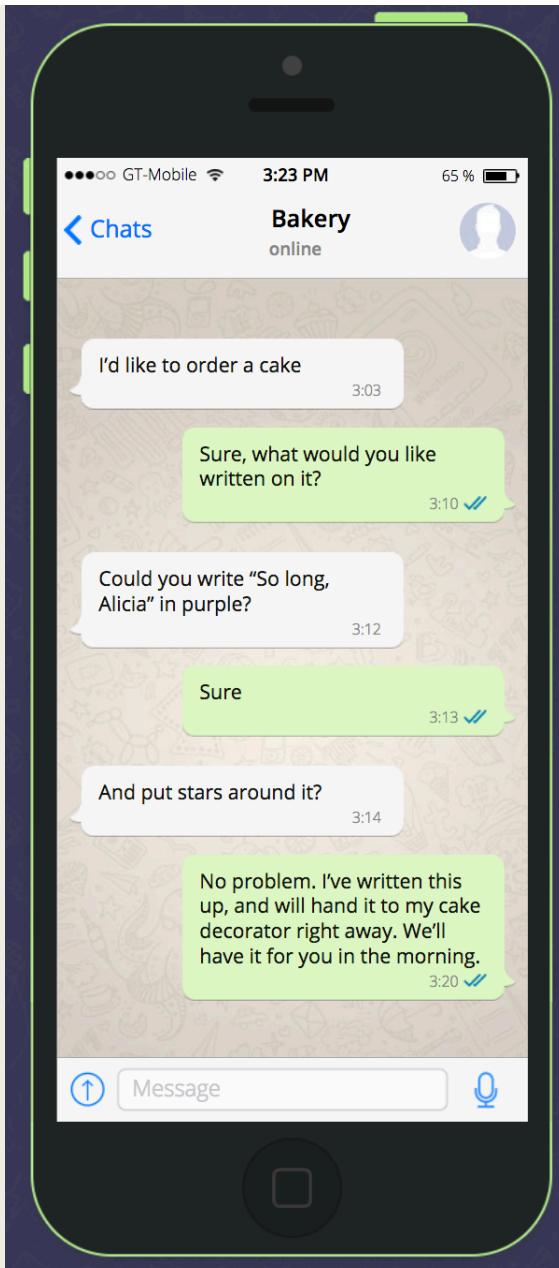
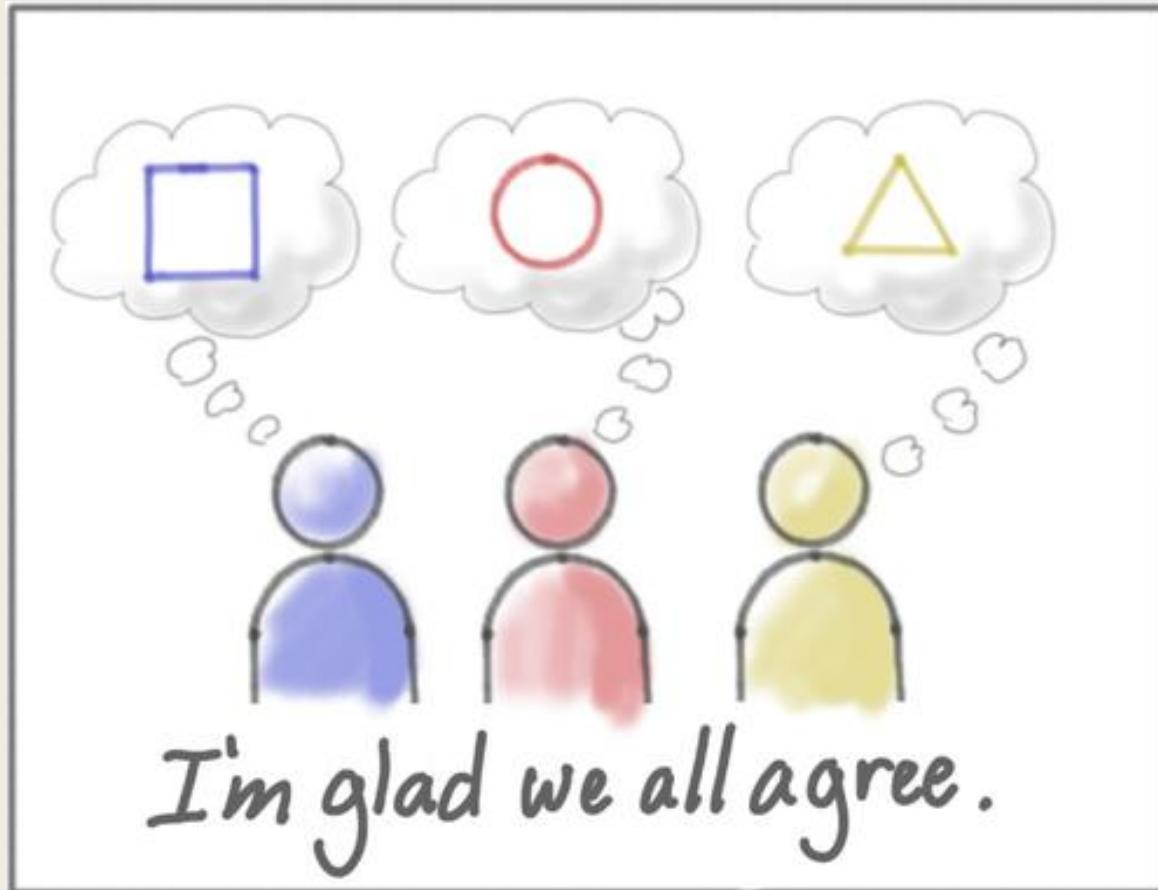
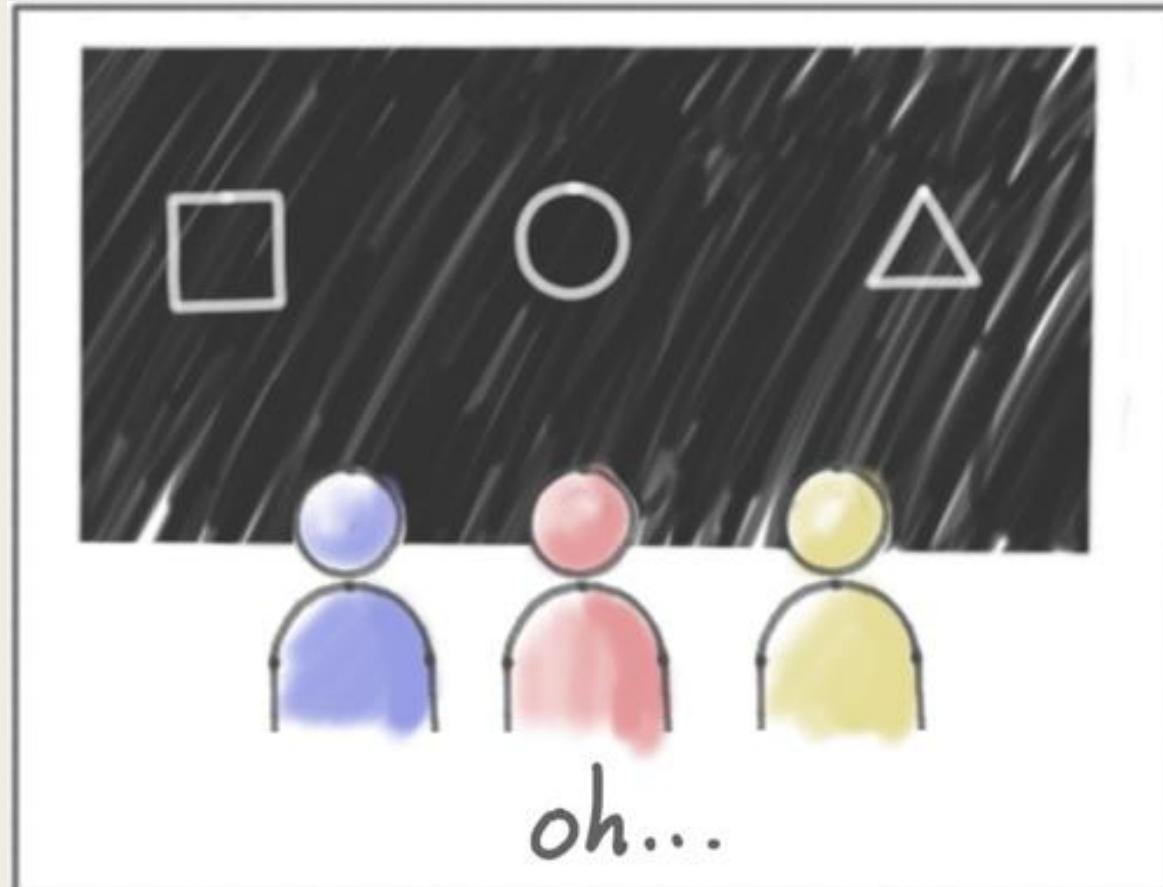


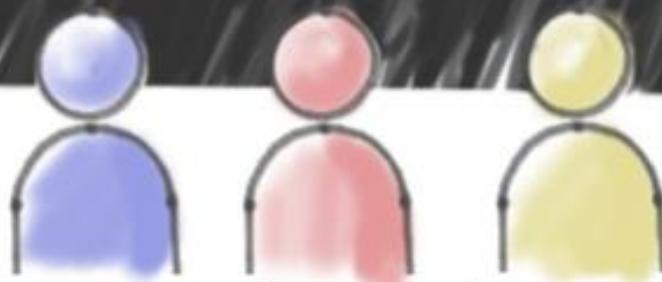
IT'S DEVELOPER'S  
(MIS)UNDERSTANDING,  
NOT EXPERT  
KNOWLEDGE THAT GETS  
RELEASED IN  
PRODUCTION



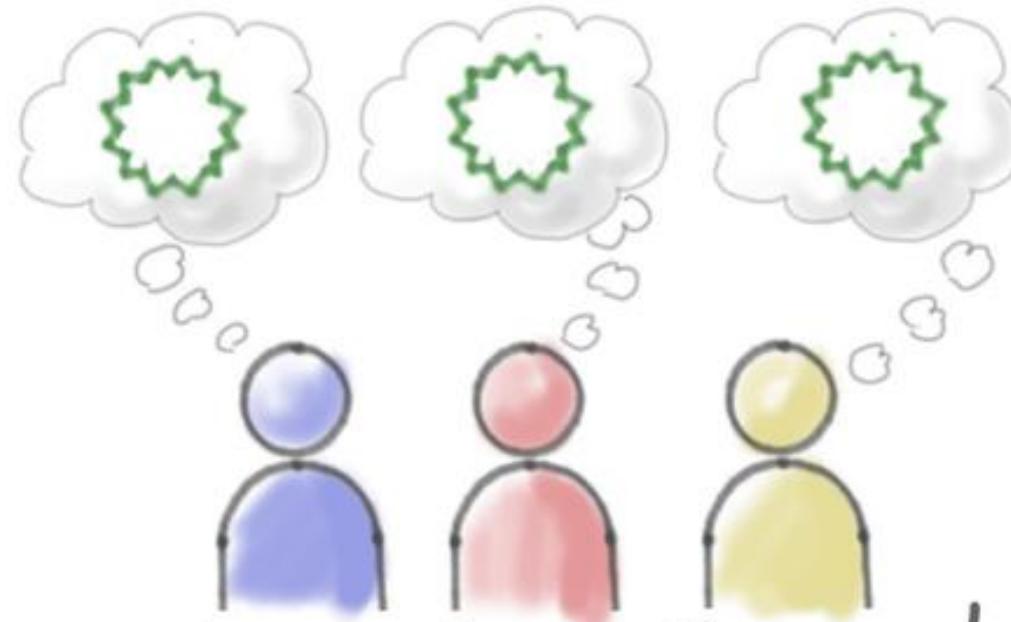








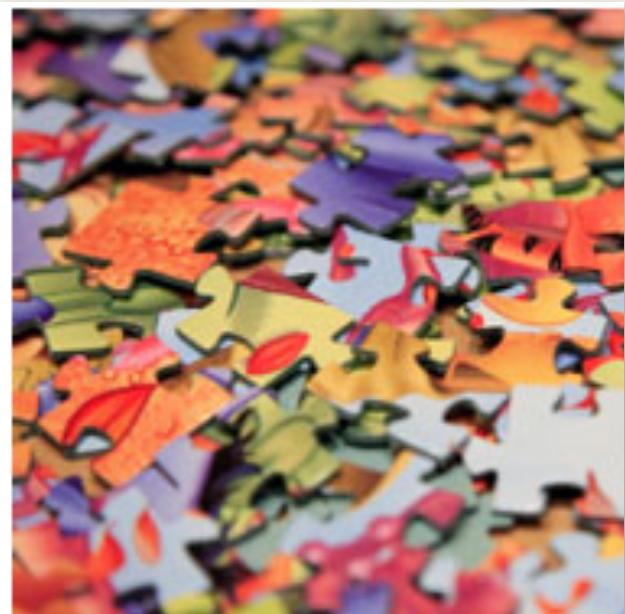
ah ha!



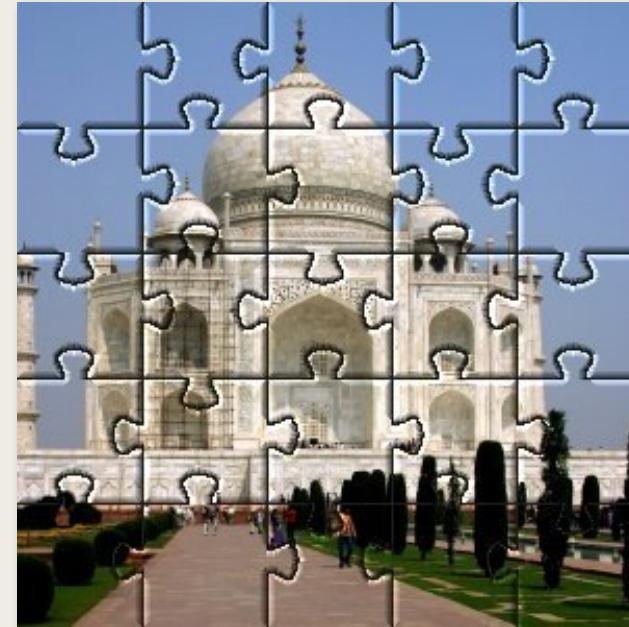
I'm glad we all agree!

# USER STORY MAPPING

# Motivation



Backlogs are usually flat



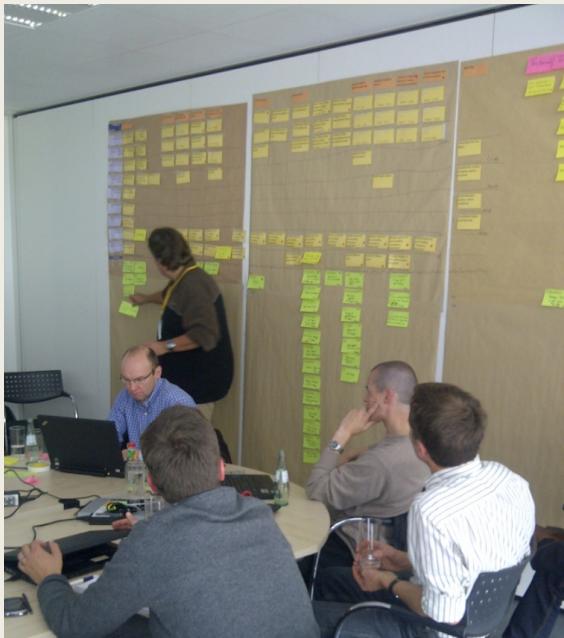
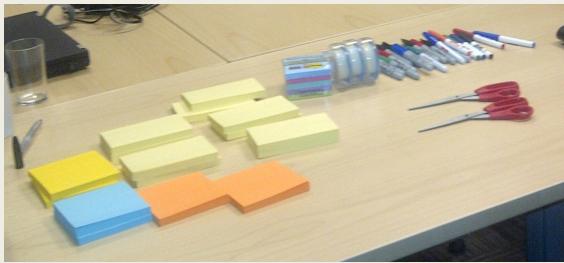
How do you get the big picture?

Source: Jeff Patton [www.AgileProductDesign.com](http://www.AgileProductDesign.com)

# Teilnehmer

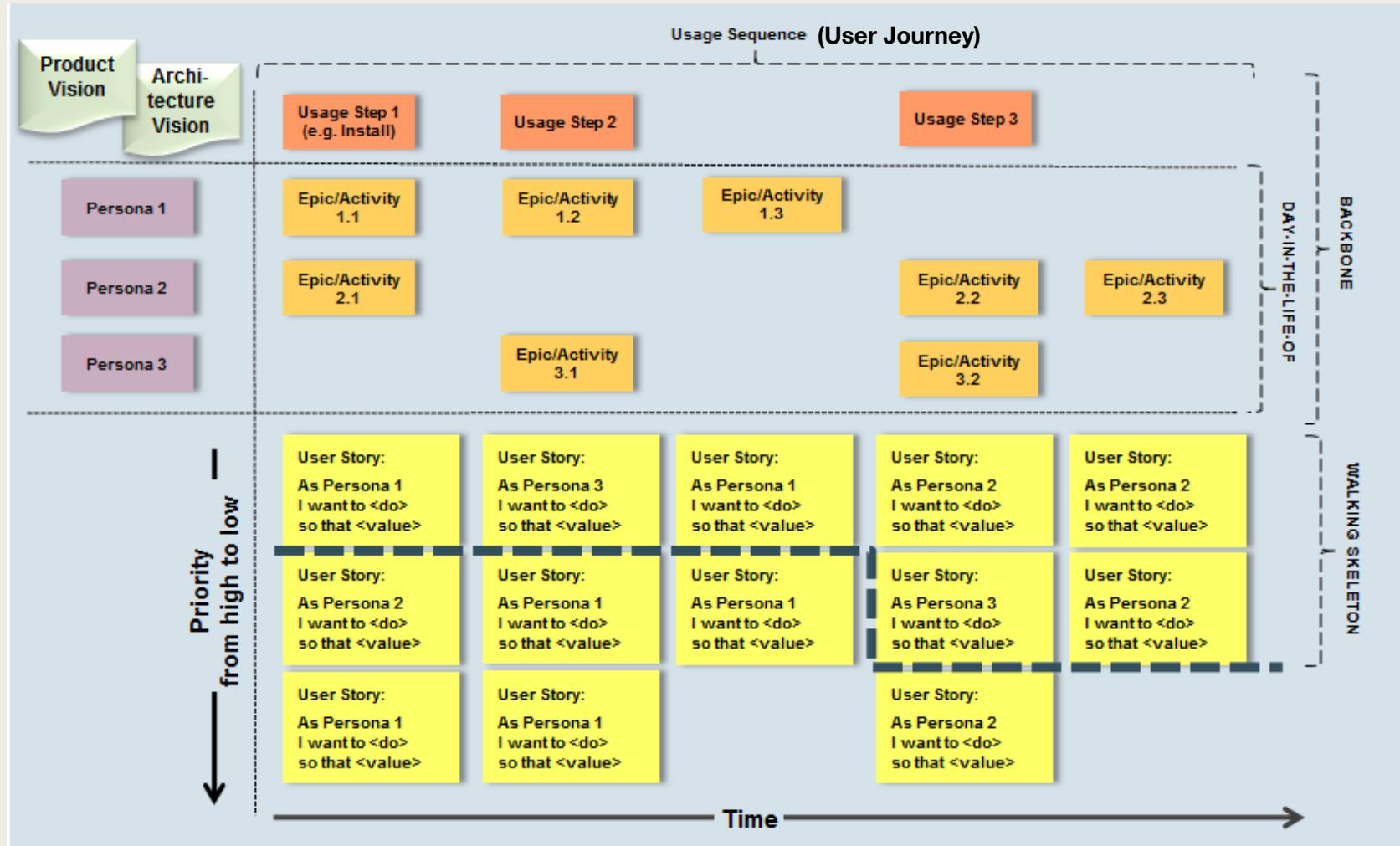
Das ganze Team sollte am User Story Mapping beteiligt werden  
Erweitern und Validieren der User Story Map mit Kunden, End-Benutzern und anderen Projektbeteiligten





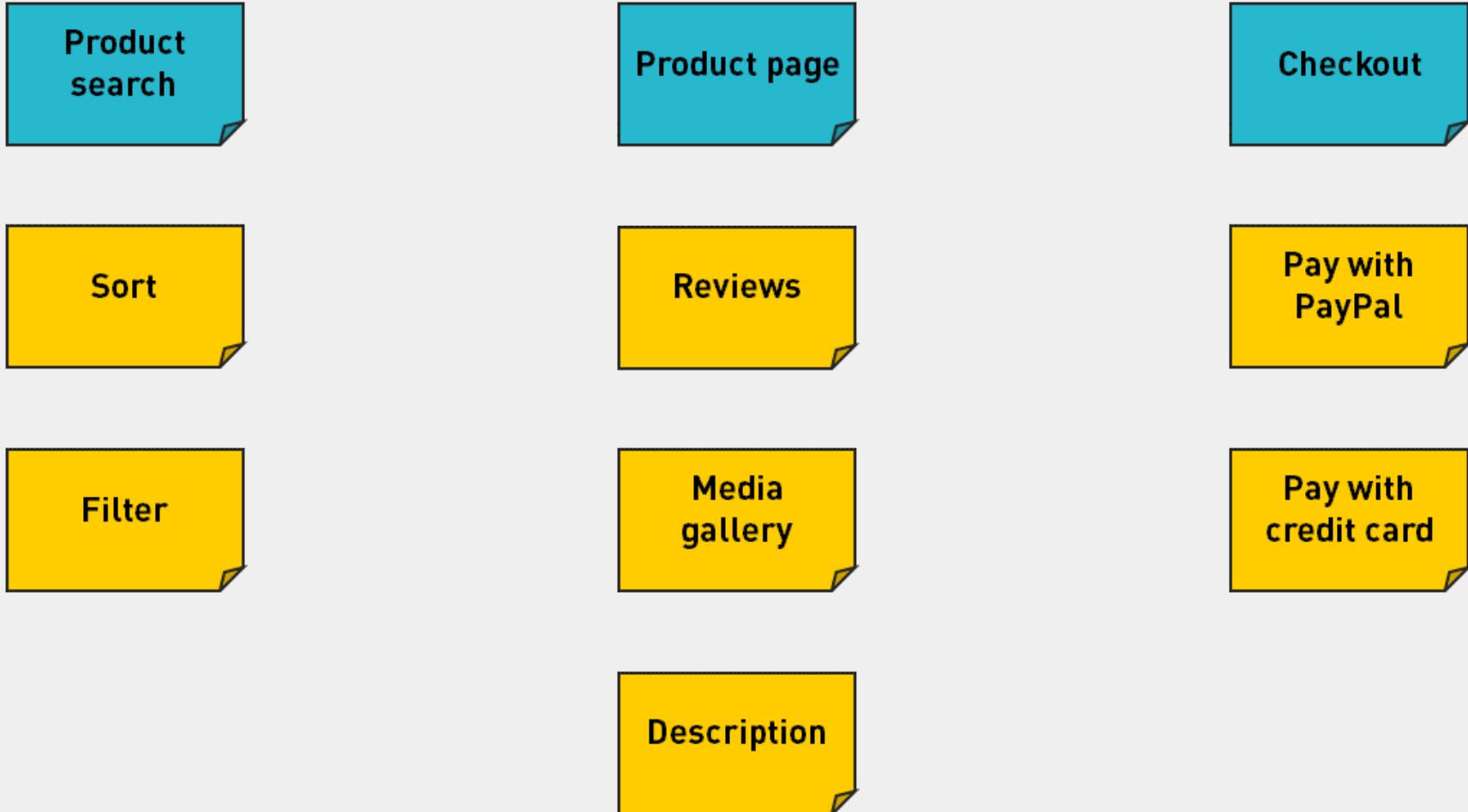
User Story Mapping in action: facilitated workshop

# Wie sieht eine User Story Map aus?



# User Story Mapping - Beispiel Web Shop

<https://manifesto.co.uk/user-story-mapping/>



<https://manifesto.co.uk/user-story-mapping/>

Product search

Product page

Checkout

User journey



Filter by category

Sort by price

Filter by colour

Sort by rating

Filter by style

Description

Purchase options

Media gallery

Read reviews

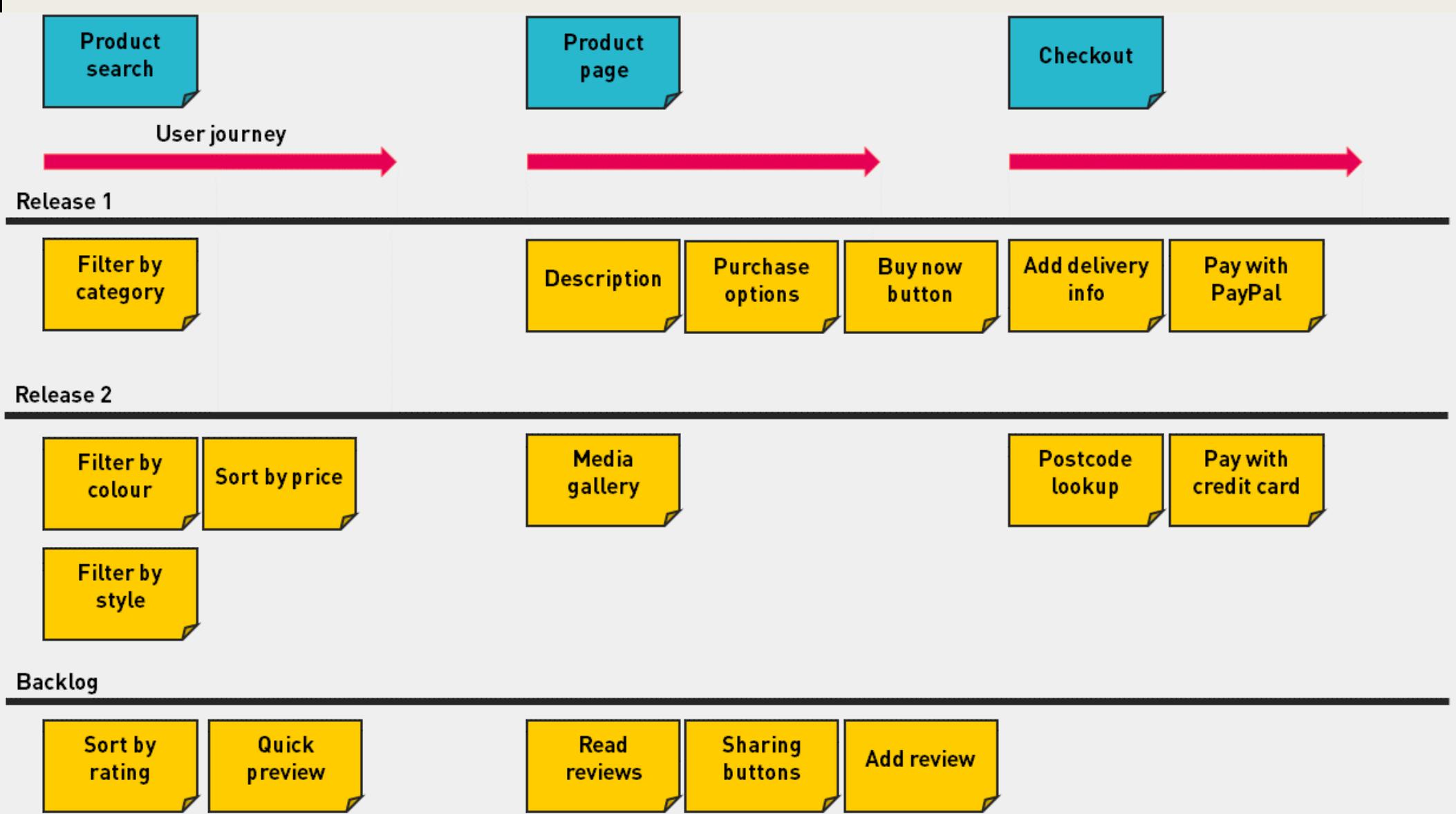
Sharing buttons

Add delivery info

Pay with PayPal

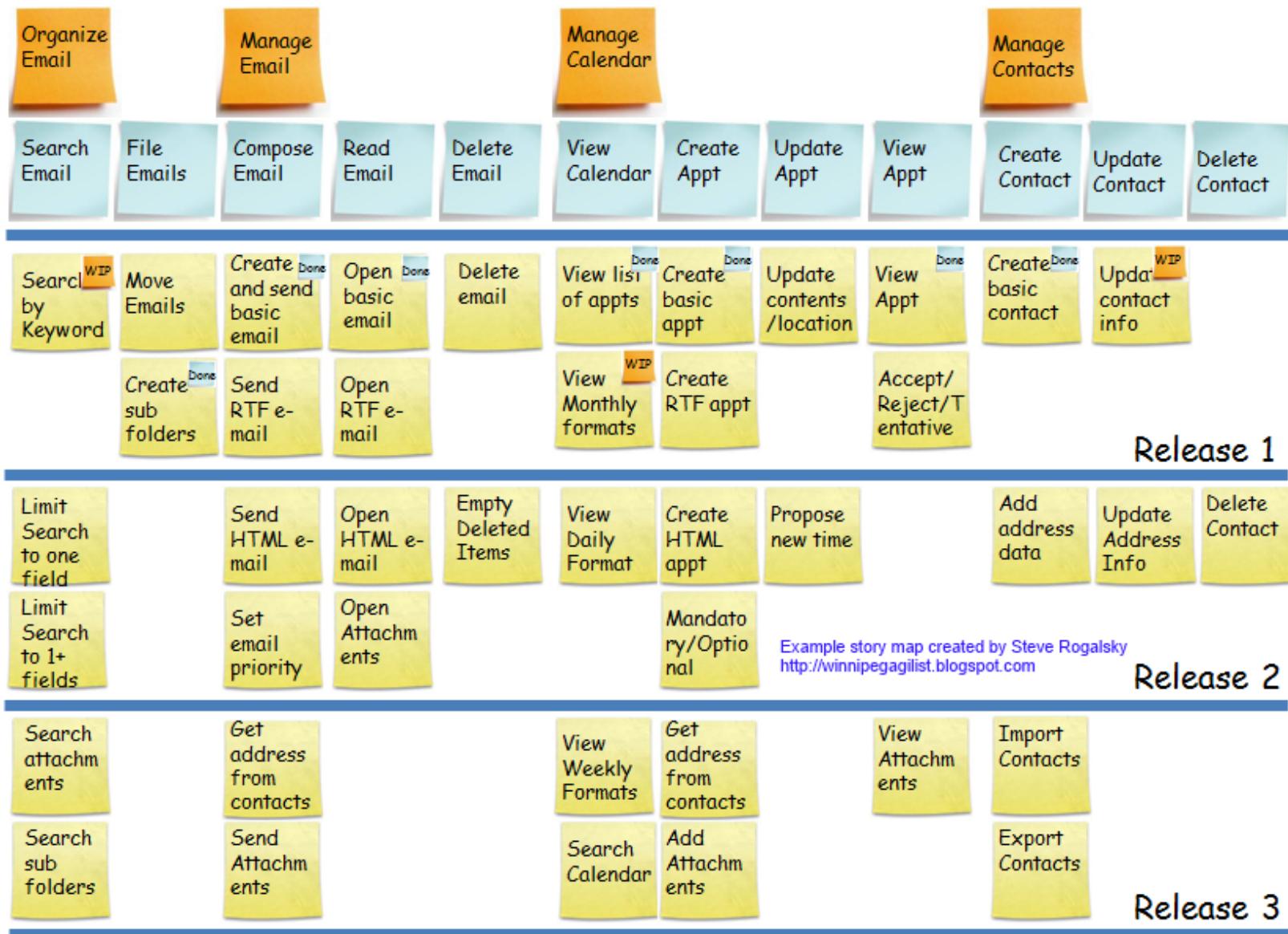
Postcode lookup

Pay with credit card

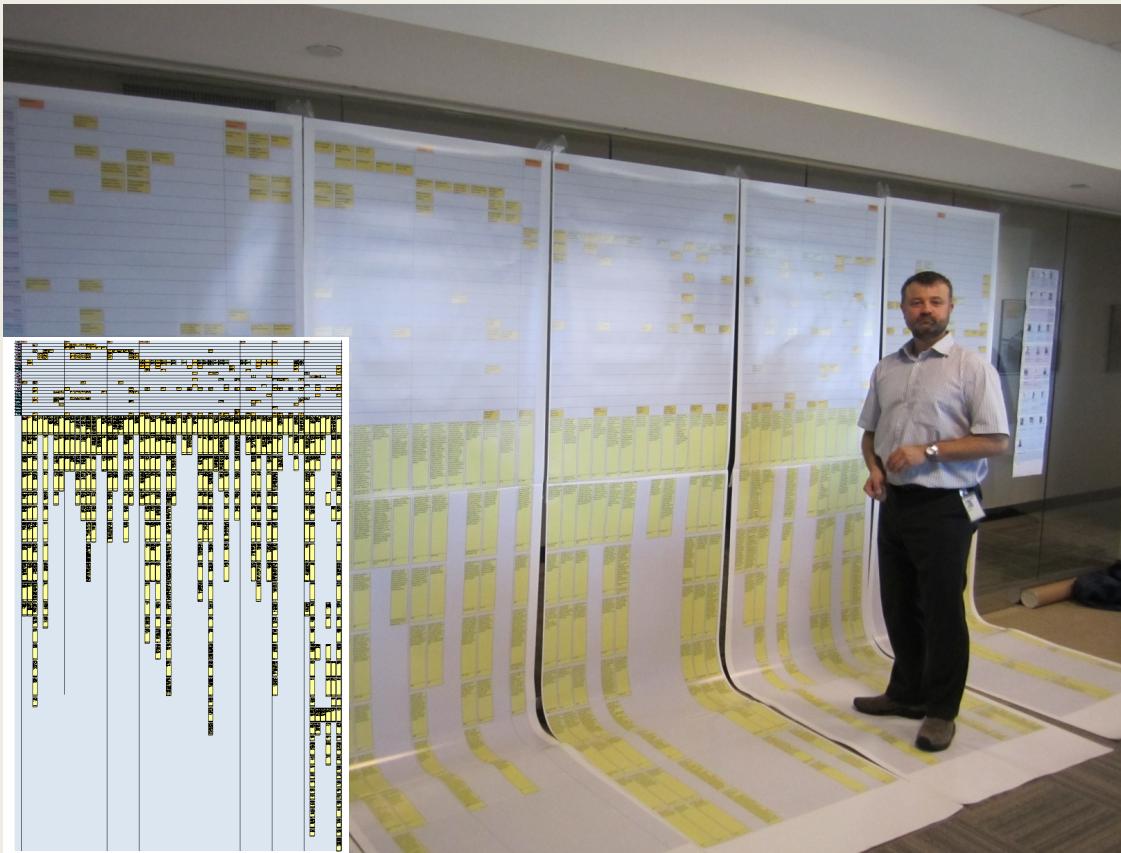


# User Story Mapping - Beispiel eMail

<http://winnipegagilist.blogspot.de/2012/03/how-to-create-user-story-map.html>



# User Story Map – Beispiel SAP Transportation Management



# Starting Point: Product Vision

- *Describes in crisp words the common goal for the product / release*
- *Is collaboratively agreed in cross-functional product team*
- *Serves as a reference and a common base for future discussions*
- *Is usually the abstract of an Investment Opportunity with a focus on product content*
- *Is backed up by a short product vision document providing more details, as needed*

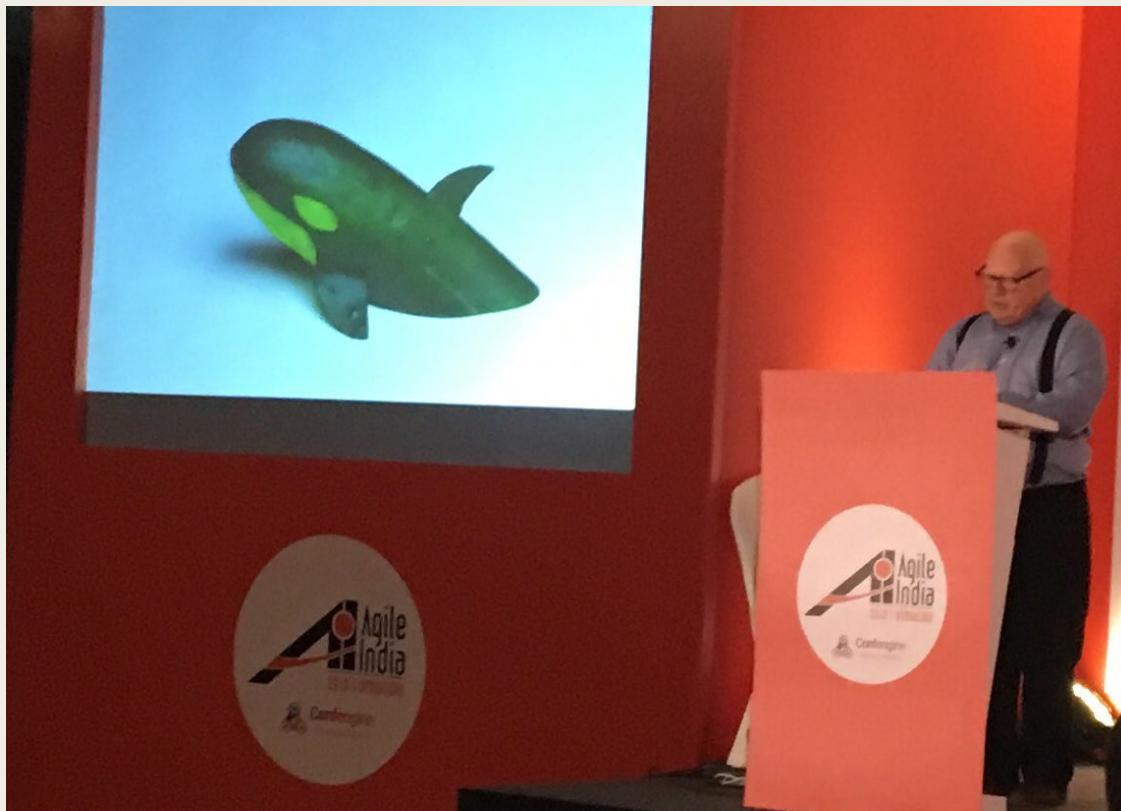
# Usage Dimension

- **Leading question:**
  - *How will the customer work with your product?*
- **What you need to do:**
  - *Identify the usage sequence for the product from a customer's perspective*

## **Purpose:**

- *Ensure end-to-end coverage of the process, create a basis for more fine grained user stories*

# Personas



- Persona ist ein Prototyp für eine Gruppe von Nutzern
- mit konkreten Eigenschaften
- einem konkreten Nutzungsverhalten

**Alan Cooper – AgileIndia2018**

Cooper, Alan: The Inmates are Running the Asylum. Why High-Tech Product Drive Us Crazy and How to Restore the Sanity. SAMS (1999)

# Personas (Beispiele) – SAP Transportation Management

Name	<b>Carl Weber</b>		
Picture			
Role	<b>Customer ordering via Web</b>		
Skills	Varies from little to enormous software know-how  Could be John Doe		
Goals	Easy, efficient and fast order entry Guidance for order entry		
Pain	Difficulty to understand system responses		
Points	Slow response time Error-prone system		
Name	<b>Edi Sender</b>		
Picture			
Role	<b>Customer ordering via EDI</b>		
Skills	She is used to work with computers		
Goals	Smooth EDI process As little errors as possible for post processing		
Pain	Translation of EDI messages between industry standards		
Points	No sufficient overview on his assets		
Name	<b>Steve Puller</b>		
Picture			
Role	<b>Dispatcher</b>		
Skills	Power user level very used to work with software		
Goals	Enable efficient operations		
Pain			
Points			

# User Dimension

- **Leading questions:**
  - *Which types of users will work with your product?*
  - *Which aspects of these personas are relevant for creating your product?*
- **What you need to do:**
  - *Do research, e.g. user interviews, and derive the personas*
- **Purpose:**
  - *With personas in mind it is easier to design for real users – personas facilitate empathy*

# Building the Backbone

- **Leading question:**
  - *What are the activities of each persona along the usage sequence of the product?*
- **What you need to do:**
  - *Describe all the activities performed by one persona that make up that persona's "day-in-the-life-of"*
  - *Focus on how they'll be using your product in the long run, not just the first delivery*
- **Purpose:**
  - *Build the backbone of your user story map and thus a guiding structure for your product backlog*

# Building the backlog: user stories

- **Collect user stories:** As <persona> I want to <need> so that <value>
  - Ensure the right granularity
- **Assess user stories**
  - Business value
  - Technical risk
  - Effort
- **Prioritize user stories**
  - Sufficient business value with feasible amount of effort and acceptable risk level
- **Draw the release line** – you get a “Walking Skeleton”
  - Ensure consistency – step back

- As **Danny Driver**, I want to **block** badly behaved **passengers** so **they** are never shown me again.
- As **Paula Passenger**, I want to **link** the credit card to my **profile** so that I can pay for a ride faster, easier and without cash.
- As **Danny Driver**, I want to **add** photos of my car in my **profile** so that I can attract more users.
- As **Paula Passenger**, I want **several available drivers** to be **displayed** so that I can choose the most suitable option for me.  
<https://stormotion.io/blog/how-to-write-a-good-user-story-with-examples-templates/>

# Prioritizing the backlog

- **Leading question:**
  - *Which user stories should be included into the next release / sprint?*
- **What you need to do:**
- Prioritize & estimate the user stories. You can use various methods:
  - Voting: In scope / Out of scope
  - Planning poker
  - T-shirt size estimation: S, M, L, XL
- **Purpose:**
  - *Define the viable scope / minimum marketable features*

# Gruppenarbeit

Erstellt im Team (6-7 Teilnehmer je Gruppe) eine User Story Map

**Thema:**  
**Online-**  
**Reservierungssystem für**  
**Kino-Tickets**

