

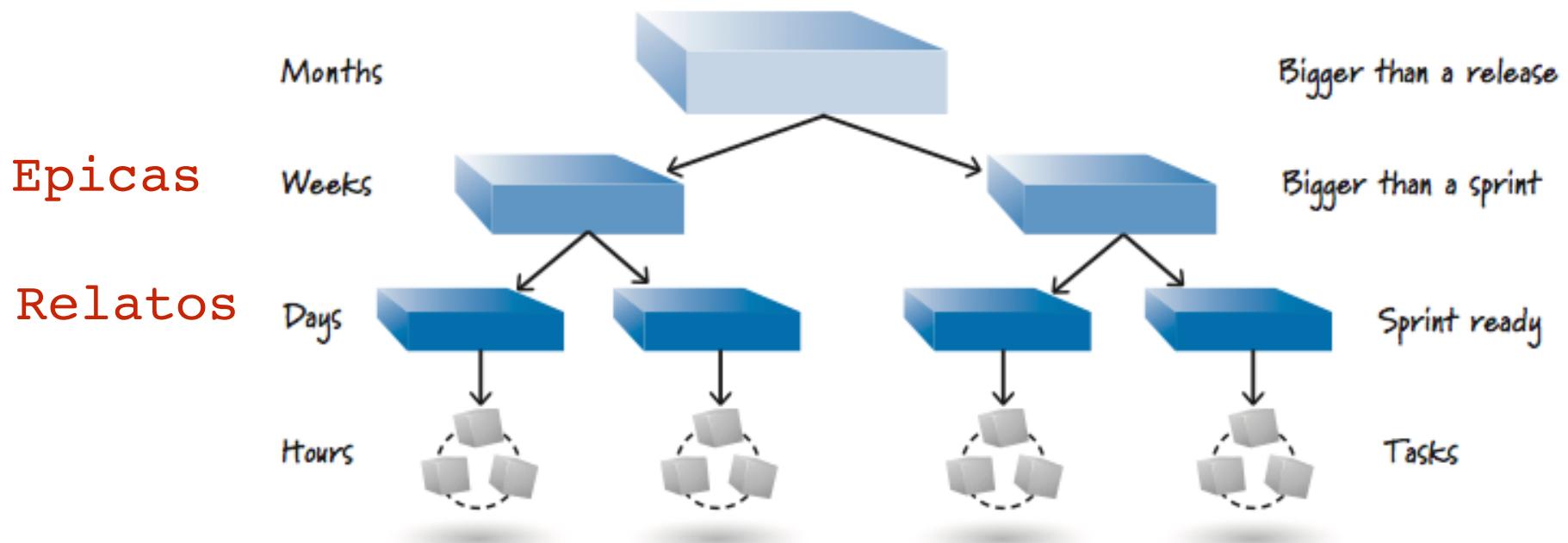
Epicas, Temas y Relatos

- La idea es ver los relatos de usuario en un contexto mayor que una sola pequeña parte
- Layout en una pared, o en un tablero
- Agrupar en *épicas* y *temas*
- Imaginar al producto como si existiese y describir una historia completa
 - comprar un ticket de avión a San Francisco
 - tomar mis cursos del semestre 2'2016 (Banner)
- Las tareas necesarias para llevar a cabo ese relato se ponen de izquierda a derecha y de arriba a abajo en tarjetas

Epicas vs Temas

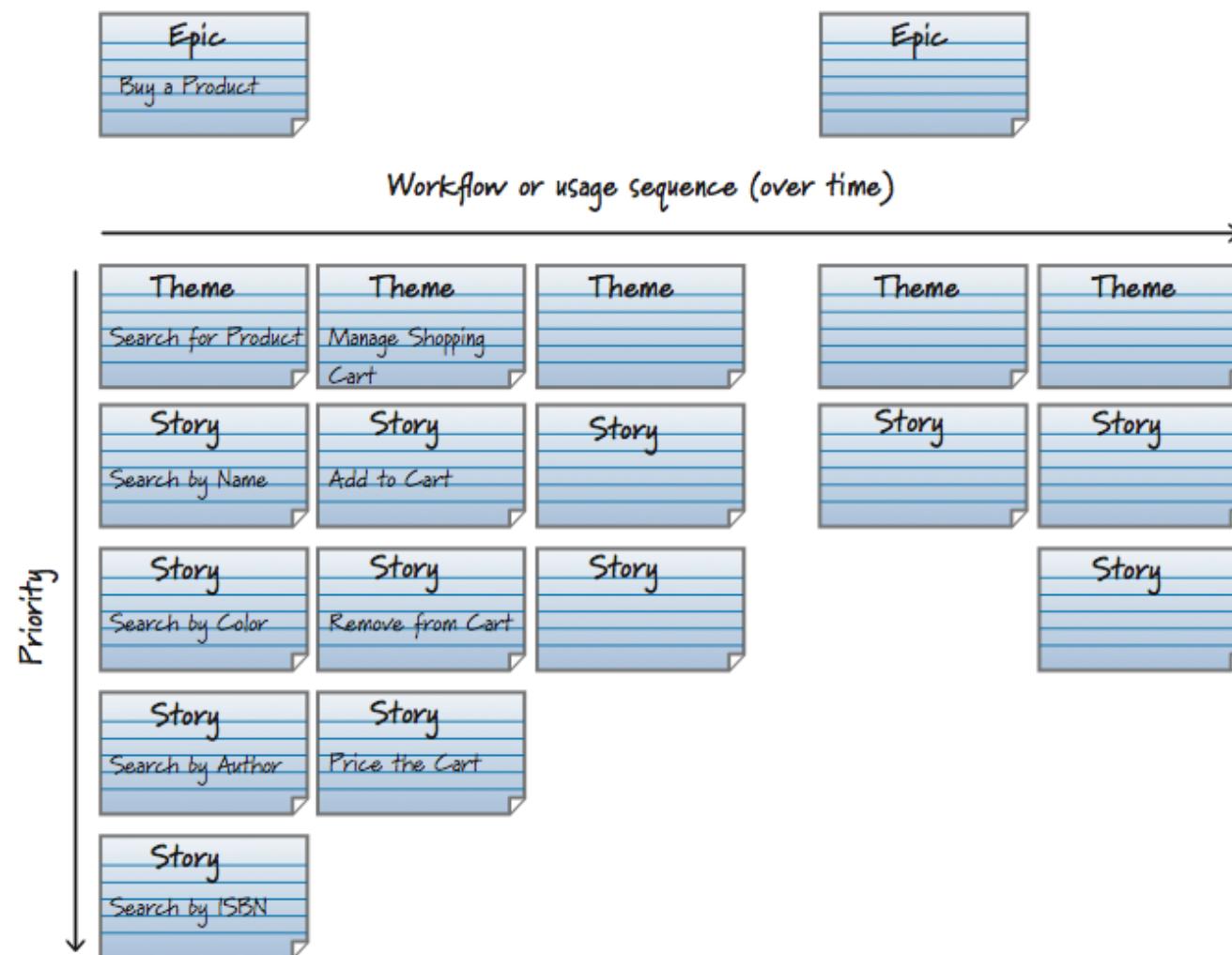
- Una épica corresponde a un objetivo mayor que requiere ser separado en varios relatos que deben hacerse en secuencia
- Por lo general los relatos que son parte de una épica no tienen mucho valor en sí mismos
- Un tema puede ser cualquier agrupación de relatos (variaciones de un mismo objetivo, etc)
- Los relatos de un tema tienen valor en forma independiente

Una épica corresponde a un relato demasiado grande

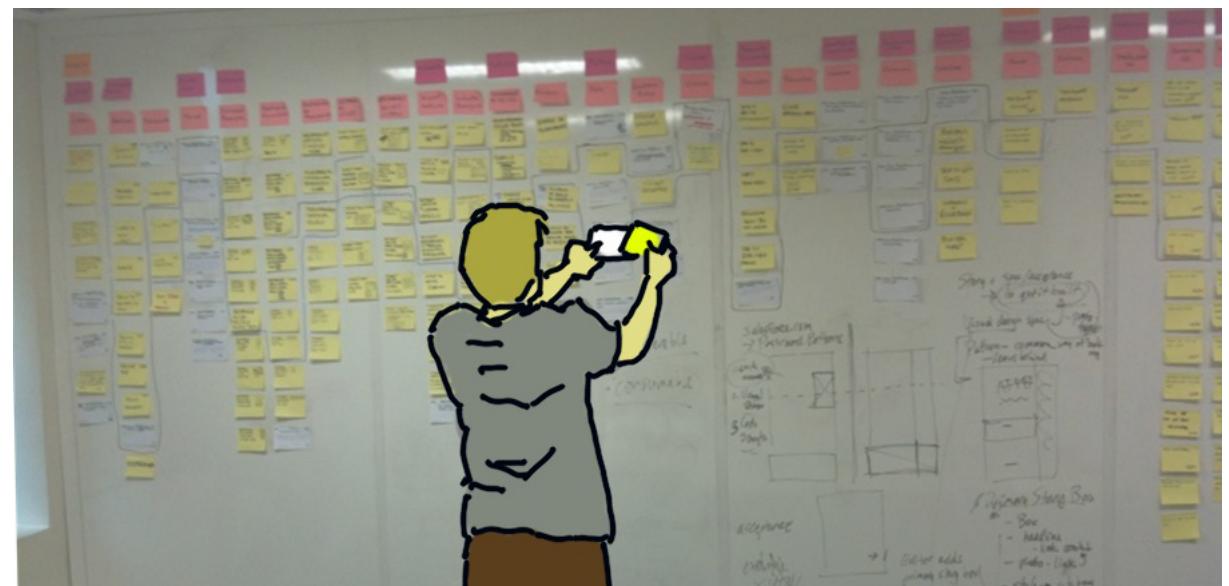
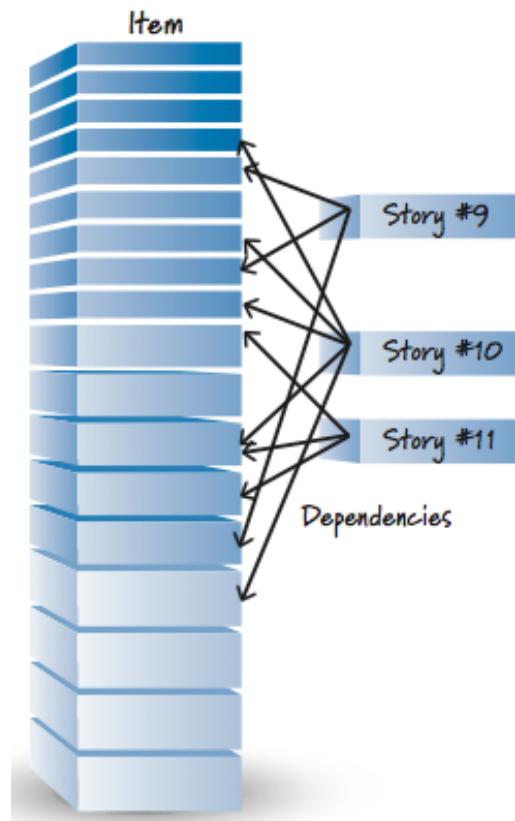


Story Mapping

- Una épica es un relato mayor compuestos de muchos relatos pequeños
- Relatos pequeños pueden agruparse en temas



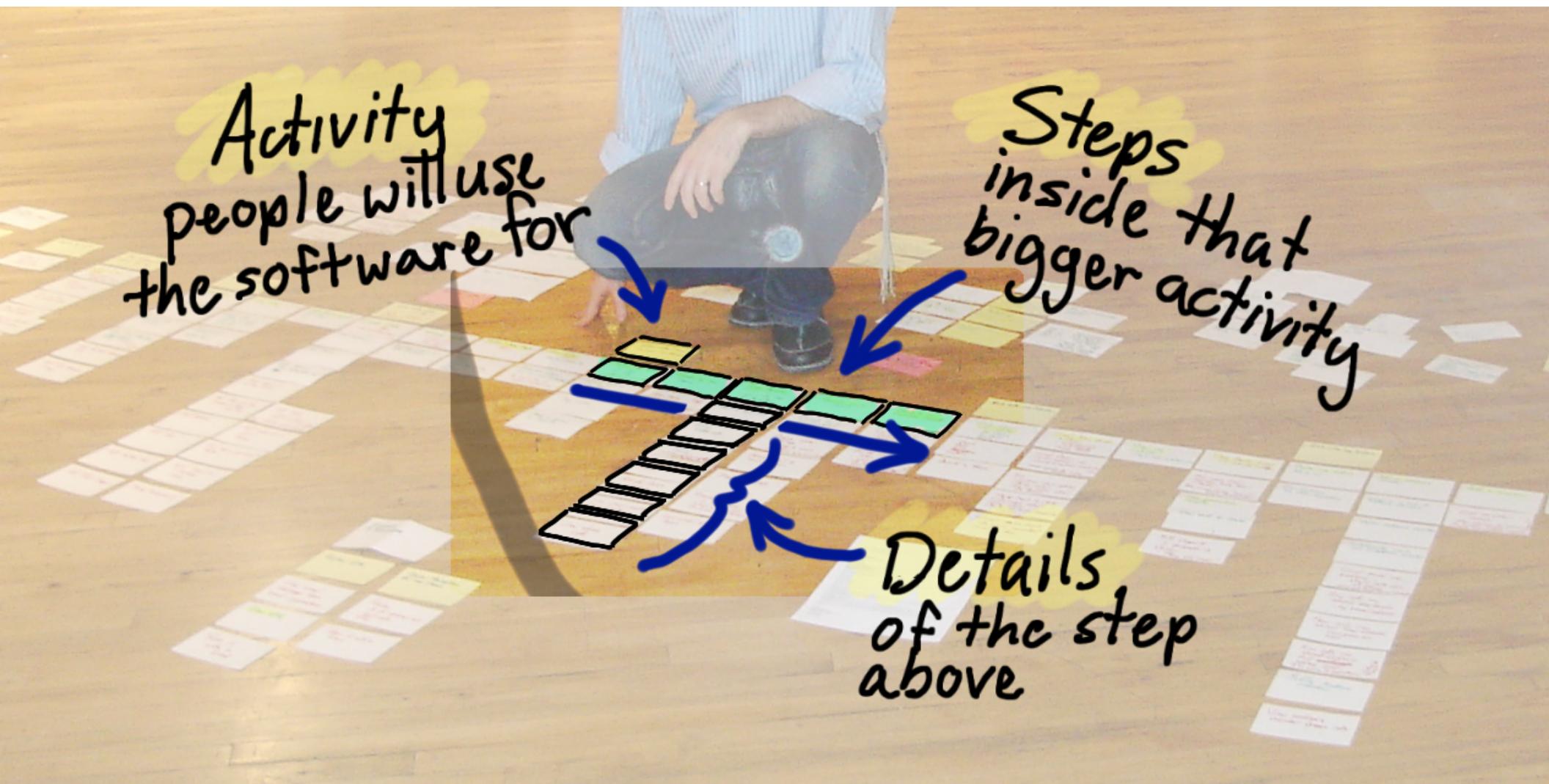
Visualización concreta de lo que hay que hacer



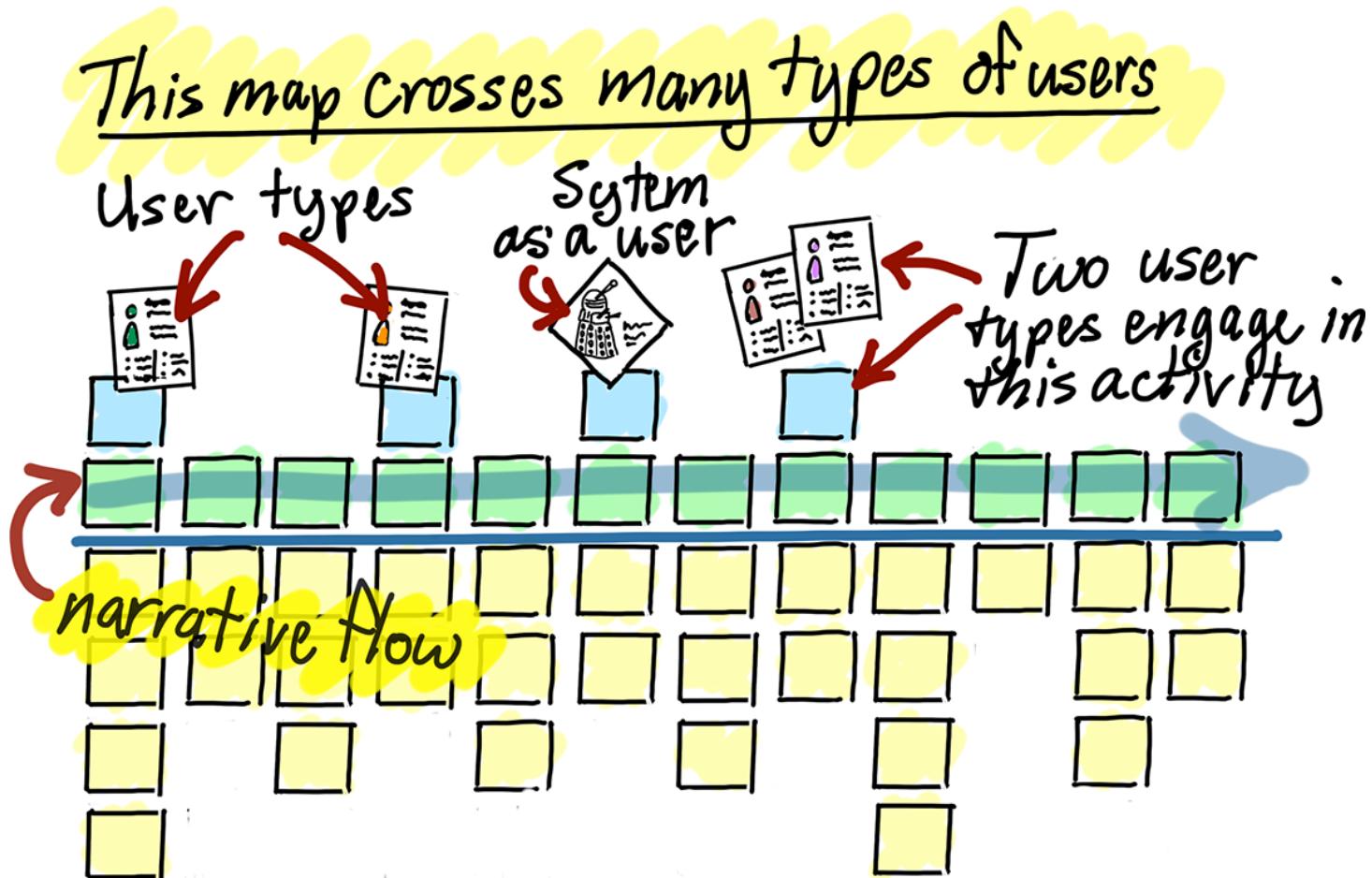
No importa mucho el término, al final siempre son relatos (stories)



Actividades, tareas, detalle



Una épica puede involucrar varios roles



Film Finder Product Design Challenge



Our company builds custom mobile consumer applications.

Our customers are major corporations like insurance companies and airlines. They're trying to extend their presence to the rapidly growing mobile space, and don't have in-house competence to create apps themselves. That's why they need us.

But, we're seen as just another custom app shop. We often compete on price with off-shore shops. Customers often give us their prescriptive requirements. But in fact what makes us different is our strong product design and technical competence.

We can help our customers do great things. They just don't know it. Telling them that doesn't work, because everyone else says that to. We want to show them.

Our big idea is to create a small simple but innovative consumer application that really shows the market what we're capable of. We believe that'll help get the word out about our company and help us get more work and of the type we want.

One word: Movies!

As theaters discontinue publishing movie times and ads using traditional newspapers, more and more consumers use other means to research moves, find theaters and times, and book tickets.

As more content is available to stream online from a variety of sources, more and more people choose to stay home and stream to the big screen in their own living room.

We want a successful app in the movie space.

Target Outcomes

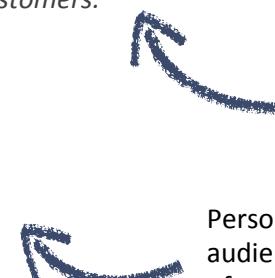


Our new application is seen as a favorite among apps for mobile devices.

Our company is seen as an innovative design AND development shop. We're highly sought after by our customers.

Target Audience

Will Wired Movie Watcher 	Marianne Married With Children 	Benjamin Bored Business Traveler 	Henry & Helen Hiding at Home
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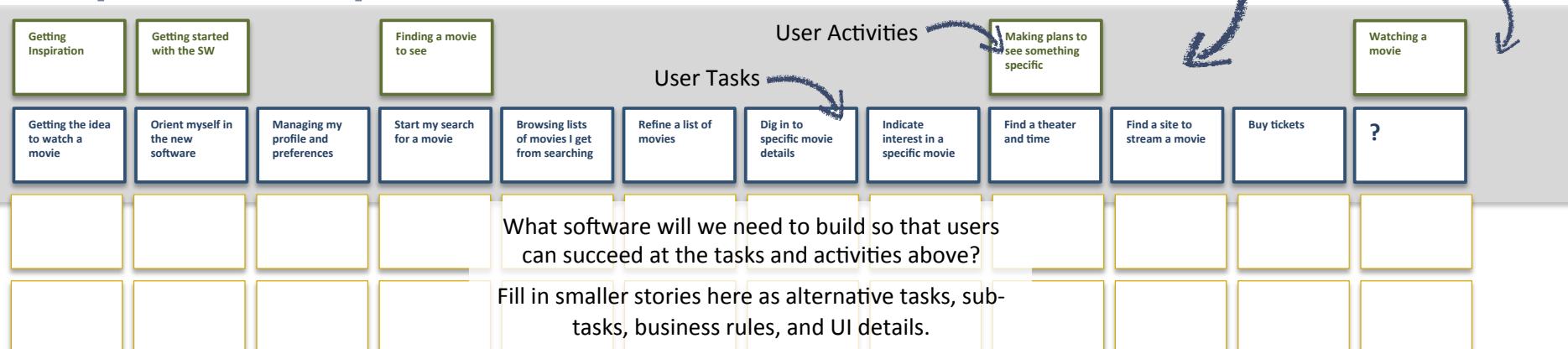
Product outcomes say why we're building the product and where value comes from for us, the builders

Personas segment our audience and give examples of specific target users

The story map organizes the product backlog to describe product use for all the users

The Backbone of the map are big stories that add structure

Simple User Experience as a Story Map



Will Wired Movie Watcher



Will uses FilmFinder to plan weekend meetups with his college buddies

About Will:

- Spends hours online daily using Twitter, Facebook, & various news sites he follows
- Movies are a social thing – a chance to meet friends
- Does the planning and coordination for groups of friends
- Loves the new big blockbusters and will see them over and over again

Will values:

- Social networking features
- Planning features to coordinate groups
- Reserving tickets early for big new films

Marianne Married with children



Marianne uses FilmFinder to plan family outings or an evening out with her husband

About Marianne:

- Light computer user just starting to use Facebook to reconnect with old friends and share pictures with family
- Loves her new iPad
- Struggles to find movies that are appropriate for her 6 and 8 year old that won't bore her and her husband to tears
- Hates how expensive movie nights are – tickets + popcorn & drinks for everyone

Marianne values:

- Good browser and iPad support without using too many new mobile idioms
- Ratings for parents that say more about what's in the movie that earns it a PG or PG-13 rating
- Discount coupons for multiple ticket and snack purchases

Benjamin Bored Business Traveler



Benjamin uses FilmFinder to see a quick movie during the evening in whatever city he's traveling in

About Benjamin:

- Always carrying his smart phone to stay in touch with clients
- Travels to different cities every month – always in unfamiliar surroundings
- Decides at the last minute to catch an evening movie on his own if he has time
- Likes to see guy-films his wife would hate when he's out on the road

Benjamin values:

- Maps to theaters showing what's close by my current location
- Reminders saying "the new violent action thriller is starting in 45 minutes close by you"
- Saying what he likes and doesn't so the app can predict ideal guy-films for him

Henry & Helen Hiding at home



Henry & Helen use FilmFinder to see what's available to stream

About Henry & Helen:

- Busy professional work schedules and two middle school age kids make evenings out tough
- Subscribe to NetFlix & Hulu Prime so they can watch what they want when they have time
- Would love to see the new movies when they come out, but can't find time in their schedules
- Like to re-watch the old classics

Henry & Helen value:

- Seeing what services a film can be streamed on
- Connecting FilmFinder to our streaming accounts like NetFlix or Hulu & allow direct add to list and playing
- Notifying me when a new movie is available to stream
- Suggestions of movies to stream (including old classics) based on other movies we've streamed

4, activity

Making plans to see something specific

4.1, task

Finding theater and time

4.2, task

Finding a site to stream a movie

4.4, task

Buying tickets

4.1.1, sub-task, detail

See specific show times for a movie

4.2.1, sub-task, detail

See a list of online sources to stream a movie - like Netflix or Hulu

4.4.1, sub-task, detail

Connect to theater's site to buy tickets

4.1.2, sub-task, detail

See theaters where a movie is showing

4.2.2, sub-task, detail

Add to a queue in an outside service - like Netflix, Hulu, Amazon...

4.4.2, sub-task, detail

Buy tickets online using credit cards a, or paypal

Ejemplo

- Epica : Realizar una transferencia bancaria
 - autenticarse como cliente del banco
 - especificar el destino de la transferencia
 - especificar la cuenta de origen
 - realizar la transferencia propiamente tal

Posibles temas

- Especificar el destino
 - ingresar datos de nuevo receptor
 - indicar datos de un receptor ya usado antes
 - ingresar mensaje asociado
- Realizar transferencia
 - ingresar pinpass
 - ingresar coordenadas

Ejercicio

- Visualizar un sistema que sirva de ayuda a los alumnos de ingeniería para navegar a través de las múltiples opciones: majors, minors, títulos, postgrados
- Escribir épicas
- Generar relatos de usuario para dos de estas épicas
 - incluir criterios de prueba en el relato