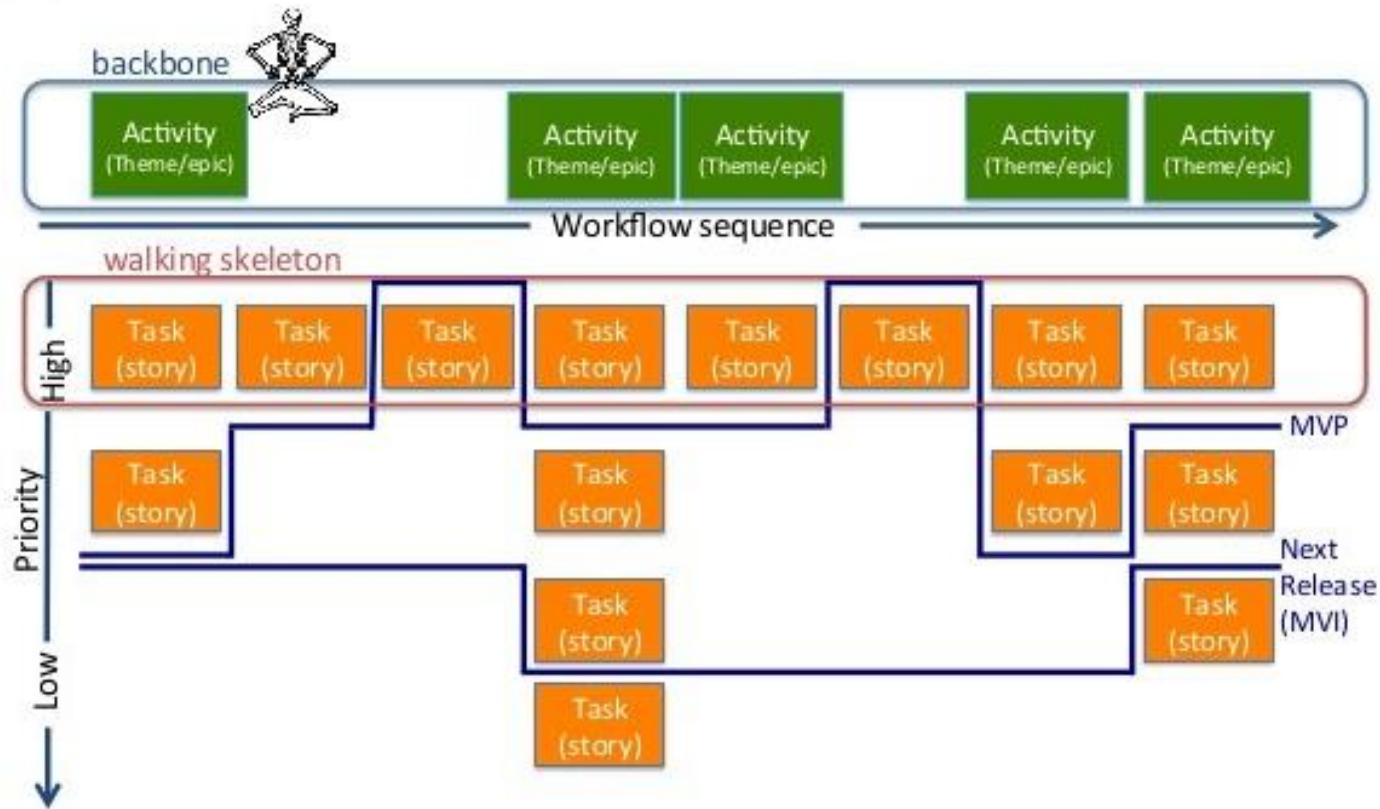# Story Mapping

REQUIREMENT ENGINEERING | Engenharia de Requisitos

2023/24

Story Mapping

Anatomy of a User Story Map

Story Mapping Framework

* MVP- Minimum viable product
  MVI - Minimum viable increment

Image credits: https://www.agile42.com/en/

Story Mapping - Steps

- **Frame**

  - Create short feature brief (like problem you are solving)

- **Map the big picture**

  - Get the full journey, starting by the most critical **user** to the product success by identifying user activities (groups of **tasks** that work together to support a common **goal**)

Story Mapping - Steps

- **Explore**
  - Break down larger user tasks into subtasks and interface details
  - Think about the possibilities and what could go wrong
  - Look for variations
  - Go to the blue sky - Be creative on finding new things even if they are out of scope
  - Find exceptions
  - Consider other users

Story Mapping - Steps

- **Slice Out Viable Releases**
  - Slice the mapping into several product releases each one with incremental value
  - Define the target outcomes and impact for each release
  - Define success metrics for each release
  - Slicing will allow to learn fast and avoid risk

Story Mapping - Steps

- **Slice Out a Development Stategy**
  - Define the simplest functional version ("functional walking skeleton")
  - Validate performance and scalability
  - Align releases with stakeholders
  - Plan the work necessary to refine stories
  - Agree on acceptance criteria within the team
  - Plan development and testing
  - Build and verify parts of working software

Story Mapping

Pros

- Helps to quickly and efficiently define the MVP

- Centered on user experience

- Collaborative definition

Story Mapping

Cons

- It does not consider external product prioritization facts like business value and complexity

Story Mapping

Exercise

Story Mapping

We want to build an e-commerce website

Story Mapping

User journey

1. Search for an item
2. View product
3. View photo and details to better analyze product
4. Select the item for purchase
5. Enter payment info
6. Enter shipping address
7. Confirm order

Story Mapping

Mapping user journey into activities/tasks:

1. Find product [Search for item]

2. Product details [View product + View photo]

3. Shopping cart [Select item for purchase]

4. Checkout [Payment info + Shipping info + Confirmation]

Story Mapping

Build an e-commerce website

Find product				Product details				Shopping cart	Checkout
Open listing page	Pagination	Refine List	Sort list	Open detail page	Select Colour	Select Size	Add to shopping cart	List products	Select payment method	Introduce Shipping information	Confirm information

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Display item	Navigation between page	Refine by category	+	Show pictures	+	Select size	Add item to shopping cart	Remove item from shopping bag	Support MB	Introduce billing address	Display items
Display price	Go to last/first page	+		Show details	+	+	+	Display total amount		Introduce delivery address	Display basic details (colour size) and
+	+			Show colours				+		Introduce VAT data	Display shopping cart cost
				Show sizes						Display transportation cost	Display transportation Cost
				Show technical details						Introduce contact (email+phone)	+
				+							

Release 2 | 11

+	+	Refine by size	Sort by price	Display images on a carousel	Show product with different colours has the same product and allow user to change colour	+	remove item from shopping bag	Change quantity of item from shopping bag	Support for MBWay	Manage addresses	+
		Refine by colour	+	+	+		+	+		Select Shipping method	
		+								Change transportation cost according to shipping method selected	

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Show promotions	Select items viewed per page	search by free text	Sort by recommended	Display sizes matrix	+	+	Change quantity directly on shopping bad	Recomend products based on shopping bag	Support for credit card	+
Display available colours	+	Refine by price range	Sort by stock	Display stock left			+	Recomend products based on previous purchases	Support for paypal	
Display available sizes		Refine by promotions	Sort by discount	Display how many people are looking that product				Introduce promotional code	Su'pport for american express	
Show sold items				Display similar products				+		
Display image carousel				+						