

LA STORY DU STORY MAPPING



AGENDA



- ✓ Y voir plus clair : la vision



- ✓ Quelles sont les intentions : WHY ?



- ✓ La place du Story Mapping

- ✓ La technique et les outils



- ✓ Et après?



Vision



Without a vision



With a vision

Vision

The « elevator » statement

- **FOR** (target of the product)
- **WHO** (user's needs)
- **OUR PRODUCT IS** (product category)
- **THAT** (major benefit, key functionalities)






- **UNLIKE** (current practice, competition)
- **OUR PRODUCT** (major differentiator)



Vision

THE PRODUCT VISION BOARD

 romanpichler

 VISION What is your purpose for creating the product? Which positive change should it bring about?			
 TARGET GROUP Which market or market segment does the product address? Who are the target customers and users?	 NEEDS What problem does the product solve? Which benefit does it provide?	 PRODUCT What product is it? What makes it stand out? Is it feasible to develop the product?	 BUSINESS GOALS How is the product going to benefit the company? What are the business goals?

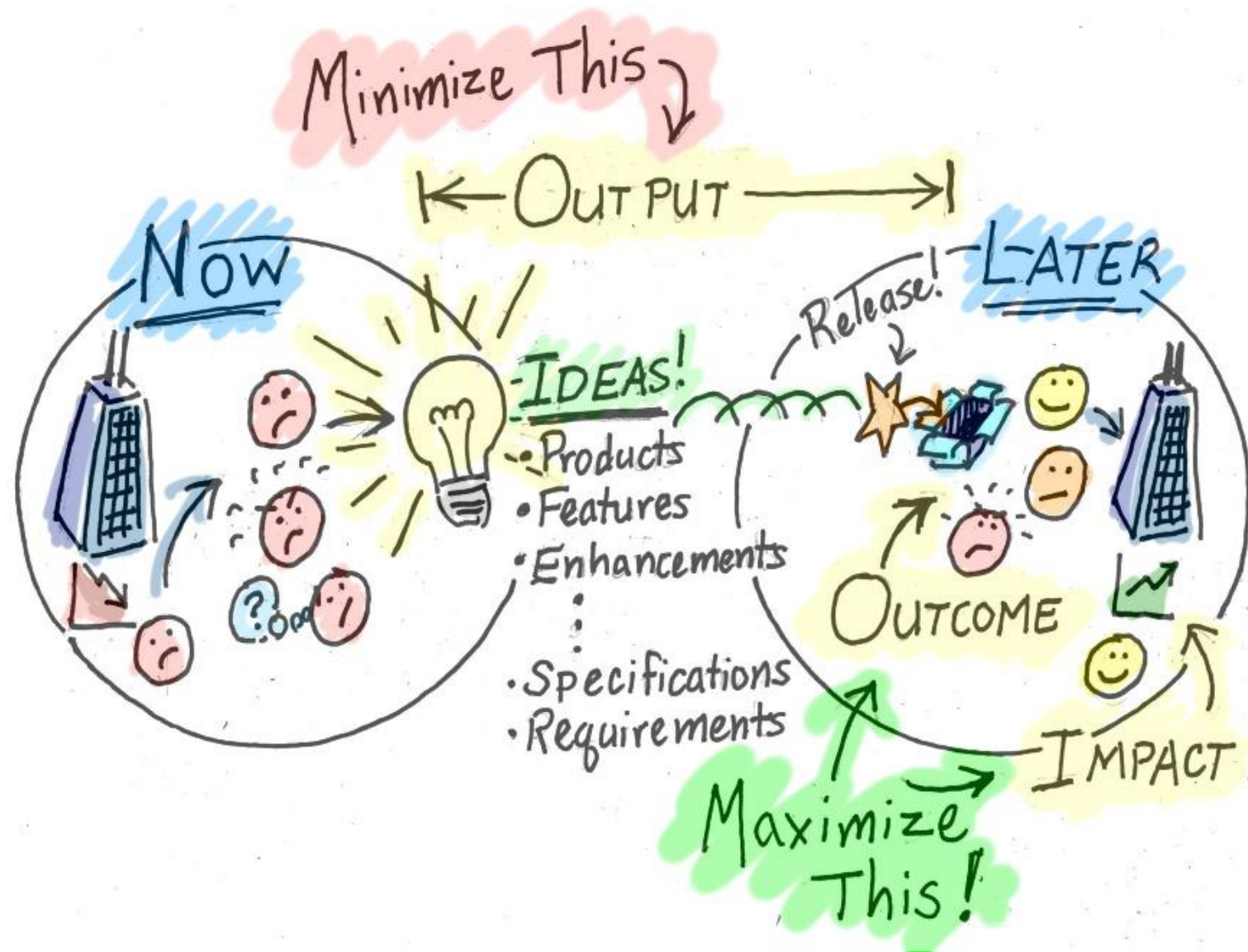
www.romanpichler.com
Template version 05/17

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Results

- A Vision written by the Product Owner and shared with all the stakeholders



When we share and sign off a document
we may believe we understand



Agile Requirements

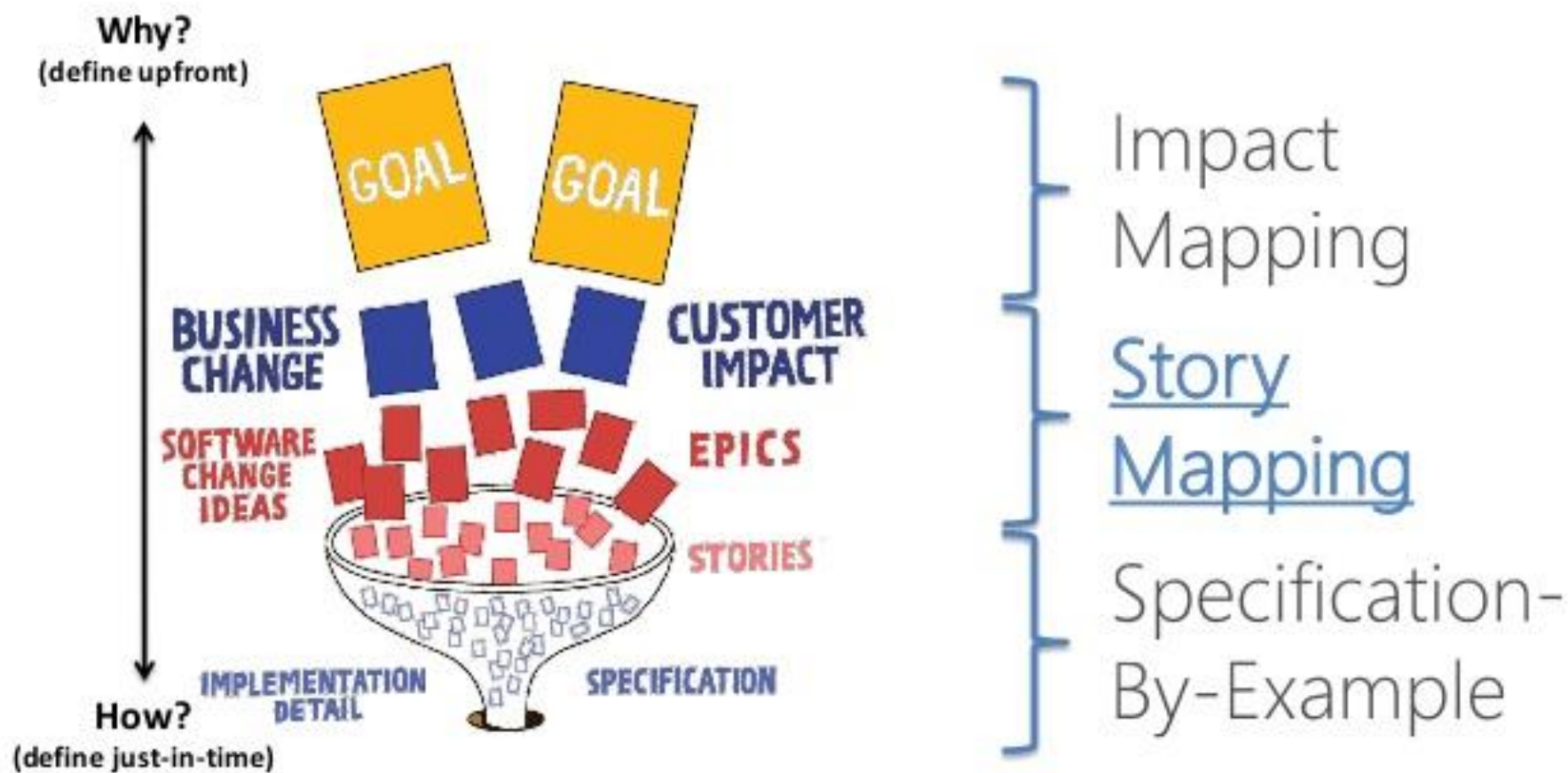
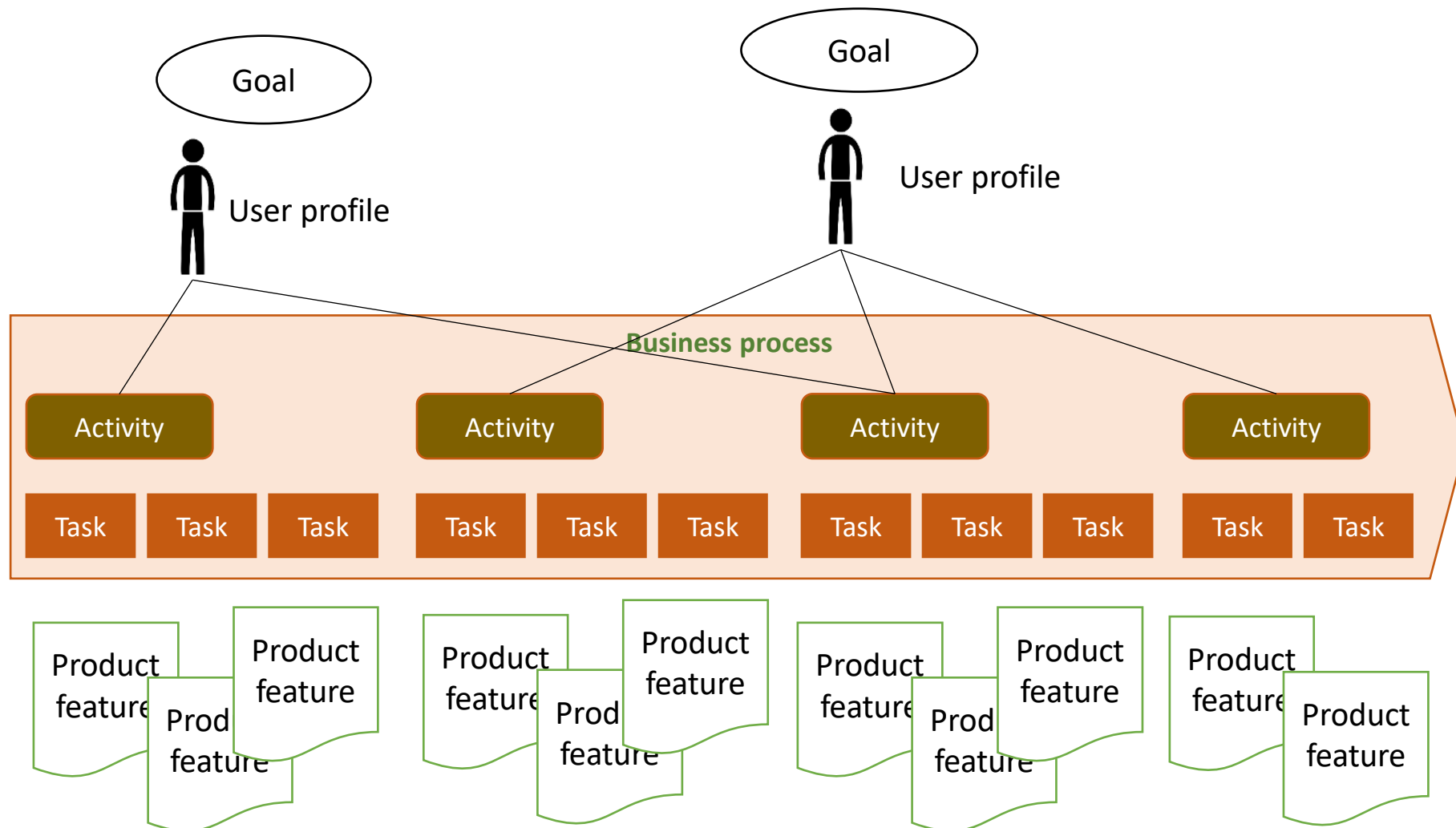
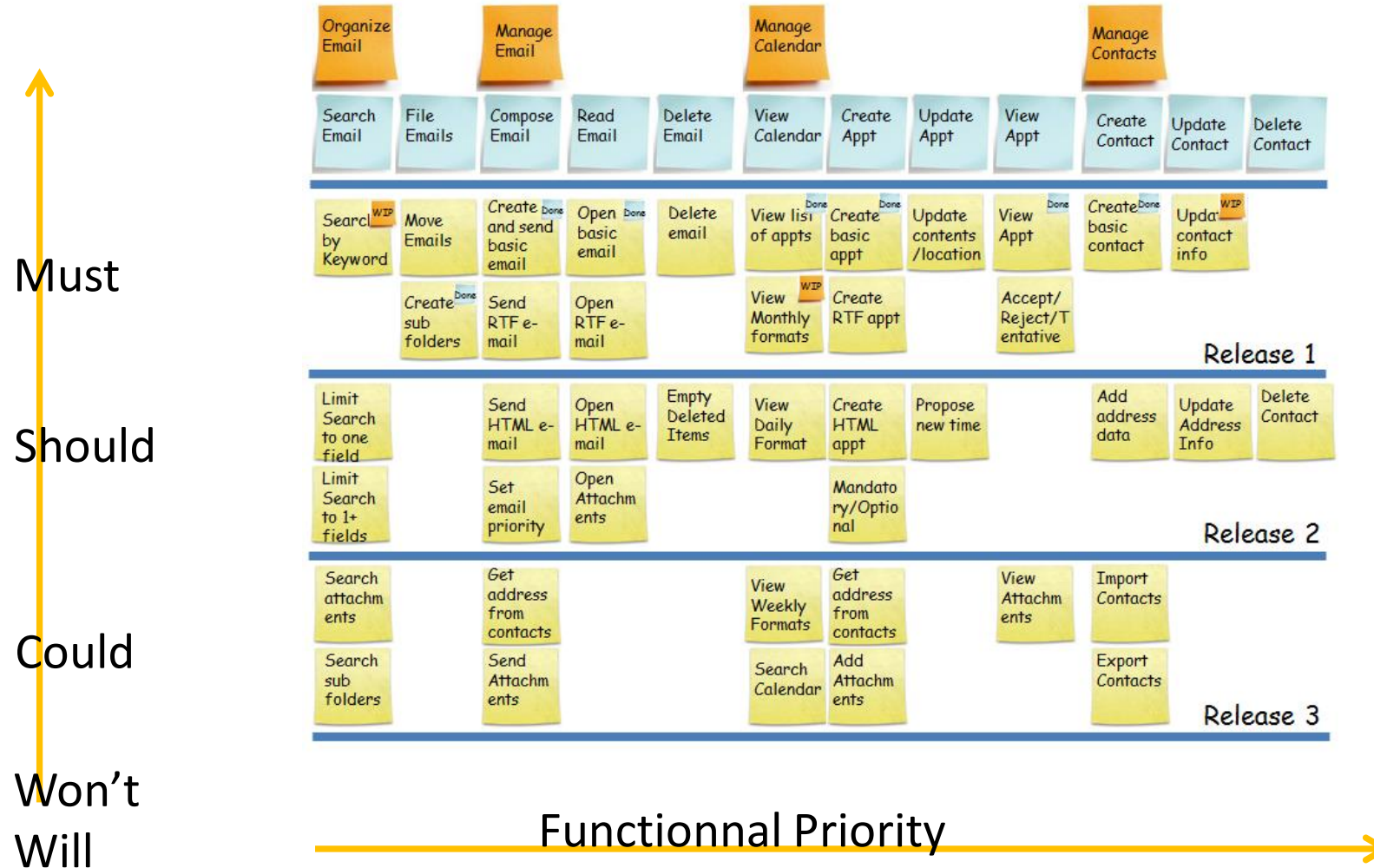


Image from: 50 Quick ideas to improve your user stories: <https://leanpub.com/50quickideas>
@gojkoadzic, @DavidEvans66

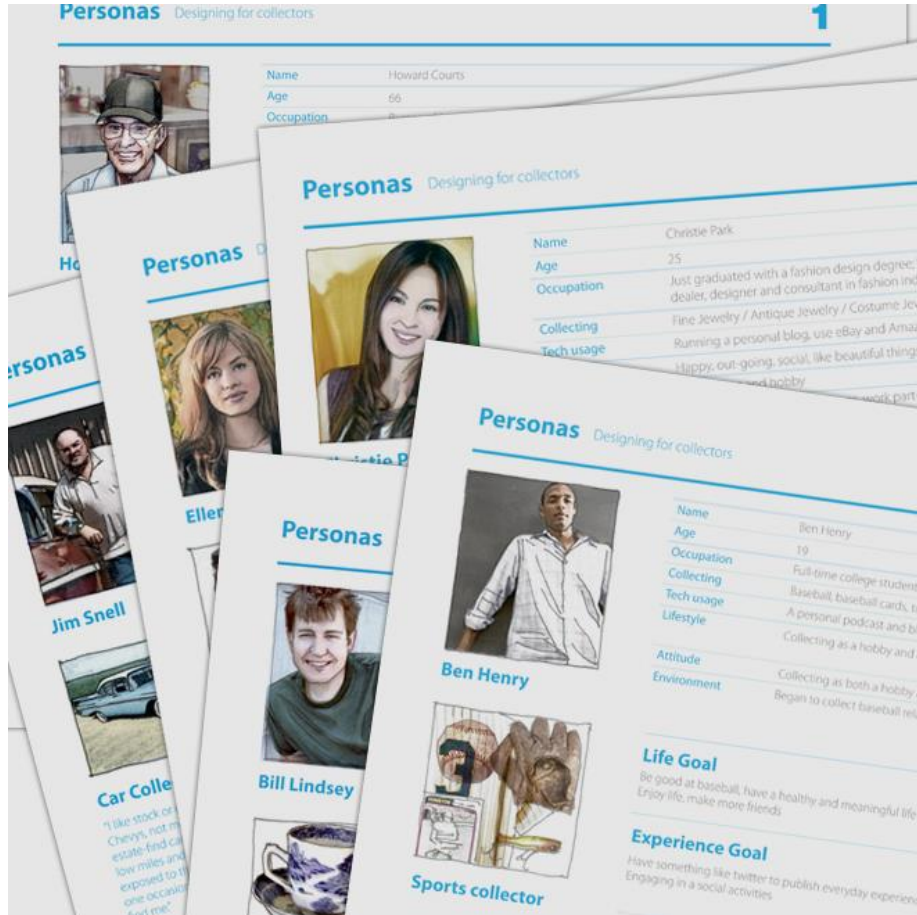
Une démarche générale centrée utilisateur



Story Mapping



Atelier Persona



Input attendu:

- Notes des interviews
- Connaissance des collaborateurs, futurs utilisateurs de la nouvelle plateforme Vie

Atelier Story Mapping



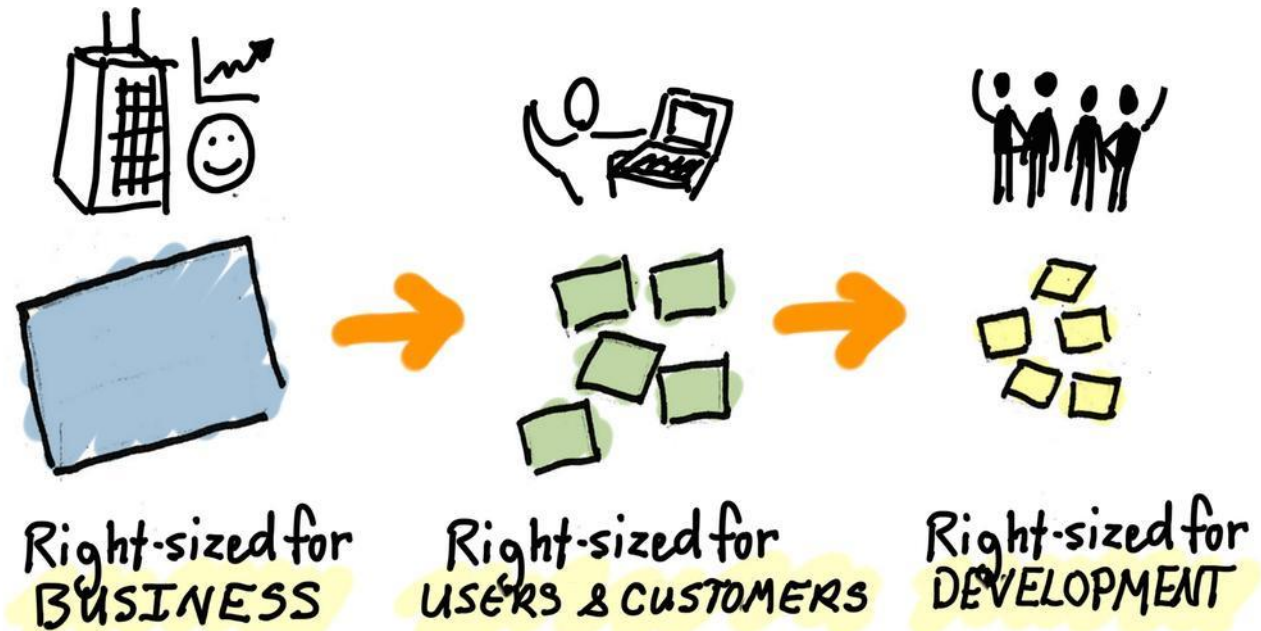
Input attendu:

- Vos connaissances métier, pour les différents types d'utilisateurs
- Tout élément d'analyse préalable

Un outil fait pour ça : FeatureMap

The screenshot displays the FeatureMap application interface. At the top, the header includes the 'FeatureMap' logo, navigation links for 'Mon tableau de bord', 'Mes Maps (2/2)', and 'Notifications', along with search, filter, and share icons. The main title is 'Vacances Familiales'. The interface is organized into four main columns representing stages: 'RÉSERVER LES VACANCES', 'PRÉPARER', 'PARTIR', and 'PROFITER'. Each stage has a 'Groups' bar at the top and a 'Lists' bar below it. The 'RÉSERVER LES VACANCES' group contains three lists: 'Définir type activités et dates', 'Rechercher possibilités', and 'Réserver'. The 'PRÉPARER' group contains two lists: 'Préparer les affaires' and 'Faire les valises'. The 'PARTIR' group contains three lists: 'Aller à l'aéroport', 'Prendre l'avion', and 'Aller à l'hôtel'. The 'PROFITER' group contains two lists: 'Activités Ados' and 'Activités Parents'. On the left, a 'Layers' panel is visible, showing a 'Layer à définir' section with a list of tasks: 'Lister les contraintes de dates', 'Définir les attentes Ados', 'Définir les attentes Familles', 'Définir les attentes Parents', and 'Définir le montant que la famille est prête à investir'. The main map area shows a grid of tasks corresponding to these lists, with some tasks already completed or in progress, indicated by different colors and icons. For example, 'Réserver l'avion' and 'Réserver l'hôtel' are marked with a checkmark, while 'Réserver le taxi' is marked with a plus sign. The bottom right corner shows a legend with a '4 h' icon and a '100' icon.

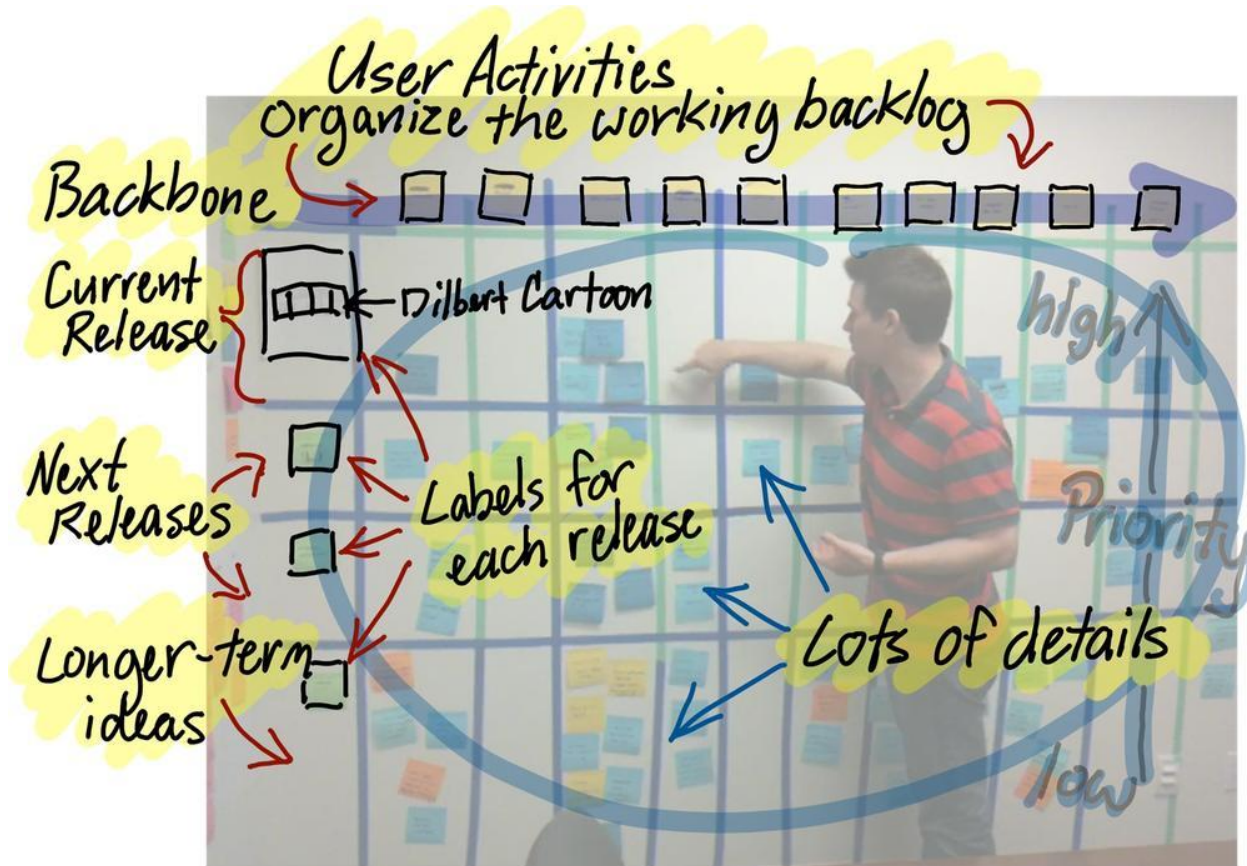
Ateliers affinage du backlog



Input attendu:

- Vos connaissances métier, pour les différents types d'utilisateurs
- Vos connaissances du contexte technique
- Tout élément d'analyse préalable

Roadmap & release plan



Input attendu:

- Milestones déjà connus
- Contraintes de délai éventuelles
- Tout élément d'analyse préalable

Resources

- <http://jpattonassociates.com/user-story-mapping/>
- <http://shop.oreilly.com/product/0636920033851.do>
- <https://www.thoughtworks.com/insights/blog/story-mapping-visual-way-building-product-backlog>
- <https://www.agilealliance.org/?s=user+story+mapping>
- <https://www.scrumalliance.org/why-scrum/community-webinars/webinar-replays/collaboration-at-scale-webinar-series/user-story-mapping-at-scale>

