


Prioritize projects based on value for your user


User Story Mapping

Introduction


User journey and story mapping is a useful tool for planning releases based on how your users will interact with each iteration. Our user story map template can help you plan and prioritize your work based on where it will create the most value for your users.



PEOPLE
2 - 10



TIME
1-2 hours




DIFFICULTY
Intermediate

Agenda

- 1 Create or share your personas
- 2 Build the Customer Experience
- 3 Build and update the backlog

How to use this template



Bridging Designers and Developers to Build Successful Products with User Story Mapping

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Tips

Make plans and put them into action in Jira:


Process outputs from prioritization and planning sessions quickly and efficiently by exporting sticky notes from your mural directly into Jira.

- ➔ **Import tasks and issues into MURAL from Jira**
To import issues into a mural to plan and prioritize, simply right click on the canvas and choose "import Jira Issues."


- ➔ **Export tasks from MURAL to Jira**

After your session in MURAL, right click on a sticky note (or select multiple sticky notes) and choose "send to Jira."


Build your maps at the speed of thought:




Hold **⌘** click and drag to draw a connector.



Enable connector points from the sidebar to create new diagrams faster.




Click on the connector points on the object to instantly add new connectors and objects like shapes and sticky notes.




Switch between different shapes and sticky notes from the formatting toolbar.


Resources




Using the Jira Cloud Integration



Using the Jira Cloud Integration



Using the Jira Cloud Integration



Using the Jira Cloud Integration

1 Create or share your personas

Build empathy for the customers of your product, share their experiences, and highlight pain points.

As a team, determine the key users who will interact with the product. Then, complete the proto-persona by filling the four areas of the framework.

Discuss how the system will address their needs and pain points.

Already created your personas? Remove the frameworks to the right and add them there.




Unlocking and deleting the content

Right-click the framework to open the options menu. Select "Unlock" from the menu to move and edit the object.

Press or to remove the content from the canvas.

Kavya .G

My name is Mani



Name & Photo

Behaviors & Actions

Where do they live?

They are in factory

How old are they?

54

What do they do for work? For play?

Driving a car inside the factory

Are they married? Single? Divorced?

Married person

Do they have kids?

Yes

What do they feel?

Shortness of breath

When to Call the Doctor

What do they do during this experience?

I cry at the time

Behavioural disturbance

What are they seeing? Hearing?

Abnormal breathe

Restrict blood flow

Needs & Pain Points

What problems do they have?

Fluttering in the chest

Heart pain

What tasks are wasting their time and resources?

Working periods are wasting

Managing database


What do they need to accomplish? What does success look like for them?

They need treatment to success look like for happiest

Need some tablets it look like for healthy

Vasanthha .L

My name is Karthik



Name & Photo

Behaviors & Actions

Where do they live?

They live in near by river

How old are they?

Above 30

What do they do for work? For play?

Football player

Are they married? Single? Divorced?

Single

Do they have kids?

No

What do they feel?

Burning or tightness in your chest

Fast or Uneven Heartbeat

What do they do during this experience?

He do some angry to others

Emotional distress

What are they seeing? Hearing?

He seeing irreversible damage to the ear

Symptoms like unconscious

Needs & Pain Points

What problems do they have?

Fluttering in the chest

Fatigue and weakness

What tasks are wasting their time and resources?

Goal tasks are wasting

Teaching time is wasting

What do they need to accomplish? What does success look like for them?

Take some medicine it look like for proud

Finding heart rate to take treatment it looks like for smooth

2 Build the Customer Experience

As a team, map the activities that the personas need to make in order to use your product.

Think of which sub-tasks the users perform in order to achieve their main goal. Then, divide those tasks into slices that will allow you to develop a MVP.



Drawing slices into the map

Draw the "slices" that make up your releases. Press **D** to enter and exit drawing mode and draw on the canvas.

Key

Activities

Activities organize tasks done by similar people at similar times to reach a goal. E.g.:

- Setting preferences in configuration
- Checking mails from a sender
- Organizing messages into folders

Backbone

The backbone is arranged to a narrative flow. E.g.:

- Setting preferences in configuration
- Checking mails from a sender

User tasks

User's tasks are short verb phrases that are the basic building block of a map. E.g.:

- Read an email message
- Respond to a message
- Mark a message as spam

Release Slice

Release slices are used to identify small experiments, minimal viable product releases, or a "walking skeleton" version of your product.

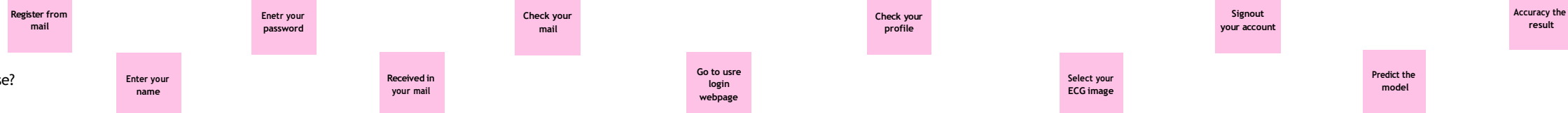
Release 1

Release 1

Date

Goal

What do we need to accomplish in this release?

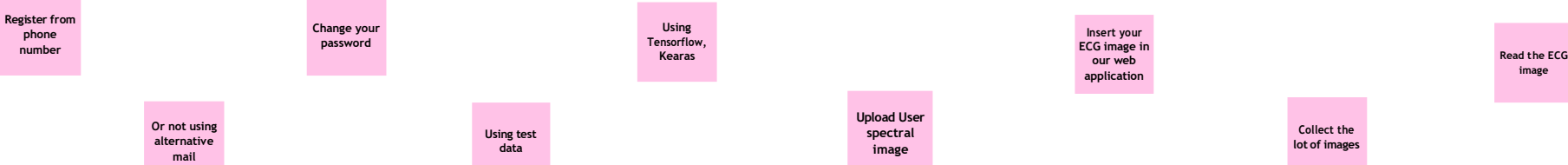


Release 2

Date

Goal

What do we need to accomplish in this release?



3 Build and update the backlog

Key

Linked tasks



Dependencies



Release 1 tasks

User form

Release 2 tasks

Clinet

Share your feedback