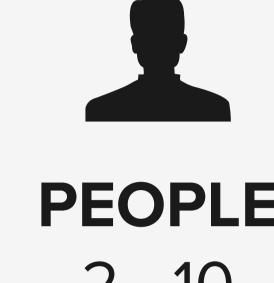
User Story Mapping

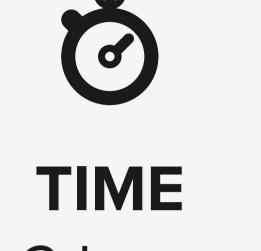
Prioritize projects based on value for your user

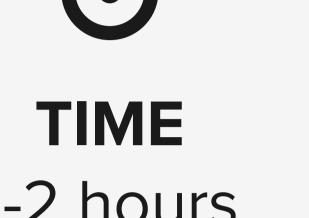
Introduction

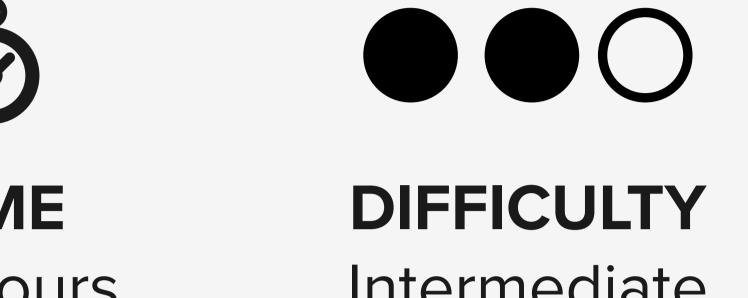
User journey and story mapping is a useful tool for planning releases based on how your users will interact with each iteration. Our user story map template can help you plan and prioritize your work based on where it will create the most value for your users.



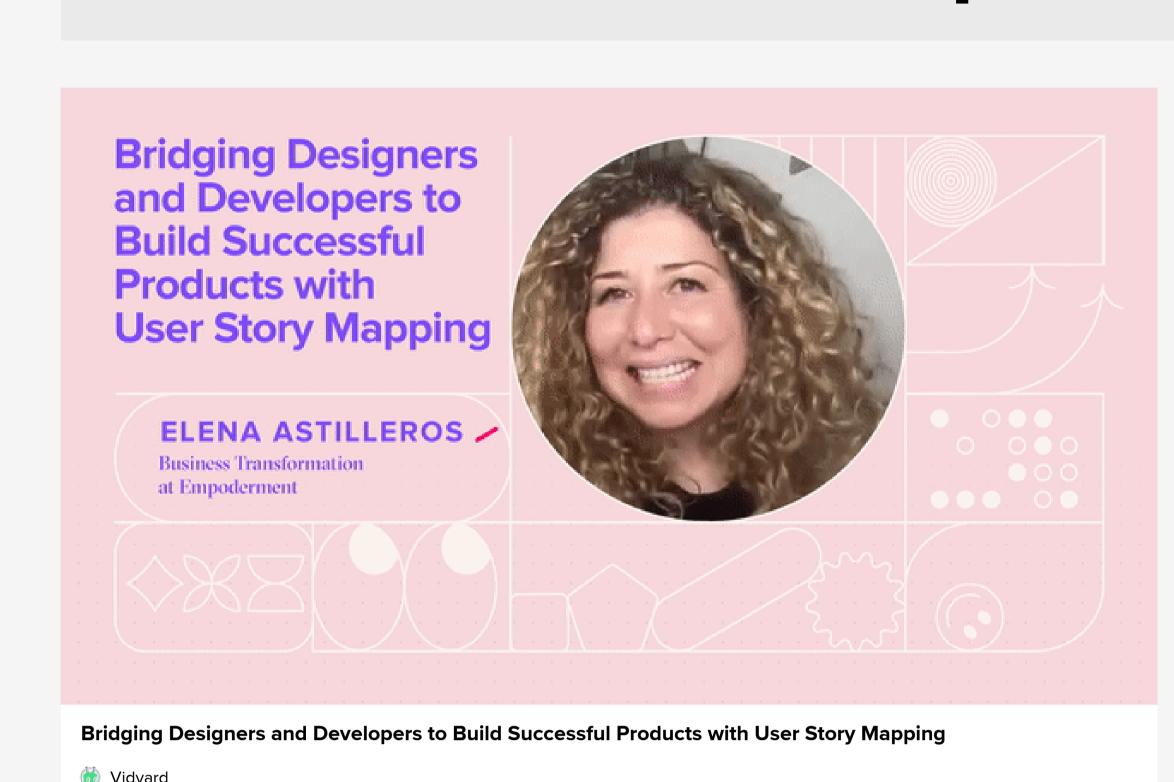








How to use this template

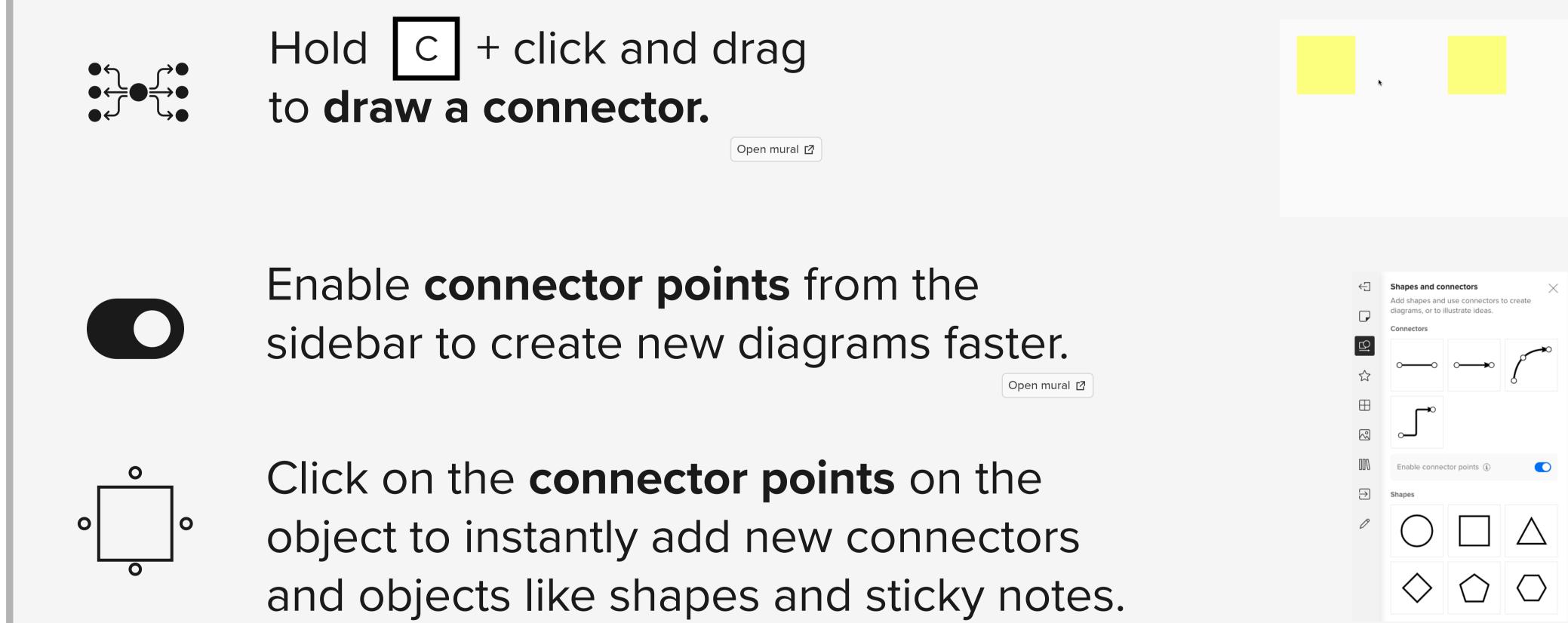


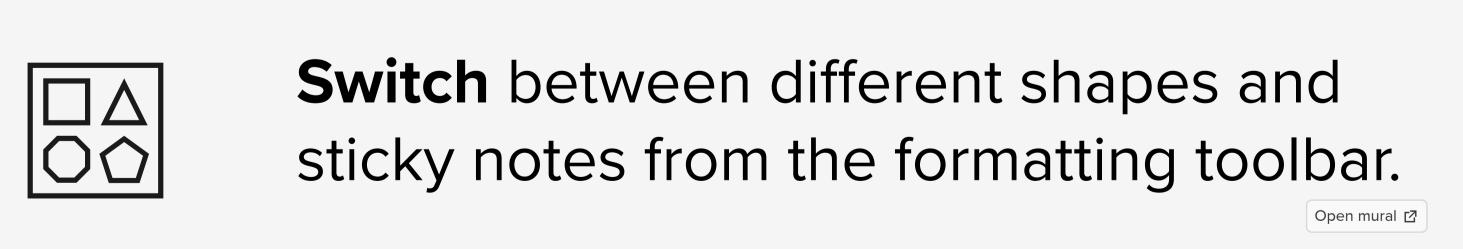
Make plans and put them into action in Jira:

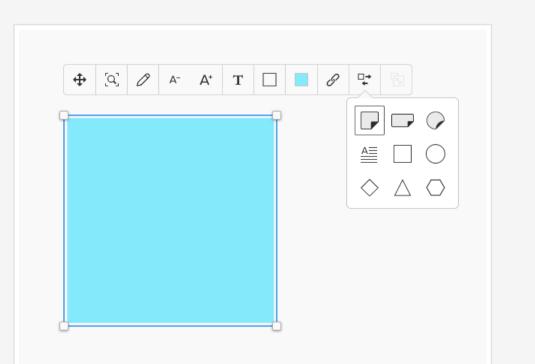
Process outputs from prioritization and planning sessions quickly and efficiently by exporting sticky notes from your mural directly into Jira.

- → Import tasks and isssues 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."

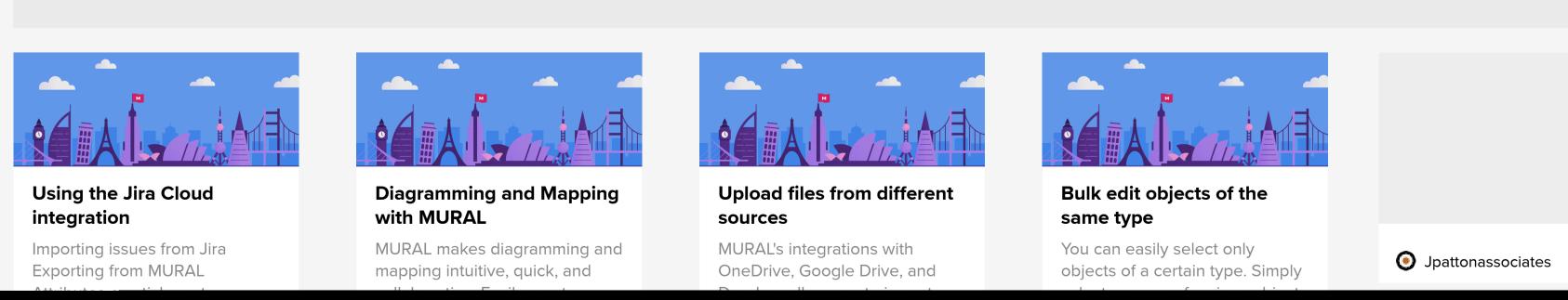
Build your maps at the speed of thought:



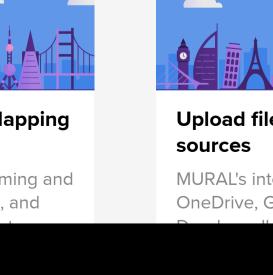


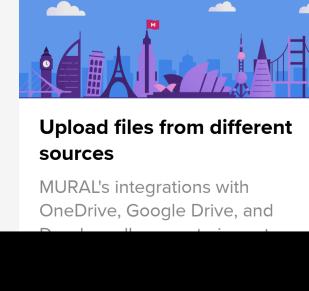


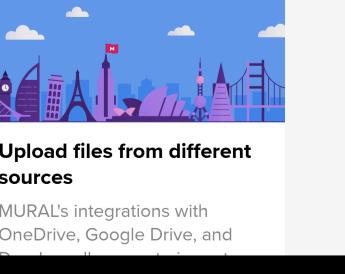


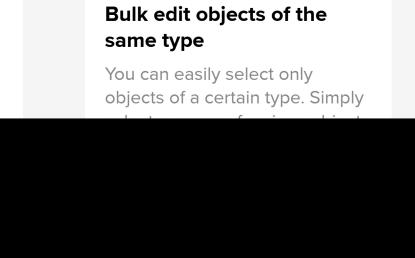












Create or share your personas

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

to remove the content from

the canvas.

and edit the object.

PERSONA 1 Moody's Digital Survey Add photo or draw your persona Name & Photo Behaviors & Actions Demographic & Psychographic Details Needs & Pain Points

