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Current Trends
in
Web Engineering

Current Trends in Web Engineering

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SECTION://5

- Creating a Backlog & other User Story Frameworks
  (Not official Scrum but typical approach)

Creating a Backlog

- Is not easy,
- Is not easy,
- Is not easy.

- Requires experience!
- There are many different ways to start.
- We will learn and apply different ones.

First, there is an idea…

- If you think the idea fits then…
- Define the product vision applying Moore's Elevator test
- The vision passes the test if it contains the following information
  - For <target customer>
  - who <statement of the need or opportunity>
  - the <product name> is
  - a <product category>
  - that <key benefit, compelling reason to buy>.
  - unlike <primary competitive alternative>
  - our product <statement of primary differentiation>.

Define User of your products

- User?
- Are there different users?
  - Are there classes of users (audiences)?
  - Are there users with different roles?
- What are their **Needs**?
  - "Human Scale Development" developed by Manfred Max-Neef, e.g. Security/Protection, Affection (German: Zuwendung), Understanding
  - Needs vs Wants: In economics, a want is something that is desired – a need is usually something that is necessary for survival
- And even more important: **What are their jobs to get done?**

Questions regarding Opportunities

- From **"Inspired: How To Create Products Customers Love", by Marty Cagan**, SVPG Press, ISBN 978-0-981904-0-7
- Fortunately, it's really not that hard to do a useful opportunity assessment. I ask product managers to answer ten fundamental questions:
  1. Exactly what problem will this solve? (**value** proposition)
  2. For whom do we solve that problem? (target **market**)
  3. How big is the opportunity? (market size)
  4. How will we measure success? (**metrics/revenue** strategy)
  5. What alternatives are out there now? (**competitive** landscape)
  6. Why are we best suited to pursue this? (our **differentiator**)
  7. Why now? (market window)
  8. How will we get this product to market? (go-to-market strategy)
  9. What factors are critical to success? (**solution requirements**)
  10. Given the above, what's the recommendation? (go or no-go)

From Needs to Stories

- What are themes / features corresponding to needs
- Define Stories to corresponding themes and features
- Story Template
  - ***<Title>:***
  - **As a <user/role>**
  - **I want <functionality/goal/desire>**
  - **so that <business value/benefit received>.**
- Stories have different sizes
  - Epic story
  - Big Story
  - Story

INVEST in good stories

- Ron Jeffries about stories (in XP): **Three C**
  - **Cards** (their physical medium)
  - **Conversation** (the discussion surrounding them)
  - **Confirmation** (tests that verify them)
- Stories are good enough for both sides
  - For customers/stakeholders and programmers
  - To work together effectively
- Characteristics: INVEST

INVEST in good stories (2)

- INVEST in detail
  - I – **Independent** (no dependencies betw. stories)
  - N – **Negotiable** (no contract, captures the essence)
  - V – **Valuable** (value to the *customer only*)
  - E – **Estimable** (written good enough to be ranked)
  - S – **Small** (good stories tend to be small – but think of it in this way: Alistair Cockburn described the cards as tokens promising a future conversation)
  - T – **Testable** (good story is a promise: "I can write a test for it" – if customer does not know what done means who will know at all?)

Invest in Stories and Smart Tasks

- For Sprint Planning
  - Mapping from Story to Tasks
- A task should be smart
  - S – **Specific** (do you understand what's involved)
  - M – **Measurable** (can we decide on done)
  - A – **Achievable** (can a member solve the task)
  - R – **Relevant** (can you explain and justify the task)
  - T – **Time-boxed** (is it small enough)

Product Backlog Order

- Different techniques for ordering the backlog, e.g. by priorization based on ROI
- Different approaches might be applied
  - ROI – Risk-Value matrix
    - 1,2,3,4
  - Kano Model
    - Define mixture of basic, performance, and excitement characteristics
- MoSCoW Method
  - Must, Should, Could and Won't have