



FUNciliation Techniques:

**Activities to Help Move Requirements
from Ambiguity to Action**

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AGENDA

1 Requirements Elicitation Technique Overview

2 Use Case and Brainstorming Activity

3 Use Case and Story Mapping Activity

4 Prioritization Technique Overview

5 Questions and Closing

What is a Requirement?

A specification of a need or want





- Captured as User Stories or
- Product Backlog Items

Agile and Requirements

User Story Examples

They typically follow a simple template:
As a < type of user >, I want < some goal > so that
< some reason >



As a 4 year old, I want an Elmo themed birthday party so that I can have the best birthday ever!



As a 4 year old, I want an Elmo decorated cake so that I can smash my face into it

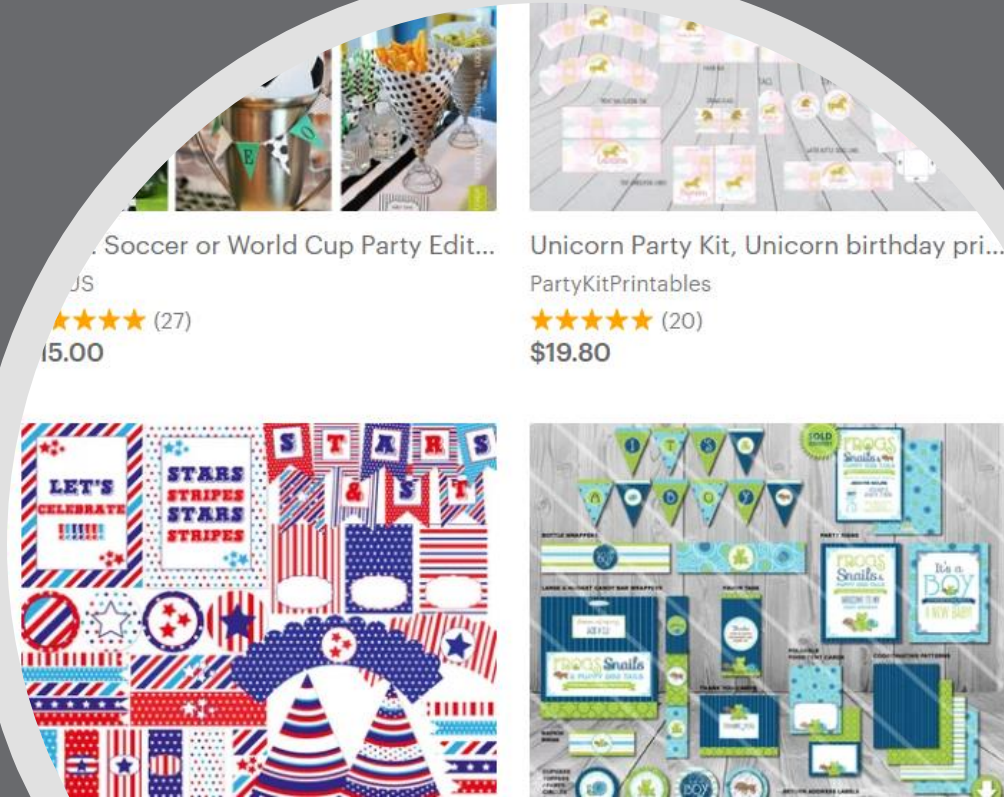
Techniques for Requirements Gathering

Surveys
Document
Interface
Focus
Groups
JAD
Sessions
Interviews

Use Case

Cindy's Parties2Go

- Cindy has an Etsy shop – Designs and sells customized party invitations, printable party decorations and décor
- Business is booming thanks to the recent feature in HGTV Magazine
- Cindy is quickly finding that Etsy is not the best website for her growing eCommerce needs





What is Story Mapping?

An activity that allows stakeholders to gain clarity about a problem or user need and collectively ideate and define a solution.

Benefits:

- Focuses on user value
- Prioritizes the right work
- Drives clear, well-sized requirements
- Delivers new value early and often
- Exposes risks and dependencies
- Builds team consensus

Why Story Map?

- Frame the problem
- Understand the product's users
- Map user activities
- Map user stories under activities or categories
- Identify gaps, dependencies, technical requirements, and alternatives

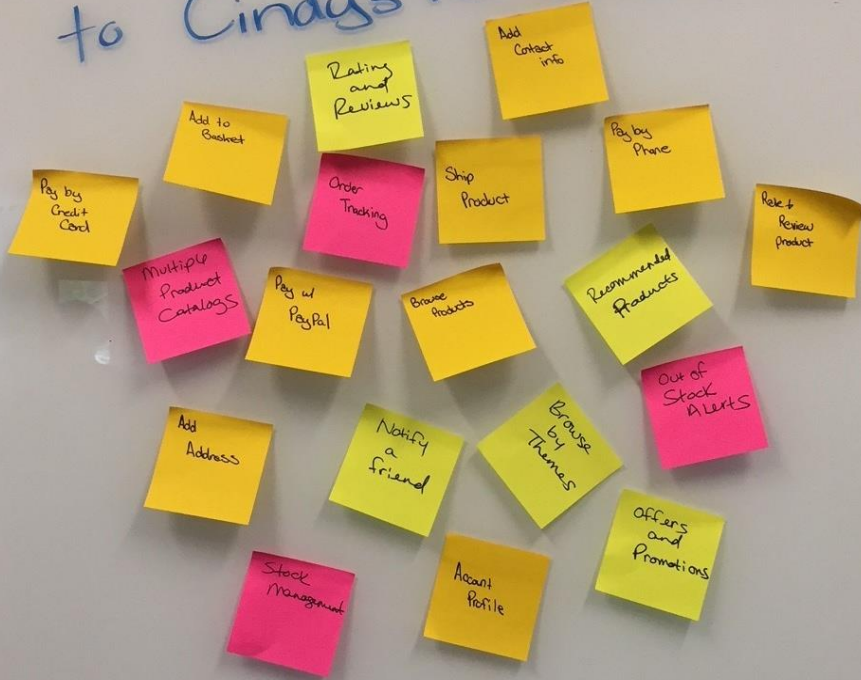




Use Case Cindy's Parties2Go

- Cindy's Current challenges:
 - Increased transaction and selling fees to Etsy
 - Limit shop openings to once a month to keep up with increased demand
 - Would like more control on how products are categorized and displayed
- Cindy has some idea of her budget and a ton of ideas but is having a hard time getting organized.

Things Needed to
Go from Etsy site
to Cindys Party2GO.com



Use Case - Brainstorming

- **Brainstorming Stories is the 1st step to good Story Mapping**
- **Rules**
 - All Ideas are Valid
- All Stakeholders Participate
 - Anyone who has inputs, outputs, or relationship to the problem or solution
- Timeboxed Event
 - 10-30mins depending on complexity

Time to Plan a Party!

Brainstorming Exercise

Party Themes

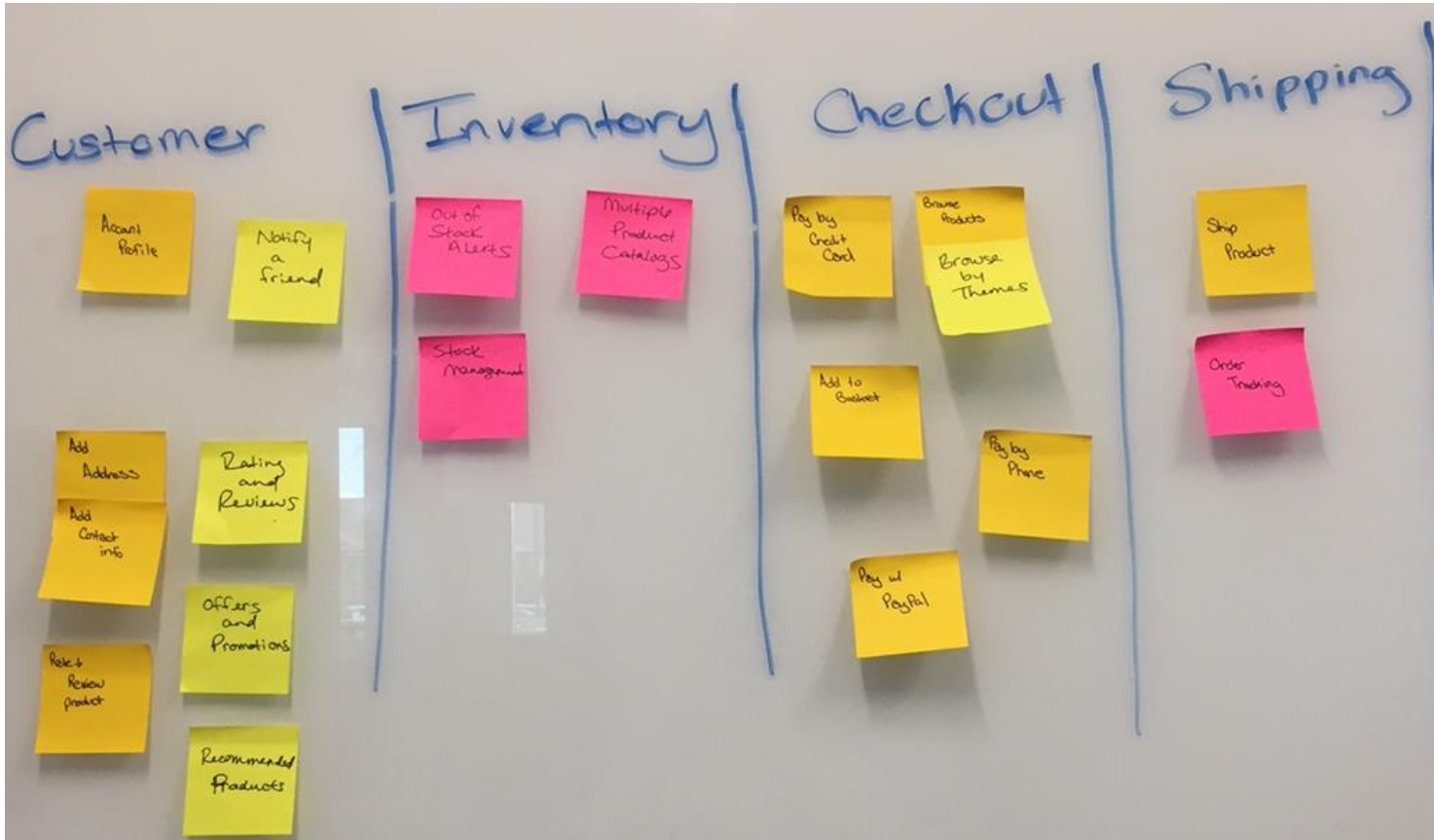
- Super Bowl
- Retirement
- Luau
- Summer Pool Party

Persona (5 mins)

- Read the persona

Party Planning Brainstorm (5 mins)

- Free write party ideas, needs, & activities on Post-It notes
- Post them on the board



Mapping the “Stories”

Let's Get Organized!

Rules

- **All Stakeholders Participate**
- **Group It!**
 - Group Stories By Pattern or Themes and Label the Group
- **Stack It!**
 - Duplicate Ideas on top of each other- Conveys visual consensus
- **Add it!**
 - Anything missing? Add it.
- **Time It!**
 - Timeboxed Event
 - 10-30 mins depending on complexity



Map Your Party Ideas

Story Mapping Exercise

Party Theme

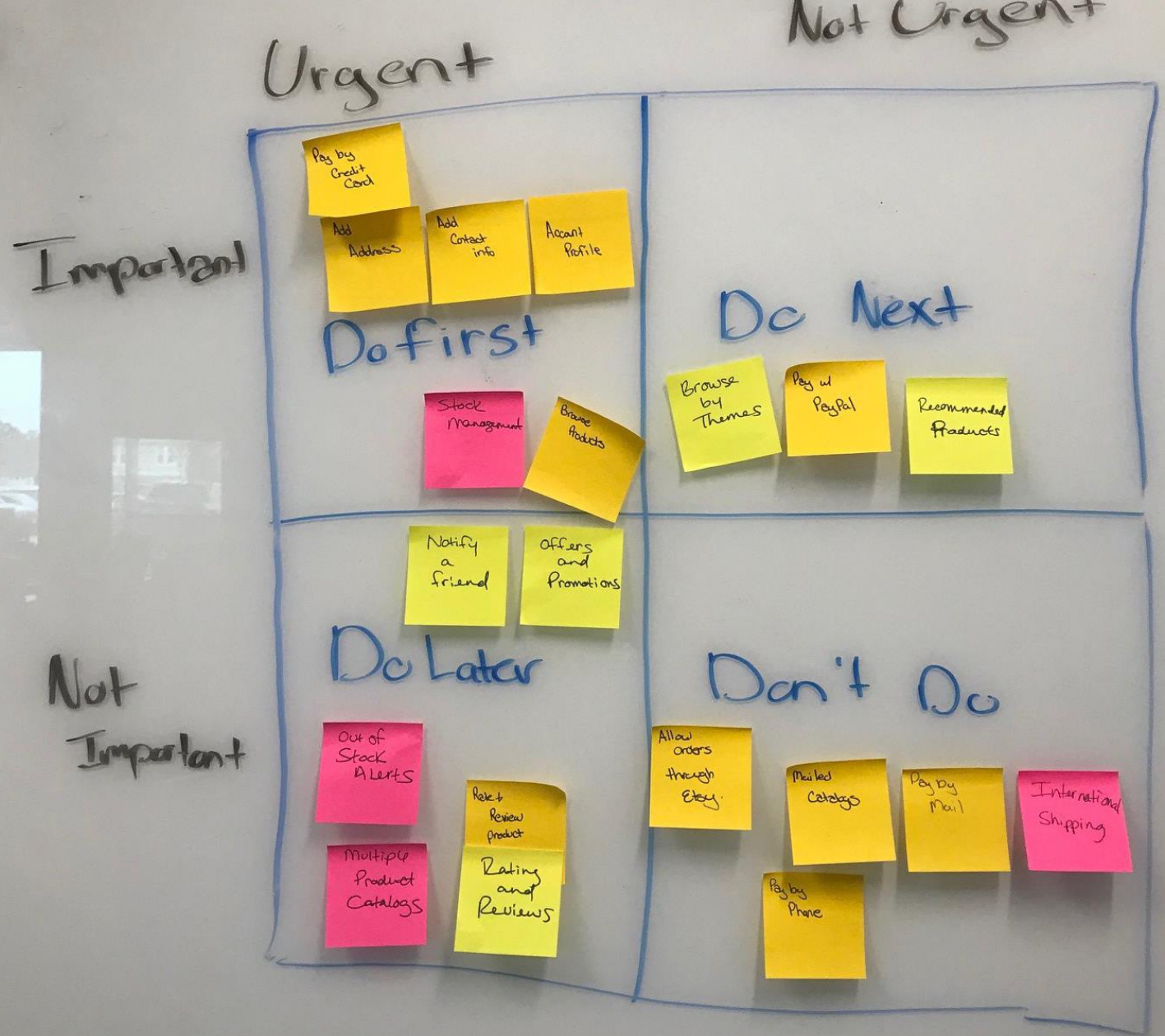
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- Luau
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Party Planning Mapping (10 mins)

- Group Stories By Pattern or Themes and Label the Group
- Place duplicate Ideas on top of each other
- Anything missing? Add it.

Use Case – The Priority Matrix

- A technique that allows you to plot ideas, stories or action actions along 2 axes of importance and urgency.
- As you can see items that are urgent and important should be done first and should correspond with your MVP.



Supplemental Prioritization Techniques



- Thirty Five
 - Collaboration activity for ordering
 - <http://gamestorming.com/35/>
- Planning Poker
 - Assign value points instead of size
 - <https://www.mountaingoatsoftware.com/agile/planning-poker>
- 500 Value Points
 - Allocate points from a fixed total
 - <https://www.agile42.com/en/business-value-game/>

QUESTIONS

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Supplemental Documentation

Suggested Reading

Suggested reading

- Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers by Dave Gray
- Visual Meetings: How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity by David Sibbet
- And from our discussion at the end, this might be a good resource as well:
 - Facilitator's Guide to Participatory Decision-Making (Jossey-bass Business & Management Series)

Supplemental Documentation

Party Planning Personas

THE Roommates - LUAU PARTY



Demographics

Ages: Gina (27), Kyle (29), Cynthia (30)

Work: UI Designer, Retail Manager, Software Engineer

Family: Roommates and friends for 5 years

Location: Charlotte, NC

Key Characteristics

- Gina has multiple folders of pictures from the trip
- Cynthia's been perfecting her Haupia (coconut and chocolate pie) recipe ever since the trip
- One of Kyle's friends owns a ukulele repair shop and will be coming to the party
- Gina's dad is in Charlotte and owns a Barbecue restaurant
- The Roomies neighbor is a bartender and has frequently asked Gina to feed her dog during night shifts
- Kyle has a collection of 20 Hawaiian t-shirts

Considerations

- Budget is \$250
- About 15 people will be invited
- It is winter in Charlotte
- Not everyone attending drinks alcohol or eats pork
- 2 of the friends invited are single parents to children ages 4 and 5

Key Value Indicators

- The Roomies are able to relive the best parts about the Hawaii Trip
- The decor must take everyone away to an island paradise
- There is food and drink for everyone



The Simmons Family - SUMMER POOL PARTY



"Our pool is finally done! The kids are clamoring for a pool party and frankly I am too. What a lovely way to meet the neighbors!"

Ages: Dad 38, Mom 34, Son 7, Daughter 10

Home: Family just moved into the Oaks Neighborhood Community area 6 months ago from Buffalo, NY

Location: Wake Forest, NC

Key Value Indicators

- Kids are able to enjoy the pool safely
- Food and beverages are available for everyone in the neighborhood
- Neighbor feel welcomed to the Simmons' house and consider them part of the Oaks Neighborhood Community

Key Characteristics

- The Simmons family moved into the neighborhood 6 months ago and just finished renovating their new backyard complete with a pool, outdoor barbecue kitchen, and lounge seating.
- They have attended a few HOA meetings but have not had too much time to get to know their neighbors.
- The Simmons children are interested in making some new friends in upcoming school year.
- Jeannie lives 2 houses down and lifeguards throughout the week at the local Y.
- Indoor party games can be checked out from the HOA library. Apples to Apples and the Taboo games boxes are especially well-worn.
- The Simmons have a floor tiled, finished, and furnished basement that opens to the pool patio.
- Mr. Simmons makes an excellent Mojito.

Considerations

- Budget: \$250
- are twelve kids ages 6-13 that attend the local elementary and middle schools.
- The Simmons family does not know what people's dietary needs are.
- HOA meetings are well attended and happen bi-monthly.
- It is June 5th and the Simmons would like to have the party before the July 4th travel weekend.
- It is summer, so pop-up thunderstorms do happen.

HAROLD MEYERS - RETIREMENT PARTY



"I will soon officially be 'gone fishing' and I can't wait! No more logging online, I'll be casting out a line."

Age: 67

Work: Marketing Analyst at the Company for 45 years

Family: Married with 2 adult children

Location: Wilmington, NC

Key Value Indicators

- Colleagues can share their favorite memories of Harold
- The party isn't generic, it is specific to Harold
- Turnaround time is fast.

Key Characteristics

- Mentored 7 marketing analysts associates from college-hire to senior level
- Has nautical themed decorations in his cubicle
- Wowed the department with his Elton John Karaoke skills 4 years ago at the Office Christmas Party
- Treats himself to Peruvian Chicken for lunch once or twice a month
- Is elated whenever there are cake pops in the breakroom
- Orchestrated a Benny and Jets group costume for the office Halloween Party
- Knows everyone by name in his department of 50 people
- Eleanor, Harold's wife, is already retired and well known & loved throughout the department.

Considerations

- Budget \$350
- Office has one conference room that holds a max occupancy of 75 people and is usually available on Tuesdays & Thursdays midday and mornings Mondays, Wednesdays, and Fridays.
- Harold has announced his retirement but is not expecting a party. The office admin has enlisted your help in planning this surprise party.
- There are 4 weeks remaining until Harold retires.
- Many colleagues have after work obligations that would prevent them from attending an after hours party.
- No one has dietary restrictions.

TONY STYLES - SUPERBOWL PARTY



"Hit 'em low! Hit 'em high! And watch our Eagles fly!"

Age: 41

Work: Construction Materials Manufacturing

Fellow Fans: Fellow coworkers (10) ages 20- 51

Location: From Philadelphia, relocated to Garner, NC



Key Characteristics

- Tony is in the middle of building out a basement theater-- he has a brand new TV and sound system in a large finished but unfurnished basement
- He is new to his team at work but has bonded with a colleagues over shared love of the Eagles
- Tony's coworkers love to have wagers. Every month there is a new bracket or pool..."keeps it interesting" people often say
- Beer is must at any party Tony throws, but definitely the Super Bowl
- Tony's sister loves football, owns a wings food truck, and owes him a big favor.

Considerations

- Budget \$200
- Two of Tony's coworkers are fellow Eagles fans but underage
- Some of his team are single parents with kids 9 - 11
- Some of his coworkers have dietary restrictions
- Tony's manager might come and is not an Eagles fan

Key Value Indicators

- Enjoying the game is the focal point.
- Decent food, good beer, great time with friends.
- Keep to an inexpensive budget.

Supplemental Documentation

Party Decor

