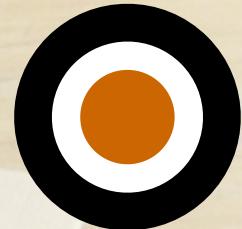


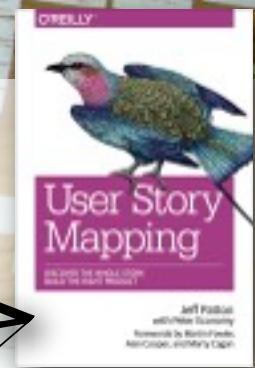
# Story Mapping

discover the whole story



Jeff Patton  
[jeff@jpattonassociates.com](mailto:jeff@jpattonassociates.com)  
twitter: @jeffpatton

I wrote this  
book!



# Stupid stuff I used to believe about Agile stories:

1. Stories are way to document requirements in Agile processes
2. Good stories are small
3. Good product backlogs are prioritized lists of stories
4. Each story we build is valuable to customers and users



Documents don't  
work the way you  
think they do



# Imagine a simple phone conversation...



Jen Yates' Cake Wrecks: [www.cakewrecks.com](http://www.cakewrecks.com)



Jeff Patton & Associates, [jeff@jpattonassociates.com](mailto:jeff@jpattonassociates.com), [twitter@jeffpatton](https://twitter.com/jeffpatton)

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# Specifying in writing doesn't work well

The image shows the homepage of the Cake Wrecks website and a photograph of Jen Yates' book, "CAKE WRECKS: When Professional Cakes Go Hilariously Wrong".

**Website Screenshot:**

- Header:** CAKE WRECKS (in large, stylized, bubbly font) and WHEN PROFESSIONAL CAKES GO HORRIBLY, HILARIOUSLY WRONG (in smaller text below).
- Navigation:** Home | FAQ | Press | Contact | About | Stuff |
- Social Media:** RSS, Facebook, Twitter icons.
- BlogHer Network:** Advertise | Privacy Policy | AdChoices.
- More from BlogHer:** Sun-Dried Tomato Pesto, Grilled Chicken Pitas with Cucumber Yogurt Dressing, How to make Kala Channa Subzi, Moms Blog About Motherhood Before and After Delivery.
- Article Preview:** What The H? (October 16, 2012) featuring a photo of a cake decorated with green frosting and small figures.

**Book Photo:**

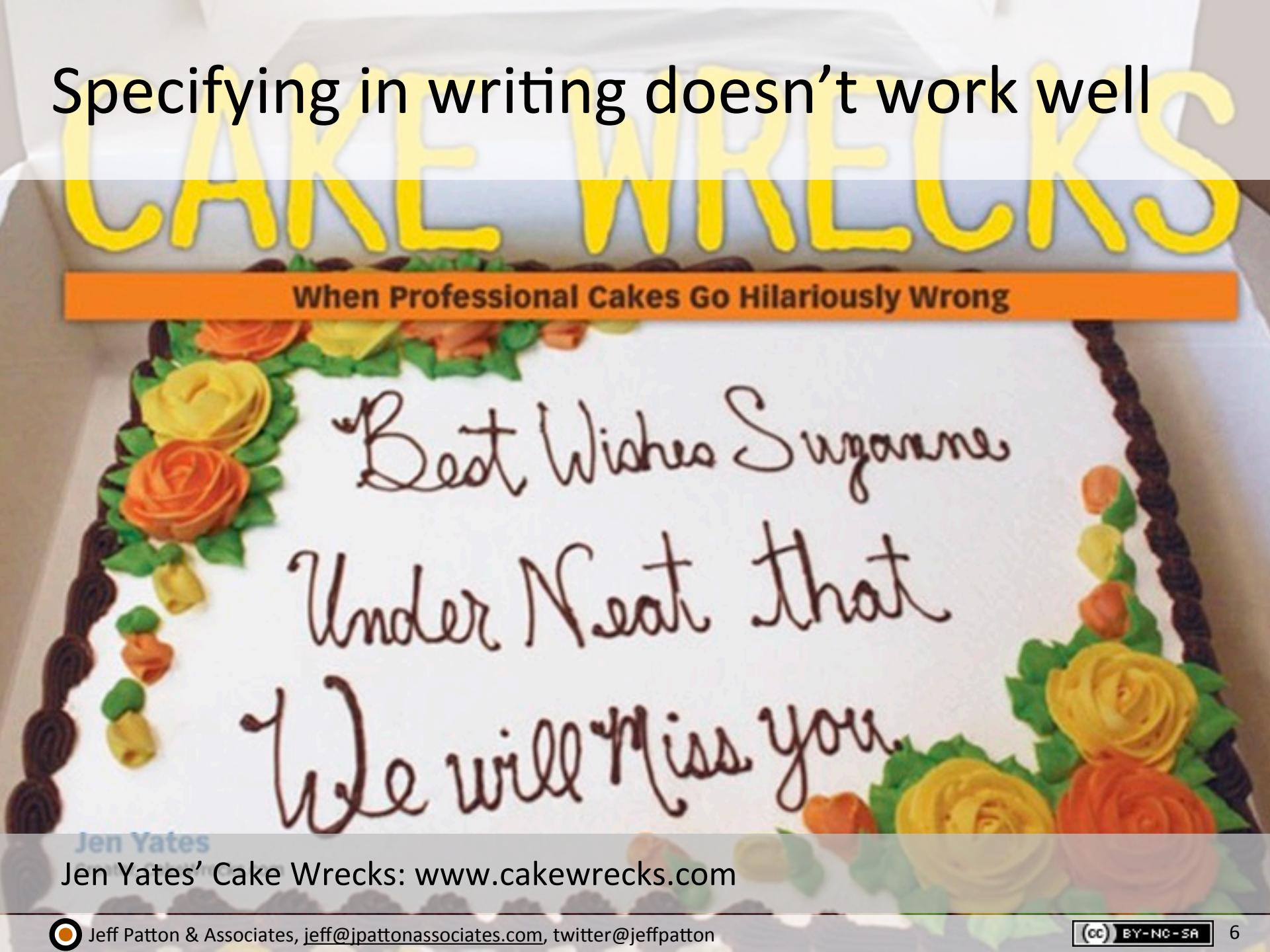
A rectangular book titled "CAKE WRECKS" in large yellow letters. Below the title is the subtitle "When Professional Cakes Go Hilariously Wrong". The author's name, Jen Yates, and her website, [cakewrecks.com](http://www.cakewrecks.com), are printed at the bottom. The book cover features a white background with a dark border and a floral border around the text area. Handwritten text on the cover reads:  
"Best Wishes Suzanne  
Under Neat that  
We will miss you."  
The author's name, Jen Yates, is also visible near the bottom of the book cover.

<http://www.cakewrecks.com/>

Cake Wrecks, book by Jen Yates,



# Specifying in writing doesn't work well



Jen Yates

Jen Yates' Cake Wrecks: [www.cakewrecks.com](http://www.cakewrecks.com)



Jeff Patton & Associates, [jeff@jpattonassociates.com](mailto:jeff@jpattonassociates.com), [@jeffpatton](https://twitter.com/jeffpatton)

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Jeff Patton & Associates, [jeff@jpattonassociates.com](mailto:jeff@jpattonassociates.com), [twitter@jeffpatton](https://twitter.com/jeffpatton)



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## Mystery of Orbiter Crash Solved

By Kathy Sawyer  
Washington Post Staff Writer  
Friday, October 1, 1999; Page A1

NASA's Mars Climate Orbiter was lost in space last week because engineers failed to make a simple conversion from English units to metric, an embarrassing lapse that sent the \$125 million craft fatally close to the Martian surface, investigators said yesterday.

Officials are scrambling to determine whether a similar error is buried in the computer files of two other spacecraft currently cruising through space: the Mars Polar Lander, scheduled to hit the Martian surface on Sunday, and the Deep Impact comet mission.

“... engineers failed to make a simple conversion between English units and metric, an embarrassing lapse...”



Scientists do not yet know what caused the Mars Orbiter to crash. (AP)

## Sometimes mistakes are less funny

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



I'm glad we all agree.

# Kent has a disruptively simple idea



# Stop it.

# Stop exchanging documents.

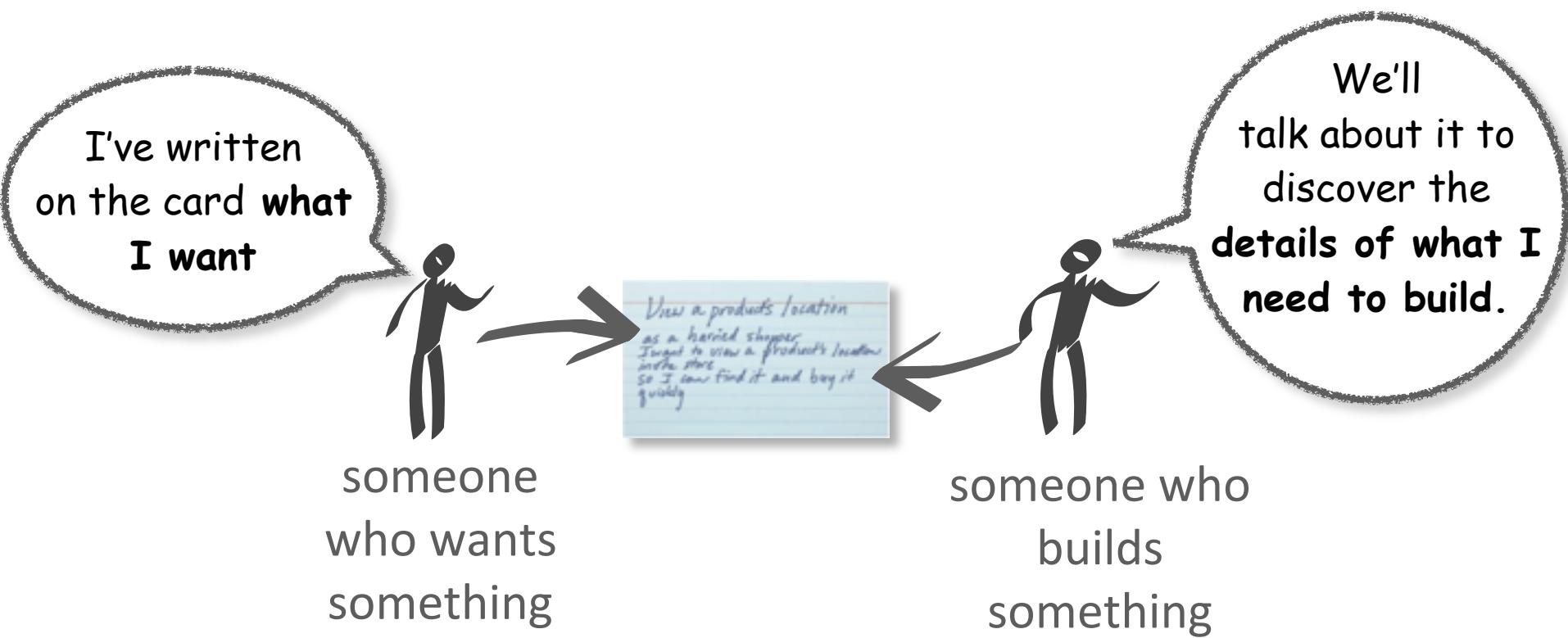
# Tell me your story.



If we we could  
just talk about this, we  
could figure it out  
together.



# The original idea of a story was simple: use it to facilitate a conversation



Stories get their name  
from how we use  
them, not how we  
write them.

But, we still managed  
to screw that up



# This is a Scrum backlog grooming session

blah blah  
blahdy-blah  
b'blah blah  
blahdy-blah blah  
blah blahdy-blah  
b'blah blah  
blahdy-blah blah  
blah blahdy-blah  
b'blah blah  
blahdy-blah blah  
blah blah  
blahdy-blah blah

This is JIRA  
projected on  
the wall

About three of  
10 people  
actively engage

He's not raising  
his hand to speak,  
he's yawning

He's secretly  
reading email on  
his smart phone



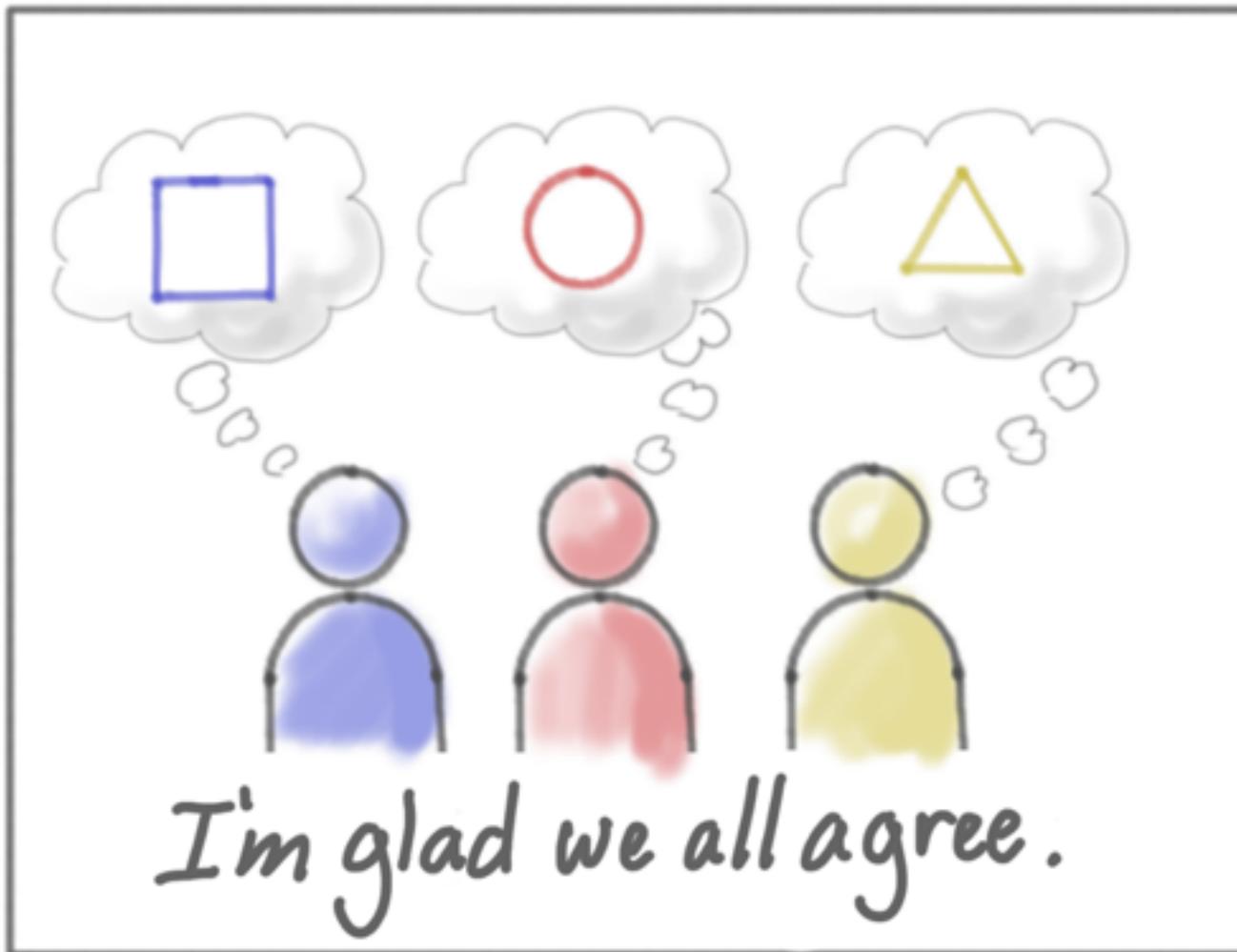
This isn't the kind of  
conversation Kent  
had in mind



Something special is  
going on during an  
effective conversation



# With a shallow discussion, we may all take away something different



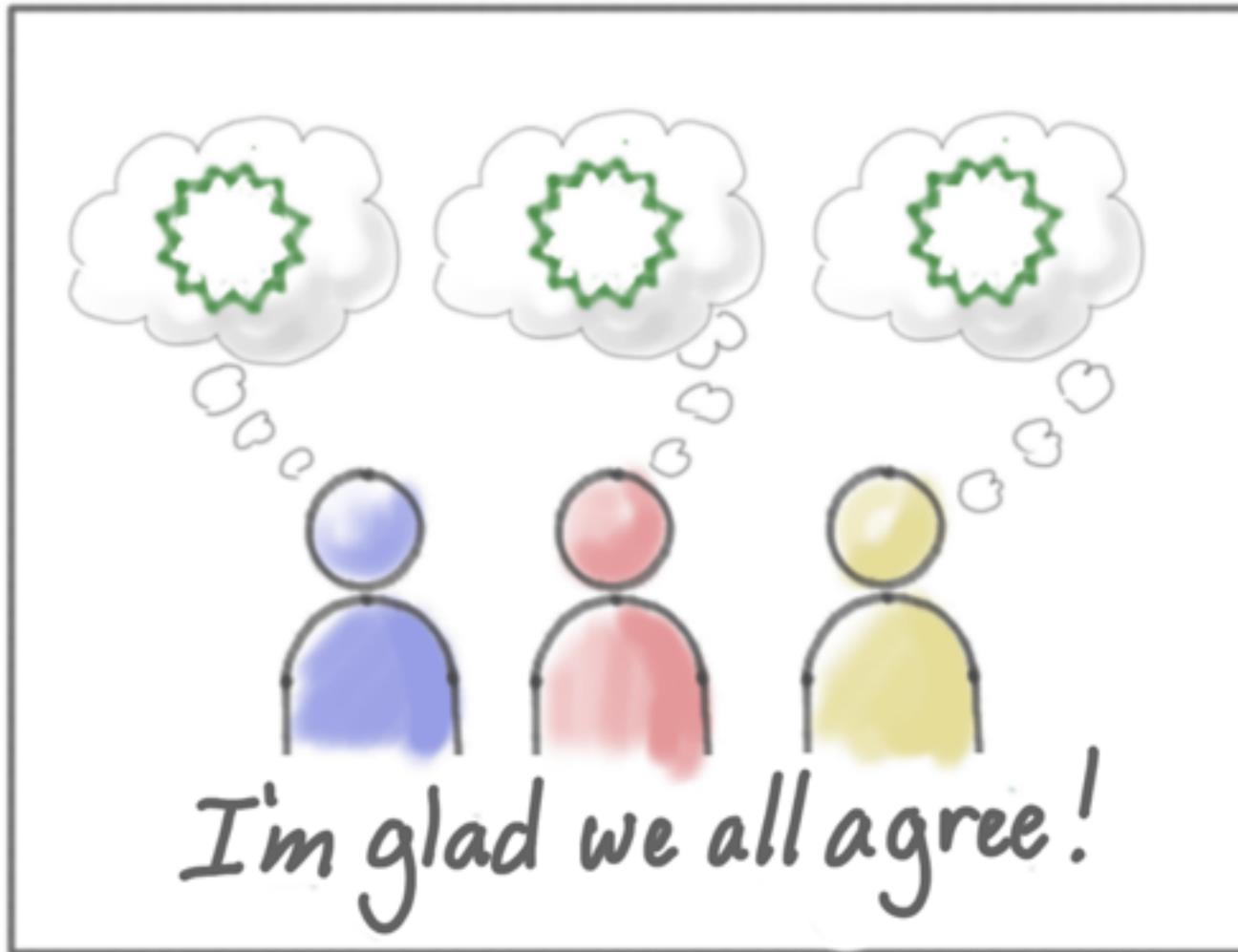
# When we externalize our thinking with words and pictures, we detect differences



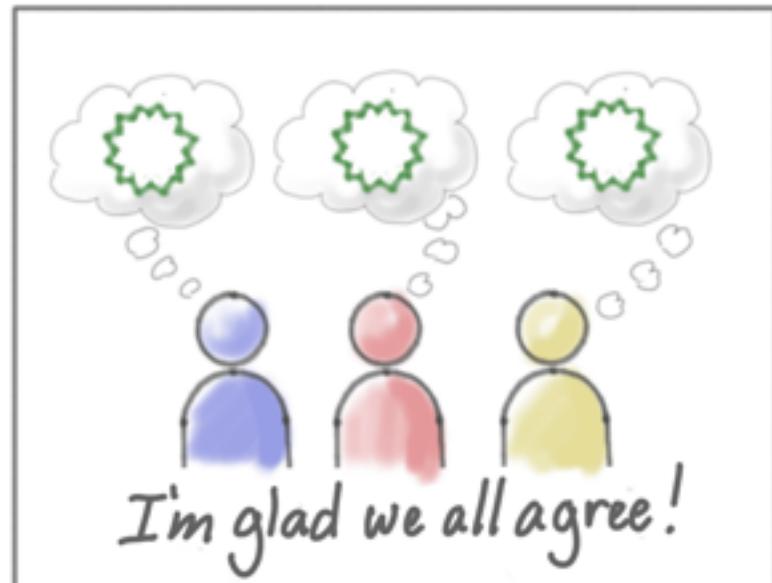
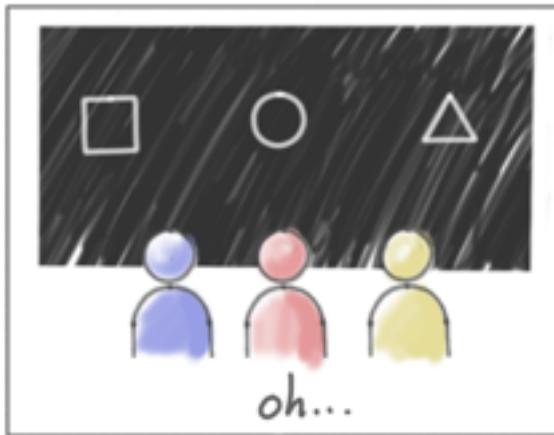
# When we combine and refine, we arrive at something better



# Afterwards, when we say the same thing, we actually mean it



# Shared understanding and alignment are the objectives of collaborative work



\* Credit for this illustration goes to ThoughtWorks' Luke Barret. Jeff Patton drew these illustrations based on Luke's. Luke doesn't recall where he first saw this cartoon.



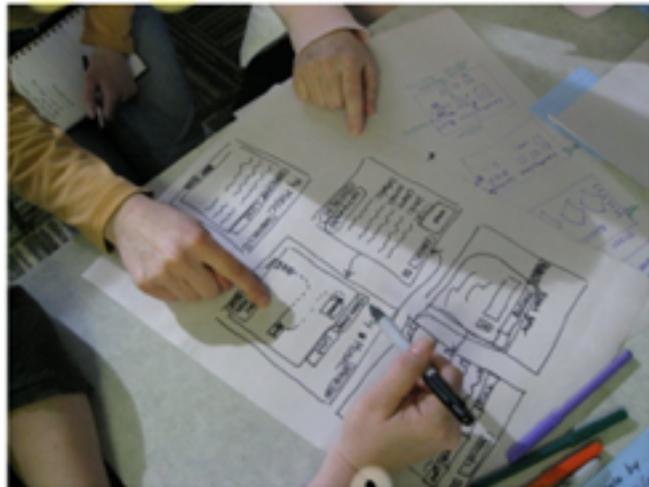
# Words and pictures help everyone build shared understanding



# To build shared understanding, use sketching and recording on walls and whiteboards

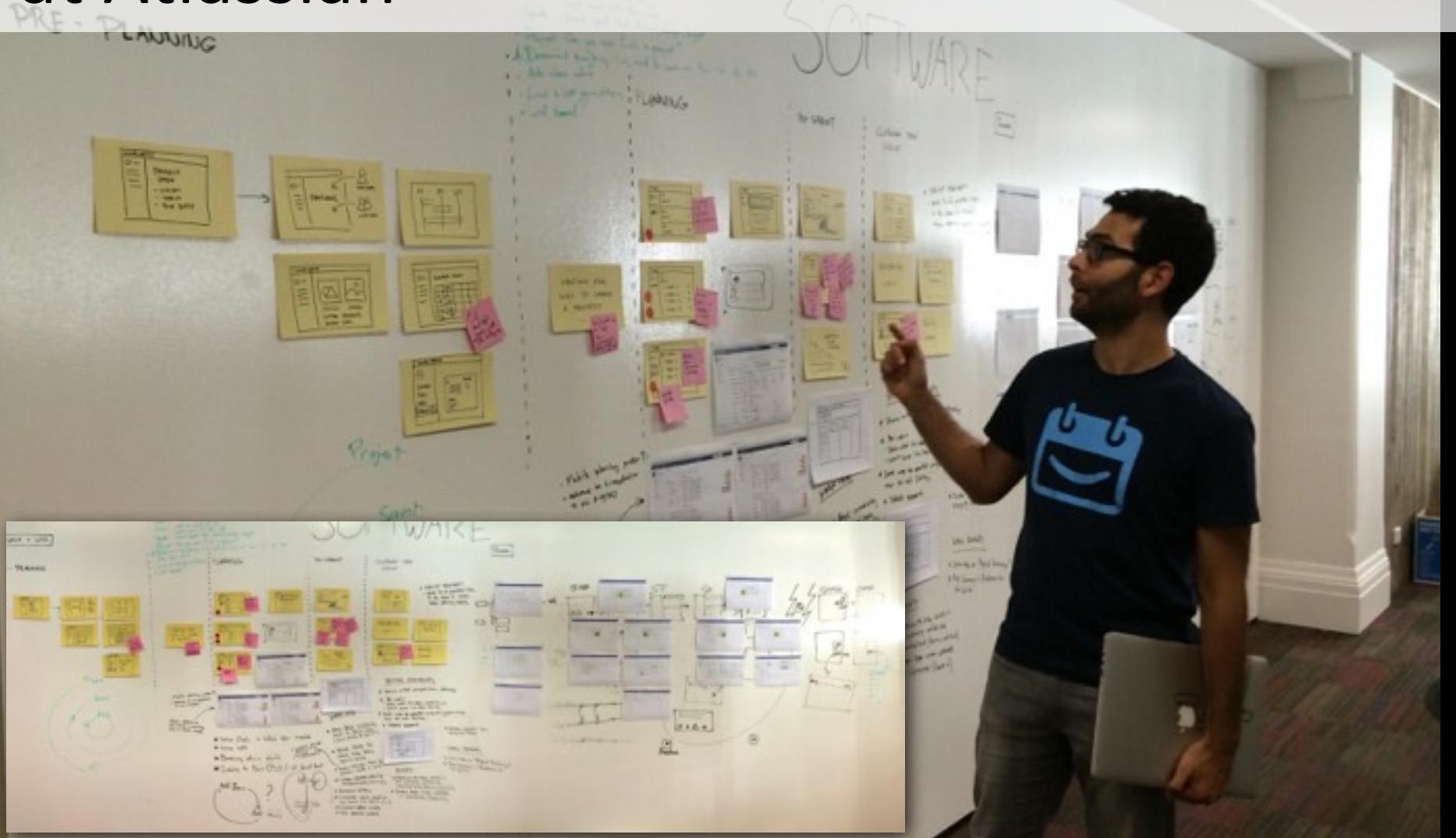


# Use words and pictures



sketch,  
tell stories,  
write down  
facts & decisions

# Shared Understanding and collaboration at Atlassian



# Shared Understanding and collaboration at Atlassian



# Shared Understanding and collaboration at Atlassian



# What you record during conversations works like a vacation photo



Looking at it helps you remember details that aren't in the photo



# What you record during conversations works like a vacation photo



Looking at it helps you remember details that aren't in the photo



# Effective story conversations **build shared understanding**

The best **documents** use words  
and pictures to **help recall our**  
**conversations**, they don't replace  
conversations



You'll have to think  
things through

# This is a cake for a baby shower



Jen Yates' Cake Wrecks: [www.cakewrecks.com](http://www.cakewrecks.com)

I don't think they  
thought this through...

# This is a cake for a baby shower



Jen Yates' Cake Wrecks: [www.cakewrecks.com](http://www.cakewrecks.com)



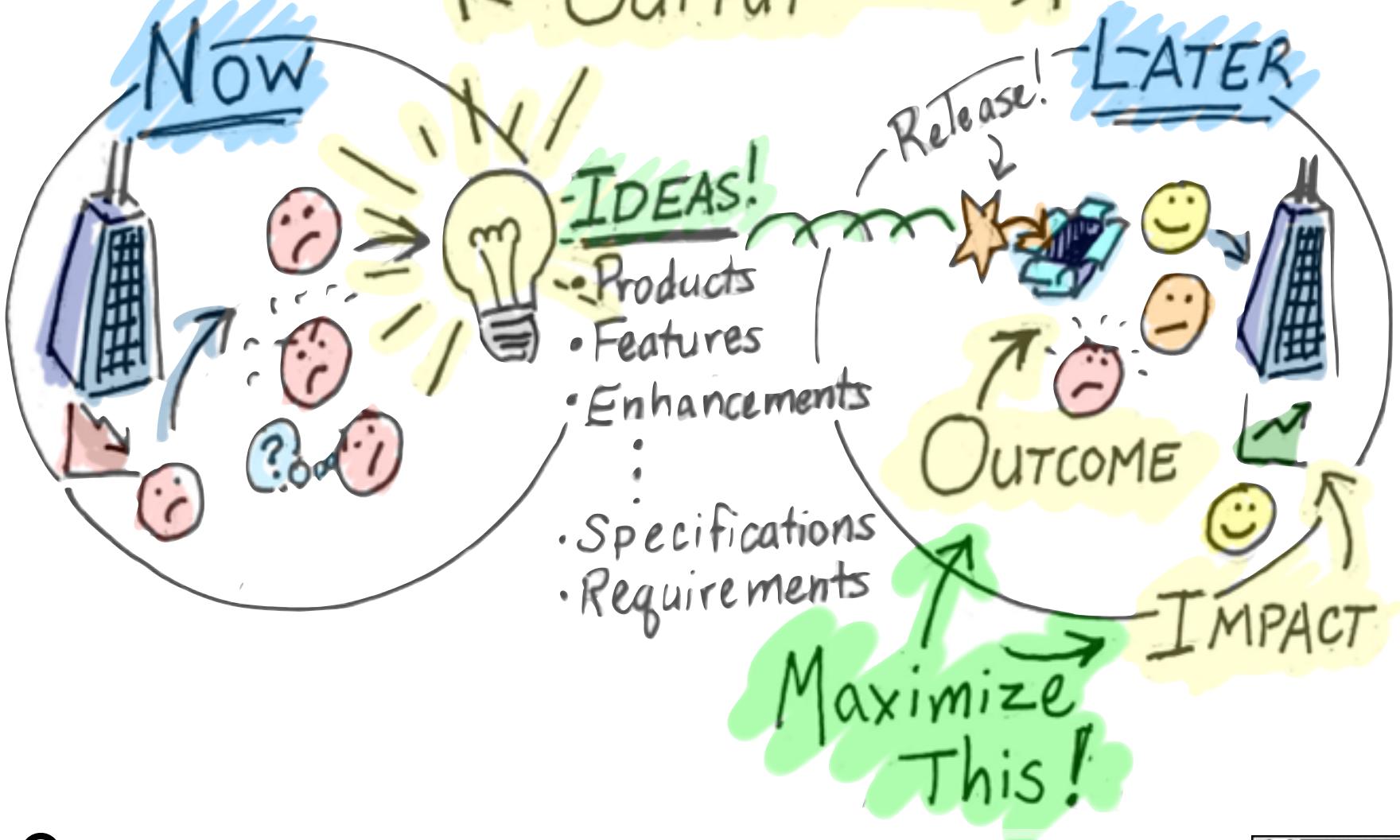
Jeff Patton & Associates, [jeff@jpattonassociates.com](mailto:jeff@jpattonassociates.com), [twitter@jeffpatton](https://twitter.com/jeffpatton)





Minimize This →

← OUTPUT →



# Talk about the outcome, not just the output

*output*



*we build this*

*outcome*



*we want this*

# Stories are an antidote to “requirements”



Software development has been steered wrong by the word ‘requirement,’ defined in the dictionary as “something mandatory or obligatory.”

The word carries a connotation of absolutism and permanence, inhibitors to embracing change. And the word ‘requirement’ is just plain wrong.

## Stories

the word requirement is just plain wrong by definition.

to estimate the development effort necessary to implement it.

Software development has been steered wrong by the word "requirement", defined in the dictionary as "something mandatory or obligatory." The word carries a connotation of absolutism and permanence, inhibitors to embracing change. And the word "requirement" is just plain wrong. Out of one thousand pages of "requirements", if you deploy a system with the right 20% or 10% or even 5%, you will likely miss all of the business benefit envisioned for the whole system. So

Kent suggested we  
talk about what  
happens when things  
come out

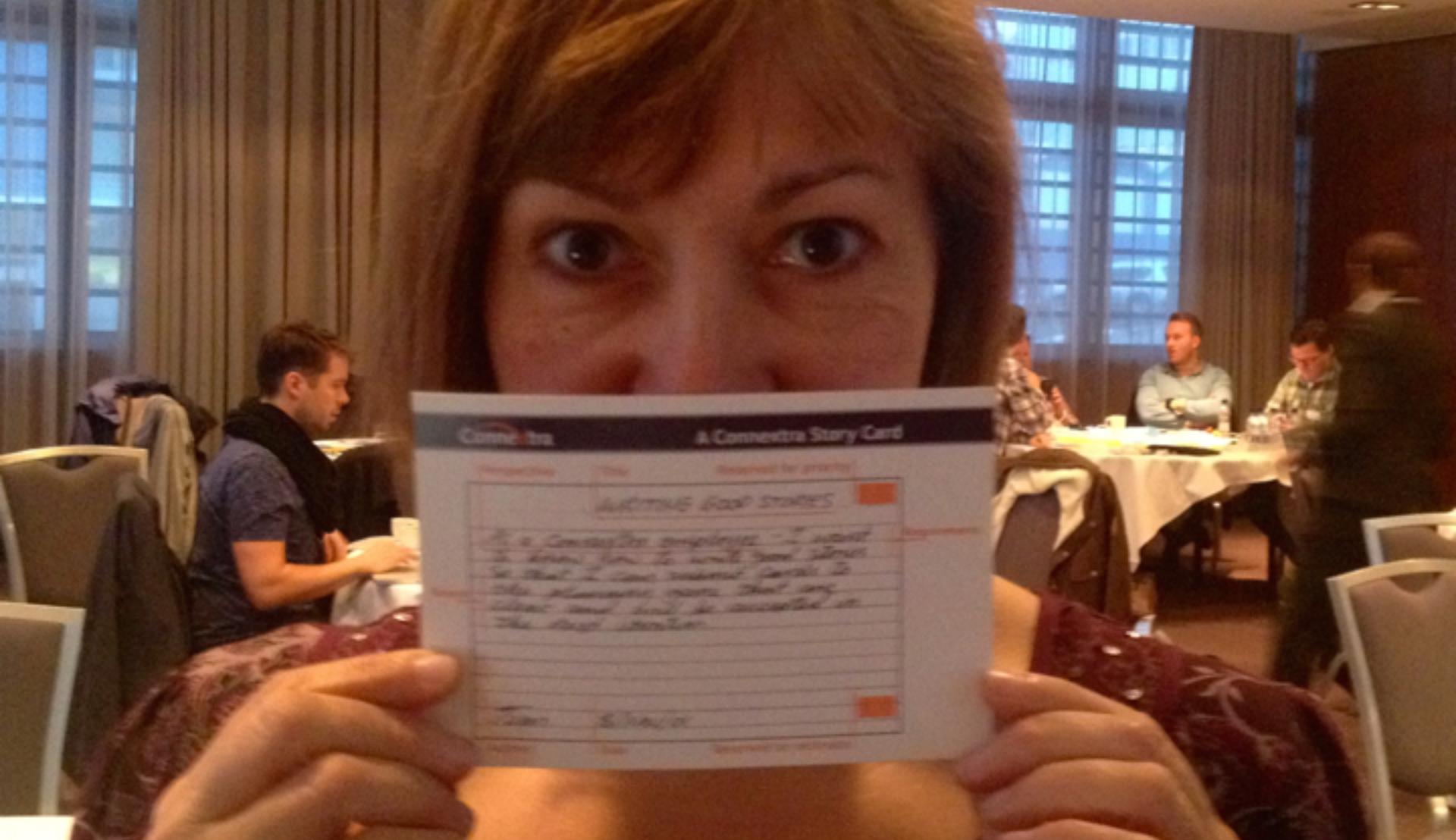
# Talk about who does what, and why

What I was thinking  
of was the way users sometimes  
tell stories about the cool new things the  
software they use does:

*“I type in the zip code and it  
automatically fills in the city and state  
without me having to touch a button!”*

I think that was the example that triggered the idea.  
If you can tell stories about what the software does  
and **generate energy and interest and a vision in  
your listener's mind**, then why not tell  
stories before the software does it?

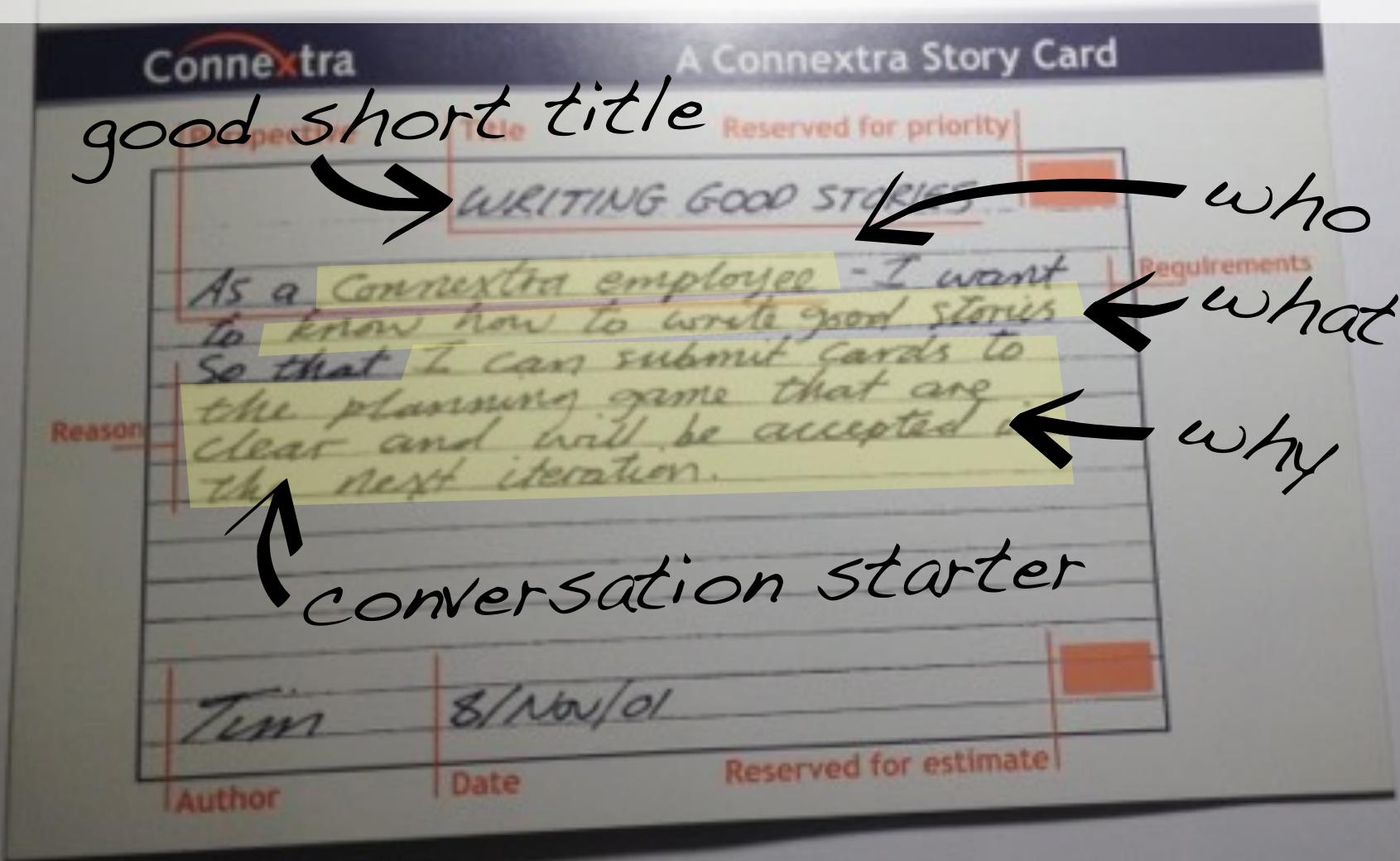




# Say “Hi” to Rachel

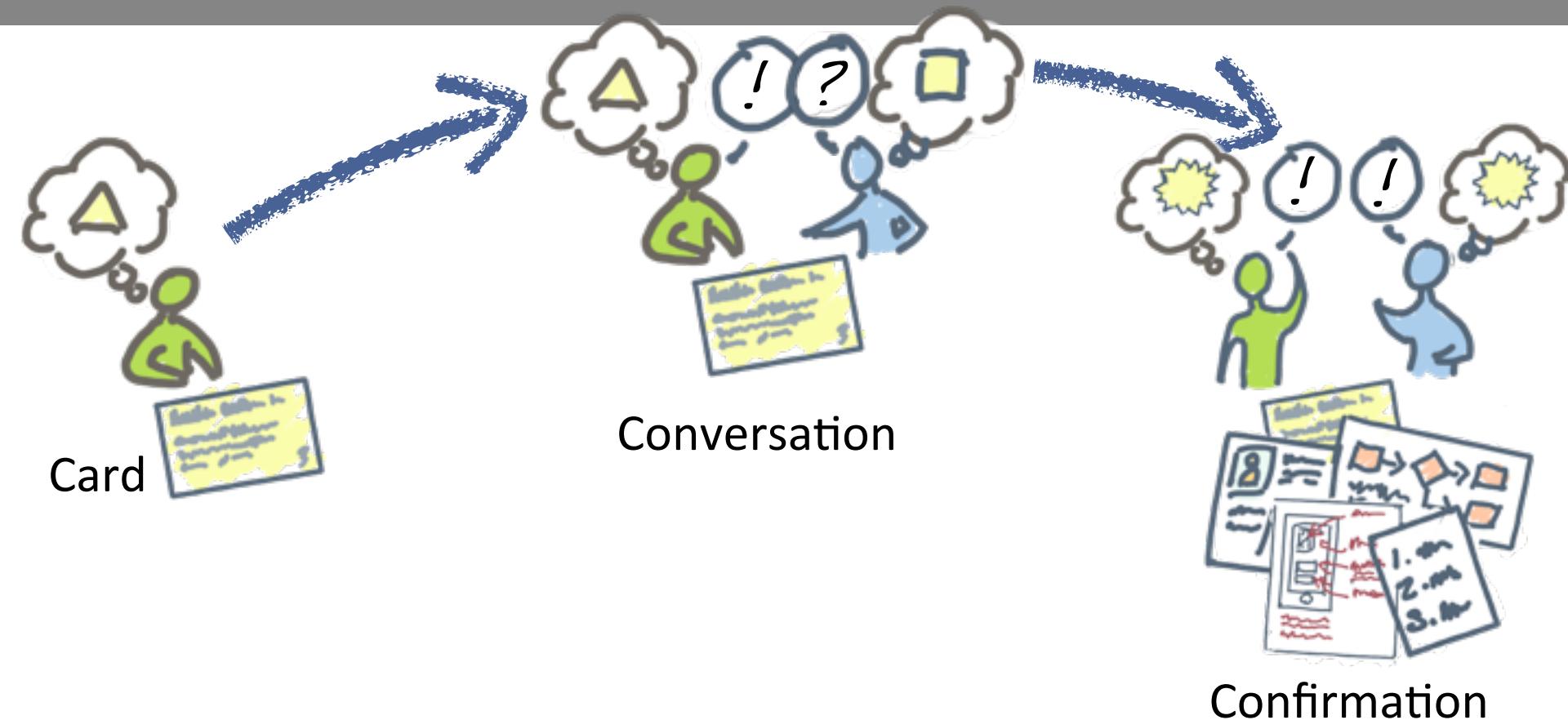


# Rachel and her team at Connextra created a clever conversation starter



Focus discussion and collaboration around who will use the product and how they'll work “later,” after delivery

# Stories have a simple lifecycle



\* Ron Jeffries coined the 3 C's in  
Extreme Programming Installed



# If you replace a conversation with a document, you've stopped using stories

Start with  
Shared Understanding



Spread Shared  
Understanding with discussion



Build software equipped  
with Shared Understanding



Reading documents  
alone results in a different  
understanding...

It's no wonder that  
the software built doesn't  
match our expectations



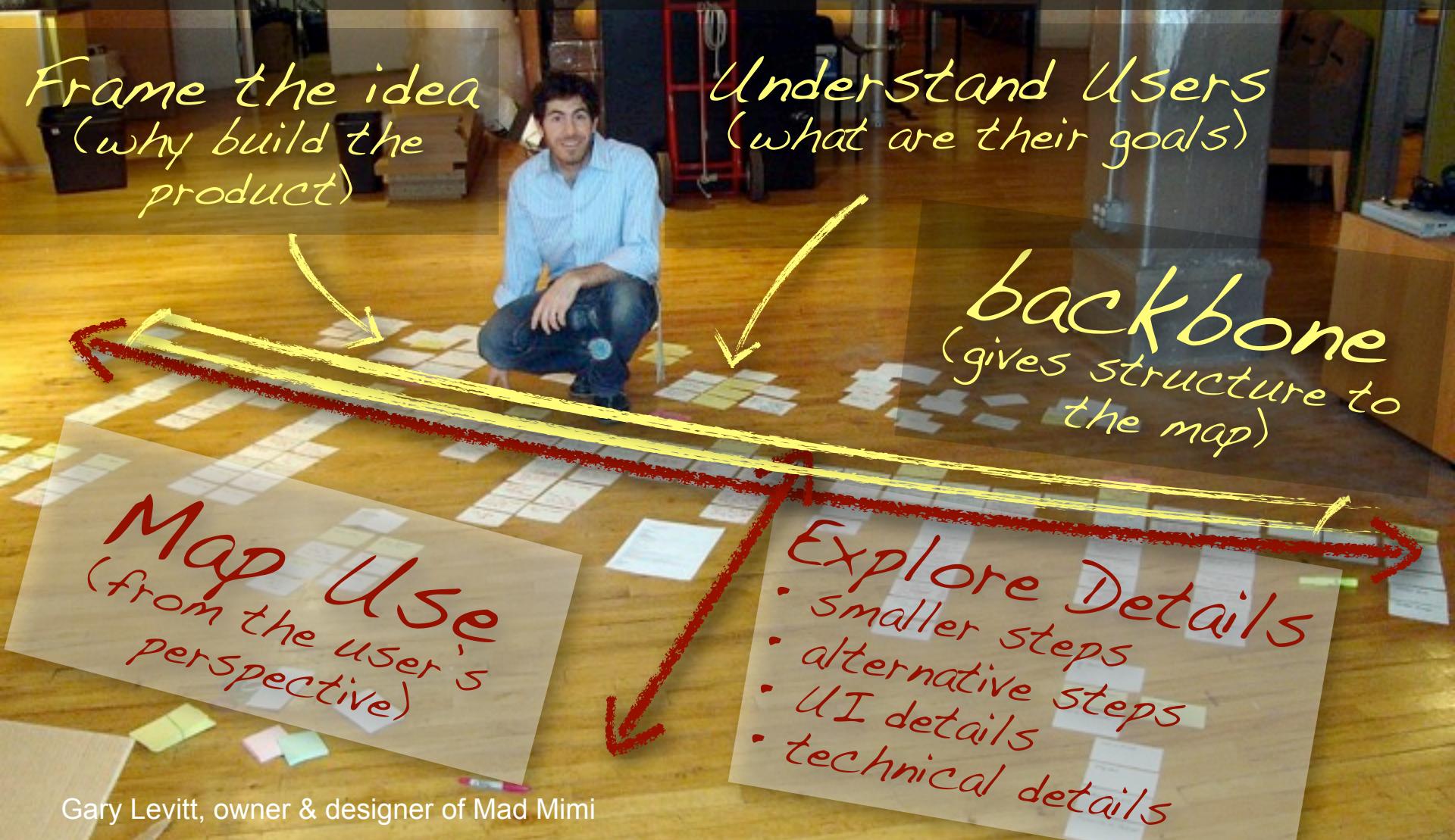
Stories aren't a  
different way to write  
requirements, they're  
a different way to  
work



It's easy to get  
nowhere fast



# A Story Map helps organize discussion about user's experience with our product



# Gary ultimately built a successful product

TC Got a tip? Let us know.

How to work together from anywhere: Dropbox for Business It's that simple TRY IT FREE

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## GoDaddy Acquires MailChimp Competitor Mad Mimi To Beef Up Its Email Marketing Service

Posted Aug 20, 2014 by Sarah Perez (@sarahintampa)

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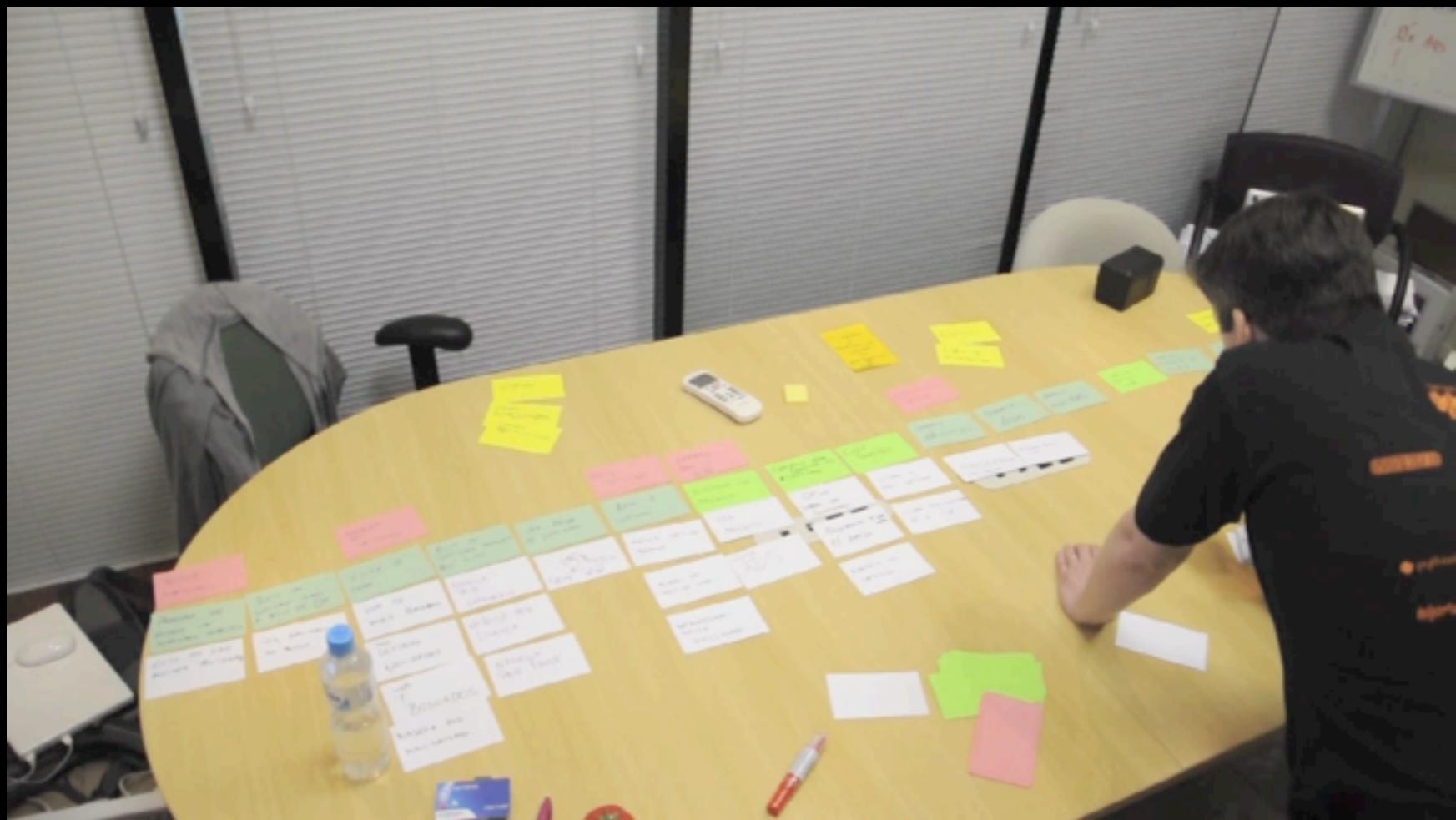
BY-NC-SA 53

GoDaddy has closed on the acquisition of MailChimp competitor **Mad Mimi**, the companies are announcing this morning. The move is meant to further expand the web hosting provider's product suite aimed at small businesses, while filling

# A story map is a simple way to tell a story and break it down into parts



# Build story maps in small collaborative groups



# Use the map for continuous discussion



# Discussions drive out more details, validate, and build shared understanding



Talking through the map with multiple users and subject matter experts helps test it for completeness

Use story maps to understand  
your whole product or  
feature's experience

Use mapping to break down  
big stories without losing the  
big picture



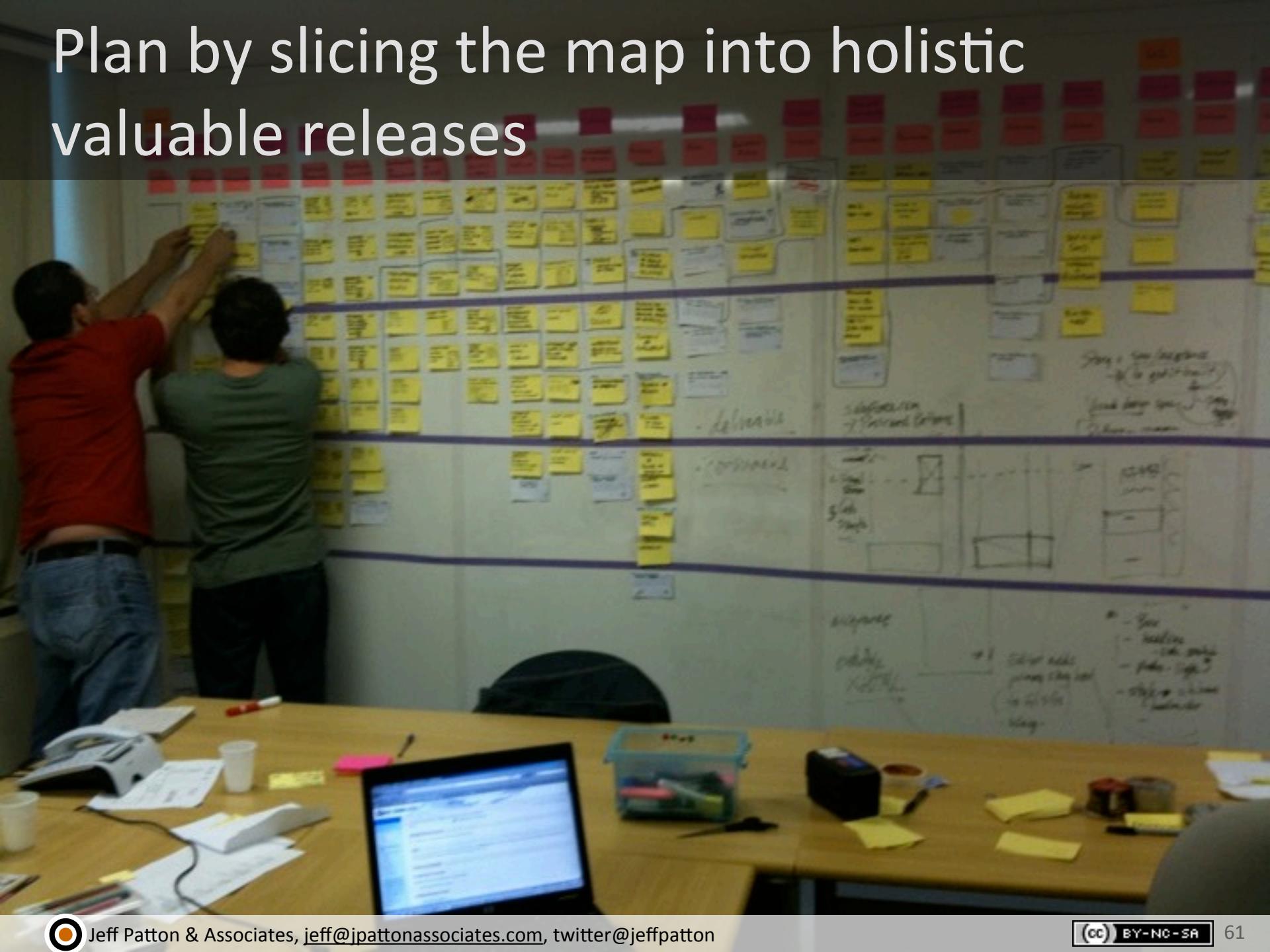
If I hear MVP one  
more time, I'm going  
to shoot myself



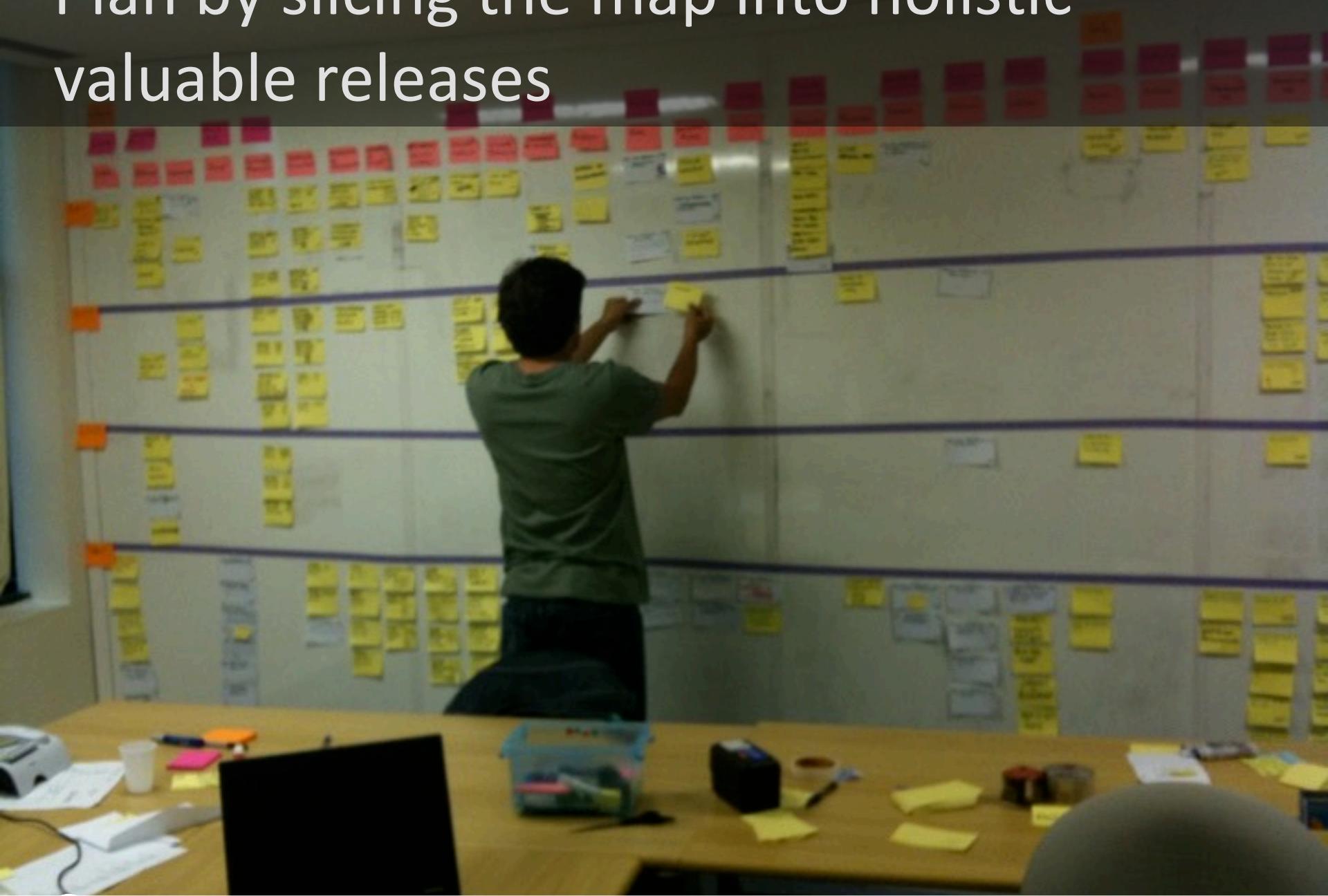
# Plan by slicing the map into holistic valuable releases



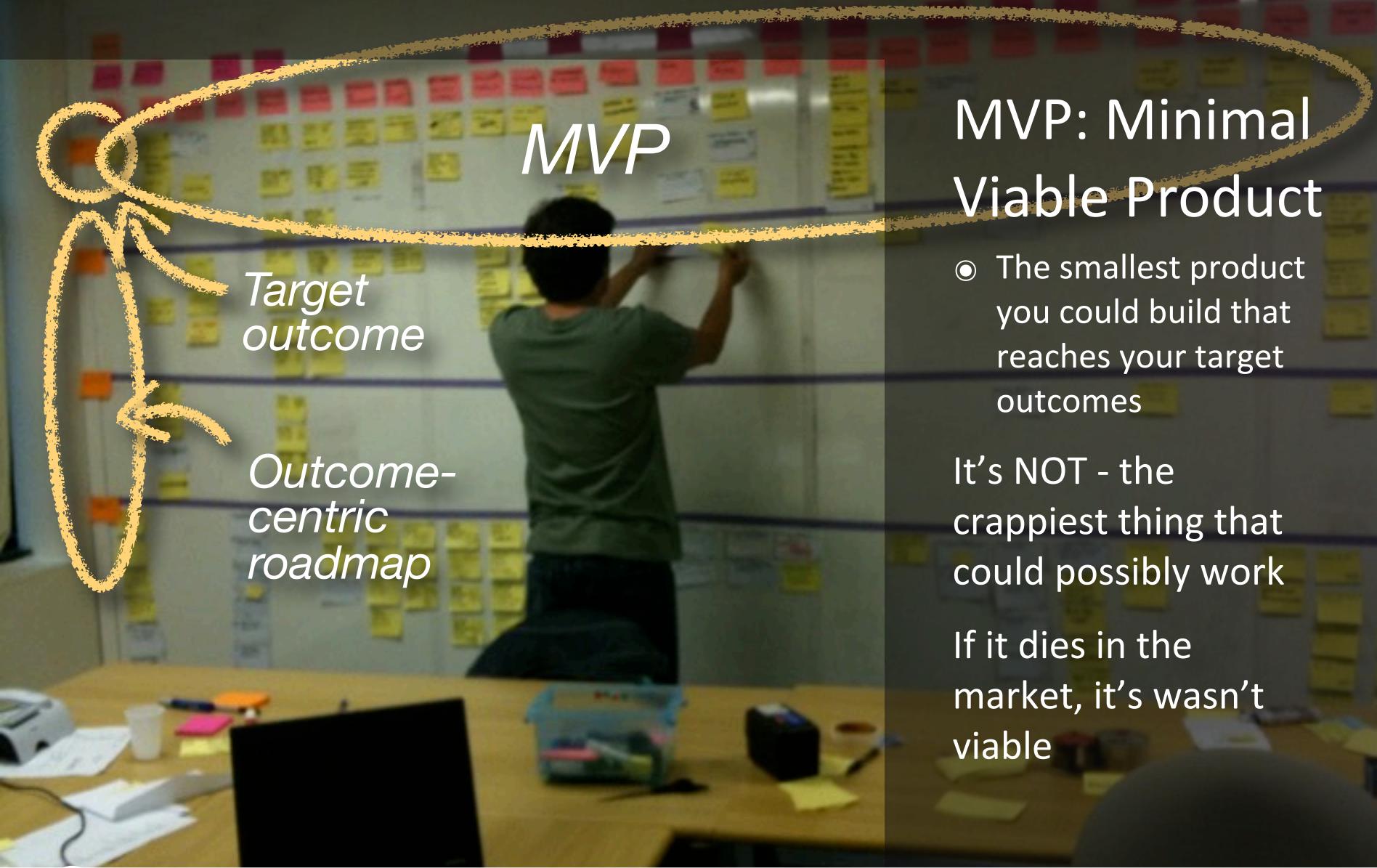
# Plan by slicing the map into holistic valuable releases



# Plan by slicing the map into holistic valuable releases



# Your job is to build LESS software



## MVP: Minimal Viable Product

- The smallest product you could build that reaches your target outcomes

It's NOT - the crappiest thing that could possibly work

If it dies in the market, it's wasn't viable

But, how do you  
know if you're  
hypothesis is correct?

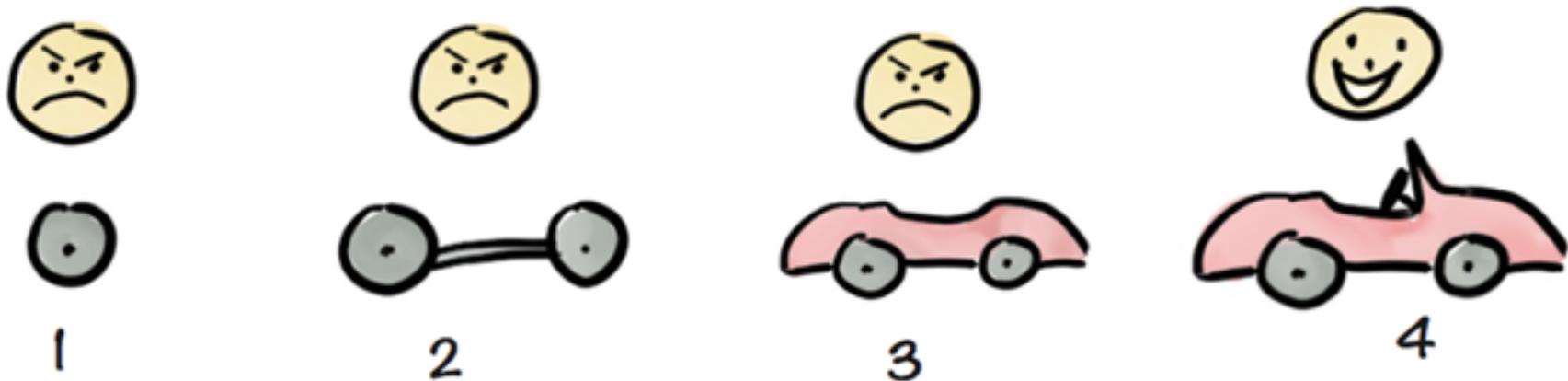


# You don't



# Delivering your hypothetical solution a piece at a time delays learning

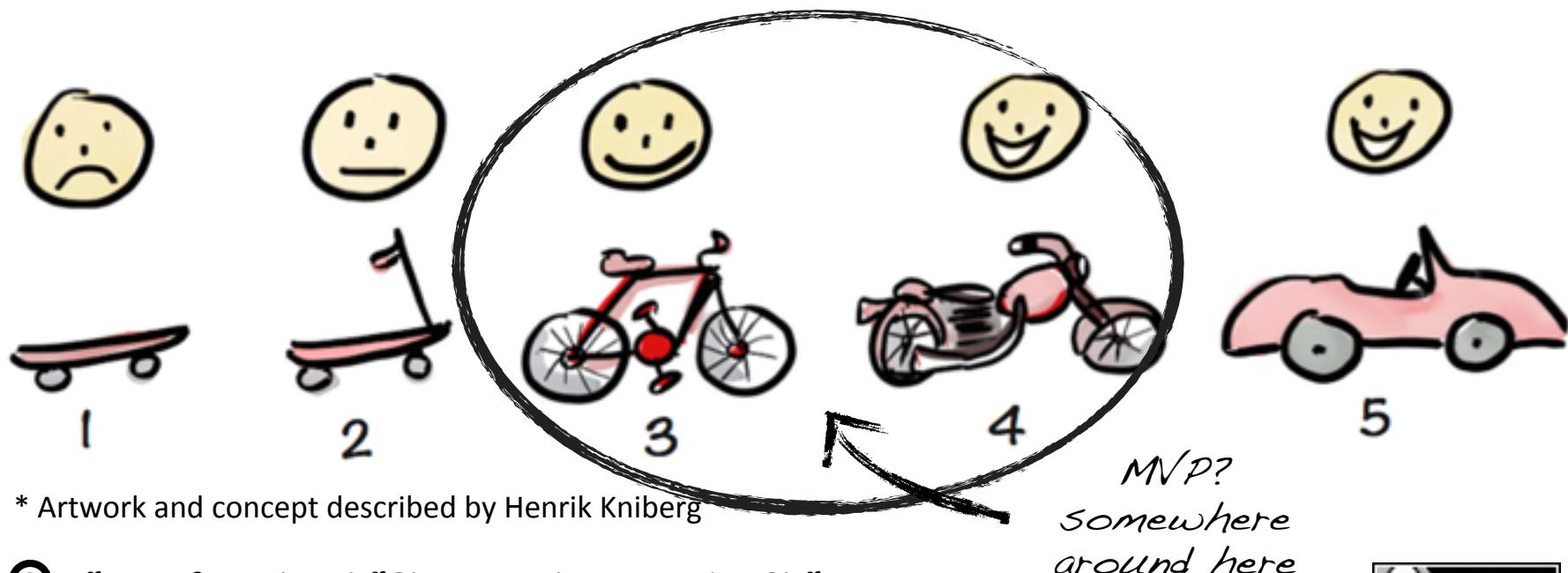
Hypothesis:



\* Artwork and concept described by Henrik Kniberg

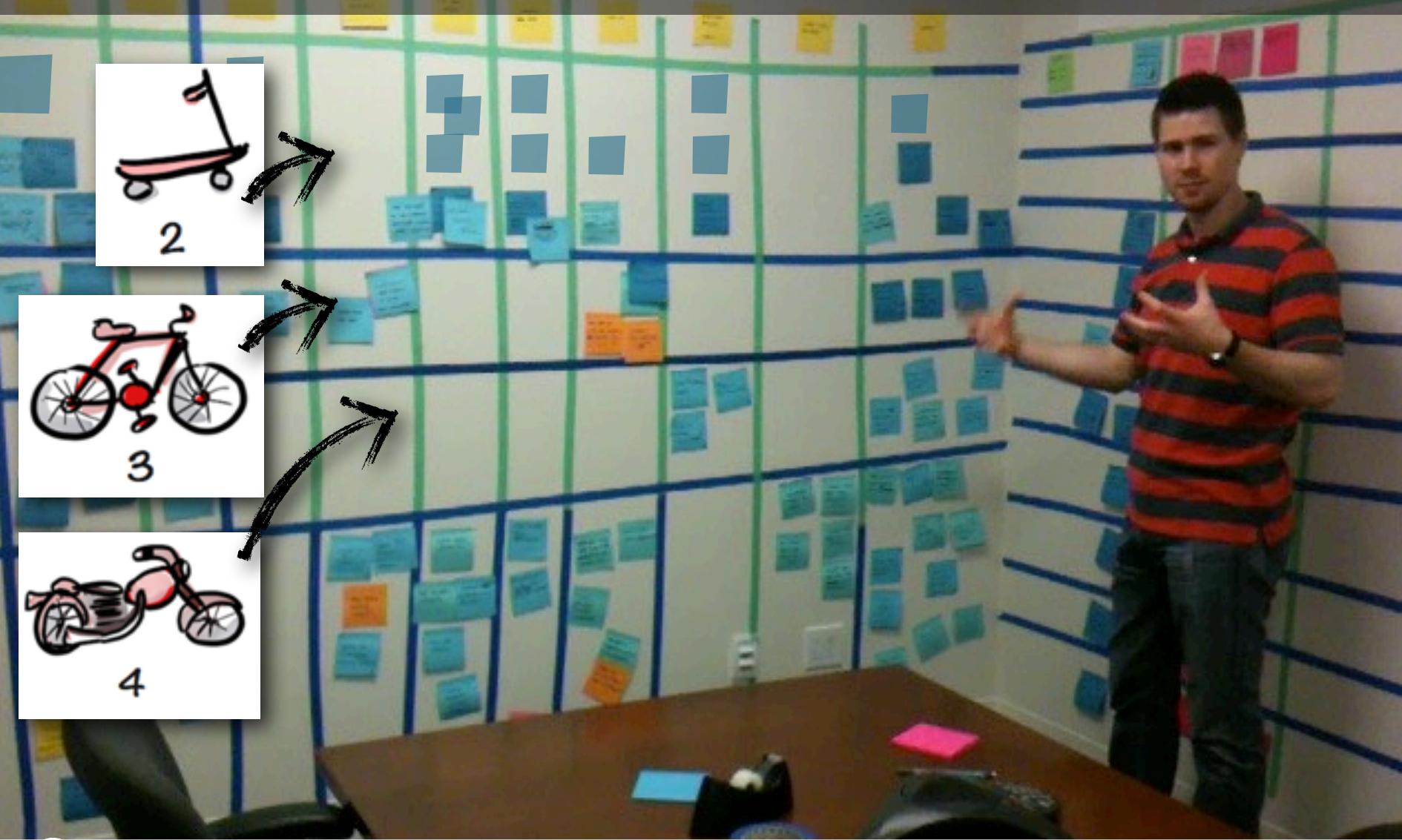
# Deliver minimum viable product tests to a smaller audience to find what's really viable

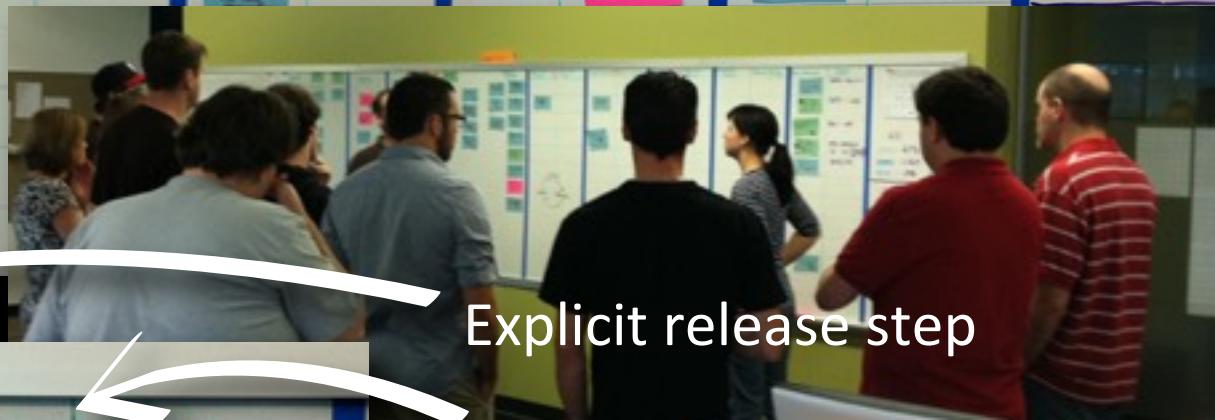
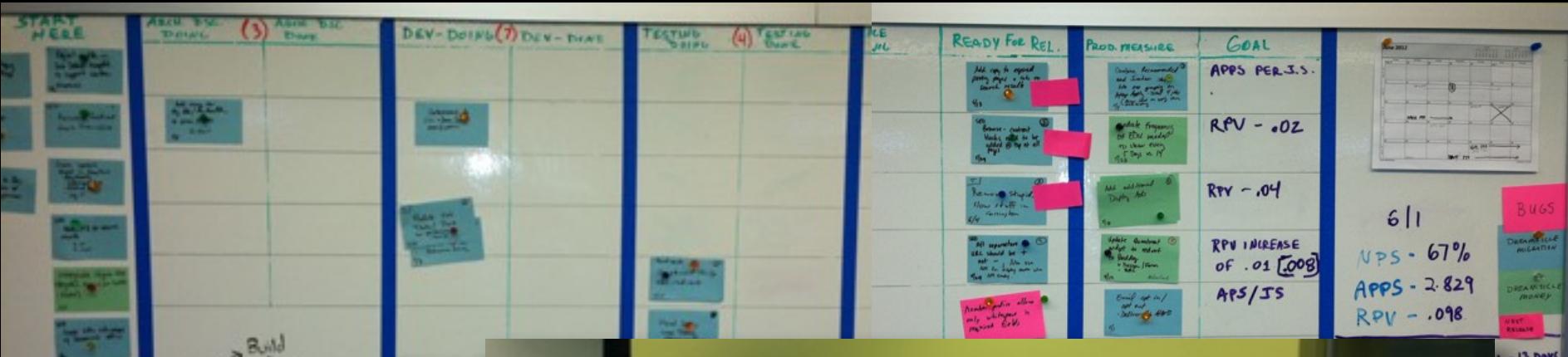
Hypothesis:



\* Artwork and concept described by Henrik Kniberg

# Eric has organized his backlog into a series of release slices





Explicit release step

Explicit measure step & metrics

Nothing leaves their board until there's been a discussion on what they've learned

Snag-a-Job's task board photo courtesy of David Bittenbender



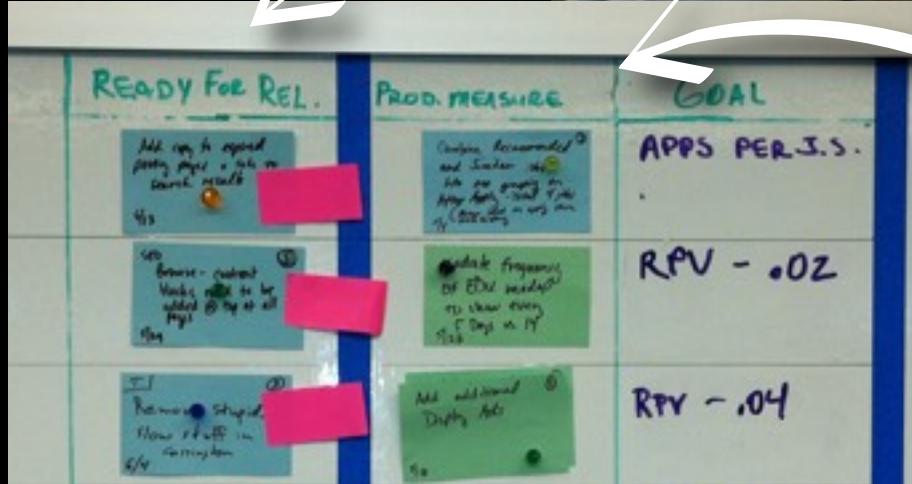
6/1

NPS - 67%  
APPS - 2.829  
RPV - .098

BUGS

DREAMSCAPE  
MANUFACTURER

L = 13 DAYS  
- 11 DAYS  
(MTD)



You won't finish  
on time



“accurate estimate” is  
an oxymoron

To release benefit on a schedule we'll need to budget, and leverage incremental and iterative thinking  
(What's the difference?)



# “incrementing” builds a bit at a time



1



2



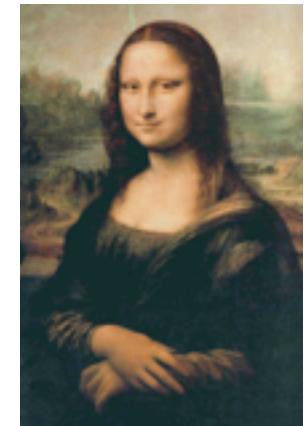
3



4



5



Incrementing calls for a fully formed idea.

And, doing it on time requires dead accurate estimation.

# “iterating” and “incrementing” builds a rough version, validates it, then slowly builds up quality



A more iterative allows you to move from vague idea to realization making course corrections as you go.

1



2



3

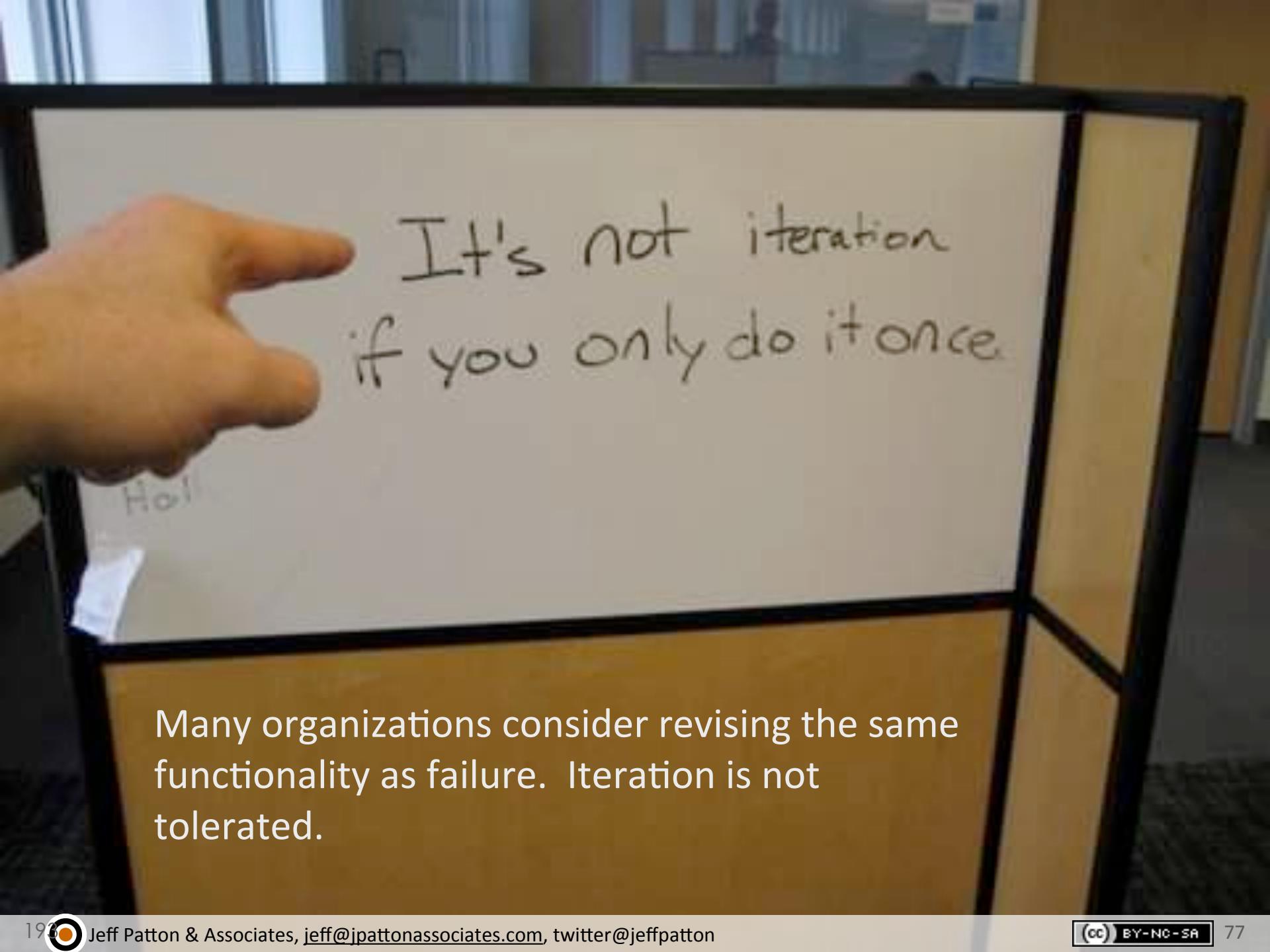


4



5





It's not iteration  
if you only do it once

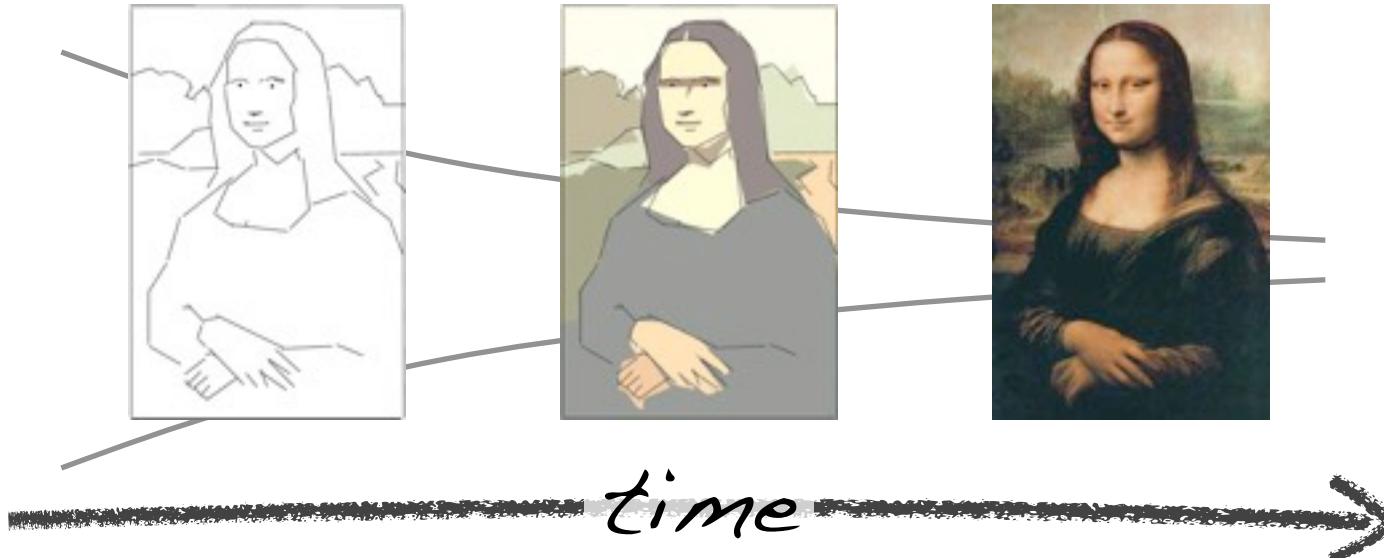
Many organizations consider revising the same functionality as failure. Iteration is not tolerated.

# Work like an artist to envision and build the product holistically

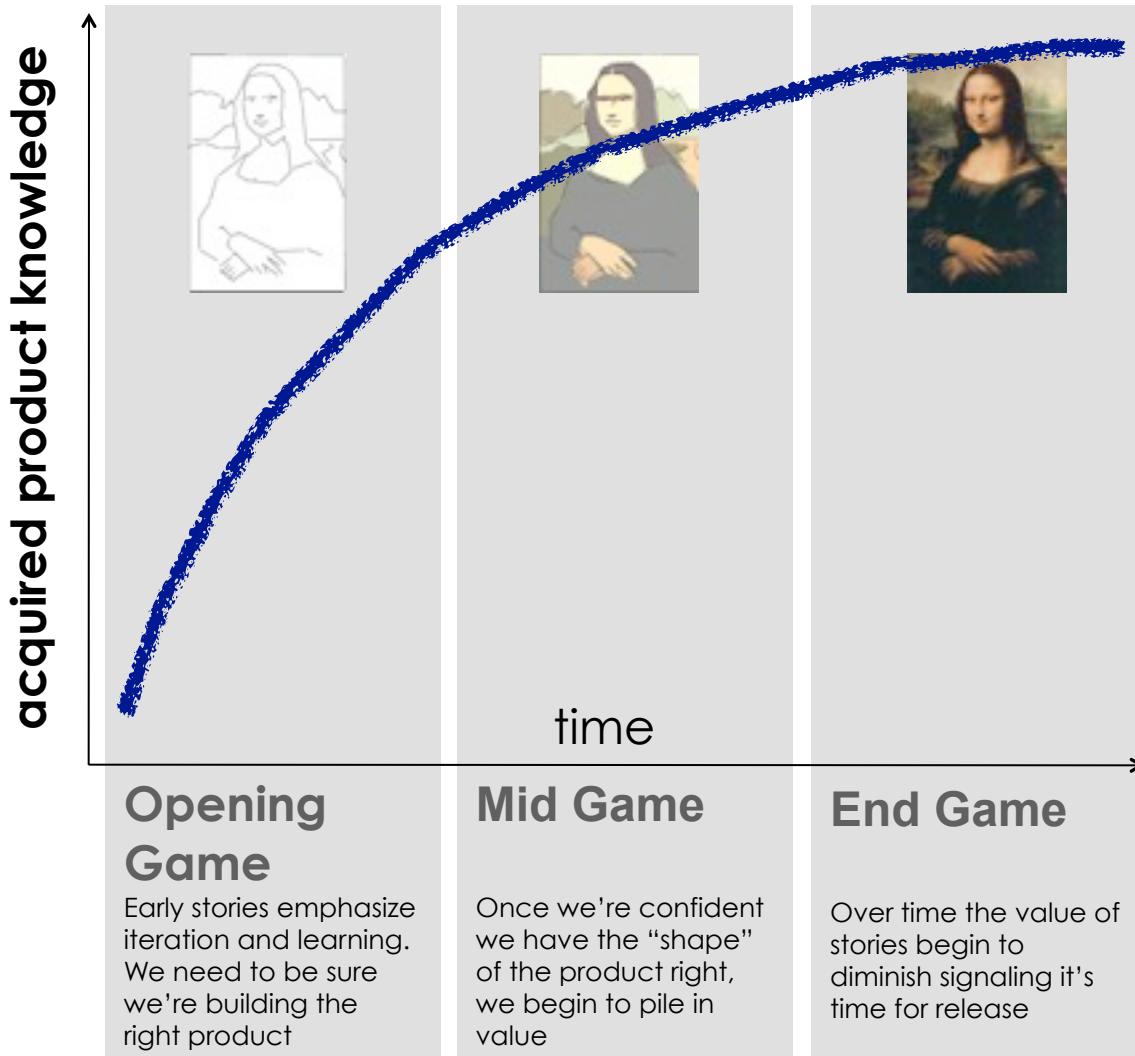


“Art is never finished,  
only abandoned.”

-Leonardo DaVinci



# Organize work to maximize learning



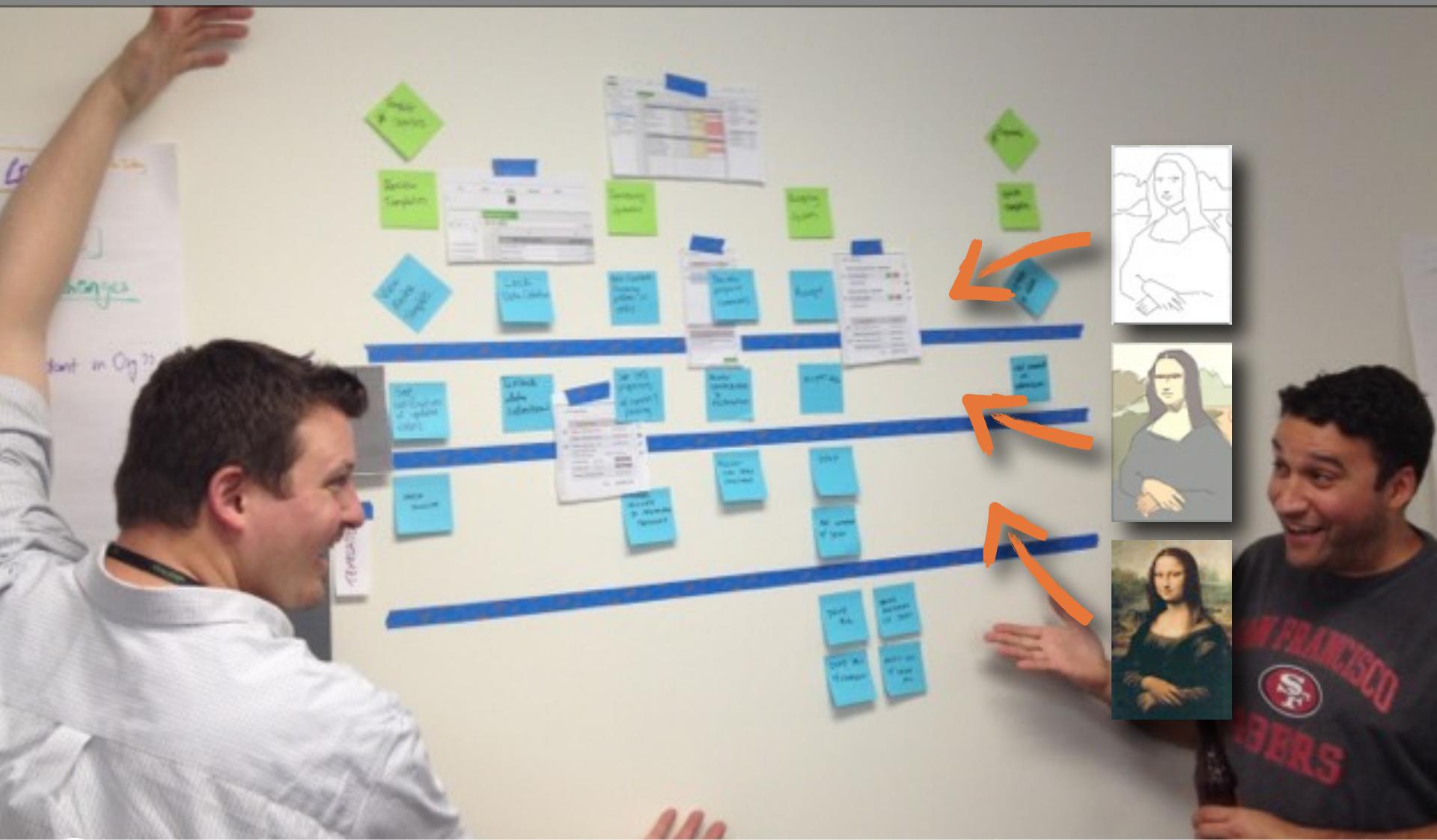
The inverse of risk is knowledge

Learning earlier about delivery risks helps us finish on time

Alistair Cockburn refers to cutting the small “polishing” stories as “trimming the tail.”



# Use a story map to slice out a delivery strategy



# Consider these four story splitting heuristics that build up quality

## Bare Necessity

For the feature to be minimally demonstrable – but not releasable, what is the minimal functionality

*Example: A form with only necessary fields and no validation*

## Capability & Flexibility

What would add the ability to perform the user task in different ways? Adding in sub tasks that are optionally performed?

*Example: a form with optional fields, date lookup tools, input translation on dates*

## Safety

What would make this feature safer to use? For both the user, and for the business paying for the software?

*Example: input validation, enforcement of business rules such as credit card validation*

## Usability, Performance, Sex Appeal

What would make this feature easier to use? More desirable to use? Faster to use?

*Example: auto-completion, sexy visual design, speed keys*

\* Adapted from Gerard Meszaros' "Storyotypes"



# Building up quality iteratively and incrementally ships the best product possible

sprint

4

A-

A

B

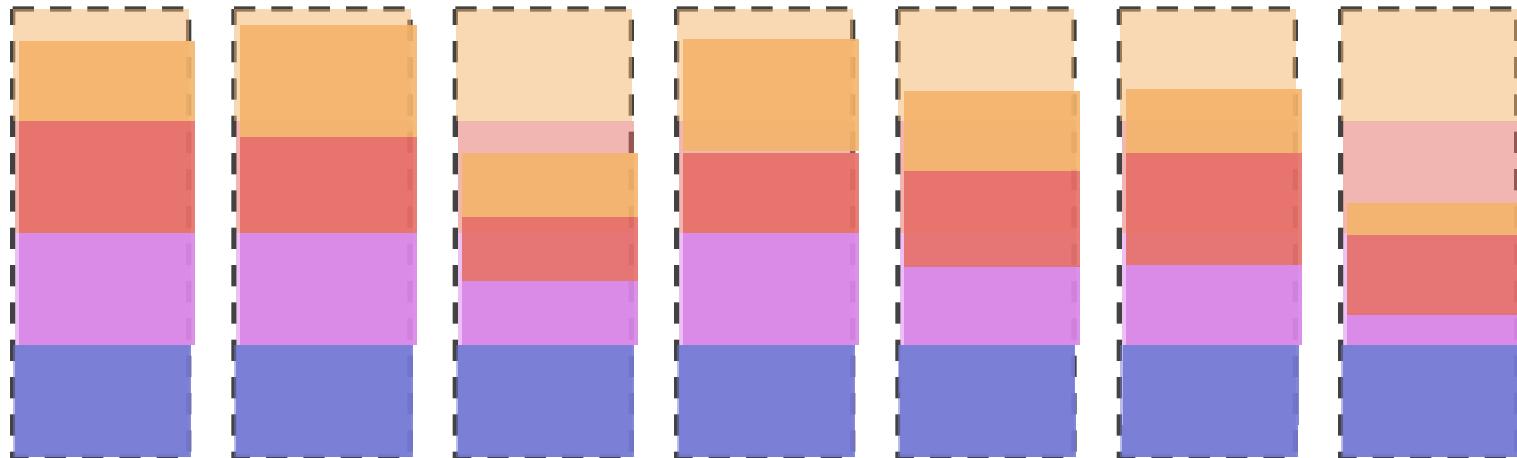
A

A-

A-

B-

user tasks to support



Product goal: **(in 4 sprints)** ship the best product possible



# Product Owners must understand the delivery strategy that leads to a finished product



Sculpture at various stages of completion, Musée d'Orsay, Paris

Build up software  
iteratively and  
incrementally to release  
the highest quality  
possible on time

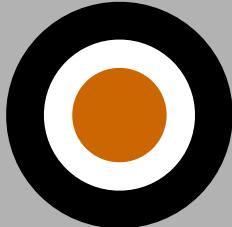
1. Tell stories, don't just write them
2. Use simple visualizations to anchor the stories you tell
3. Tell the whole story to find the parts that matter most
4. Think things through: minimize output, maximize outcome and impact
5. Build to minimum viable product tests to find what's minimum and viable in the market

Effective stories connect everyone to the purpose of your product



# Story Mapping

discover the whole story



Jeff Patton  
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twitter: @jeffpatton

I wrote this  
book!

