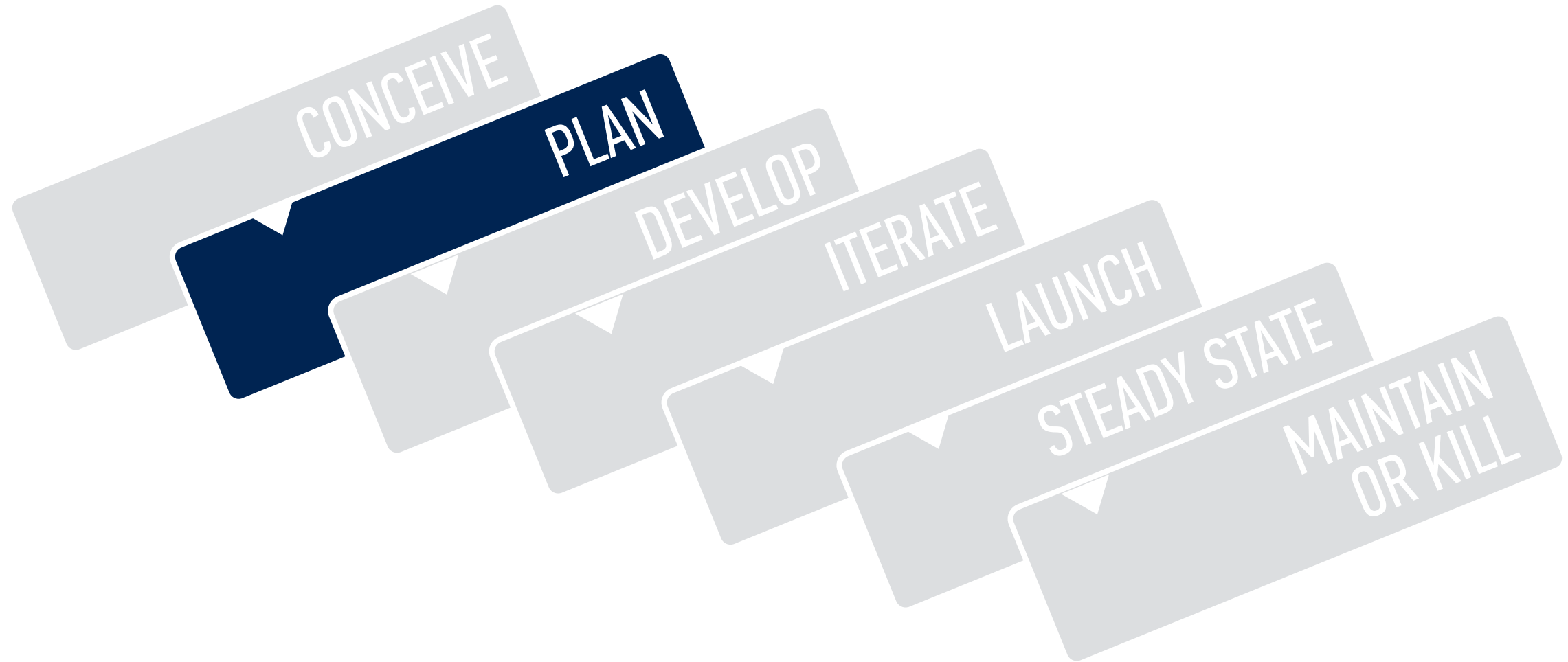


FEATURES AND USER STORIES

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PDM7, Instructor

FEATURES AND USER STORIES



FEATURES AND USER STORIES

LEARNING OBJECTIVES

- › Create user stories or job stories to communicate needs between the team.
- › Learn to translate user needs into product features
- › Learn how to effectively prioritize features.

FEATURES AND USER STORIES

USER STORIES

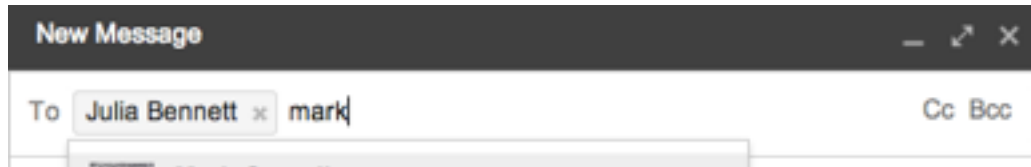
USER STORIES

USER STORIES

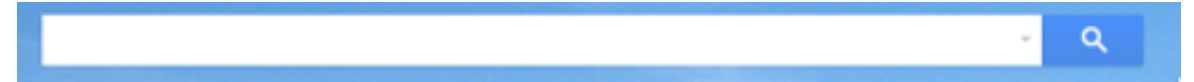
- A way to capture User Needs.
- Shared with the development team and stakeholders.
- Cards can be broken up into smaller user stories for large features.

As a
{type of user},
I want to
{goal/functionality}
so that I can
{reason}.

USER STORIES



As a business user,
I want to enter the
email addresses of
my colleagues
quickly so I send
them messages
faster.



As a heavy users of
email folders, I
want to search
through my emails
quickly by subject
and recipients so I
can find hidden
messages.

USER STORIES

ACCEPTANCE CRITERIA

What does the product need to do to mark this user story as complete?

If I search for a specific name of the person, all their emails show up. If I search for subjects, all the emails with similar names show up. If I search for something that returns null, it displays “No messages found.”

USER STORIES

AGILE – CONSTRUCT

- **Epic:** Very large user story
- **Theme:** Similar user stories
- **User Story:** Well defined story that can completed in (1) sprint

FEATURES AND USER STORIES



KEY OBJECTIVE(S)

Understand how user stories get translated to features.

TIMING

- | | |
|--------|--|
| 5 min | In groups, think about an app that would allow you to order alcohol to your home (wine, beer, liquor). |
| 15 min | Identify the user needs for the app and write out user stories for them. |
| 10 min | Brainstorm what features you would build for each user story. |

DELIVERABLE

User stories + feature ideas for each story to solve the user need.

FEATURES AND USER STORIES

JOBS TO BE DONE (JTBD)

JOBS-TO-BE-DONE

MILKSHAKE MARKETING



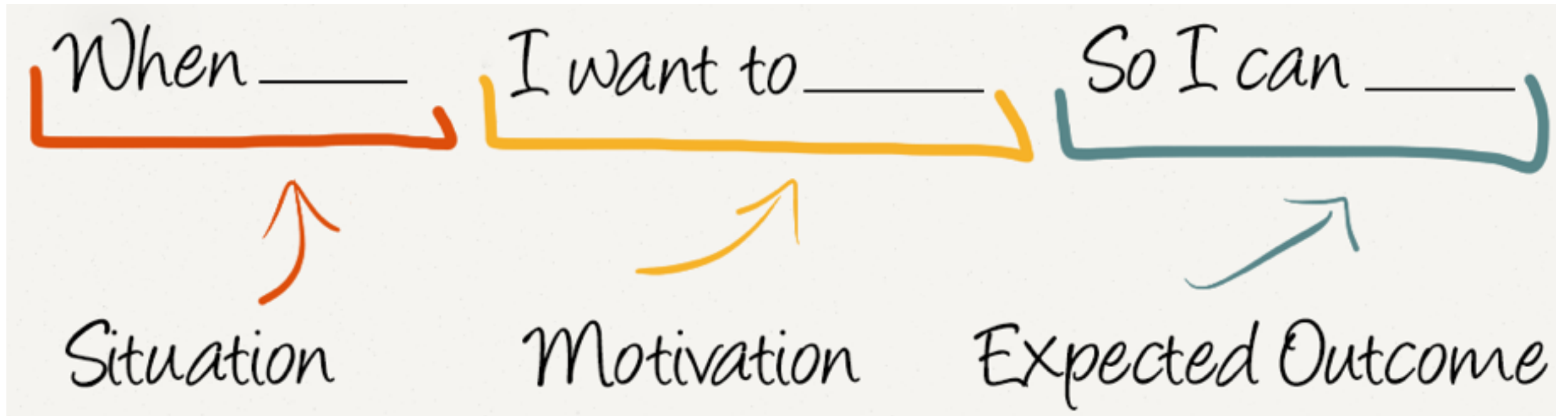
- Clayton Christensen
- Anthony Ulwick
- Theodore Levitt

JOBS-TO-BE-DONE

**PEOPLE ENCOUNTER SITUATIONS
THAT DRIVE THE NEED FOR A JOB.
THEY HIRE A PRODUCT OR SERVICE
TO GET THE JOB DONE.**

JOBS-TO-BE-DONE

JOB STORY



Sourced: Alan Klement

JOBS-TO-BE-DONE

JTBD

- › **Situation:** Context rich explanation of the problem
- › **Motivation:** Forces that push or pull the customer to or from product or feature. (i.e. anxiety, causality)
- › **Expected outcome:** Solution to one or more situations.

When
{situation of user},
I want to
{motivation}
so that I can
{expected outcome}.

JOBS-TO-BE-DONE

MAYDAY FEATURE BY AMAZON

When I'm using my tablet and encounter a problem, I want to get help right away so I can finish what I started.

Situation:

When I'm using my tablet and encounter a problem....

Motivation:

I want to get help right away...

Force: I'm irritated because I was in the middle of something...

Force: I'm nervous I won't finish what I was just doing...

Force: I get nervous asking for help...

Force: Asking for help might make me look stupid...

Force: I'm shy about showing what I'm working on to someone else...

Expected Outcome:

So I can finish what I started.

Example Sourced: Alan Klement

FEATURES AND USER STORIES

TRANSLATING NEEDS

HOW DO WE DETERMINE PRODUCT FEATURES?

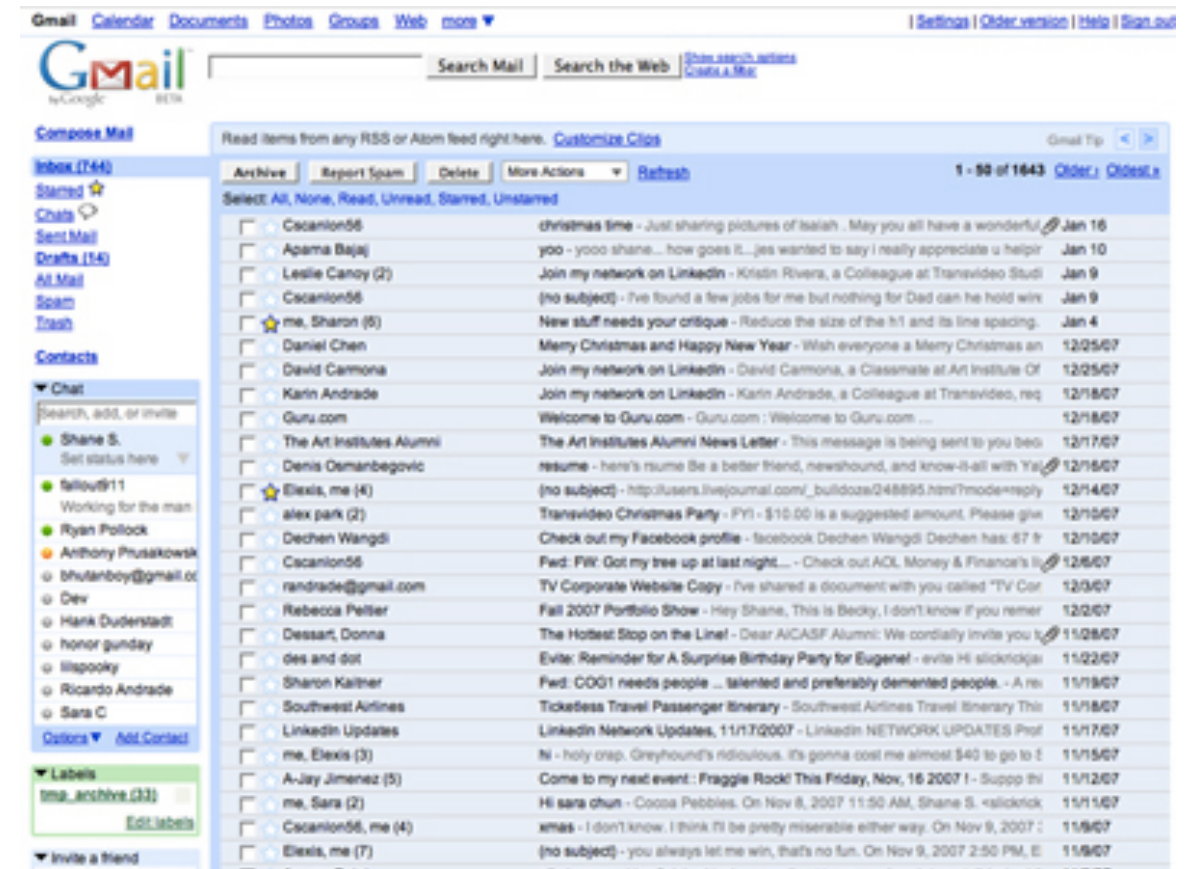


**START WITH A USER'S
WANTS AND NEEDS
TO COMPLETE A GOAL.**

TRANSLATING NEEDS

AN EMAIL SYSTEM

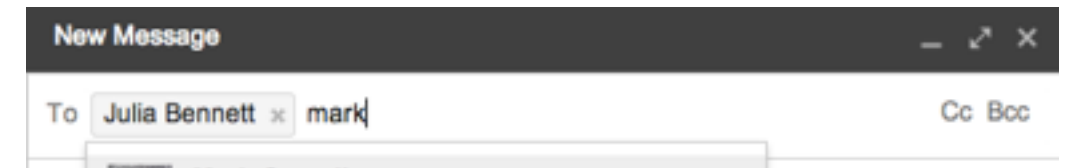
- ▶ What actions would I want to accomplish when sending and receiving emails?
- ▶ What are some things I would need or want to make emailing both useful and enjoyable?



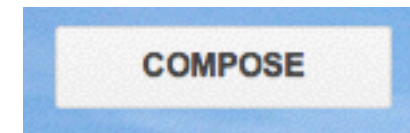
TRANSLATING NEEDS

TRANSLATE USER'S NEEDS INTO FEATURES

“I need a way to tell the system who I want to send the email to.”



“I need a way to create a new email message.”



TRANSLATING NEEDS


PRODUCTS ARE MADE UP OF LITTLE FEATURES.


New Message


Recipients


Subject


Send


























TRANSLATING NEEDS

PRODUCTS ARE MADE UP OF LITTLE FEATURES.

The image shows a 'New Message' form with several features highlighted by orange boxes:

- Close Button:** A small square button with an 'X' icon in the top right corner of the form's header bar.
- Recipients Field:** A text input field labeled 'Recipients' located below the header bar.
- Subject Field:** A text input field labeled 'Subject' located below the 'Recipients' field.
- Send Button:** A blue button with the text 'Send' located at the bottom left of the form.
- Text Formatting Toolbar:** A horizontal bar containing icons for text formatting, including bold, italic, underline, and text color.
- Rich Media Toolbar:** A horizontal bar containing icons for inserting rich media, including a link, image, video, currency symbol, and other elements.
- Trash Icon:** A small icon of a trash can located at the bottom right of the form, next to the 'Send' button.

FEATURES AND USER STORIES

PRIORITIZATION

WHY IS IT IMPORTANT TO PRIORITIZE STORIES?

PRIORITIZATION

HOW DO WE PRIORITIZE

- Weigh development effort with customer value
- You want to maximize customer value on the delivered product
- Post your user stories with the highest priority at the top
- Consider dependencies on future user stories

Priority 1

Priority 2

Priority 3

PRIORITIZATION

***AS A CLASS PRIORITIZE USER STORIES FOR AN
EXAMPLE YOU HAVE***

FEATURES AND USER STORIES



EXERCISE

KEY OBJECTIVE(S)

Understand prioritization of user stories and features.

TIMING

- | | |
|--------|---|
| 10 min | In the same groups as before, discuss the priority of each user story in terms of customer value. |
| 5 min | Line up your user stories on the board with the highest priority on the top. |

DELIVERABLE

User stories in a list with highest priority on top.

INSERT CLASS TITLE

HOMEWORK

FEATURES AND USER STORIES

CREATE USER STORIES OR JOB STORIES FOR YOUR PRODUCT

PRODUCT DEVELOPMENT LIFE CYCLE

Q&A

PRODUCT DEVELOPMENT LIFE CYCLE

EXIT TICKETS

[HTTP://GA.CO/PDMTICKET](http://ga.co/pdmticket)

1. What do user stories communicate?
 1. A user's last actions.
 2. A user's wants and needs. - Answer
 3. A user's emotions.

2. Why is it important to prioritize features?
 1. Developers only have limited time to build.
 2. You want to ensure that customers get the most value.
 3. Both A & B - Answer

3. What is the structure of a user story?
 1. As a <user> I want to <goal> so that I can <reasons>. - Answer
 2. As a <stakeholder> I want to <goal> so that I can <reasons>.
 3. As a <user> I usually do <actions>.