

AGILE SPECIALIZATION

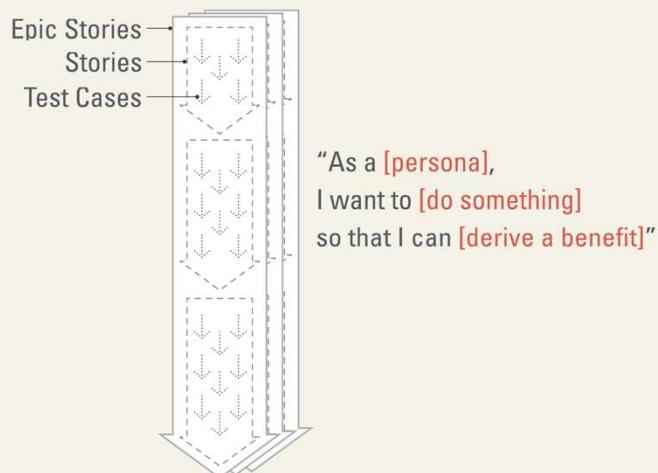
COURSE 1 MODULE 3

PREPARING FOR GREAT USER STORIES

Alex Cowan

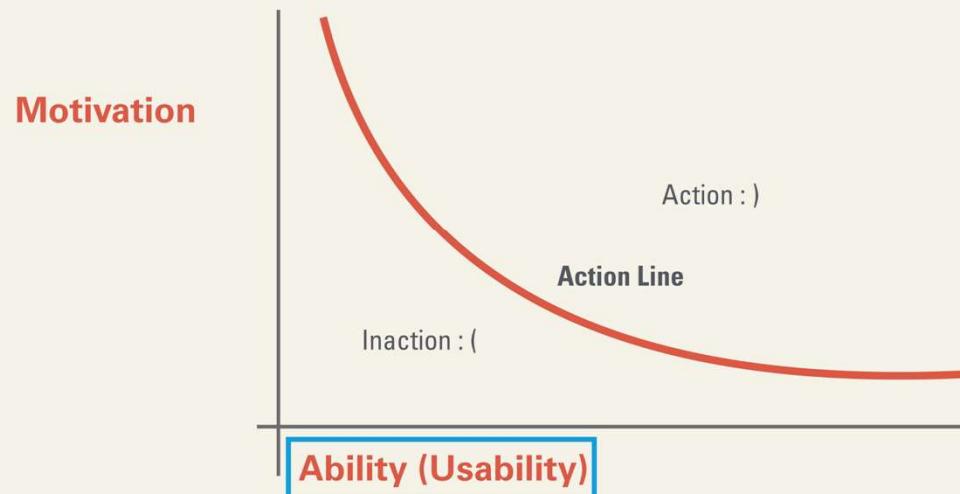
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(THE WHOLE) AGILE USER STORY



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WHAT ANGLE ARE WE WORKING?



source: adapted from BJ Fogg's Behavioral Model

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THE RED BUTTON PROBLEM

"As a shopper,
I want to click a red button,
so I can complete my purchase."

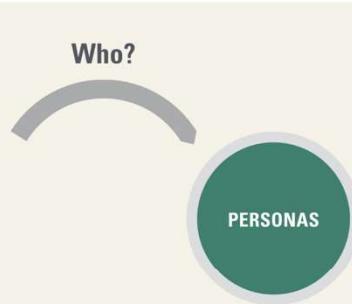
I AM A
RED
BUTTON!

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PERSONA TO PROBLEM SCENARIO TO EPIC

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PERSONA TO PROBLEM SCENARIO TO EPIC

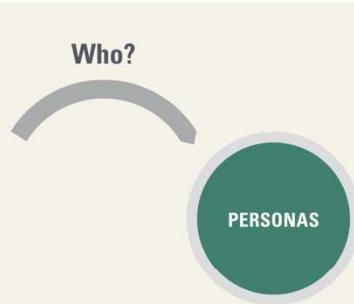


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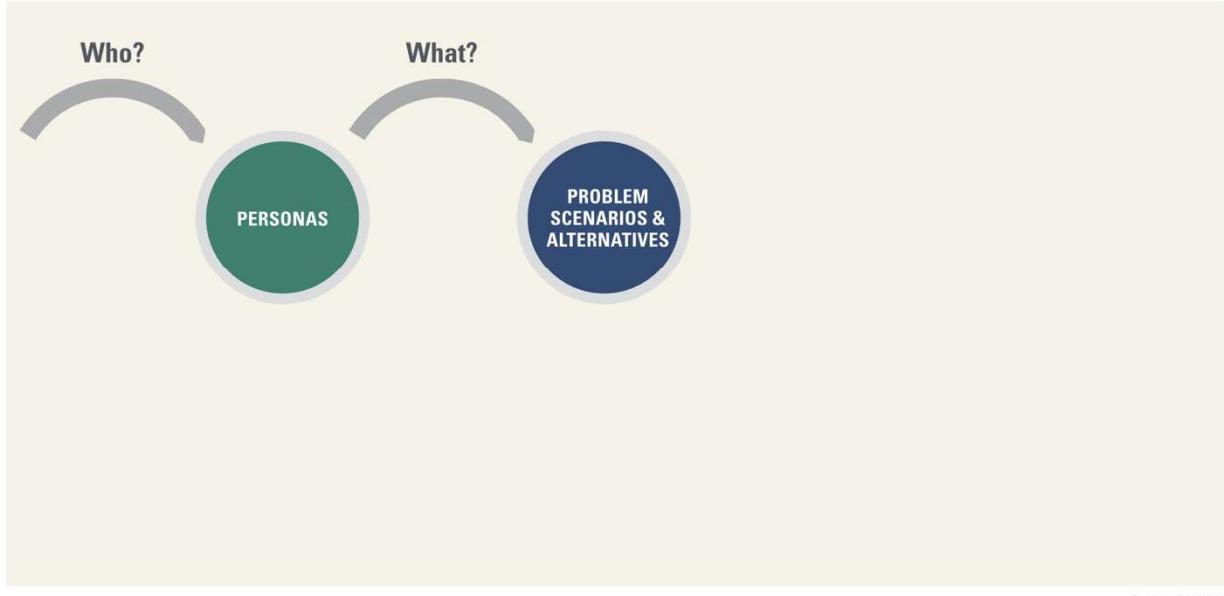
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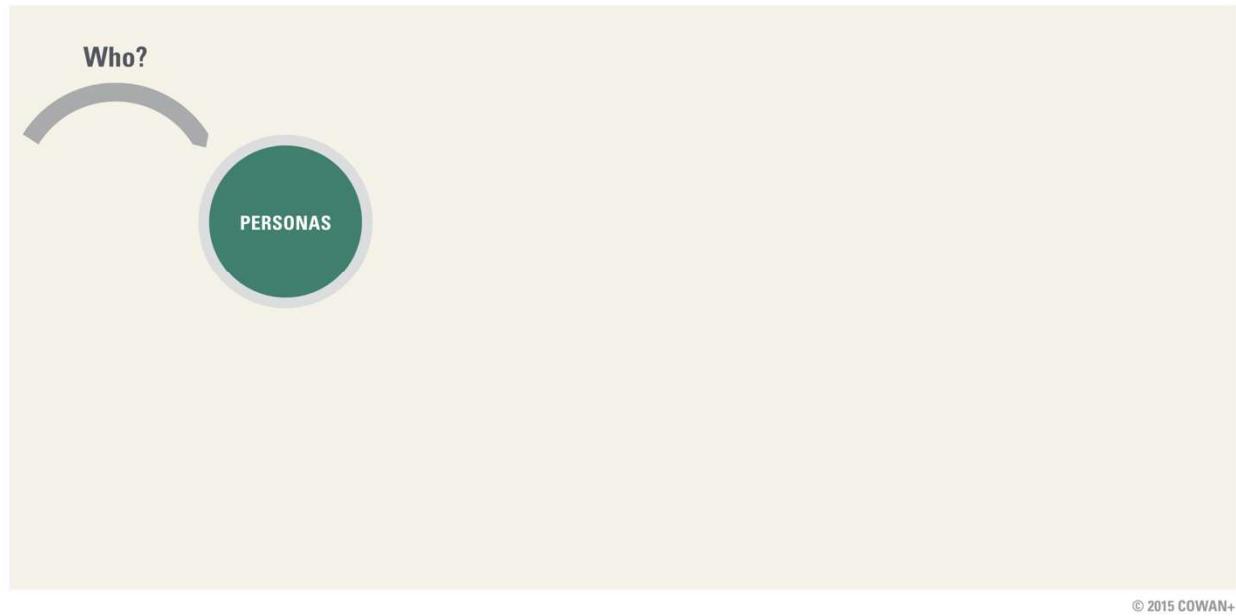
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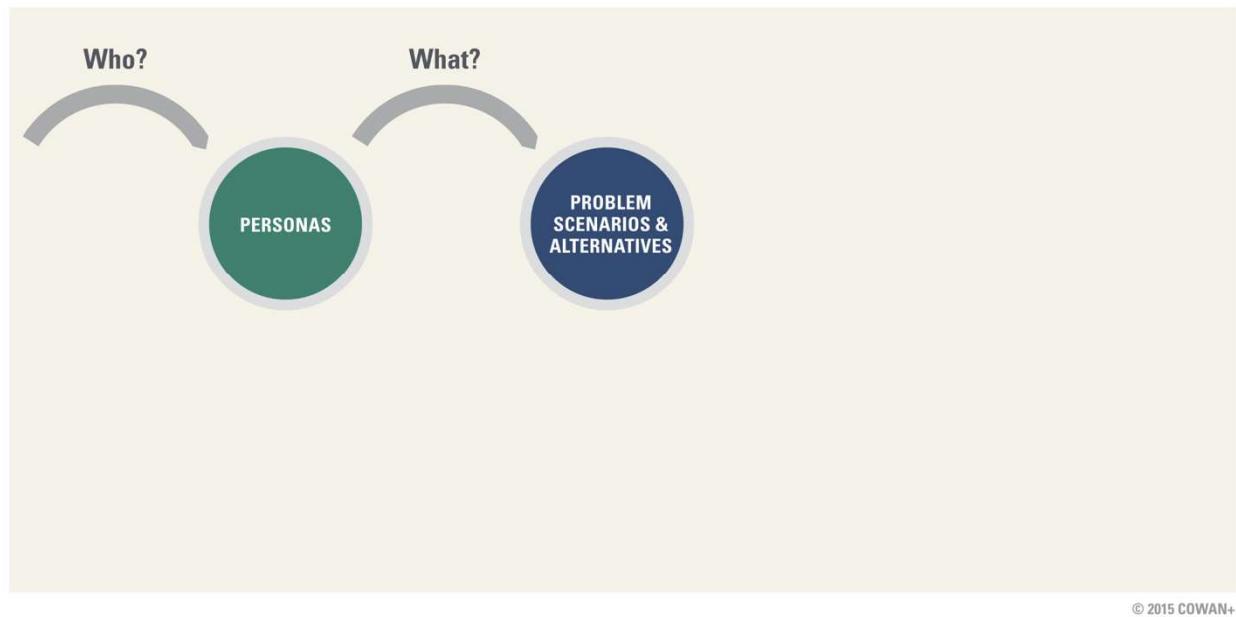
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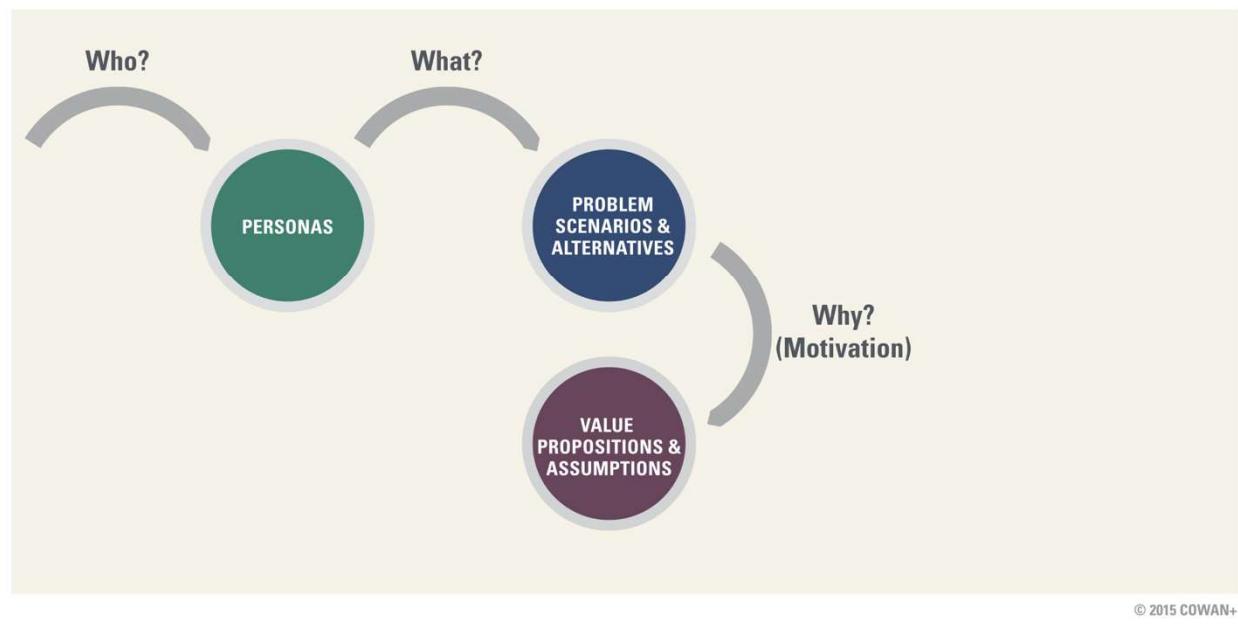
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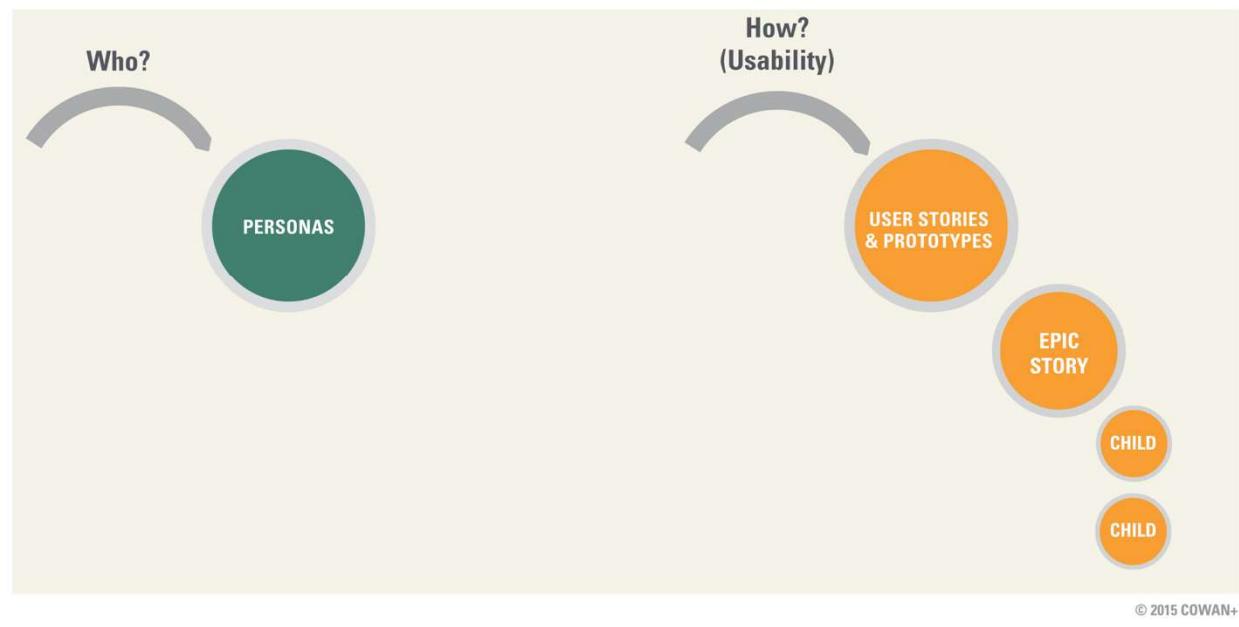
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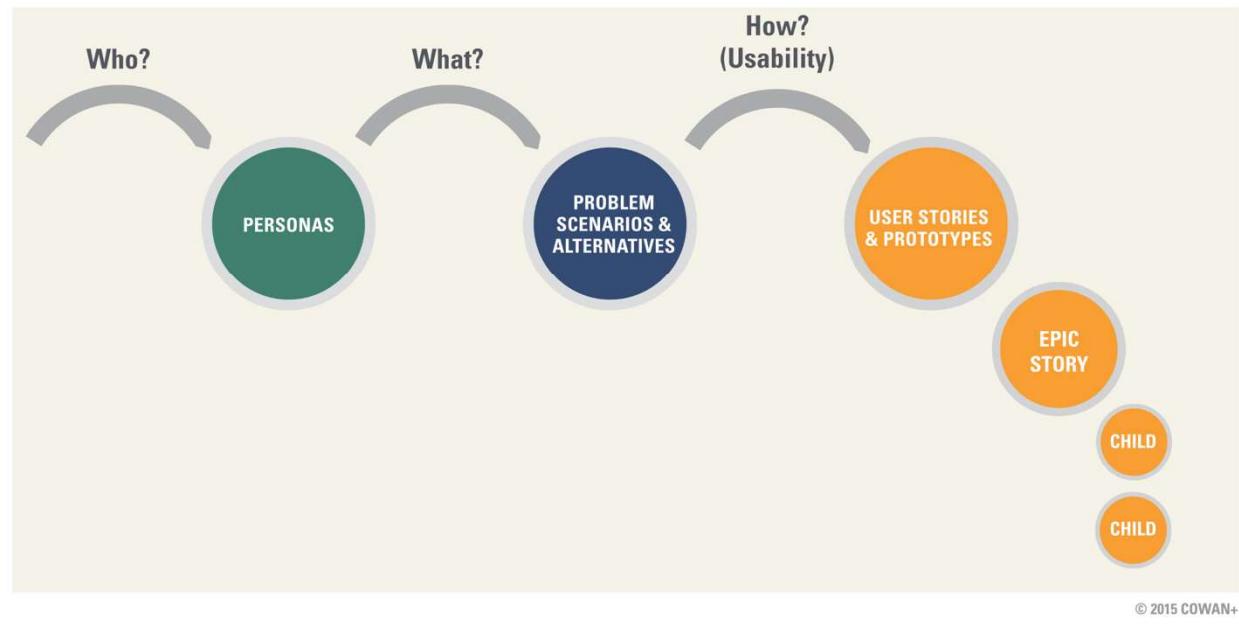


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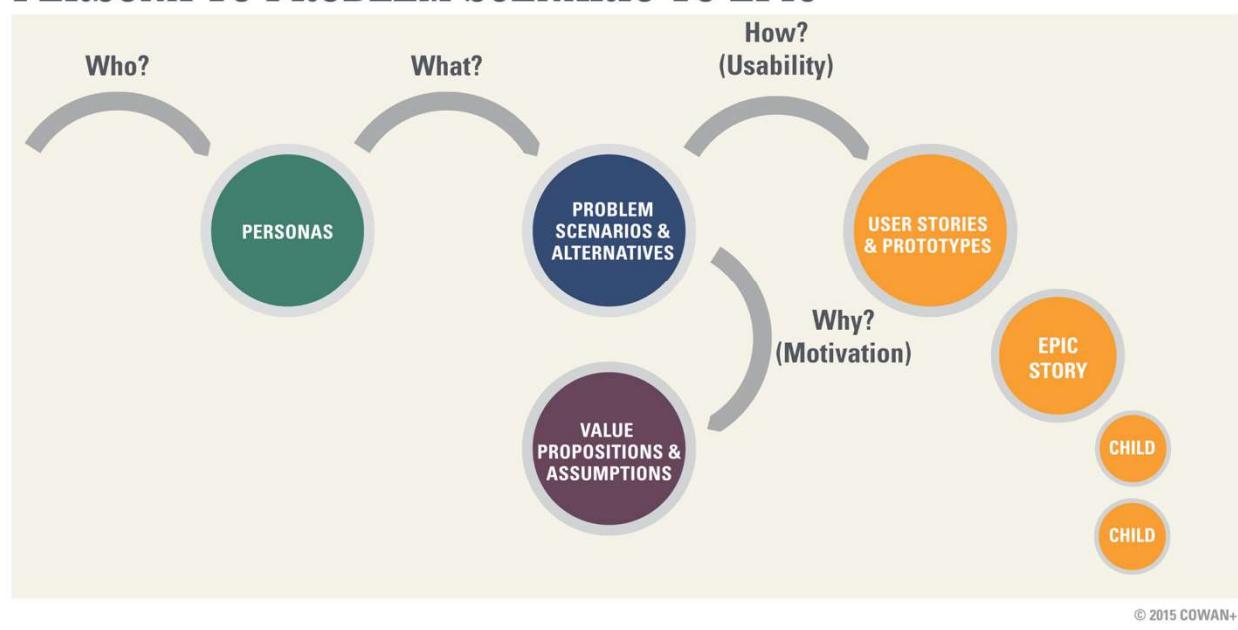
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PERSONA TO PROBLEM SCENARIO TO EPIC- HVAC IN A HURRY

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PERSONA TO PROBLEM SCENARIO TO EPIC- HVAC IN A HURRY

Who?

Ted the HVAC
Technician

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'Getting parts
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'Getting parts
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A more
structured,
automated
parts ordering
process.

Why?
(Motivation)

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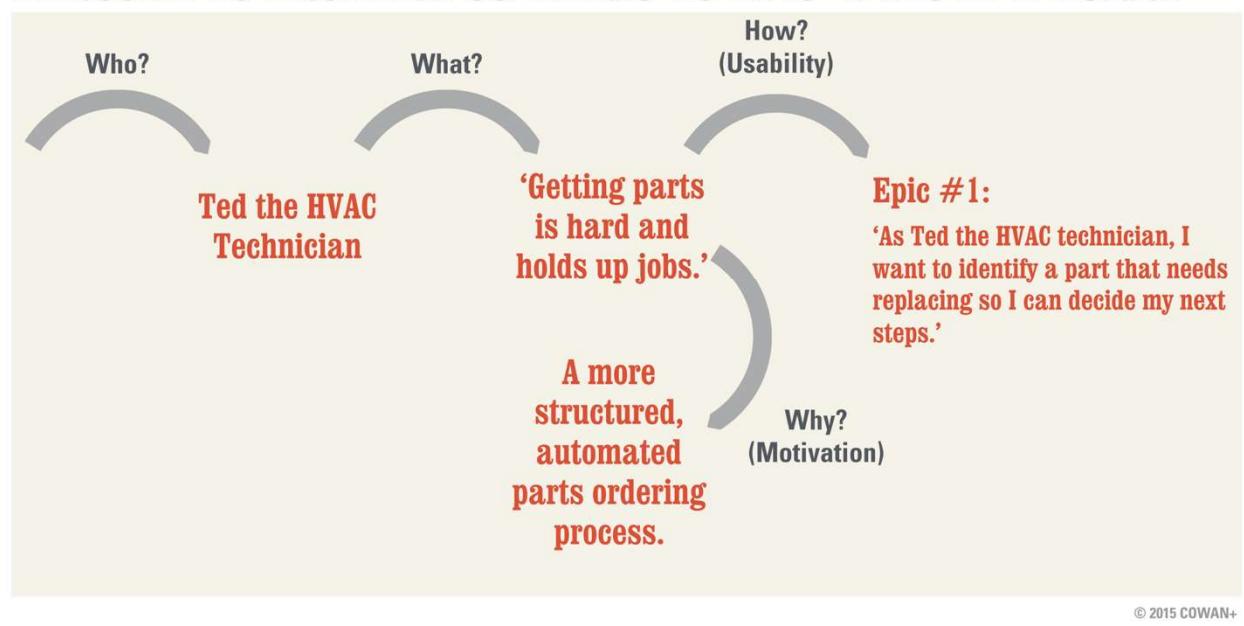
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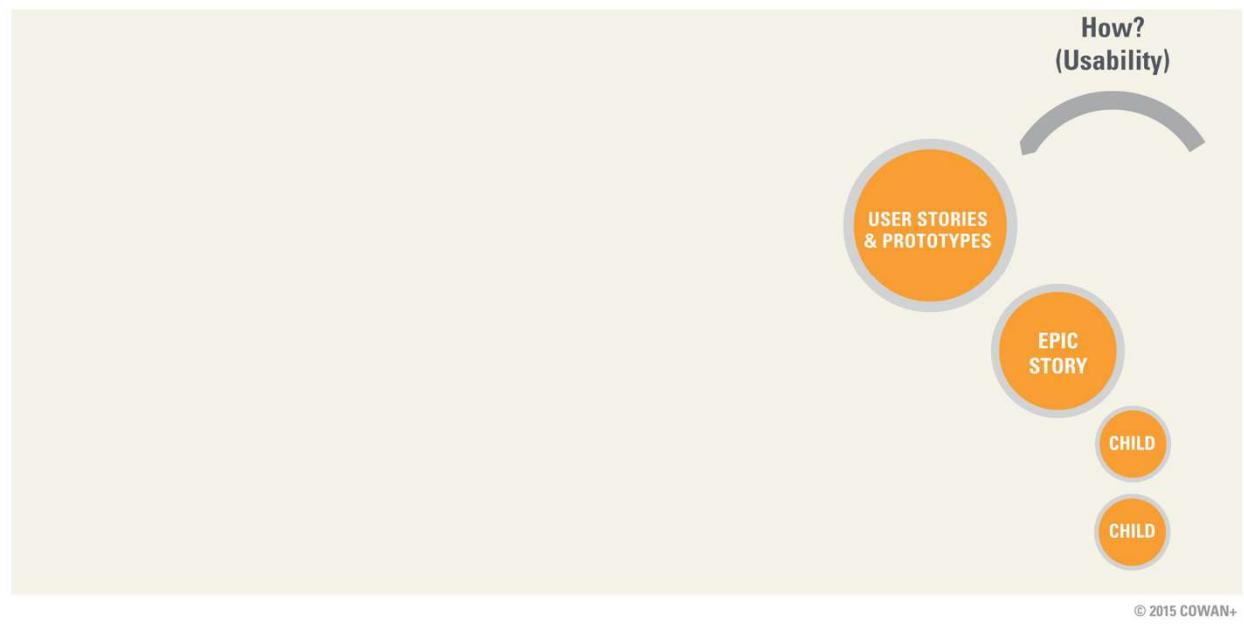
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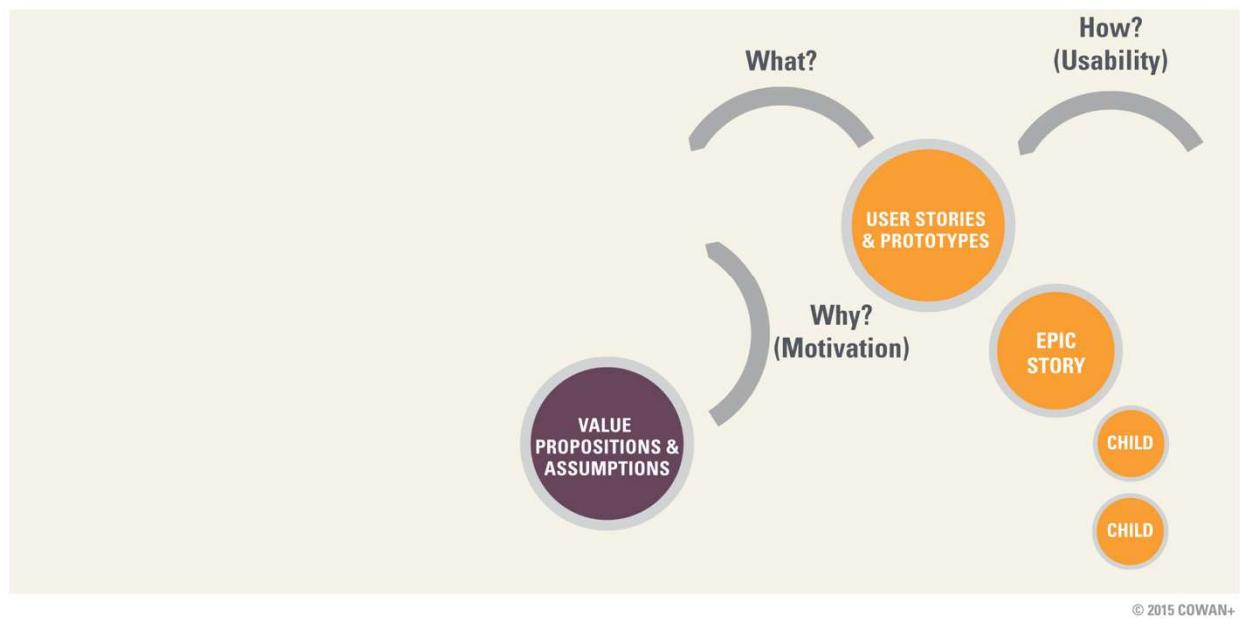
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DEBUGGING: EPIC TO PROBLEM TO PERSONA

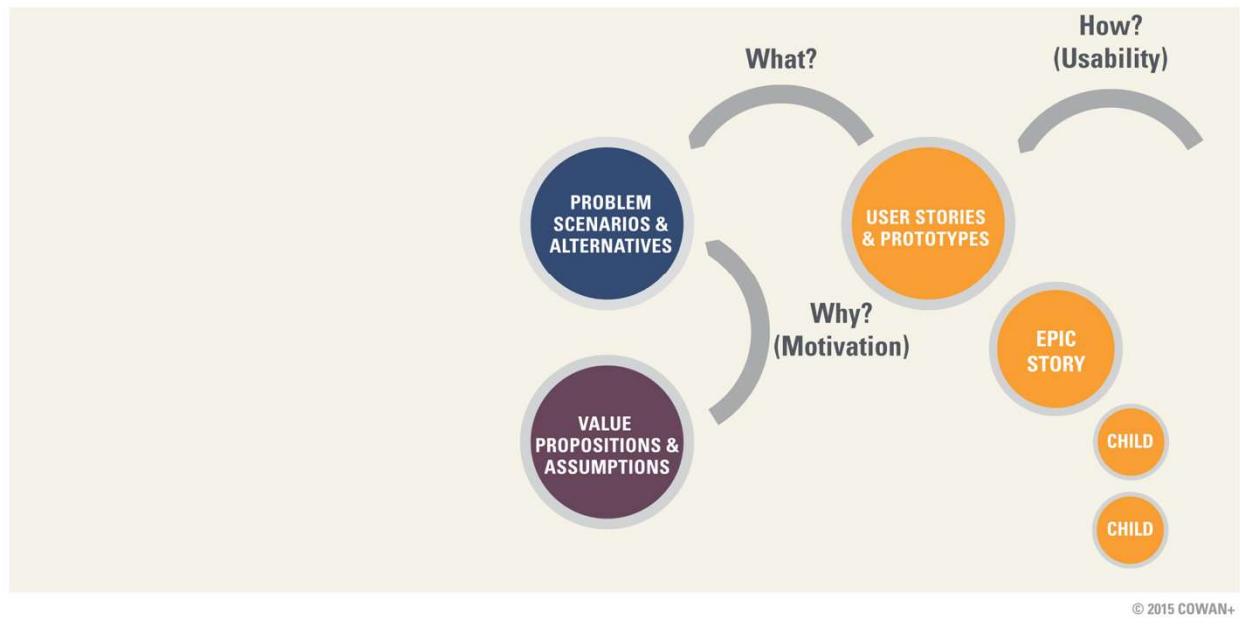


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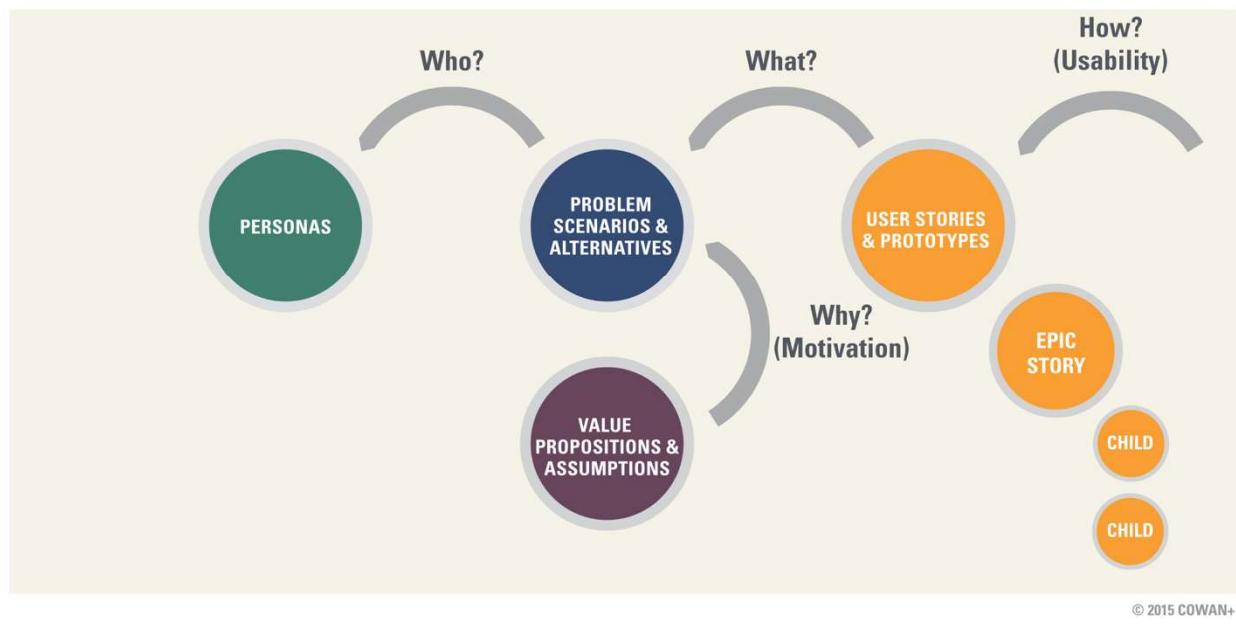
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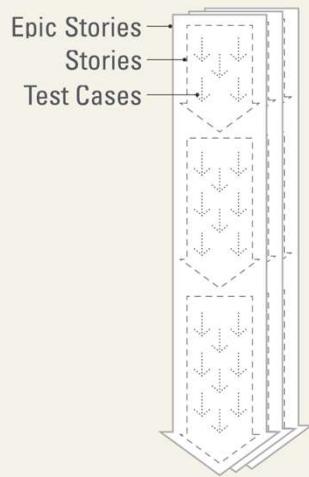


AGILE SPECIALIZATION COURSE 1 MODULE 3 PREPARING FOR GREAT USER STORIES

Alex Cowan

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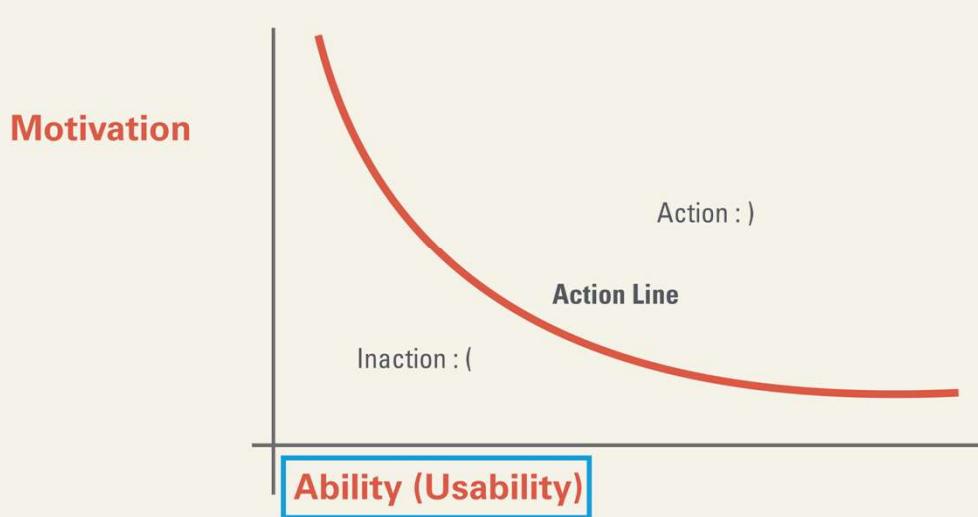
(THE WHOLE) AGILE USER STORY



"As a [persona],
I want to [do something]
so that I can [derive a benefit]"

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WHAT ANGLE ARE WE WORKING?



source: adapted from BJ Fogg's Behavioral Model

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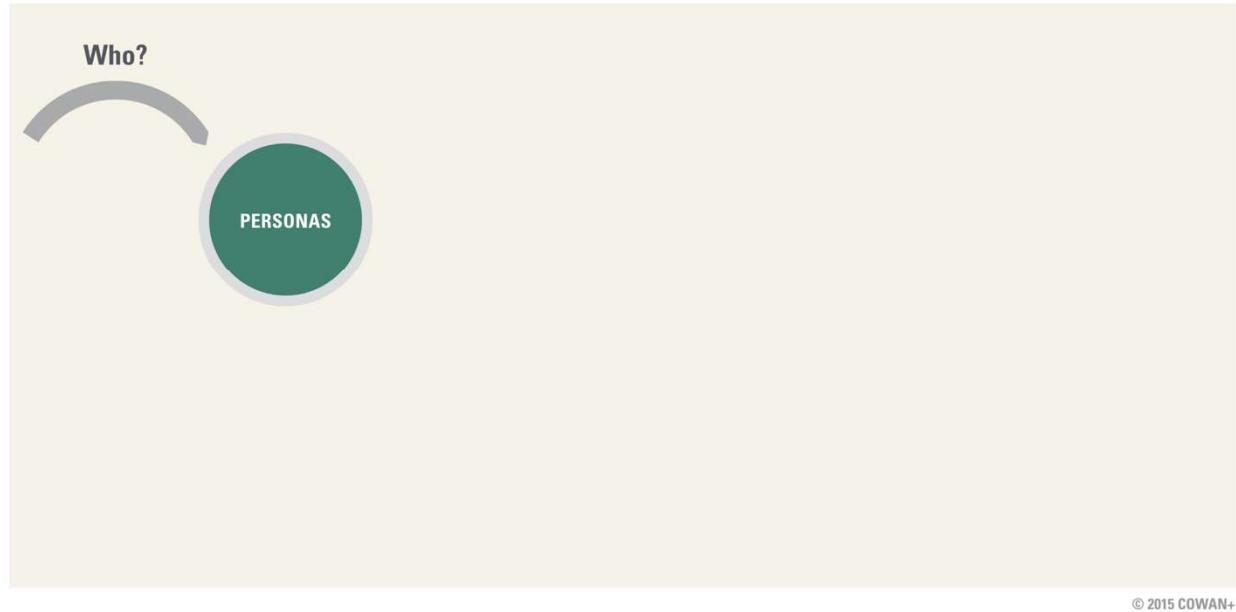
PERSONAS

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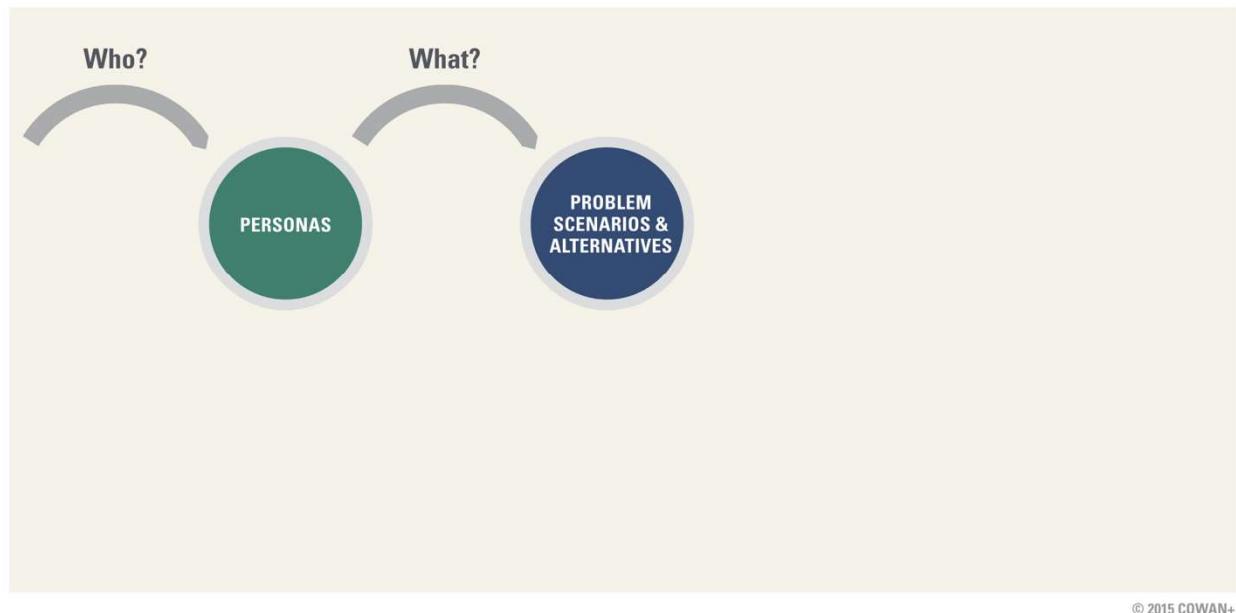
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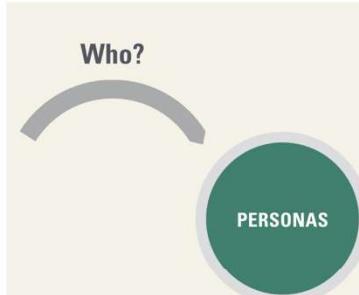
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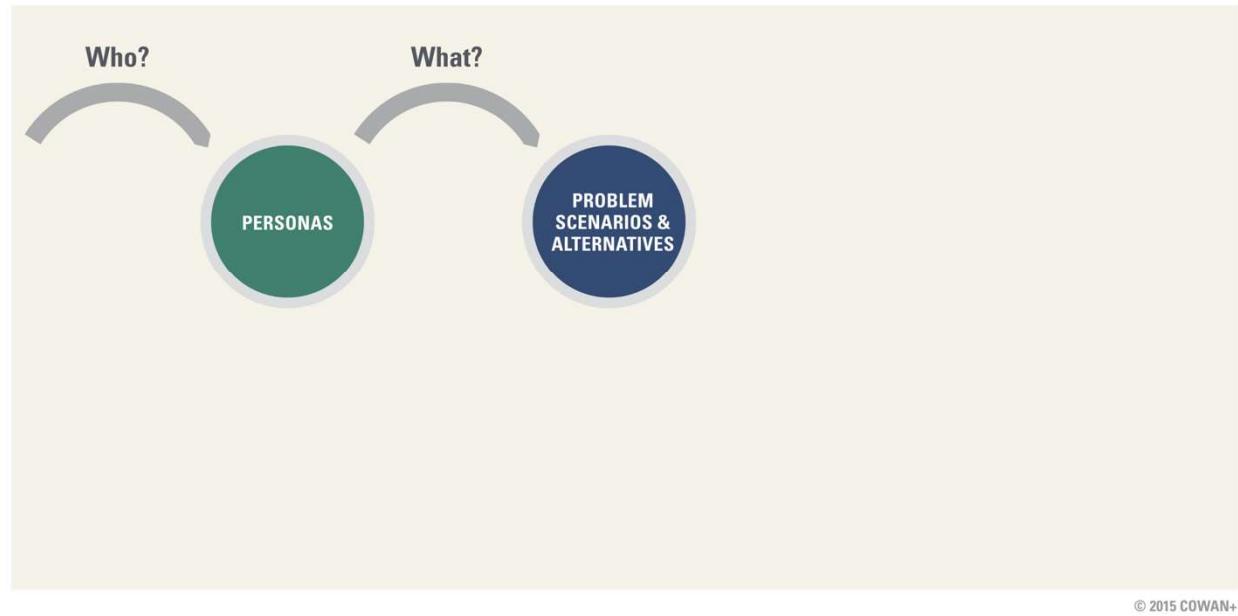
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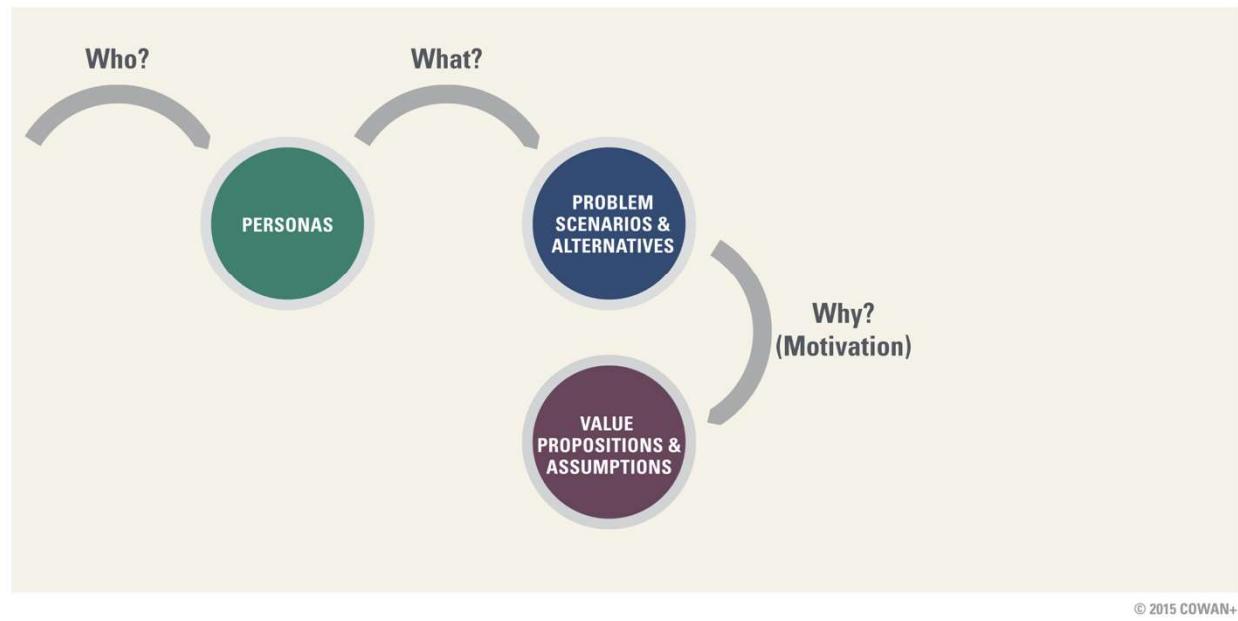
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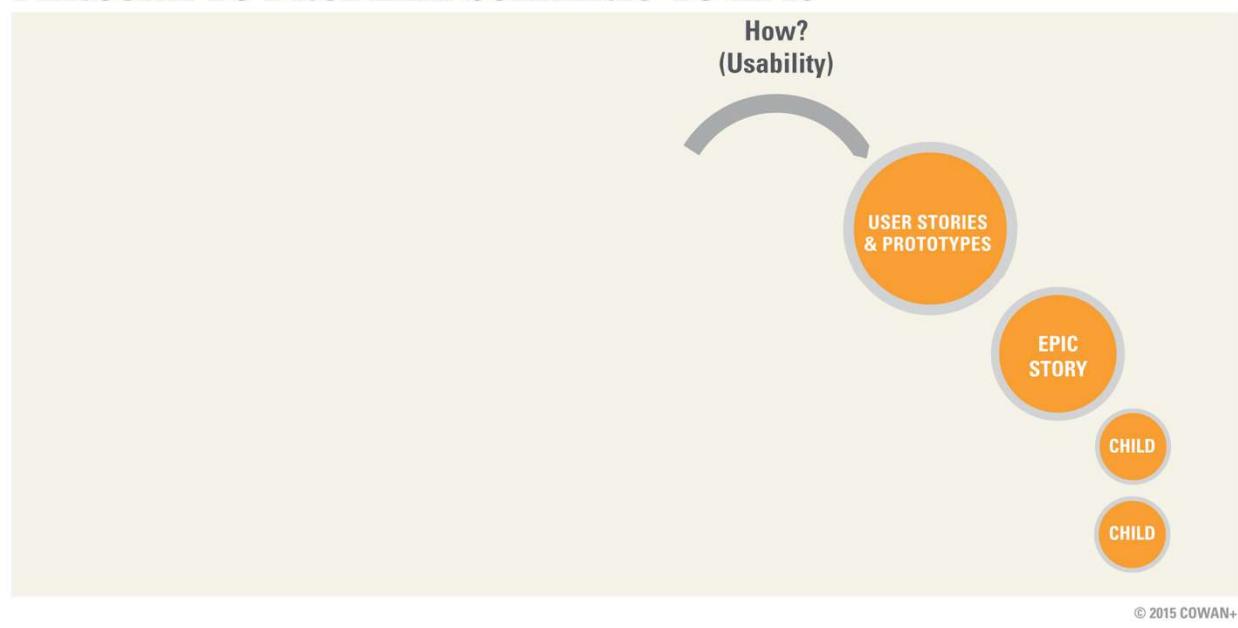
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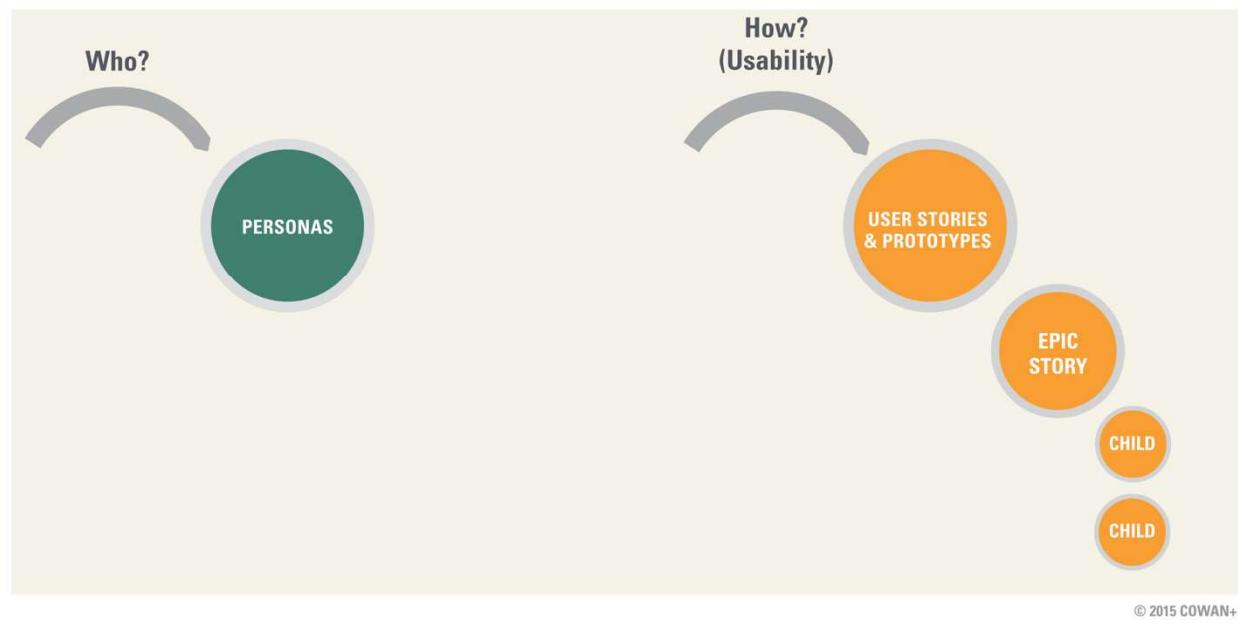


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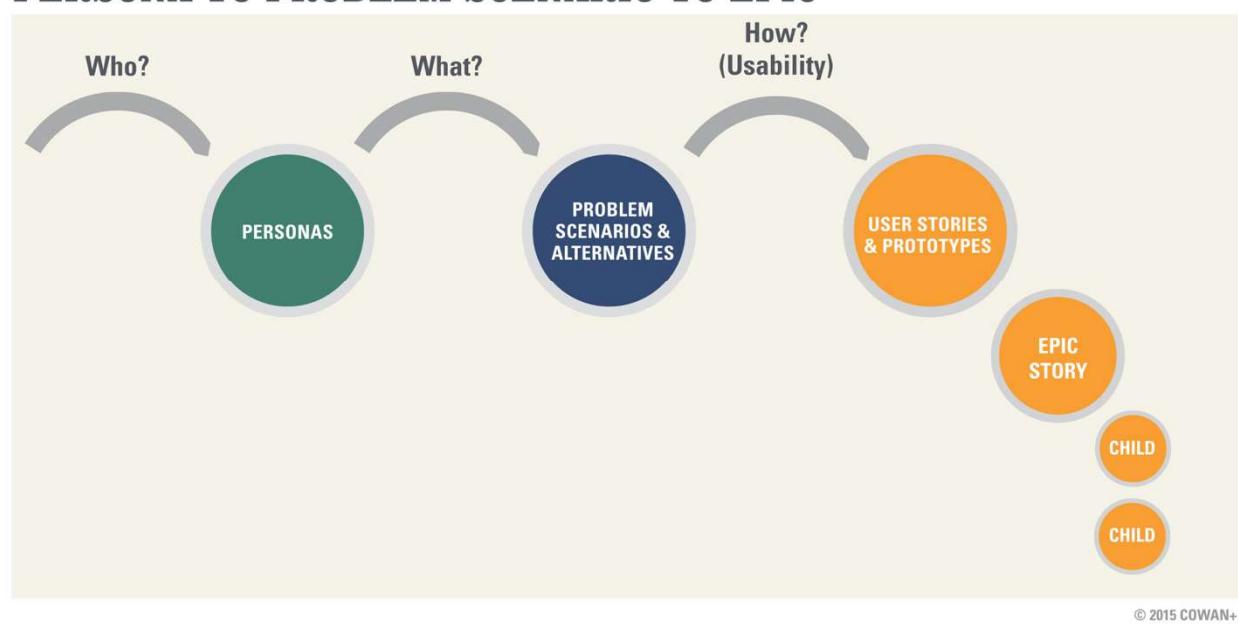
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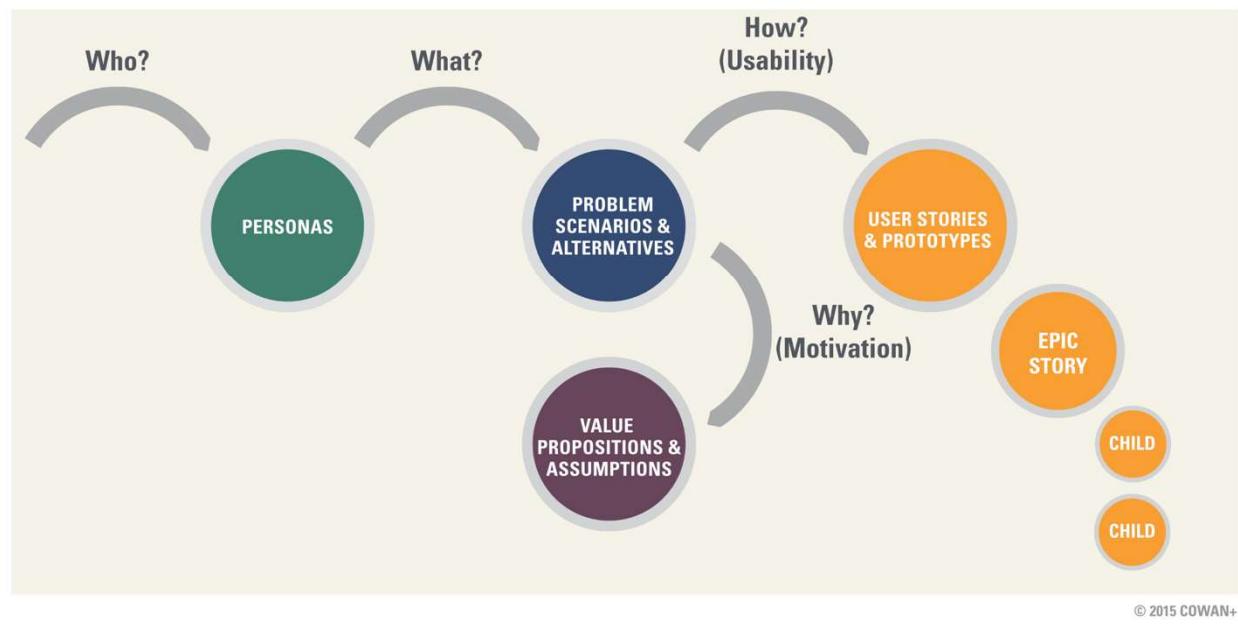
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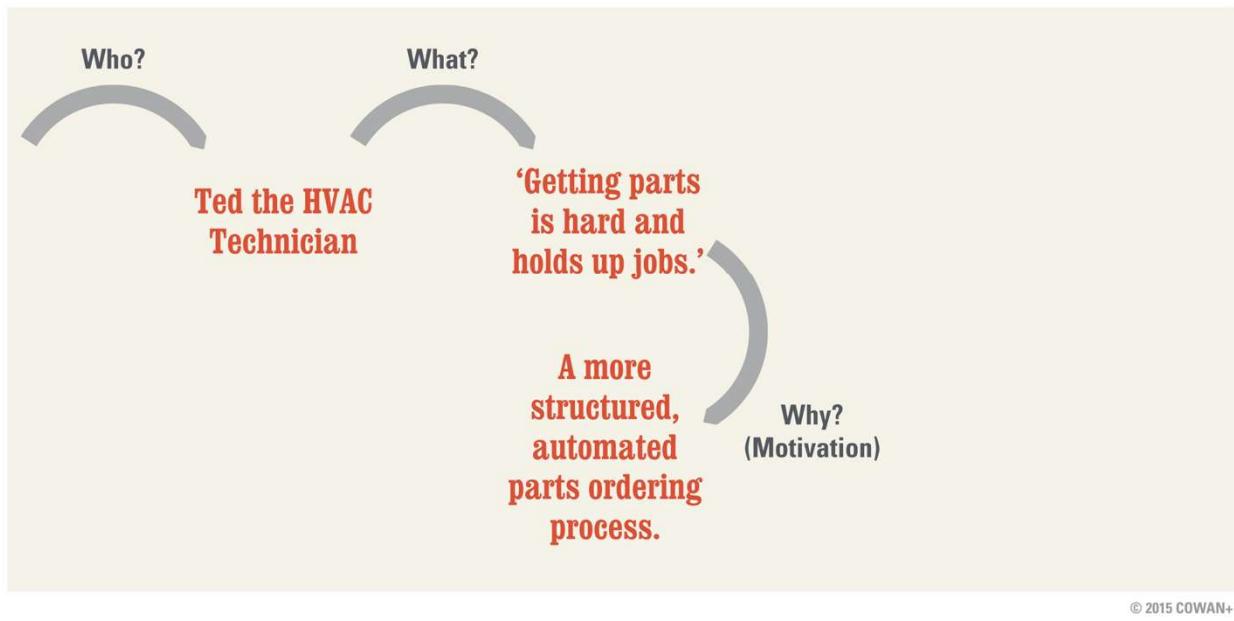
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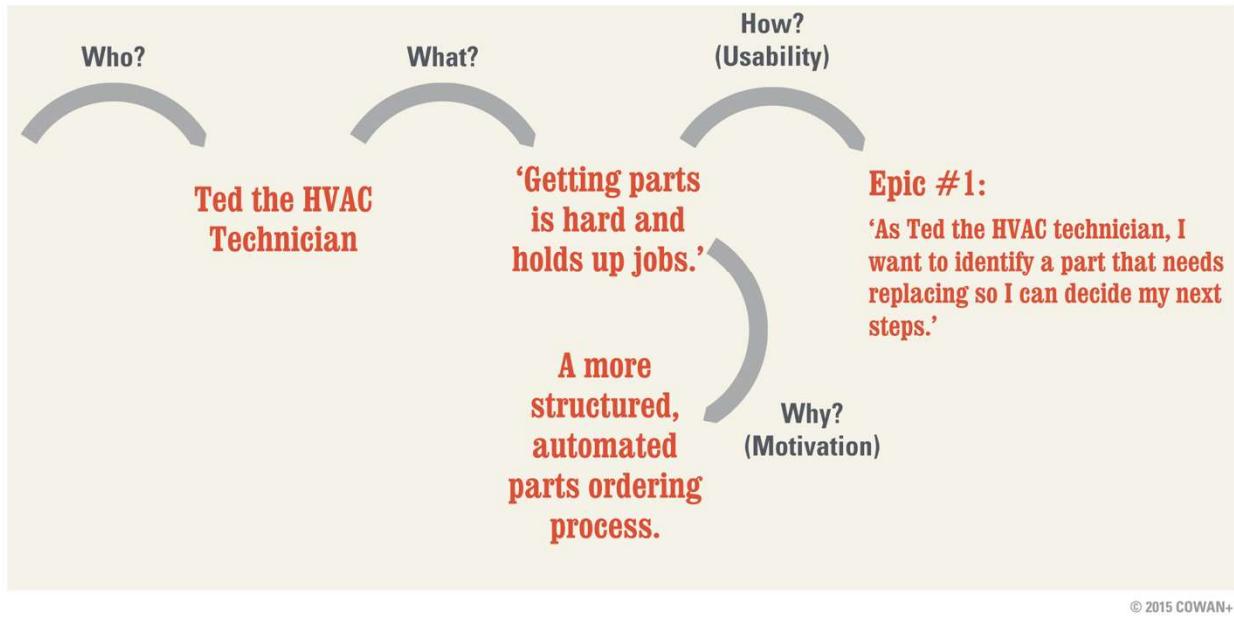
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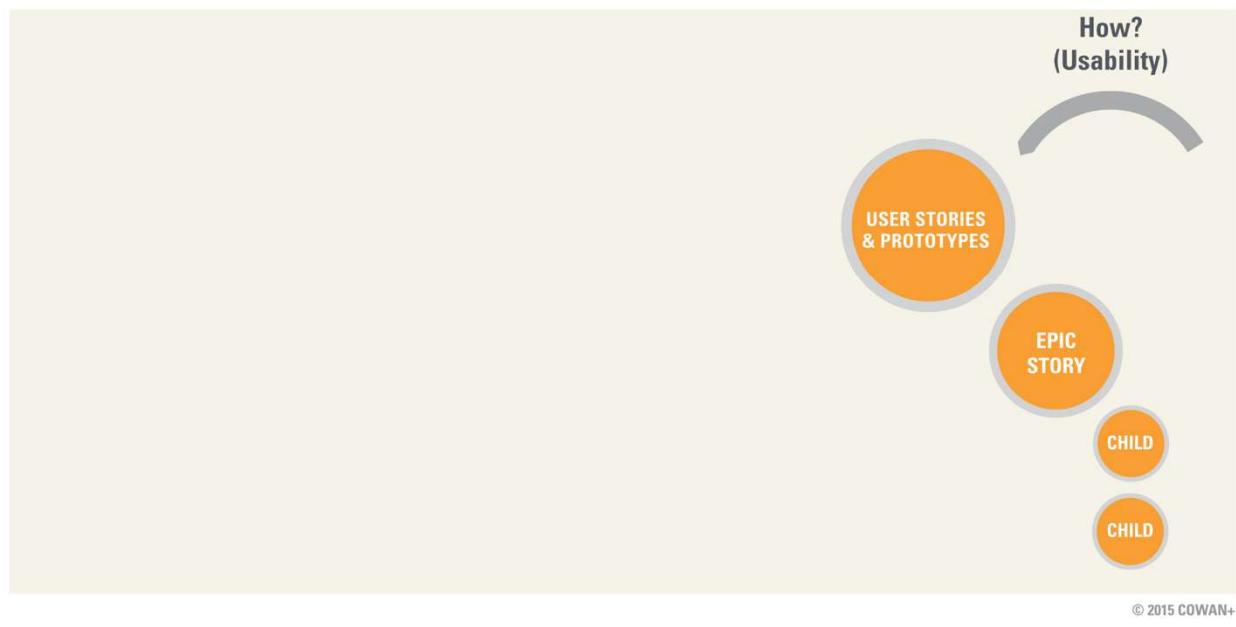
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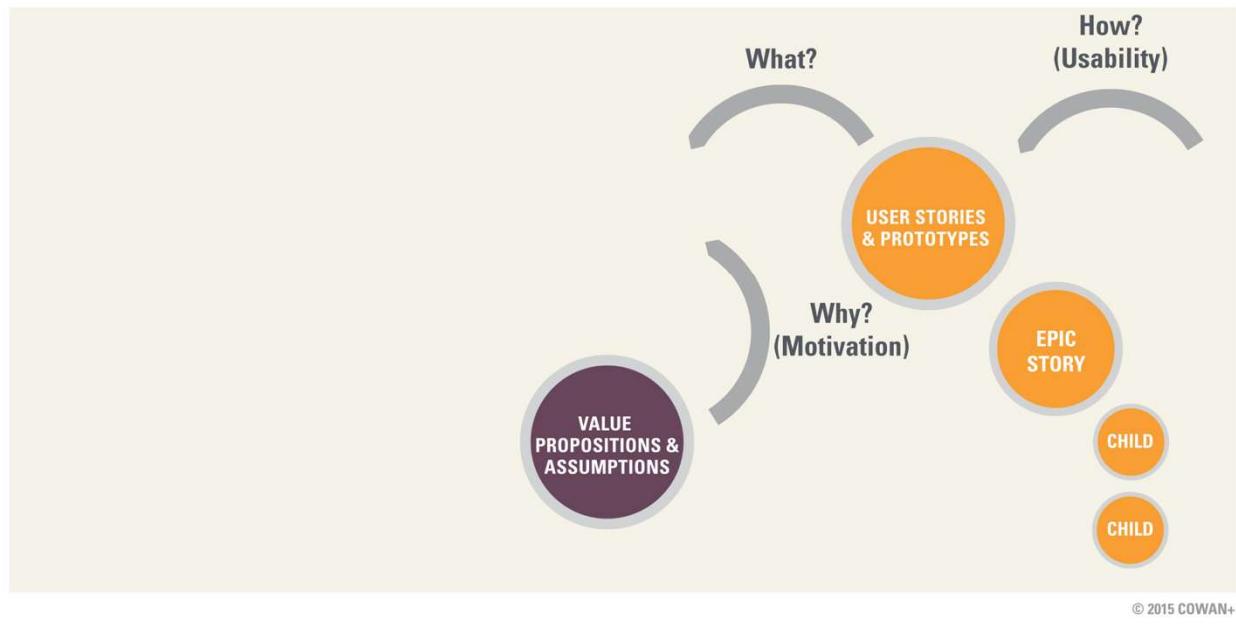


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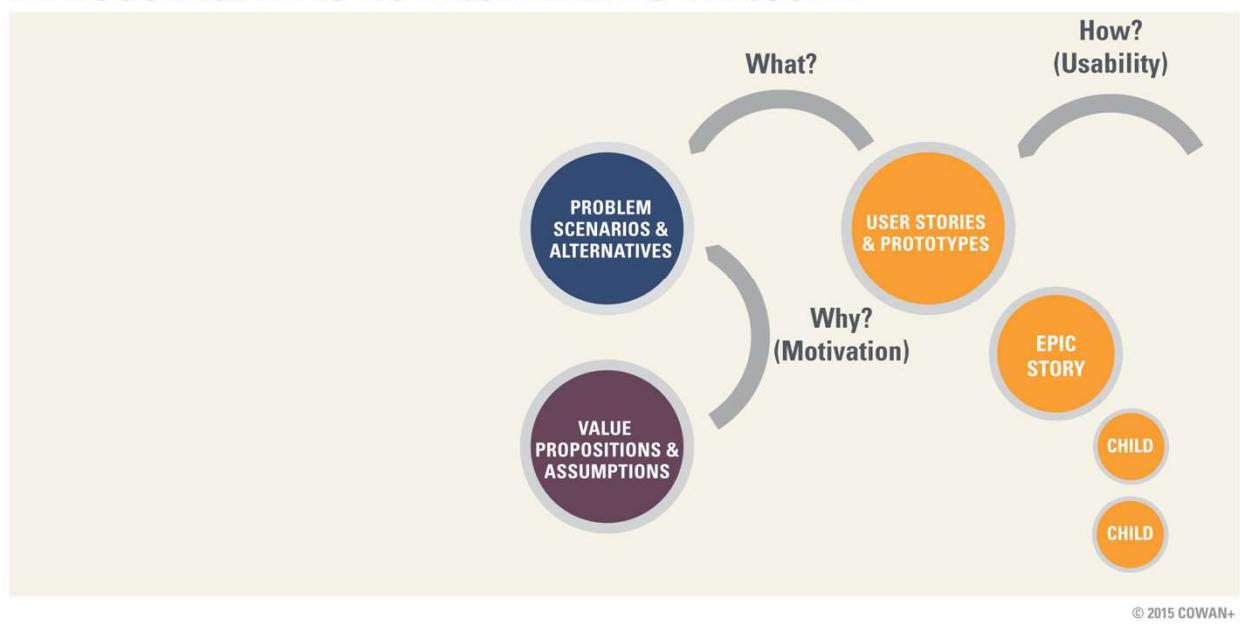
DEBUGGING: EPIC TO PROBLEM TO PERSONA



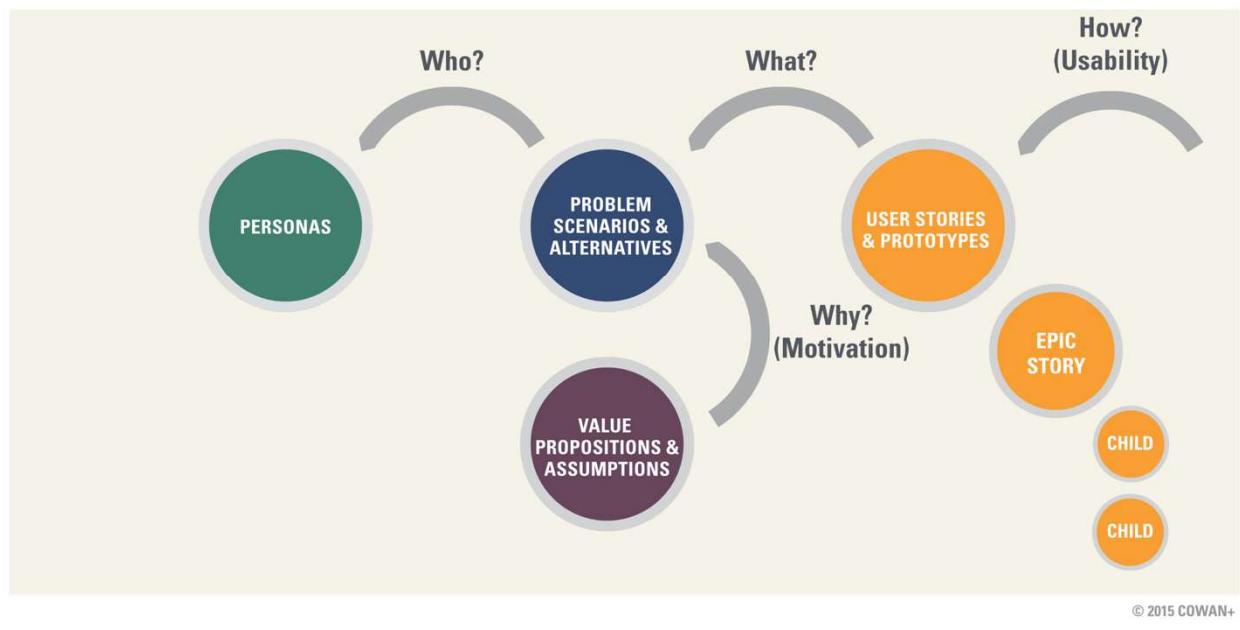
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DEBUGGING: EPIC TO PROBLEM TO PERSONA



AGILE SPECIALIZATION COURSE 1 MODULE 3 THE TEST CASE

Alex Cowan

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EXAMPLE: AGILE USER STORIES

EPIC STORY

'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

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EXAMPLE: AGILE USER STORIES

EPIC STORY

'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

CHILD STORIES

- A) 'I know the part number and I want to find it on the system so I can figure out next steps on the repair.'
- B) 'I don't know the part number and I want to try to identify it online so I can move the job forward.'
- C) 'I don't know the part number and I can't determine it and I want help so I can move the job forward.'
- D) 'I want to see the cost of the part and time to receive it so I decide on next steps and get agreement from the customer.'

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EXAMPLE: AGILE USER STORIES

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CHILD STORY

A) 'I know the part number and I want to find it on the system so I can figure out next steps on the repair.'

TEST CASE

Make sure it's possible to search by part number.

Make sure descriptive info. appears as the search narrows (photo?) to help avoid error.

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EXAMPLE: AGILE USER STORIES

EPIC STORY

'As the HR manager, I want to create a screening quiz so that I'm prepared to use it with candidates that come in to interview.'

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EXAMPLE: AGILE USER STORIES

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'As the HR manager, I want to create a screening quiz so that I'm prepared to use it with candidates that come in to interview.'

CHILD STORY

A) 'I know the part number and I want to find it on the system so I can figure out next steps on the repair.'

...

D) 'I want to see the cost of the part and time to receive it so I decide on next steps and get agreement from the customer.'

TEST CASE

Make sure it's possible to search by part number.

Make sure descriptive info. appears as the search narrows (photo?) to help avoid error.

...

Make sure it's possible to dispatch a request by email to the customer in case they order their own parts and/or carry their own inventory of spares.

NOTE: How would the customer respond so we can help structure the next steps as we would otherwise?

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AGILE SPECIALIZATION COURSE 1 MODULE 3 BETTER NARRATIVE, BETTER STORIES

Alex Cowan

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EXAMPLE: AGILE USER STORIES AT ENABLE QUIZ

EPIC STORY

1) 'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

CHILD STORY A

1A) 'I know the part and I want to order it so I can figure out next steps on the repair.'

CHILD STORY B

1B) 'I don't know the part and I want to try to identify it online so I can move the job forward.'

...
STORY N

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SKETCHING YOUR NARRATIVE

EPIC

'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

source: adapted from Nir Eyal's Hook Framework

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SKETCHING YOUR NARRATIVE

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'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

TRIGGER

ACTION

REWARD

source: adapted from Nir Eyal's Hook Framework

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SKETCHING YOUR NARRATIVE

EPIC

'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

TRIGGER

ACTION

REWARD

How does the problem scenario initiate?

How is the alternative executed?

How is the persona gratified?

source: adapted from Nir Eyal's Hook Framework

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'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

TRIGGER

How does the problem scenario initiate?

ACTION

How is the alternative executed?

REWARD

How is the persona gratified?

source: adapted from Nir Eyal's Hook Framework

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SKETCHING YOUR NARRATIVE

EPIC

'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

TRIGGER

How does the problem scenario initiate?

ACTION

How is the alternative executed?

REWARD

How is the persona gratified?

Ted completes a problem diagnosis that requires a new part

Ted identifies the part for ordering

Ted knows the cost and availability of the part

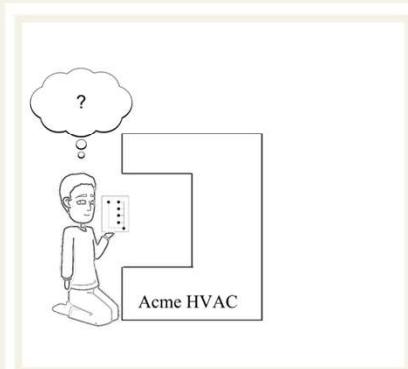
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THINKING THROUGH AN EPIC

EPIC

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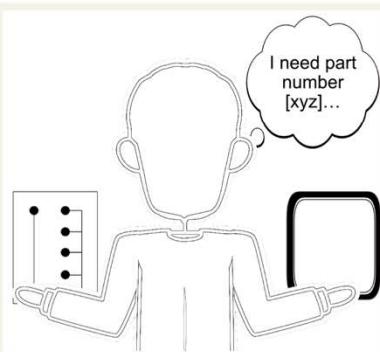
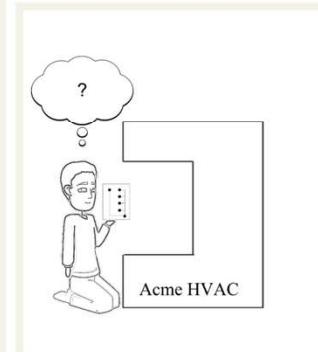
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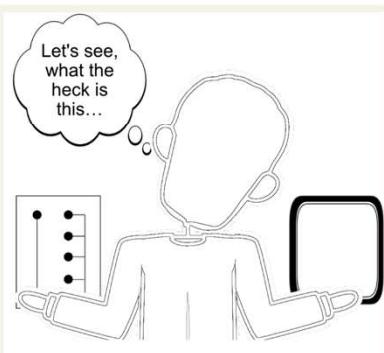
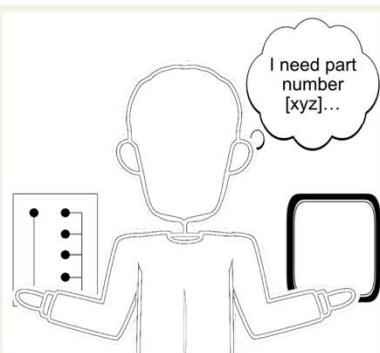
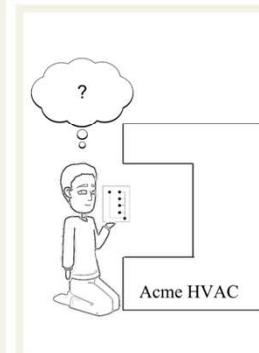


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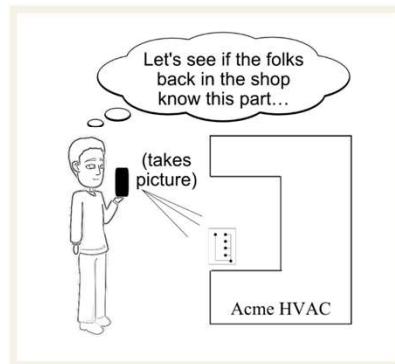
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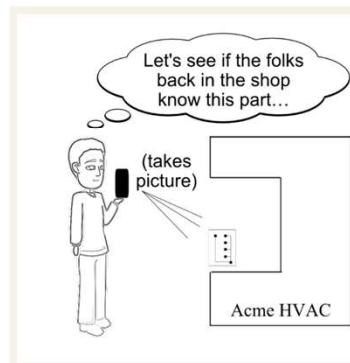
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...



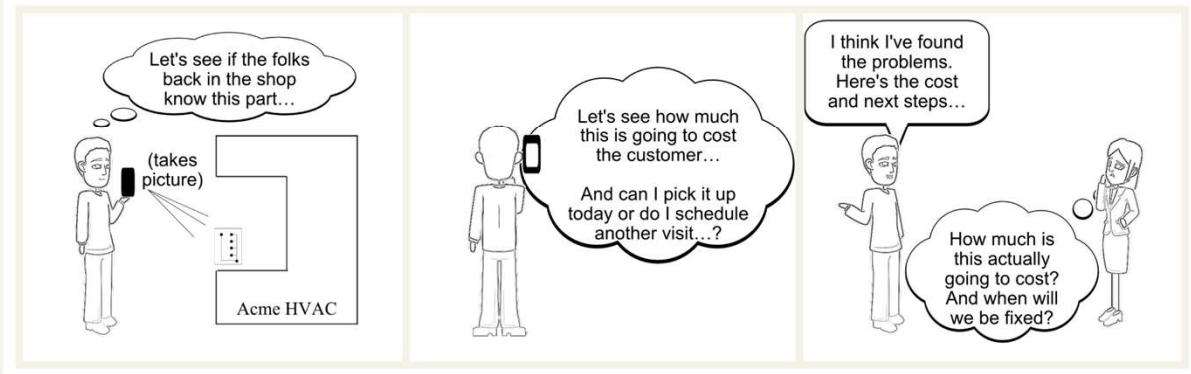
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THINKING THROUGH AN EPIC

EPIC

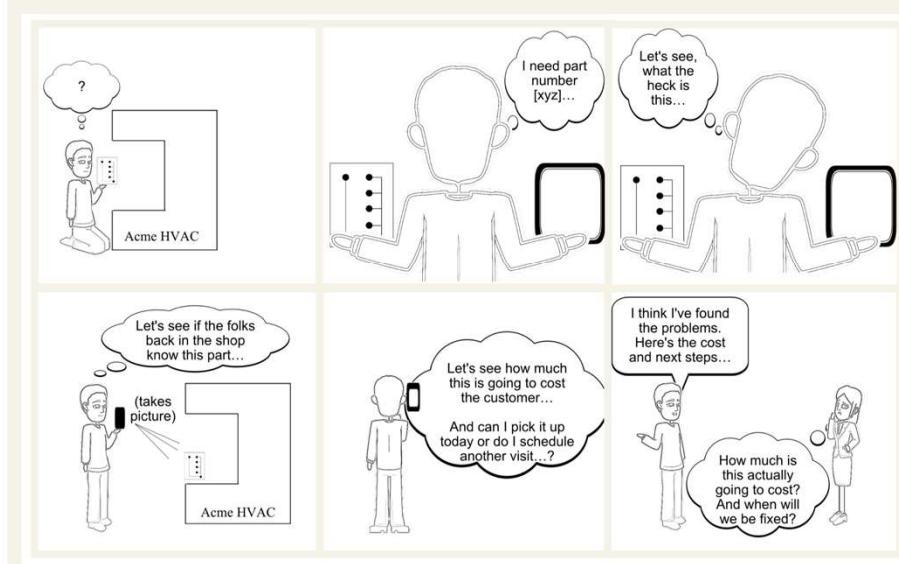
'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

...



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QUIZ



EPIC

'As the HR manager, I want to create a screening quiz so that I can understand whether I want to send possible recruits to the functional manager.'

Pick an epic and storyboard it with ~6 squares

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MORE OF A WEB THAN A YELLOW BRICK ROAD

EPIC

'As Ted the HVAC technician, I want to identify a part that needs replacing so I can decide my next steps.'

HAPPY PATH?



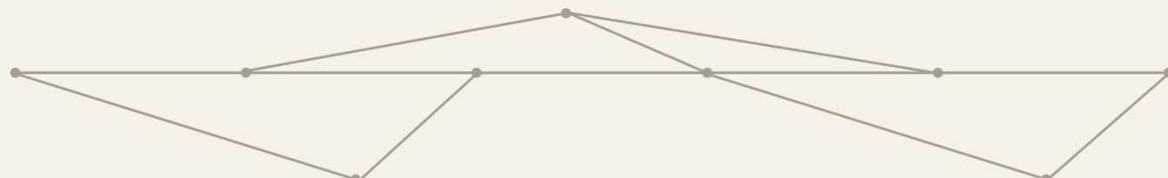
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MORE OF A WEB THAN A YELLOW BRICK ROAD

EPIC

'As the HR manager, I want to create a screening quiz so that I can understand whether I want to send possible recruits to the functional manager.'

MORE OF A WEB



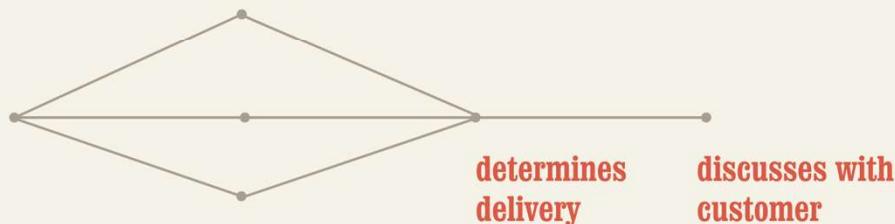
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MORE OF A WEB THAN A YELLOW BRICK ROAD

EPIC

'As the HR manager, I want to create a screening quiz so that I can understand whether I want to send possible recruits to the functional manager.'

identifies part



determines delivery

discusses with customer

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AGILE SPECIALIZATION COURSE 1 MODULE 3 INVEST-ABLE STORIES

Alex Cowan

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INVEST-ABLE STORIES

**Independent
Negotiable
Valuable
Estimable
Small
Testable**

- Could this be implemented on a stand-alone basis or does it presuppose other content?

source: Bill Wake on XP123

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INVEST-ABLE STORIES

**Independent
Negotiable
Valuable
Estimable
Small
Testable**

- Stories are *not* spec's. This is an input for you to arrive at an optimal implementation with the developer, not a functional 'requirement'.

source: Bill Wake on XP123

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INVEST-ABLE STORIES

**Independent
Negotiable
Valuable
Estimable
Small
Testable**

- What problem scenario does this address? How have you validated your value proposition for it?

source: Bill Wake on XP123

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INVEST-ABLE STORIES

**Independent
Negotiable
Valuable
Estimable
Small
Testable**

- How hard is this vs. the team's experience? Is it discrete enough?

source: Bill Wake on XP123

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INVEST-ABLE STORIES

**Independent
Negotiable
Valuable
Estimable
Small
Testable**

A big part of what makes agile (and lean) work is the use of small batches with measurable results. Make sure your stories are broken down to workable sizes.

source: Bill Wake on XP123

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INVEST-ABLE STORIES

**Independent
Negotiable
Valuable
Estimable
Small
Testable**

How will you know if it's working in a way where you can validate its value?

source: Bill Wake on XP123

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AGILE SPECIALIZATION COURSE 1 MODULE 3 COACHING FOR BETTER USER STORIES

Alex Cowan

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WHERE MANY STORIES START (AND REMAIN)

'As Ted the HVAC technician,
I want to fix a unit quickly
so I can satisfy the customer.'

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WHERE MANY STORIES START (AND REMAIN)

'As Ted the HVAC technician,
I want to fix a unit quickly
so I can satisfy the customer.'

This is an OK story (by general standards).

How might we improve it?

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WHERE MANY STORIES START (AND REMAIN)

'As Ted the HVAC technician,
I want to fix a unit quickly
so I can satisfy the customer.'

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A MORE SPECIFIC STORY

'As Ted the HVAC technician, I want to easily replace a part so I can finish the job.'

(general jobs to be done, objectives)

Problem Scenario

Increase Customer Satisfaction
Decrease Repair Time
Decrease Cost
Specify Steps & Cost Clearly
Reduce Non-Billable Time
Reduce Travel

...

(testable narratives of how a user will use our software to solve those problems)

User Story

...'As Ted the HVAC technician,
I want to easily replace a part
so I can finish the job.'

...

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A MORE SPECIFIC STORY

'As Ted the HVAC technician,
I want to easily replace a part
so I can finish the job.'

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A MORE TESTABLE NARRATIVE

'As Ted the HVAC technician,
I want to identify a part that needs replacing
so I can decide my next steps.'

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COACHING ON STORIES



HOW MIGHT WE...?

Remember the first story you drafted a story.

You're also trying to make the next story they write better.

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COACHING ON STORIES

**ENCOURAGE****HOW MIGHT WE...?**

Remember the first story you drafted a story.

**TEST?****HOW WOULD WE TEST?**

This is the single best litmus test. Would a usability test deliver a clear result?

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COACHING ON STORIES

**ENCOURAGE****HOW MIGHT WE...?**

Remember the first story you drafted a story.

**TEST?****HOW WOULD WE TEST?**

This is the single best litmus test. Would a usability test deliver a clear result?

**SKETCH****LET'S SKETCH IT**

Take 5 minutes a sketch a take on the story-
'a picture is worth a thousand meetings'.

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AGILE SPECIALIZATION COURSE 1 MODULE 3 DESIGNING A MEETING WITH USER STORIES

Alex Cowan

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EXAMPLE MEETING DESIGN I

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EXAMPLE MEETING DESIGN I

ITEM	PREP	OUTCOME	FORMAT	TIME
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EXAMPLE MEETING DESIGN I

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Personas (4) & Problem Scenarios	Review Current Personas	Strong shared understanding of primary and secondary users	Day in the Life Game	20

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EXAMPLE MEETING DESIGN I

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Personas (4) & Problem Scenarios	Review Current Personas	Strong shared understanding of primary and secondary users	Day in the Life Game	20
Detail Epic User Stories	Review User Stories in [x place]	Strong, Mutually Understood Stories	Storyboarding Loop	20

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EXAMPLE MEETING DESIGN I

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Personas (4) & Problem Scenarios	Review Current Personas	Strong shared understanding of primary and secondary users	Day in the Life Game	20
Detail Epic User Stories	Review User Stories in [x place]	Strong, Mutually Understood Stories	Storyboarding Loop	20
Prioritize Customer Discovery Questions for Next Month's Design Sprint		Notes on Prioritized Learning Objectives	Follow-On From Day in the Life + User Story Convergence	20

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DAY IN THE LIFE EXERCISE

Day in the Life

We look at a few photos for a given persona (not a full picture, just snippets)

You make some guesses about them

There are no right answers BUT

There is a right process: observe and infer

OBJECTIVE:

Get a feel for what's real; start to create something vivid.

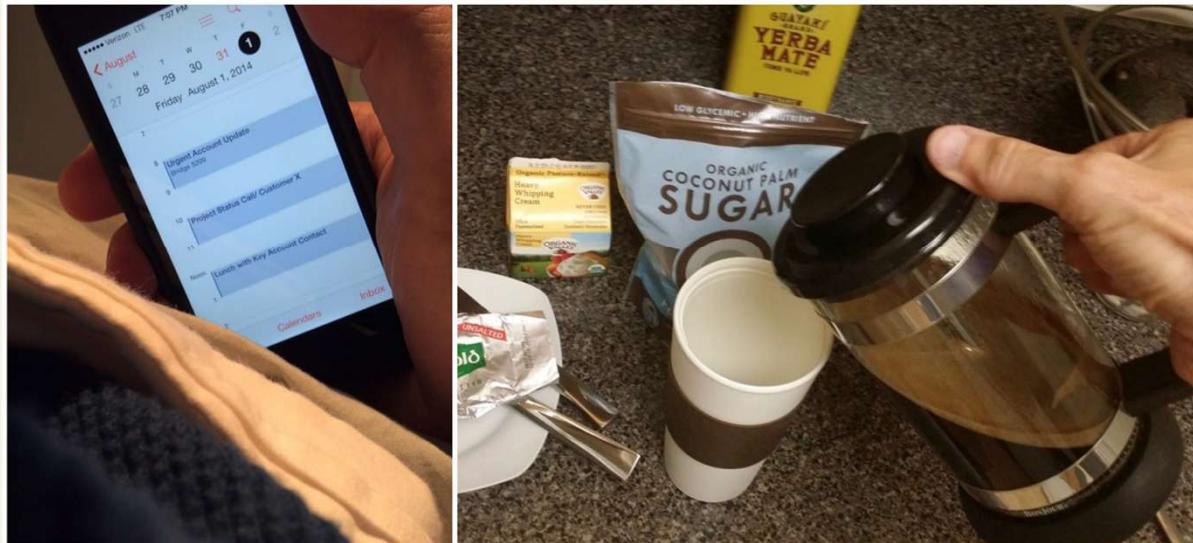
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OUR CAST



Sven the
Salesperson

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WAKE UP!

© 2015 COWAN+

WAKE UP!

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ON THE JOB



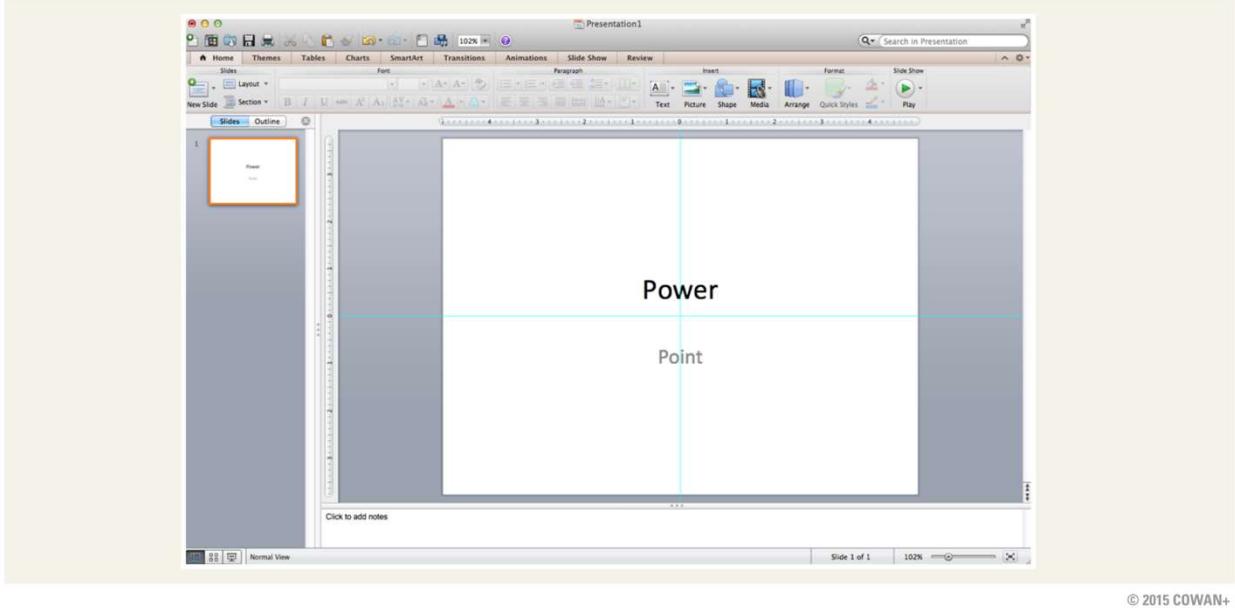
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LUNCH BREAK



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FINISHING UP WORK



Presentation1

Home Themes Tables Charts SmartArt Transitions Animations Slide Show Review

Slides Outline

New Slide Section

Power

Point

Click to add notes

Normal View

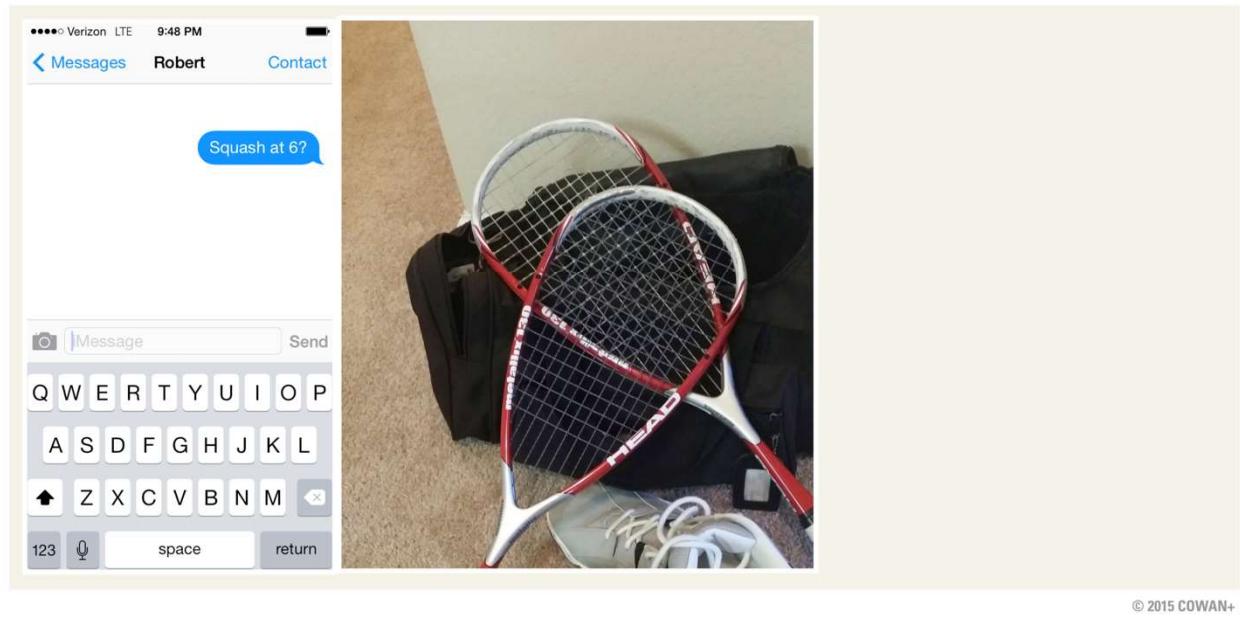
Side 1 of 1 102%

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ON THE ROAD



UNWINDING AFTER WORK



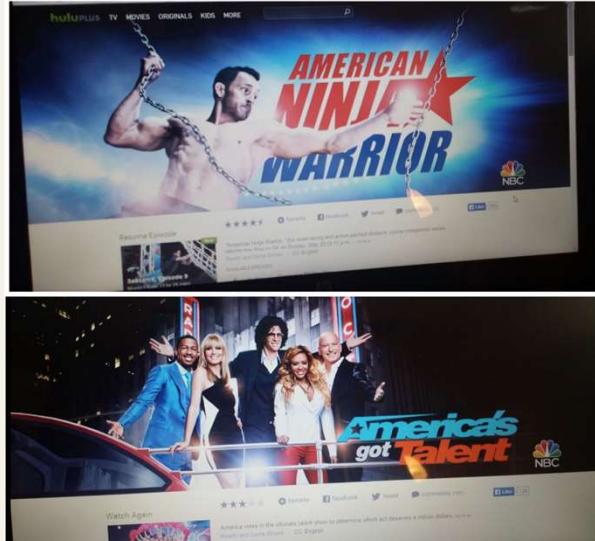
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DINNER



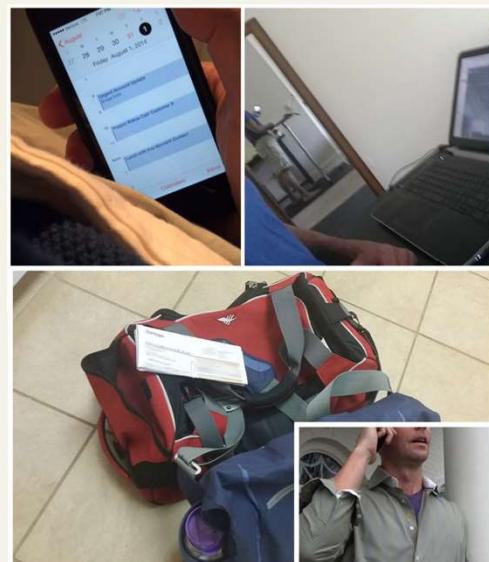
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WINDING DOWN & BED



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ABOUT SVEN THE SALESPERSON



What's his favorite kind of music?

What do you think he looks at to set his agenda for the next day?

What movie did he last see?

How much do you think he uses his PC vs. his mobile? Which in which situations?

If he had a dog, what kind?

What one change on the way he uses Salesforce would most change his life for the better?

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DO I HAVE TIME TO DO DAY IN THE LIFE FOR MY PERSONAS?

Say you have a 3 month project to improve the business...

1 Project Lead
3 Engineers
.5 Designers
@ 120k/annum
+30% Loading, SG&A

\$175,000

Say you do Day in the Life for 2 personas ...

8 Hours
@ 120k/annum
+30% Loading, SG&A

\$546

Are the improved personas likely to deliver insights and focus that make the project .003% better?

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EXAMPLE MEETING DESIGN I

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EXAMPLE MEETING DESIGN I

ITEM	PREP	OUTCOME	FORMAT	TIME
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EXAMPLE MEETING DESIGN I

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EXAMPLE MEETING DESIGN II

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EXAMPLE MEETING DESIGN II

ITEM	PREP	OUTCOME	FORMAT	TIME
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EXAMPLE MEETING DESIGN II

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Current Problem Scenarios	Read Problem Scenarios in [x place]	Strong user-centered prep. for user story writing	Spend a Dollar	10

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EXAMPLE MEETING DESIGN II

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Current Problem Scenarios	Read Problem Scenarios in [x place]	Strong user-centered prep. for user story writing	Spend a Dollar	10
Diverge/Brainstorm User Stories- Epics	(none)	Set of Epic User Stories	Individual Sprints	10

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EXAMPLE MEETING DESIGN II

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Current Problem Scenarios	Read Problem Scenarios in [x place]	Strong user-centered prep. for user story writing	Spend a Dollar	10
Diverge/Brainstorm User Stories- Epics	(none)	Set of Epic User Stories	Individual Sprints	10
Converge Epics	(none)	Converged Set of Epic Stories	Moderator-Led Convergence	10

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EXAMPLE MEETING DESIGN II

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Current Problem Scenarios	Read Problem Scenarios in [x place]	Strong user-centered prep. for user story writing	Spend a Dollar	10
Diverge/Brainstorm User Stories- Epics	(none)	Set of Epic User Stories	Individual Sprints	10
Converge Epics	(none)	Converged Set of Epic Stories	Moderator-Led Convergence	10
Storyboard Epics	(none)	Storyboards for Each Epic	Individual Sprints, Moderator-Led Convergence	20

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EXAMPLE MEETING DESIGN II

ITEM	PREP	OUTCOME	FORMAT	TIME
Review Current Problem Scenarios	Read Problem Scenarios in [x place]	Strong user-centered prep. for user story writing	Spend a Dollar	10
Diverge/Brainstorm User Stories- Epics	(none)	Set of Epic User Stories	Individual Sprints	10
Converge Epics	(none)	Converged Set of Epic Stories	Moderator-Led Convergence	10
Storyboard Epics	(none)	Storyboards for Each Epic	Individual Sprints, Moderator-Led Convergence	20
Draft Child Stories	(none)	Draft Set of User Stories	Individual Sprints	10

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