



User Story Mapping

Personas



Personas

Name

Bio Info

Pain Points

Activities

Notes

Casey, a Carpenter (a seller)

Small business owner

Pains: Current system (facebook) lacks inventory and order form

Activities: Update inventory, View and update list of custom orders, have conversation with buyers of custom orders

Notes: Sees future need for multiple inventories as business expands to include custom paintings

Build the Map

Casey, a Carpenter
(Seller)

Ryan, a Art Collector
(Buyer)

Taylor, an Accountant
(Administrator)

Start with your personas

Casey, a Carpenter
(Seller)

Manage Orders

Manage Inventory

Add Forms

Add the activities

Casey, a Carpenter
(Seller)

Manage Orders

**View Customer
Orders**

**Assign status to
orders** (in progress,
complete, etc)

**Have convos about
order with buyer**

Cance

Add your backbone

Manage Orders

View Customer Orders

Assign status to orders (in progress, complete, etc)

Have convos about order with buyer

View responses to order form on page

Assign order status from order list

Ability to have messages on order details

Ability to sort and filter orders

Change of status requires confirmation

Email notifications about new messages

Add the user stories

Determine your MVP

**View responses to
order form on page**

**Assign order status
from order list**

**Change of status
requires confirmation**

**Ability to sort and
filter orders**

**Ability to have
messages on order
details**

**Email notifications
about new messages**

Mark your MVP

Record the Results