WHAT'S YOUR SKATEBOARD?

EMILY STAMEY

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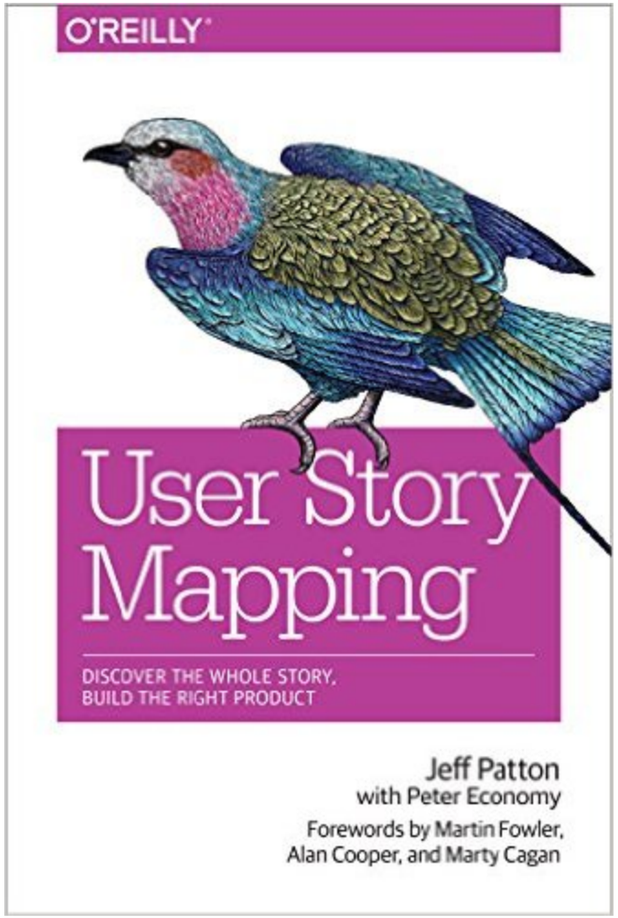
I'm a PHP developer

Director of WWCode Raleigh/Durham and Co-Organizer of Triangle PHP

INQUEST

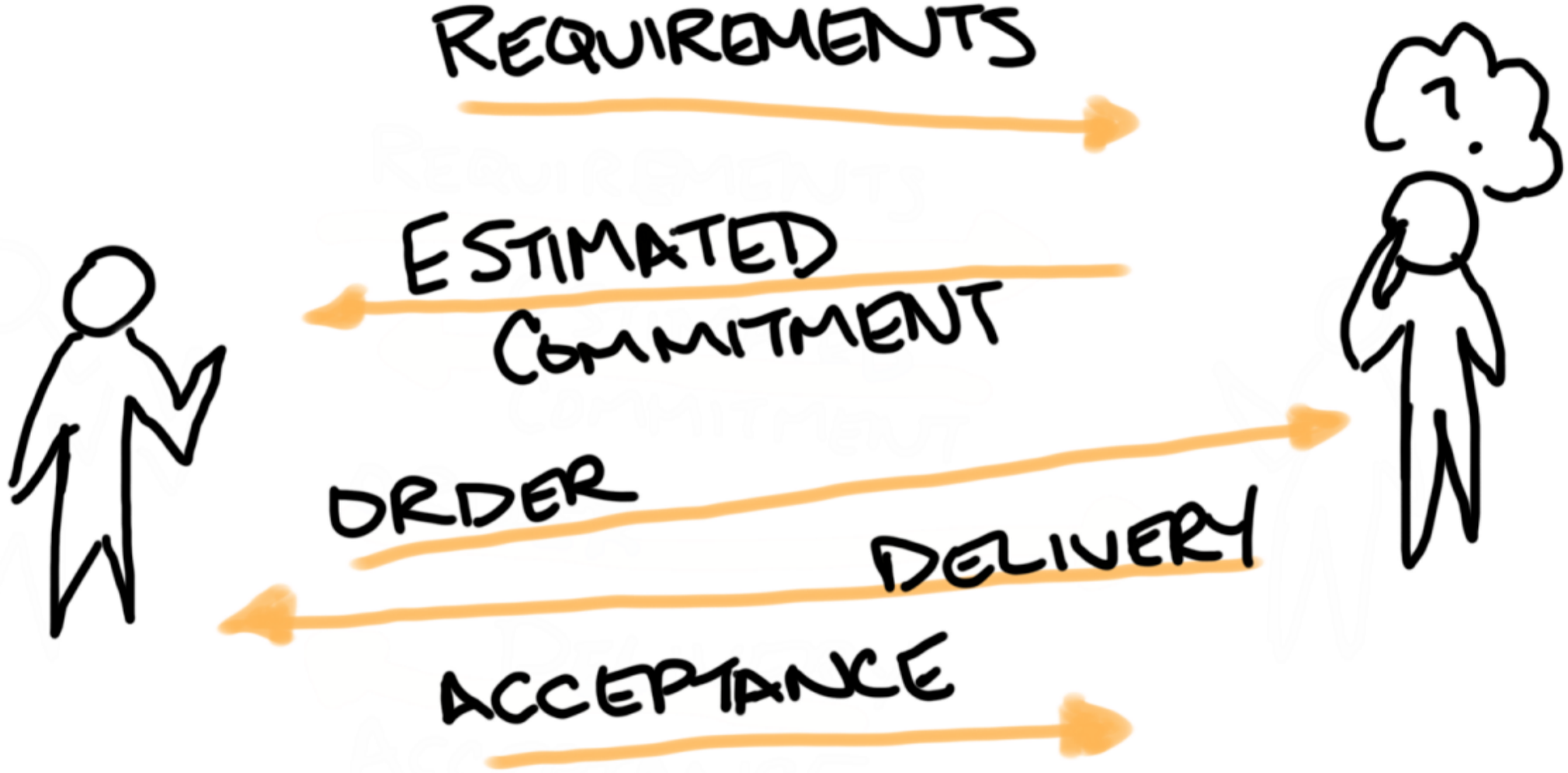
INSPIRED BY


O'REILLY
User Story Mapping
DISCOVER THE WHOLE STORY,
BUILD THE RIGHT PRODUCT
Jeff Patton
with Peter Economy
Forewords by Martin Fowler,
Alan Cooper, and Marty Cagan

A PROBLEMATIC PROJECT WORKFLOW

1. Research
2. Develop over several months
3. Deliver something
4. Learn if the big guess was correct

THE CLIENT-VENDOR ANTI-PATTERN



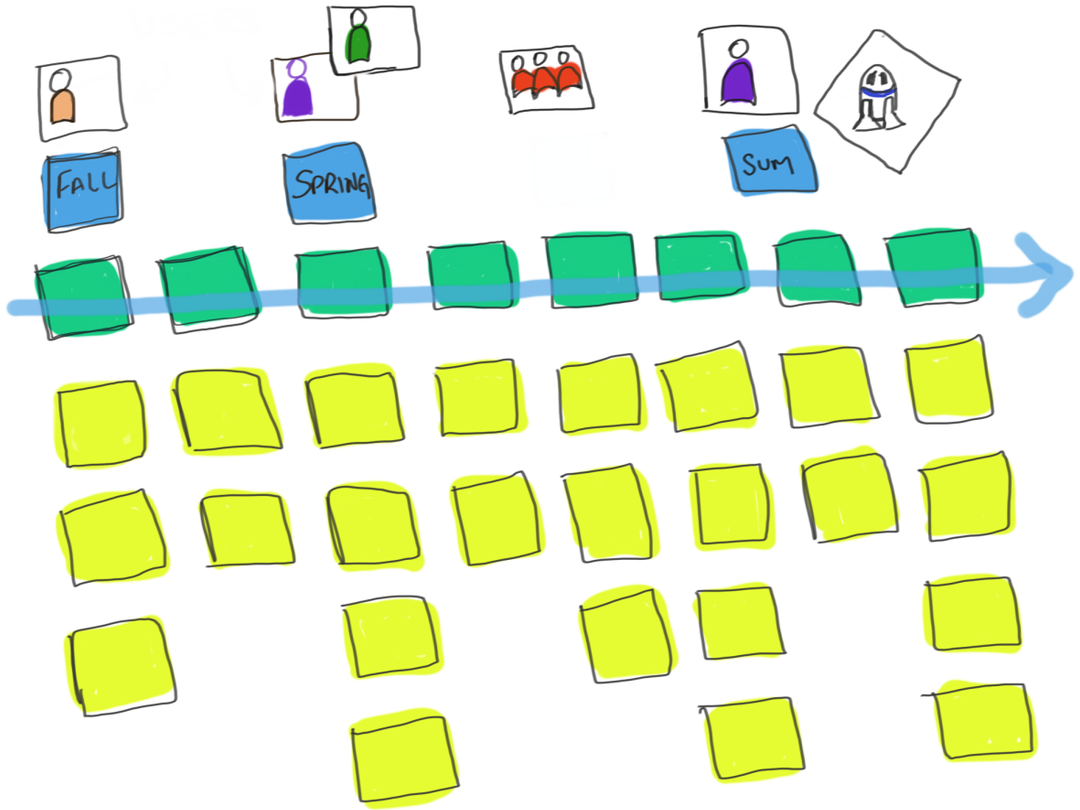
WHAT IS A STORY MAP?

A diagram of a project that tells the story of the people and systems involved in a process.

Detail is added as we learn more about the project

The map can be built for an existing application or a new application.

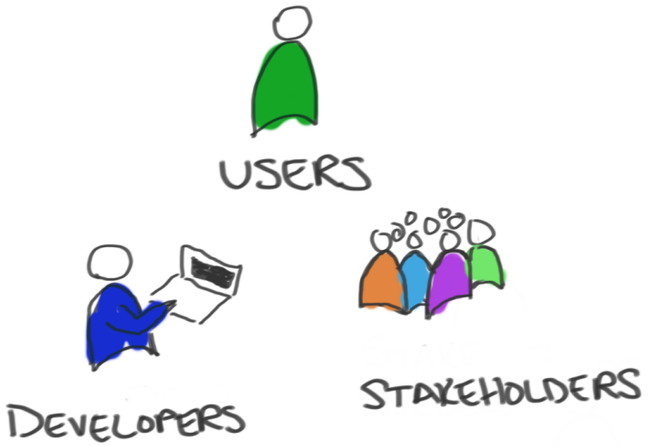
THE STORY MAP



WHO SHOULD STORY MAP?

Anyone who knows the process ...
Not Just Developers

At least one knowledgeable person from each group of stakeholders



WHEN TO STORY MAP?

- When you have questions
- Before You begin development

WHY STORY MAP?

- *Build shared understanding*
- Encourage full discovery before prototyping
- Prioritize work to be done as a group

***Lowers problems with estimates and feature creep**

THE BIG PICTURE

© PHOTO BY **BARNYZ**

FOCUS DURING DEVELOPMENT

© PHOTO BY THEILR

WHERE?

A large, clear wall or whiteboard.

A place central to the team, at least in the beginning.

YOU'LL NEED

- painter's tape
- markers
- post-its (many colors & sizes)

A SIMPLE STORY

List five tasks you do in order to get to work. Put each one on a post-it provided.

MY MORNING AT WORK (FIRST DRAFT)

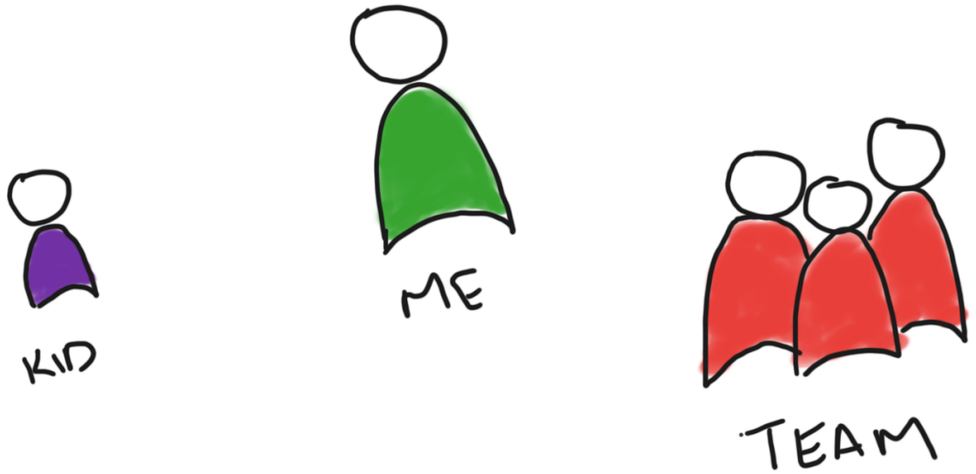
FIND VARIATIONS

Pick 3 things that you did today that are different from your normal work routine.

MY MORNING AT WORK (REVISED)

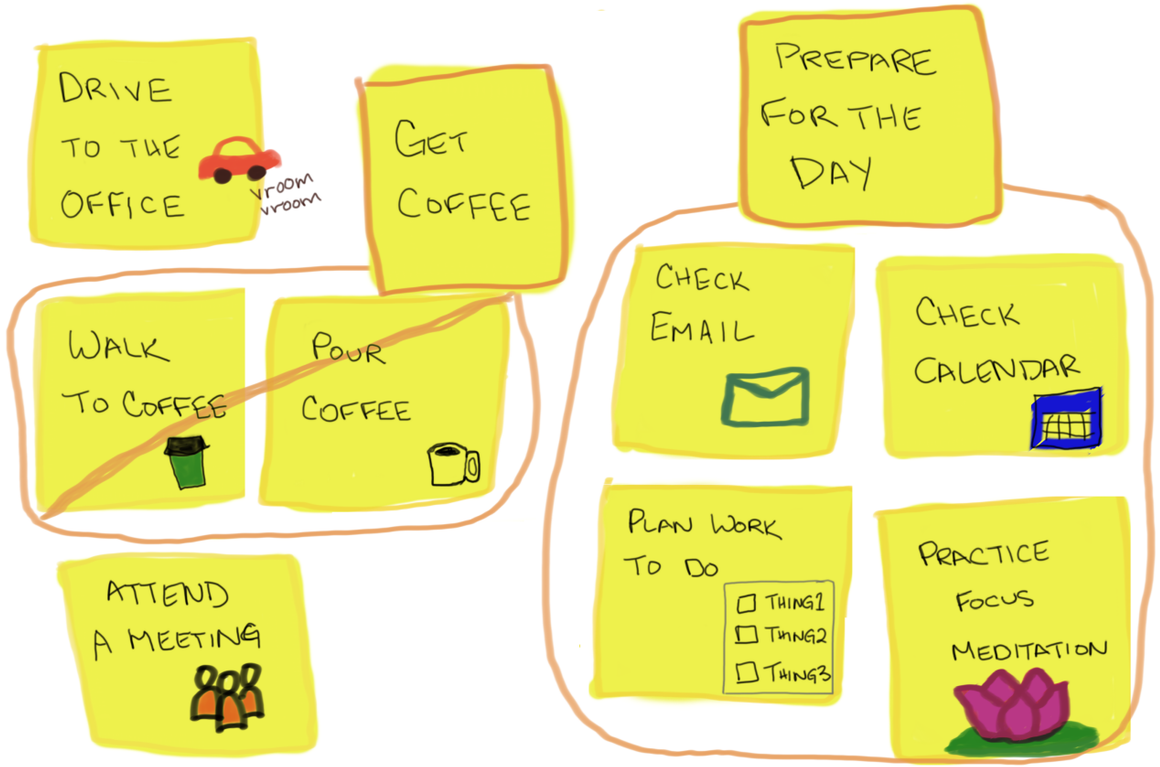
There are variations between people, days of week, at-home and out-of-town work days

BUILDING THE NARRATIVE: USERS



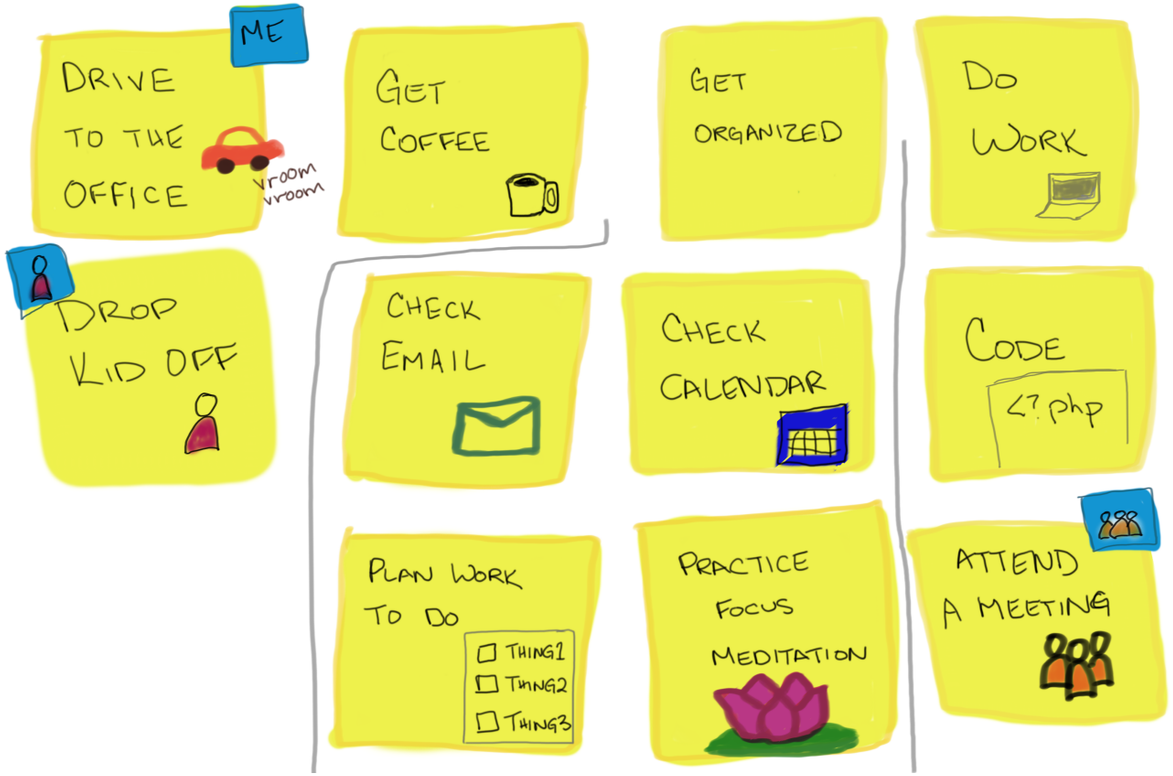
Who are the Actors/Users in your morning routine?

BUILDING THE NARRATIVE: ACTIVITY GROUPS



Sometimes several tasks can be grouped together

BUILD THE STORY



Let's put them together to build a story of your getting to work!

LEARN MORE

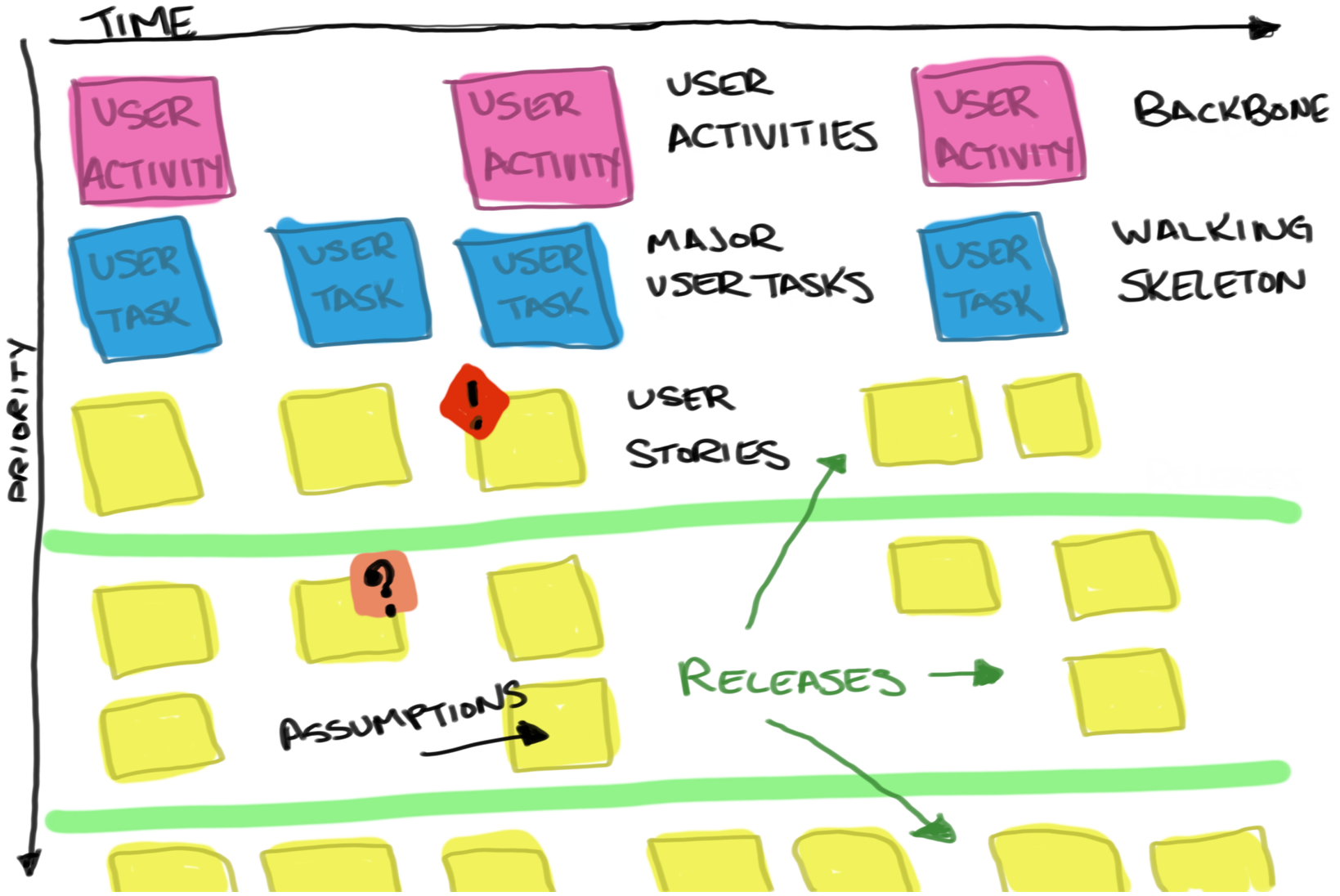
- Risk
- Assumptions
- Uncertainty

If you cannot elaborate, mark it and revisit

CLARIFYING QUESTIONS

- What could we learn to replace **risk** with **REAL** information?
- Do we <u>really</u> know what has been mapped, or did we fill in **assumptions**?
- Are you sure about the story you're telling?

LABEL THESE

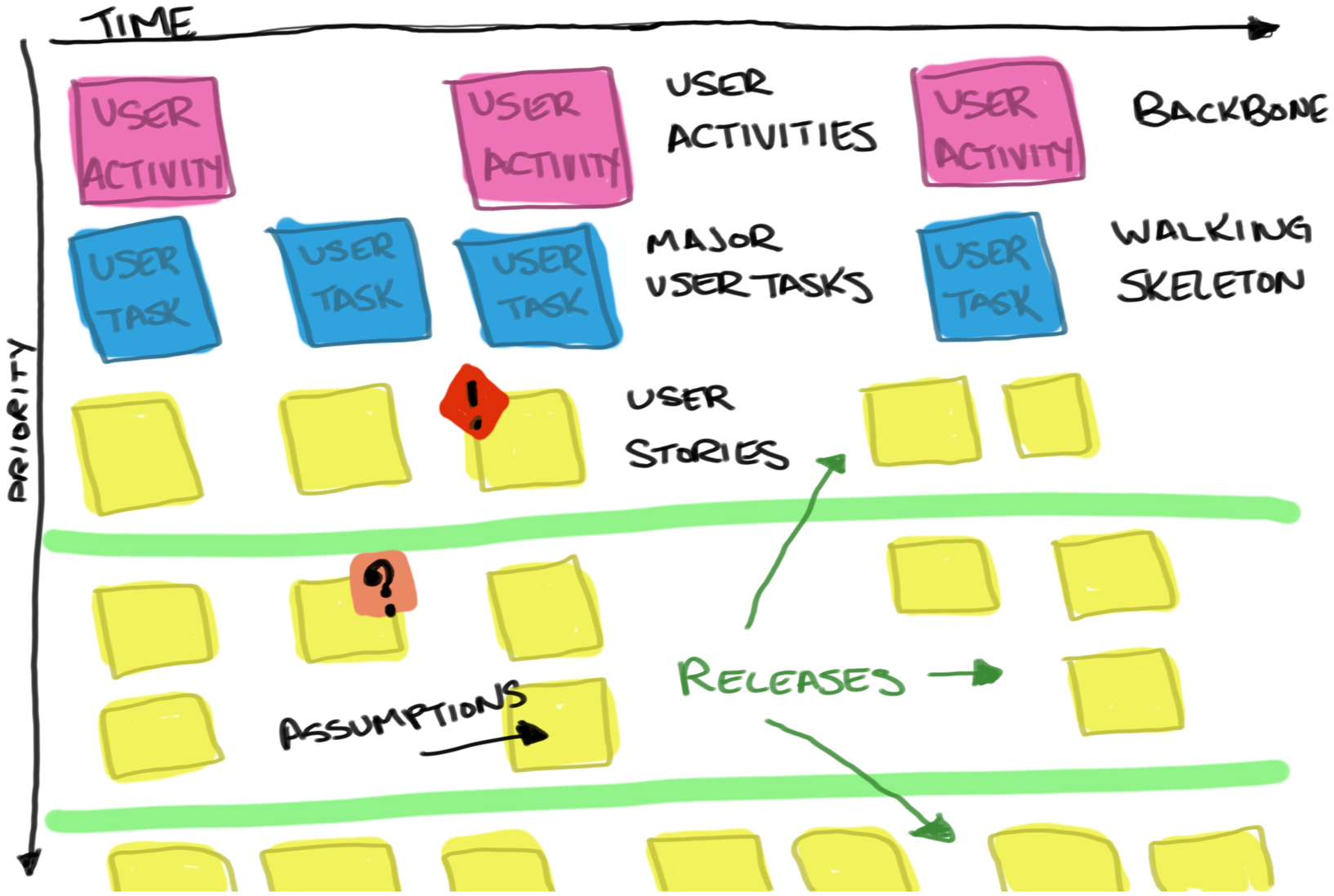

TIME
PRIORITY
USER ACTIVITY
USER ACTIVITY
USER ACTIVITIES
USER ACTIVITY
BACKBONE
USER TASK
USER TASK
USER TASK
MAJOR USER TASKS
USER TASK
WALKING SKELETON
USER STORIES
ASSUMPTIONS
RELEASES

THOROUGH DISCOVERY

- Understand the full process
  - Understand "why" steps are needed in the process
  - Talk about things inside and outside of the app

THOROUGH DISCOVERY

- Simplify and lower risk at implementation
  - Lowers the questions at the phase of implementation
  - Limits Feature Creep (beginning implementation w/o understanding, new features come in)
  - Better estimates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USER TASK
WALKING SKELETON
!
USER STORIES
?
ASSUMPTIONS
RELEASES

MORE THAN JUST ADDING STORIES

If the only thing you create while making sense of a big opportunity is more, small stories, **you're doing it wrong**.

- Jeff Patton

FOUR STEPS TO DISCOVERY

1. Frame the idea
2. Understand Customers and Users

SIMPLE PERSONA

FOUR STEPS TO DISCOVERY

1. Frame the idea
2. Understand Customers and Users
3. Envision your solution
4. Minimize the plan

PRIORITIES

PRIORITIZING THE PROJECT

- Who will use this product?
- What steps must they accomplish for success?
- Remove/postpone the rest

PRIORITIZING FEATURES

- **Differentiator** - feature sets you apart from competition
- **Spoiler** - moves in on someone else's differentiator
- **Cost reducer** - reduces organizational costs
- **Table stakes** - feature necessary to compete

FOCUS ON OUTCOMES

- What are you hoping to do with your application?
- Prioritize features based on the problem they solve
- Implement only what solves the problem or meets the objective

PROTOTYPING

PROTOTYPING

- What is the smallest thing you could build to prove/disprove an assumption?
- Sketch & prototype to test viability of the solution
- Aim for less than minimum, get feedback, and iterate often
- When you give prototype to **development partners** you can include metrics to see what they actually do

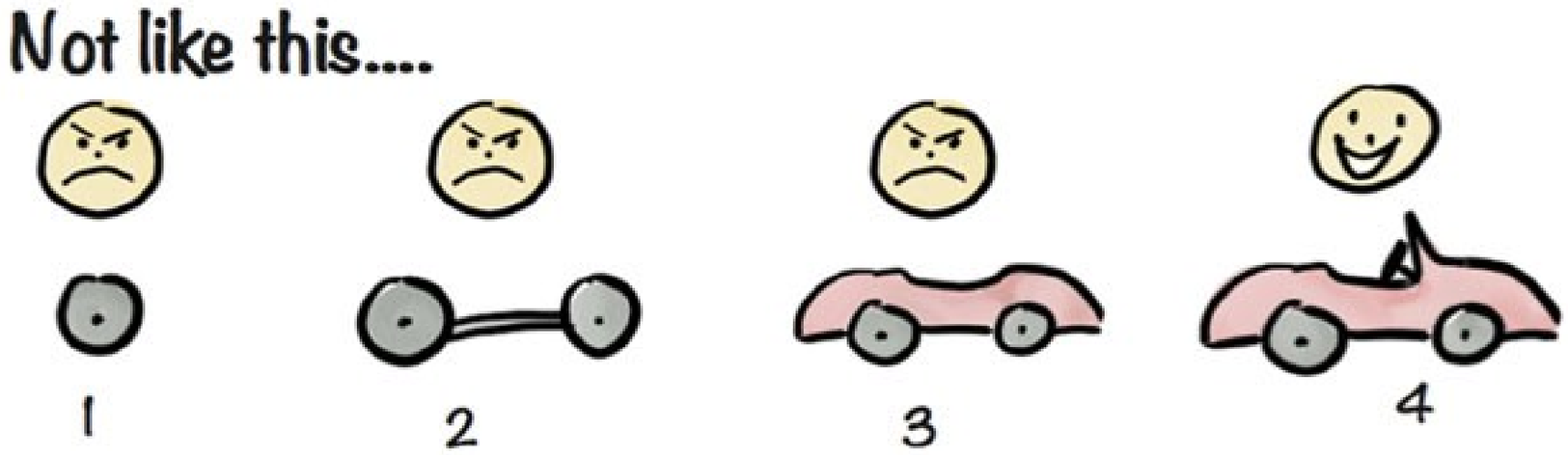
MVP VS. MOST VALUABLE FEATURES

Focus on releasing valuable features every time.

Sometimes we plan features in a chronological order

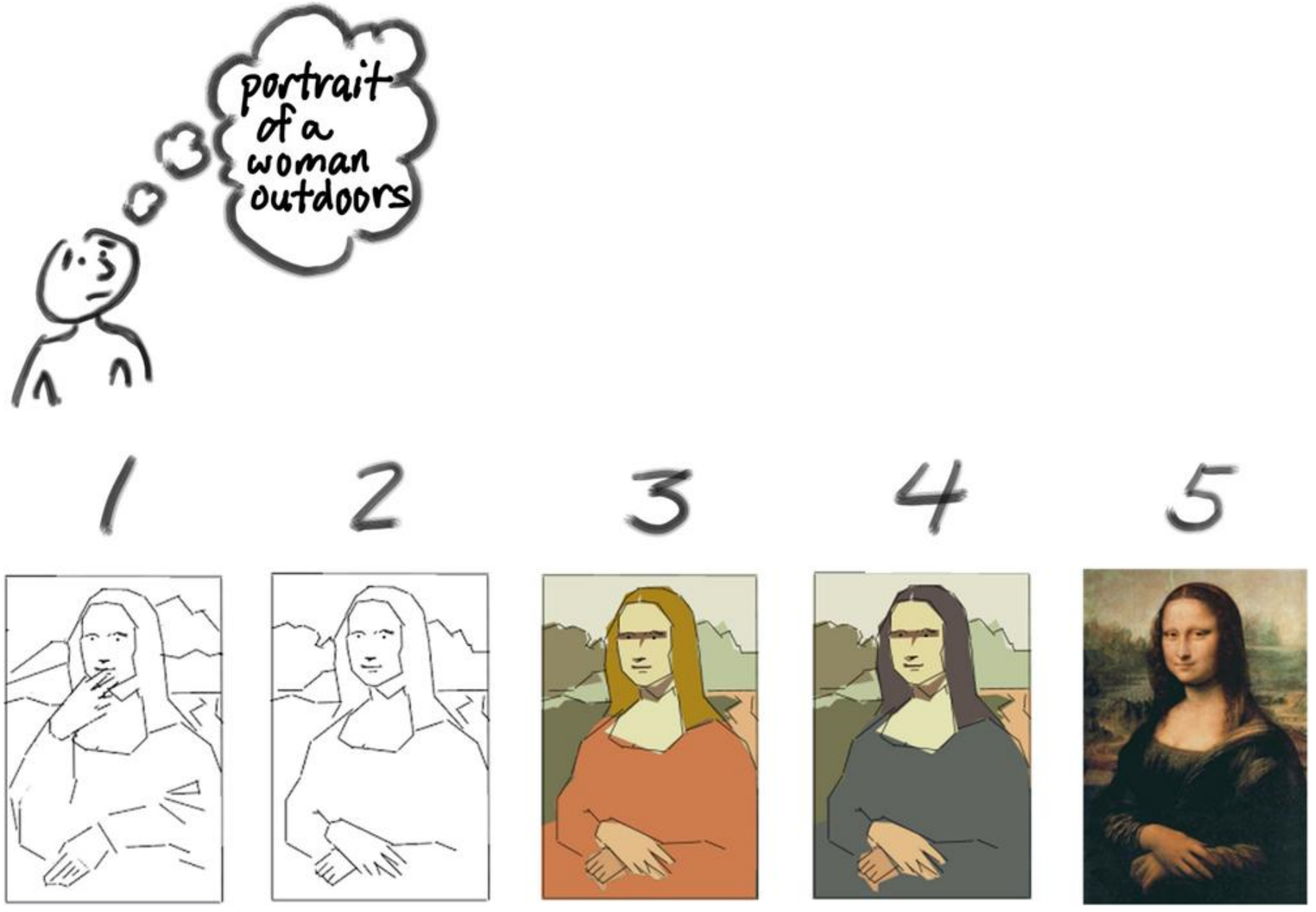
Or we divide the project into components

WHEN WE BUILD IN PIECES

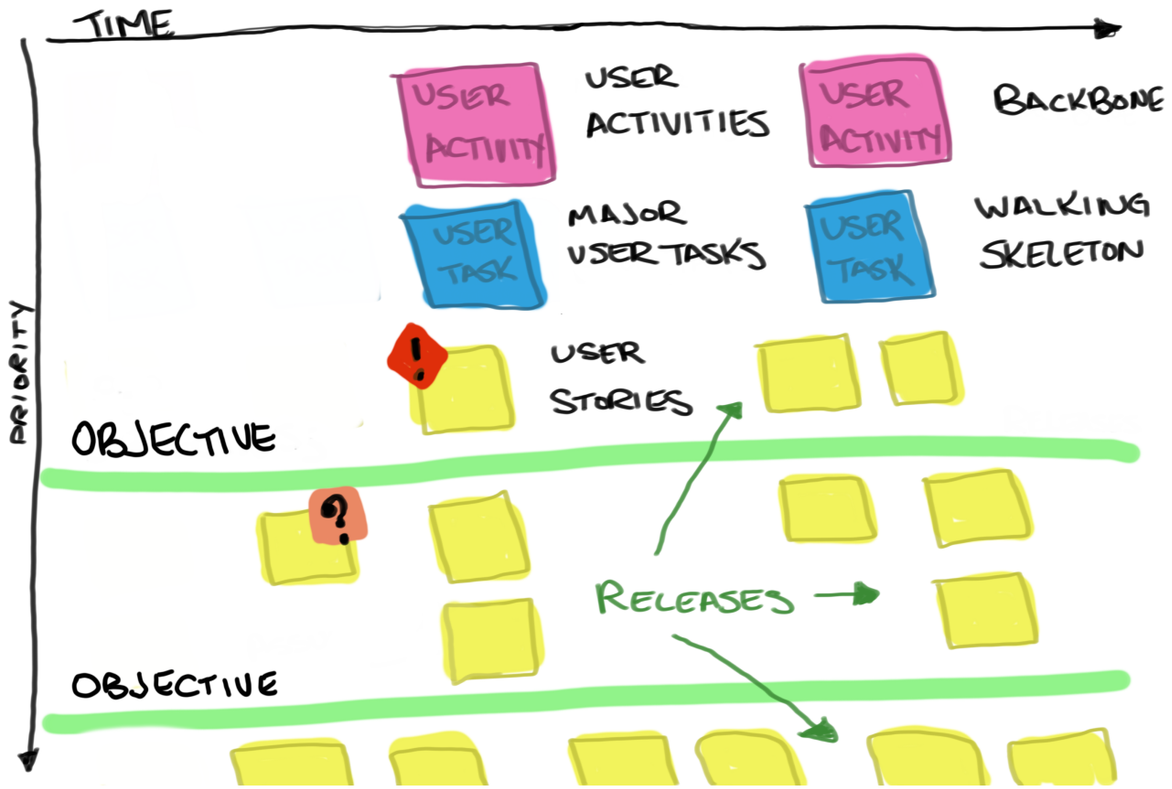


WHEN WE BUILD IN PARTS

INSTEAD WE WANT TO ITERATE!


portrait of a woman outdoors
1
2
3
4
5

STRATEGIES


TIME
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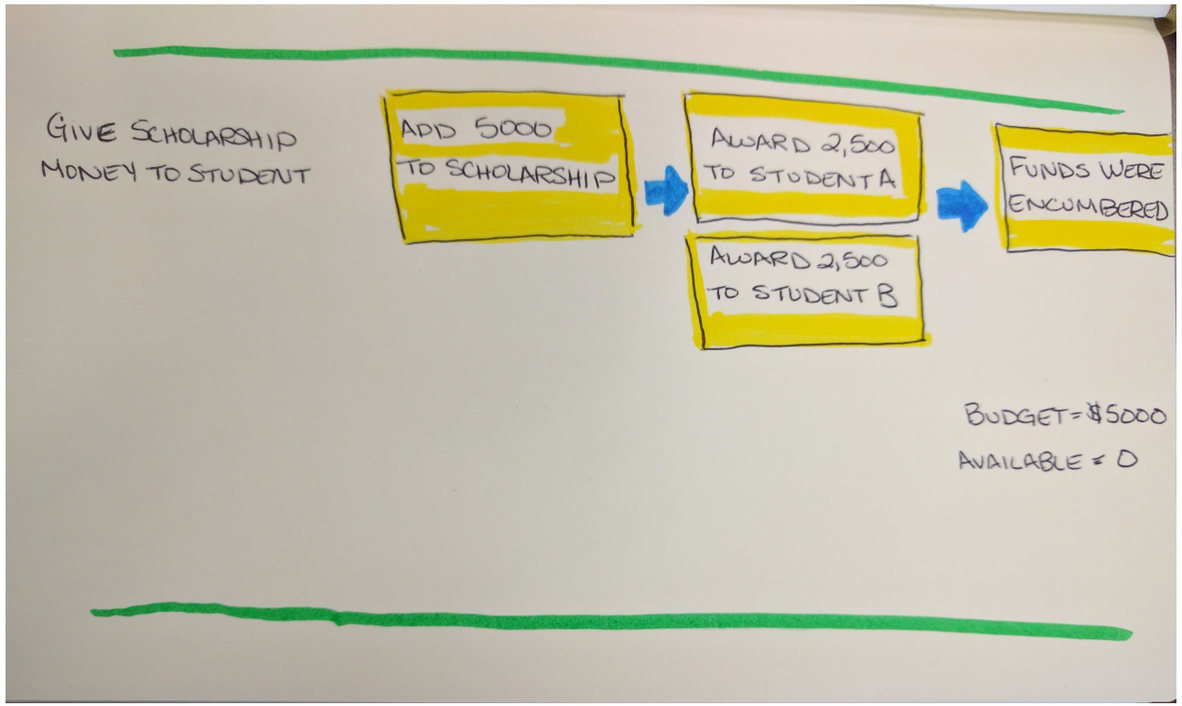
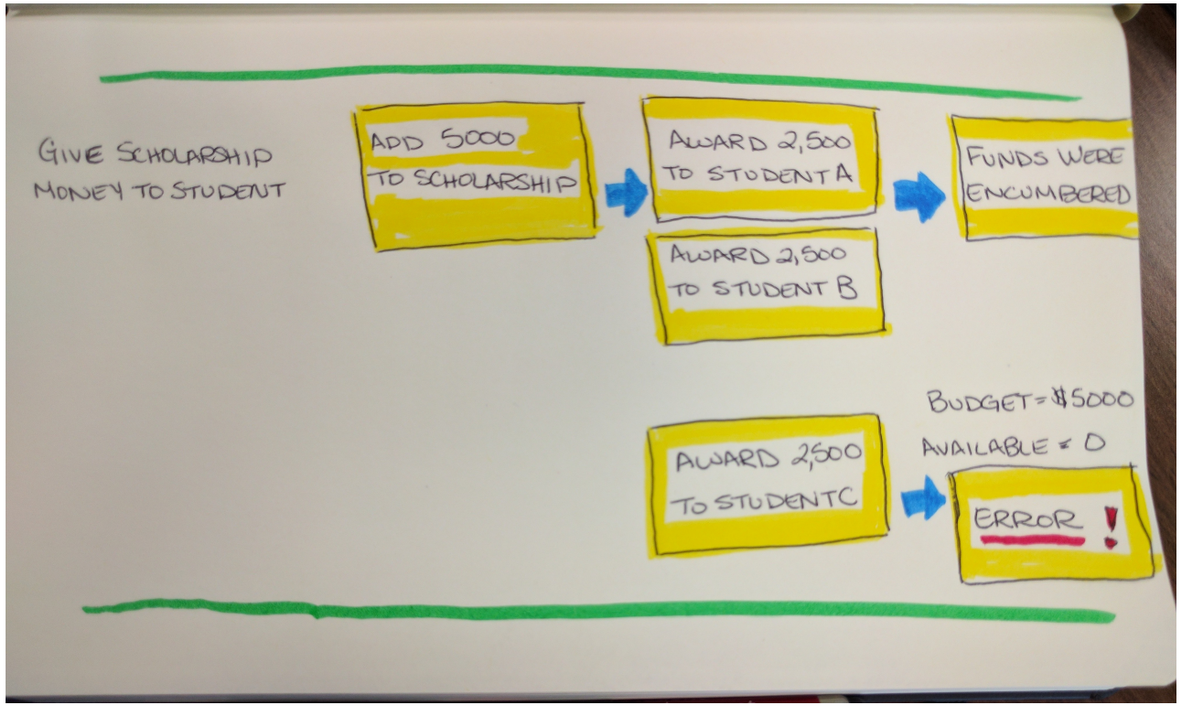
OBJECTIVE


GIVE SCHOLARSHIP MONEY TO STUDENT
ADD 5000 TO SCHOLARSHIP
AWARD 2,500 TO STUDENT A
AWARD 2,500 TO STUDENT B
FUNDS WERE ENCUMBERED
BUDGET = $5000
AVAILABLE = 0


GIVE SCHOLARSHIP MONEY TO STUDENT
ADD 5000 TO SCHOLARSHIP
AWARD 2,500 TO STUDENT A
AWARD 2,500 TO STUDENT B
FUNDS WERE ENCUMBERED
AWARD 2,500 TO STUDENT C
BUDGET = $5000
AVAILABLE = 0
ERROR !

SUMMARY

- A tool you can use with non-technical subject matter experts, customers, etc
- A visual guide for managing your workload
- Focus on objectives when you prioritize
- Plan to deliver a usable product at each deliverable

SOOO...

WHAT'S YOUR SKATEBOARD?

THANK YOU!

EMILY STAMEY

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