Create a visual User Story Map to plan the releases for a Food Delivery App MVP, prioritizing features from core functionality to nice-to-haves.

Step 1: Set Up Your Figma File (2 min)

1. **Log in & Create New:** Go to Figma.com and log in. Create a new "Figma Design" file.

2. **Rename the File:** Double-click the title at the top and name it "Food Delivery App - User Story Map".

3. **Create a Frame:** This is your canvas. Press F on your keyboard, click and drag to create a large frame that fills most of the screen. You can also select a pre-made frame like "Desktop" from the right-hand panel.

Step 2: Create the User Journey Backbone (Horizontal Axis) (8 min)

This forms the core narrative of the user's experience.

1. **Add the Title:** Use the Text tool (T) to create a title at the top: "Food Delivery App - User Story Map".

2. **Create "User Activities" (The Big Steps):** These are the high-level phases of the user's journey.

   o Using the Text tool, create four separate text boxes in a horizontal row near the top of your frame:

      ▪ Browse Restaurants

      ▪ Select Food

      ▪ Checkout

      ▪ Track Delivery

   o **Pro Tip:** Use the **Auto Layout** feature to space them evenly. Select all four text boxes, right-click, and choose "Add Auto Layout". In the right panel, set the spacing (e.g., 100 pixels). This makes your map neat and easy to edit.

   o Style these as large, bold headers. This is your backbone.

Step 3: Break Down into User Tasks & Stories (Vertical Slicing) (10 min)

Now, we break each Activity into smaller, actionable tasks and stories.

1. **Under "Browse Restaurants":**

   o Select the Rectangle tool (R) and draw a small rectangle below "Browse Restaurants".

   o Copy and paste this rectangle three more times, stacking them vertically.

   o Double-click inside each rectangle to add the following user stories:

      ▪ Search by cuisine

      ▪ Filter by price

- View restaurant ratings

- See delivery time estimates

- o **Pro Tip:** Select the four rectangles, right-click, and "Add Auto Layout" with a vertical direction and a spacing of 10 pixels. Group them visually.

2. **Repeat for Other Activities:**

   - o **Under "Select Food":** Add stories like View menu, Add items to cart, Customize meal (e.g., no onions).

   - o **Under "Checkout":** Add stories like Enter delivery address, Select payment method, Review order summary, Apply promo code.

   - o **Under "Track Delivery":** Add stories like Receive order confirmation, See real-time driver location, Get delivery notification.

Step 4: Prioritize into Releases (Vertical Axis) (10 min)

This is the "mapping" part. We'll visually group stories into releases.

1. **Label the Releases:** Use the Text tool to create three labels on the left side of your map, stacked vertically:

   - o Release 1: MVP Core (Must-Have)

   - o Release 2: Enhanced (Should-Have)

   - o Release 3: Future (Nice-to-Have)

   - o Style these with different background colors (e.g., Green, Yellow, Blue) using the Rectangle tool behind the text.

2. **Drag Stories into Releases:** This is the key prioritization step. Drag the story cards you created into the horizontal swimlanes defined by your release labels.

   - o **Release 1 (Core):** What is the absolute minimum for the app to function?

     - Search by cuisine, View menu, Add items to cart, Enter delivery address, Select payment method, Review order summary, Receive order confirmation.

   - o **Release 2 (Enhanced):** What significantly improves the experience?

     - Filter by price, View restaurant ratings, See delivery time estimates, Customize meal, Apply promo code, Get delivery notification.

   - o **Release 3 (Future):** What can wait?

     - See real-time driver location (requires more complex backend), more advanced filters, loyalty programs, etc.

Step 5: Final Review and Polish (5 min)

1. **Add Visual Clarity:**

   o Use the **Arrow** tool (or hold Shift and draw a line) to reinforce the horizontal "User Journey" flow at the top.

   o Use colored rectangles behind each release swimlane to make the separation clear.

   o Ensure all your Auto Layout groups are tidy.

2. **Invite Collaboration (Optional):** Click the "Share" button in the top-right, set the link to "Can View", and share it with teammates or stakeholders for feedback.

Final Result

You have now successfully created a User Story Map in Figma that clearly communicates:

- **The User's Journey:** The horizontal flow of activities.

- **The Detailed Scope:** All the user stories needed to build the app.

- **The Release Strategy:** A prioritized plan that delivers value incrementally.