



UPKEY  
VIP 2021

# USER STORIES

Presented by **Jay Gohil**

# Presentation Outline

- Introduction
- Problem
- Outline of subtasks / tasks
- User personas
- Ordered Steps
- Feedback
- Time
- End
- USER STORY
- Conclusion

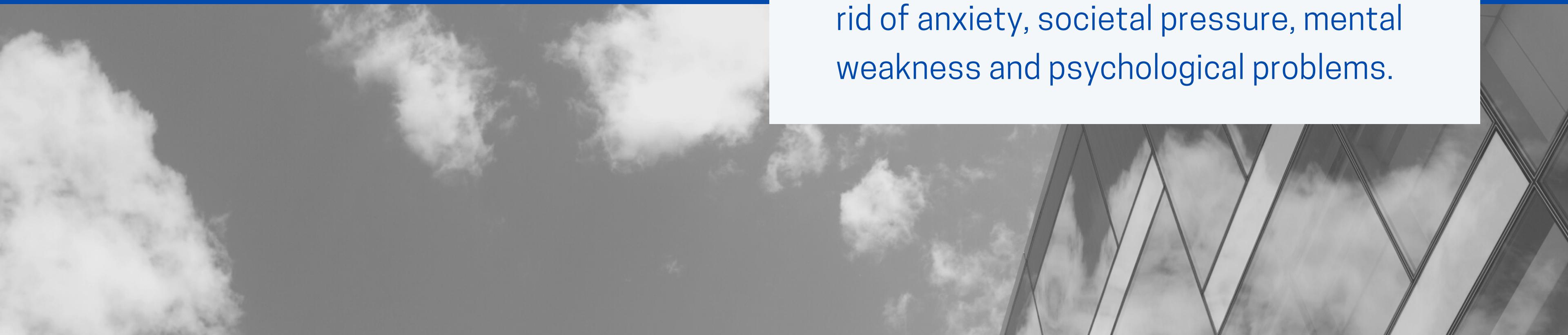
# INTRODUCTION



## USER STORIES

A user story is an informal, general explanation of a software feature written from the perspective of the end user. Its purpose is to articulate how a software feature will provide value to the customer. The presentation will go through Introduction, problem, outline of subtasks / tasks, user personas, ordered Steps, feedback, time, end, user story and conclusion for the same.

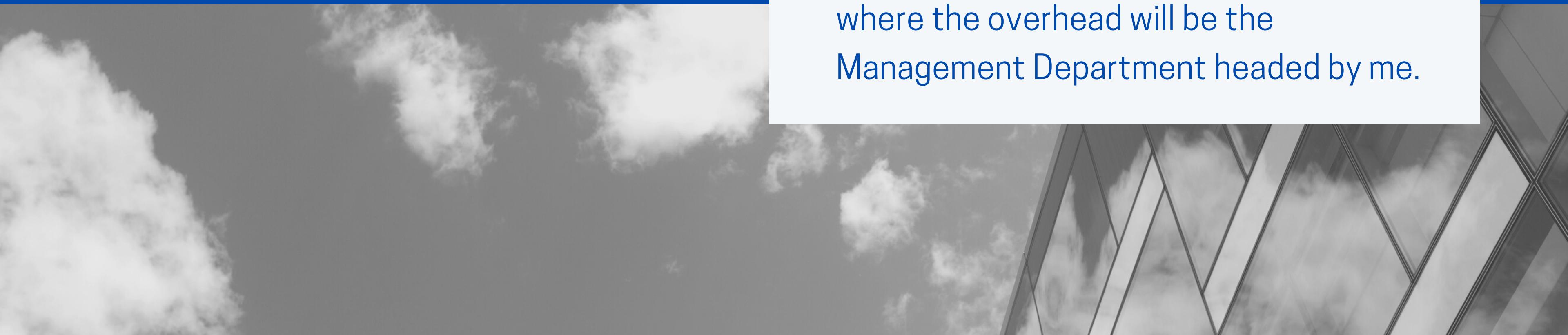
# PROBLEM



## **WHAT NEW PRODUCT ARE YOU TRYING TO CREATE AND WHAT PROBLEM DOES THIS SOLVE FOR THE END-USER?**

The product here refers to the online service - GET WELL TOGETHER where a strong community of helpful folks join hands to push and make each other the better version of themselves.,and get rid of anxiety, societal pressure, mental weakness and psychological problems.

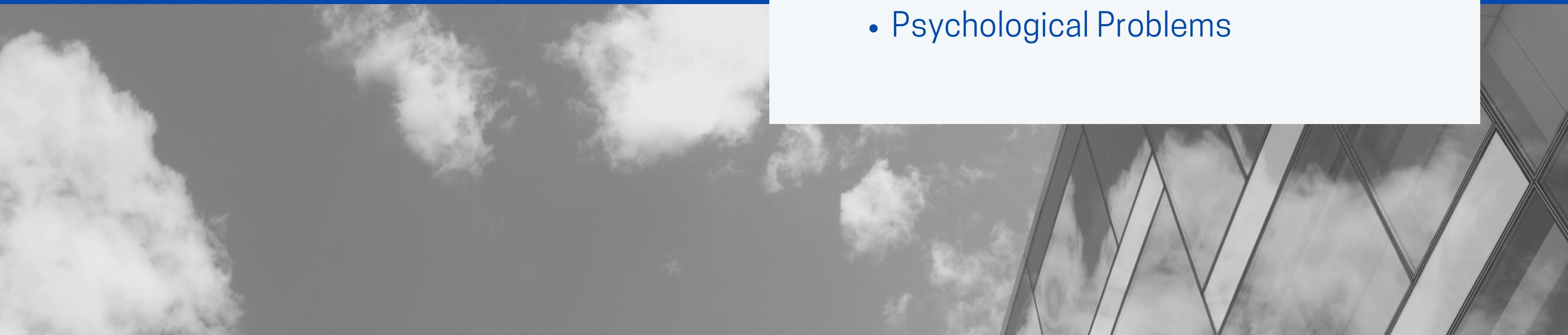
# SUB-TASKS



**DECIDE WHICH SPECIFIC STEPS  
NEED TO BE COMPLETED AND  
WHO IS RESPONSIBLE FOR EACH  
OF THEM.**

The service platform will be designed by GD Department, built by Software Development Department, hosted and maintained by IT Department and marketed by the Sales Department where the overhead will be the Management Department headed by me.

# PERSONAS

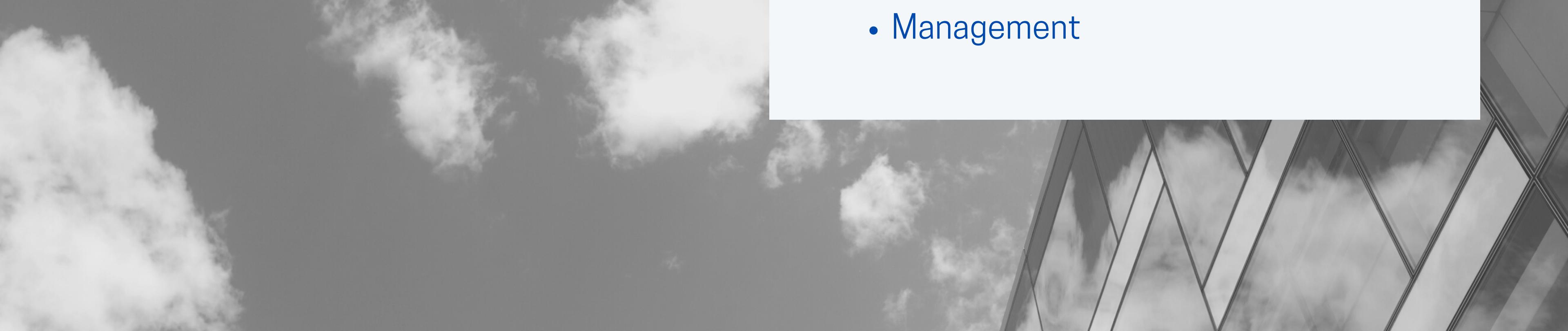


**FOR WHOM? DEFINE WHO THEY ARE AND BUILD A PERSONA FOR THE END-USER.**

The product service is specifically formulated for people who are facing:

- Anxiety
- Societal Pressure
- Mental Strain
- Psychological Problems

# ORDERED STEPS

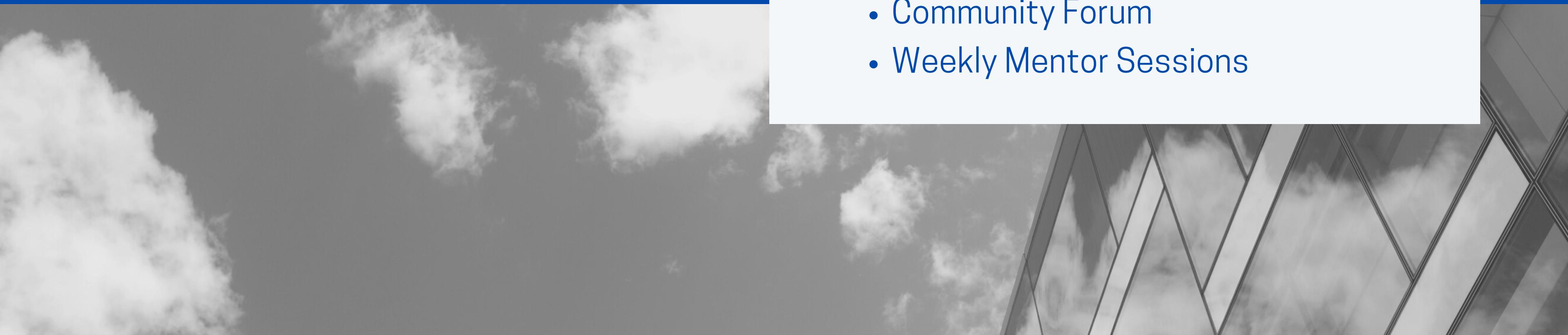


## WRITE A STORY FOR EACH STEP IN A LARGER PROCESS.

Here's the methodology for each step of product (verbal during the presentation block) -

- Design and Code
- Host and Maintain
- Market & Sale
- Management

# FEEDBACK



**TALK TO YOUR USERS AND CAPTURE THE PROBLEM OR NEED IN THEIR WORDS. DO NOT GUESS YOUR USER STORY IF YOU CAN TALK TO THE END-USER.**

Here's the feedback for each service in product (verbal in presentation block) -

- Community Meetings
- Personalized Routine Course
- Community Forum
- Weekly Mentor Sessions

# TIME

**IDENTIFY AN ESTIMATED  
TIMEFRAME NEEDED TO  
COMPLETE THE PROJECT.**

The detailed timeframe for entire project :

- Design & Code - **2 & 6 Months**
- Host & Maintain - **0.5 & Inf. Months**
- Market & Sale - **1.5 & Inf. Months**
- Management - **Inf. Months**

## **DEFINE THE POINT AND CLEARLY OUTLINE THE TASK A USER MUST DO TO MEET THE REQUIREMENT.**

In the end, after success of the product services provided by the platform, the user must be completely free from anxiety, societal pressure, mental strain and any form of psychological pressure. The user must be happy, satisfied and fulfilled with his/her life in a nutshell.

**E N D**

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**As an individual facing anxiety,  
societal pressure, mental strain  
and/or psychological pressure; I  
want to eradicate these issues from  
my life so that I can be a happy,  
satisfied and fulfilled human being.**

THE USER STORY

USER STORY - GET WELL TOGETHER

A group of diverse people in professional attire, including a man in a suit and tie and a woman in a blazer, smiling at the camera.

# THANK YOU!

I will now take any questions you may have.