# STORYMAP

STEP BY STEP GUIDE

THE STORY MAP, AN EFFECTIVE TOOL FOR VIEWING AND ORGANIZING THE REALIZATION OF A NEW PRODUCT.

# STORY MAP

The objective of this Jarviss is to introduce you to the STORY MAP tool and to guide you step by step towards its realization.

# What is it?

# A STORY MAP

is a tool allowing you to visually map all the new functionalities of a product and collectively plan their realization.

# What does it look like?

# What is it used for?

## STORY MAP

Used by agile teams at the start of a project, [User Story Mapping](# ) is a tool that allows you to visually organize and prioritize the long list of tasks to be performed, called User Stories, to create a new product.

It is a great user-centric task prioritization tool that allows the team to ask themselves 3 important questions when choosing features:

Why is this feature important for business?

What value will it bring to our user?

Is it technically feasible?

It is a particularly effective tool in the workshop for making people understand where the pain and satisfaction points are in a user journey.
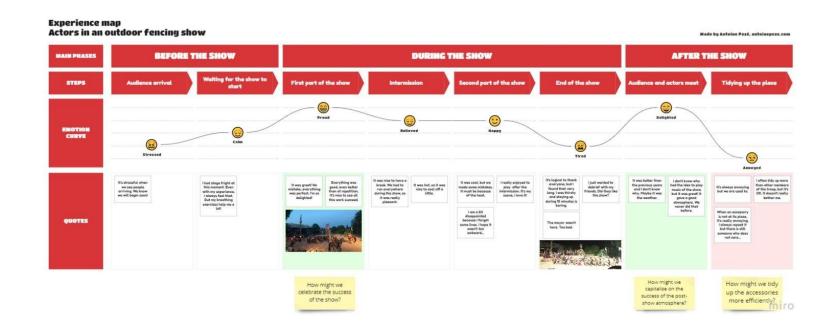
# Objective

The goal is to have an overview of the subject to be framed, categorized and prioritized by the whole team.

# 01> EVERYTHING STARTS WITH THE SHARING OF THE USER JOURNEY

# User path

First, as a team, build the customer journey of your targets in contact with your future product and sequence the main stages of the journey in activity.

**More details in the Jarviss CUSTOMER JOURNEY**

# 02> Write the activities

# Writing the activities

- Collectively, the objective is to describe the main steps the user will take through the solution. We will call them activities.

- Write the activities making up the user journey on post-it notes (1 post-it per activity). Always start with a verb in the infinitive.

- Arrange them in chronological order on a first line

Example for a sports club site:
- Find a match date
- Buy my tickets
- Collect my tickets

# Writing the activities

Examples of ACTIVITIES for a ready-to-wear website:

- View a product category

See the detail of a product

- Know the delivery information

- Find out about current offers

- Pay

- Track a package

# 03> Write the tasks

# Write the macro functionalities or "tasks"

Example for the activity "see a product in detail" (product sheet):

- Read the material and composition description of the product

- See product zoom

- Read reviews

- See complementary products

- See additional photos

- Watch a product video

- Add to Cart

- Share to a friend….

# 04> REVIEW OF THE STORYMAP PATH

# Path of the storymap

- Once the team achieves a satisfactory result, they should take a step back and review all the tasks in order to see if it makes sense based on the user journey.
  - Reread all the tasks in order
  - Reorder tasks if necessary
  - Add the elements that we could have forgotten
  - Think about alternative routes and add tasks or activities accordingly
    - eg in the case of our ready-to-wear site: "I return a product from my customer area"

# 05> PRIORITIZE TASKS

# PRIORITIZE

- To the left of the post-it notes, draw 2 horizontal lines. In the first third, they are the MUST HAVE post-it notes, in the 2nd third they are the SHOULD HAVE post-it notes, in the 3rd third they are the NICE TO HAVE.

- Prioritize tasks, column by column (this means moving the post-it vertically).

- In the end, we have our storymap which is categorized and prioritized.

# Prioritize

Example with the tasks identified above from our ready-to-wear site:

MUST HAVE

Read the material and composition description of the product

Add to Cart

SHOULD HAVE

See product zoom

Read reviews

See complementary products

See additional photos

**Warning: there is not just one right answer. It's just a choice of the team at a specific moment.**

NICE TO HAVE

Watch a product video

Share to a friend

# 06> NEXT

# Next step

- And don't forget your storymap is an AGILE tool! It evolves every day (modification, deletion, addition of tasks). Between theory and practice, there is a gap.

- The next step is prototyping. The designers will then be able to create the first models by relying only on the MUST HAVE post-it notes. This will allow us to project more simply into the future solution (and precisely analyze this gap between what we imagine and what we actually do).

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