Software Product Management

Specify product features – Story Map

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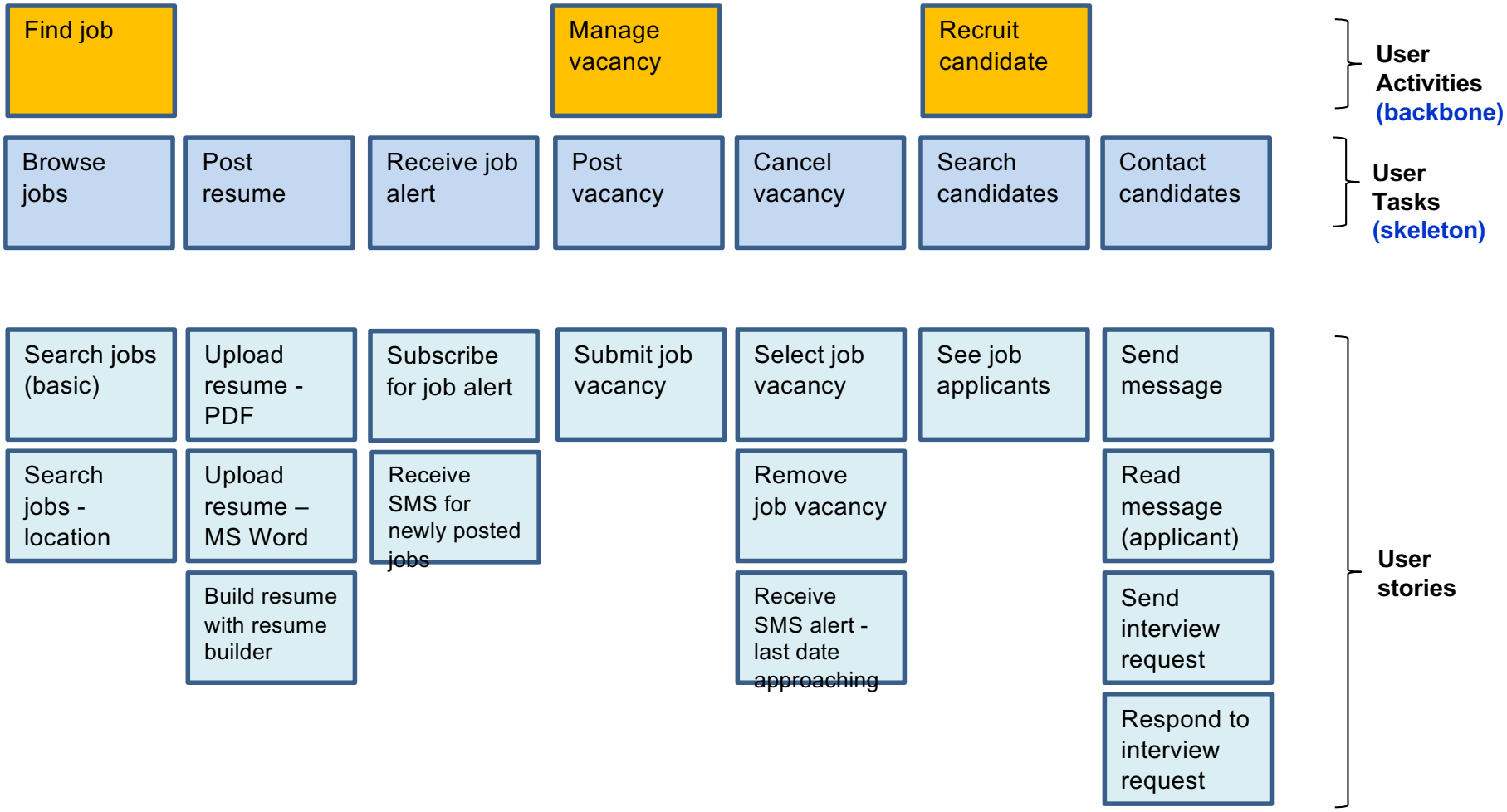
- Classification of features: Kano model
- Exercise

Introduction

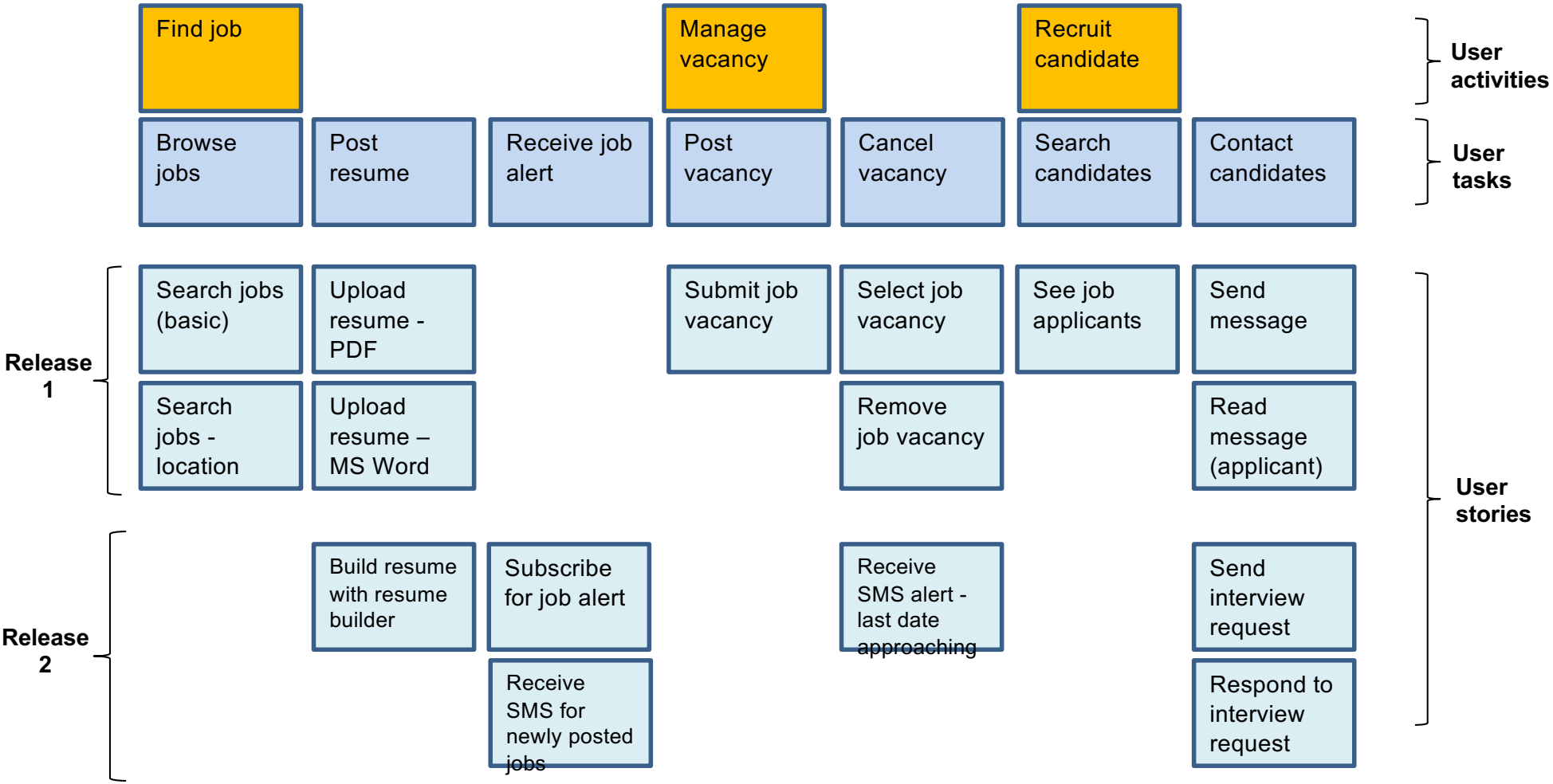
- Once we have understood the need and we have assessed the need by interacting with customers & users, we need to capture all the requirements / features / functionality
- Story map is an effective tool to capture the features
- Invented by Jeff Patton

Story map: Job portal



https://www.visual-paradigm.com/guide/agile-software-development/what-is-user-story-mapping/

Story map: Job portal



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About Story map

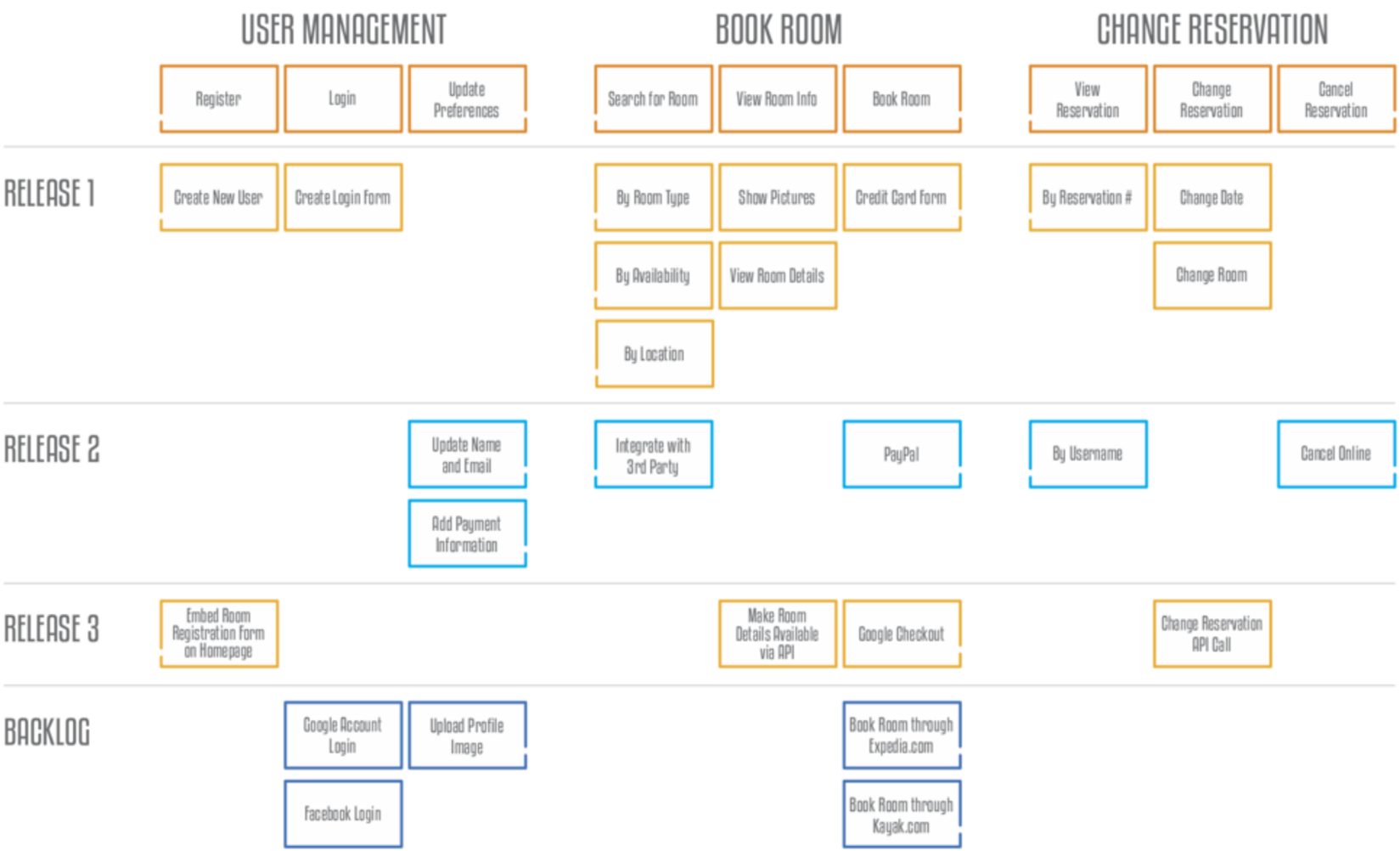
- Story map
  - Uses top down
  - Helps organize features based on importance
  - Helps plan releases

Exercise

Create story map for:

- Hotel booking software

Solution


USER MANAGEMENT
BOOK ROOM
CHANGE RESERVATION
Register
Login
Update Preferences
Search for Room
View Room Info
Book Room
View Reservation
Change Reservation
Cancel Reservation
RELEASE 1
Create New User
Create Login Form
By Room Type
Show Pictures
Credit Card Form
By Reservation #
Change Date
By Availability
View Room Details
Change Room
By Location
RELEASE 2
Update Name and Email
Integrate with 3rd Party
PayPal
By Username
Cancel Online
Add Payment Information
RELEASE 3
Embed Room Registration Form on Homepage
Make Room Details Available via API
Google Checkout
Change Reservation API Call
BACKLOG
Google Account Login
Upload Profile Image
Book Room through Expedia.com
Facebook Login
Book Room through Kayak.com

We need to classify and prioritize features: Kano model

Classification of product features:

- Must have
- Wants
- Delighters

Classification of features: Example: Laptop

Must have	Wants	Delighters
• 2 Ghz CPU • 4 MB RAM • 1 TB Disk	• OS pre-loaded • Anti-virus • Finger print scanner • Touch screen • Dolby sound • Log battery life • Light weight	• Green PC (low power consumption) • Spill proof (water proof) key board • 4G card for internet

Classification of features: Job portal software

Must have	Wants	Delighters
• Post vacancy • Apply • View applicants	• Get job alert • Hot job indicator	• Resume builder • Good Interview videos • Tips to negotiate salary • Psychometric test

Classification of features: Job portal software

Must have	Wants	Delighters
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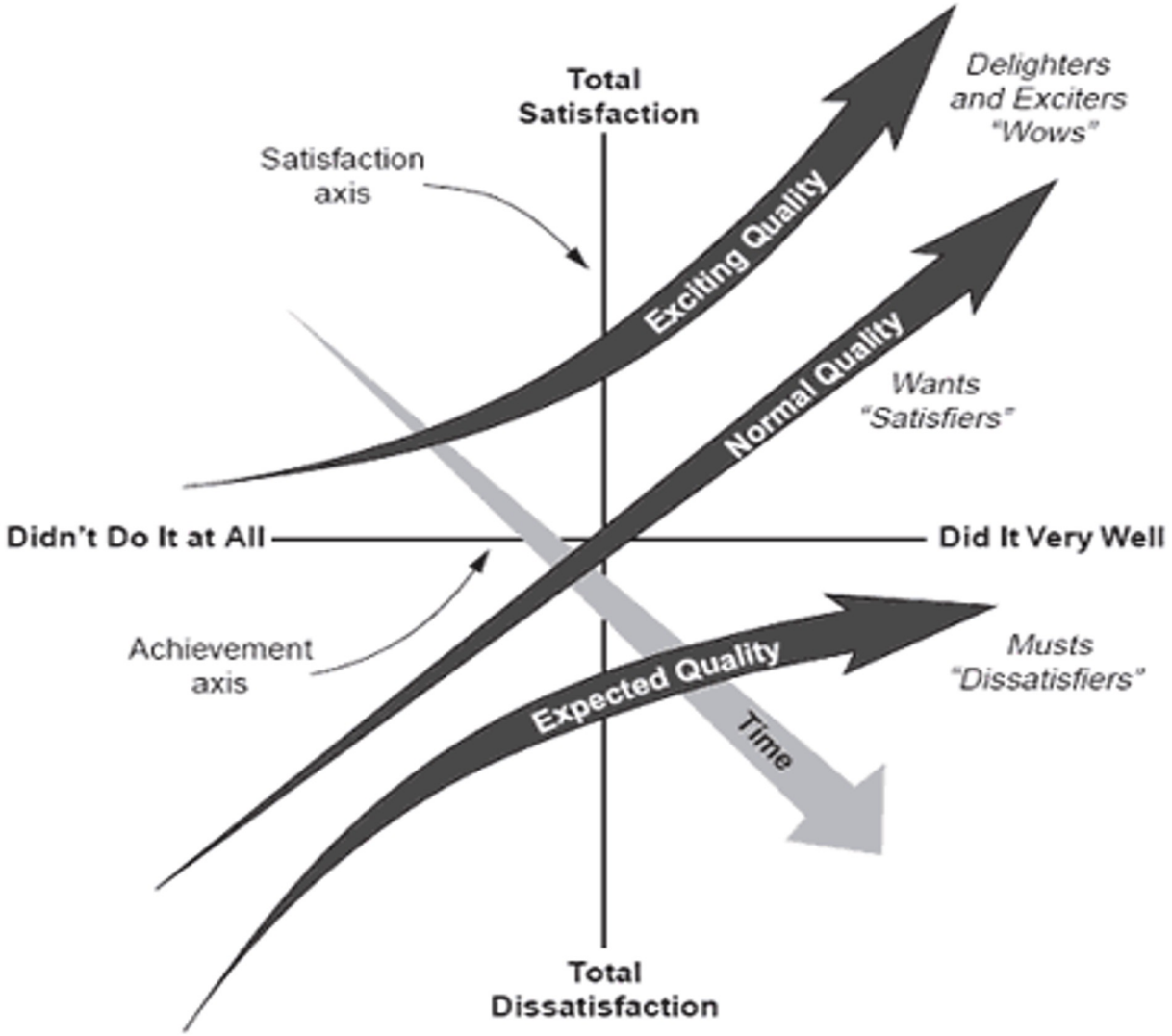
Classification of features changes over time…



As people start using the products, some features move on from Wants to Must haves and Delighters to Wants.

Classification of features changes over time…

Example of delighters becoming wants: Job portal software

Must have	Wants	Delighters
• Post vacancy • Apply • View applicants	• Get job alert • Hot job indicator	• Resume builder • Good Interview videos • Tips to negotiate salary • Psychometric test

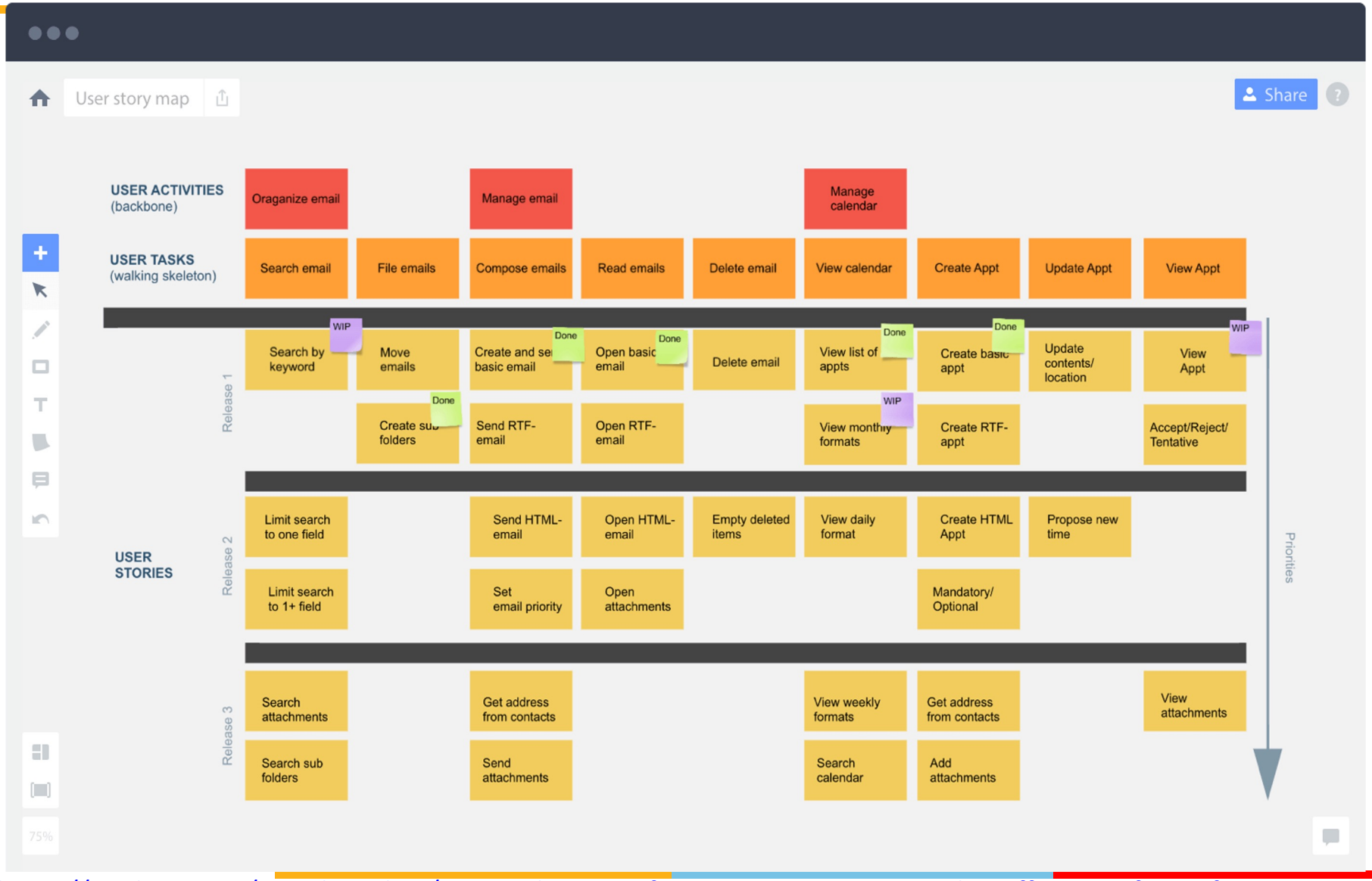
Exercise

Identify ‘Must have’, ‘Wants’ & ‘Delighter’ features of

- Online banking
- Airline reservation
- eCommerce

Appendix

Story map: Email system



https://medium.com/@mal.sanders/top-5-takeaways-from-user-story-mapping-by-jeff-patton-f8c80cf73750