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Search for Flights

Book Flights

Manage My

Search by Date

Search by Seats

Book with Credit Card

Book with Lovaltv Points

Cancel my

View my

Modify my

Search by Stops

Manage via

Agent

Manage Schedule

Manage

Schedule



Actor (singular noun) - What human roles have problems we are solving?



-oal/Activity (verb-noun) - What are they trying to accomplish? Each of these are atomic and independently valuable

Feature (verb-noun) - What will we build to satisfy the user's goal? Each is an end-to-end slice of value.

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Art Pettor with Peter Economy

Visioning and Refinement

Story Mapping

Actor (singular noun) - What human roles have problems we are solving?

Goal/Activity

(verb-noun) - What are they trying to accomplish? Each of these are atomic and independently valuable.

Feature

(verb-noun) - What will we build to satisfy the user's goal? Each is an end-to-end slice of value.

Traveler

Search for Flights

Search by

Date

Search by

Seats

Search by

Stops

Top to bottom in priority order, under the goal they satisfy

goal they satisfy

Book **Flights**

Book with

Credit Card

Book with

Loyalty

Points

Flights

Manage My

Manage via Agent

View my Flights

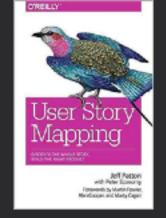
Modify my **Flights**

Cancel my **Flights**

Manage Schedule

Manage Schedule

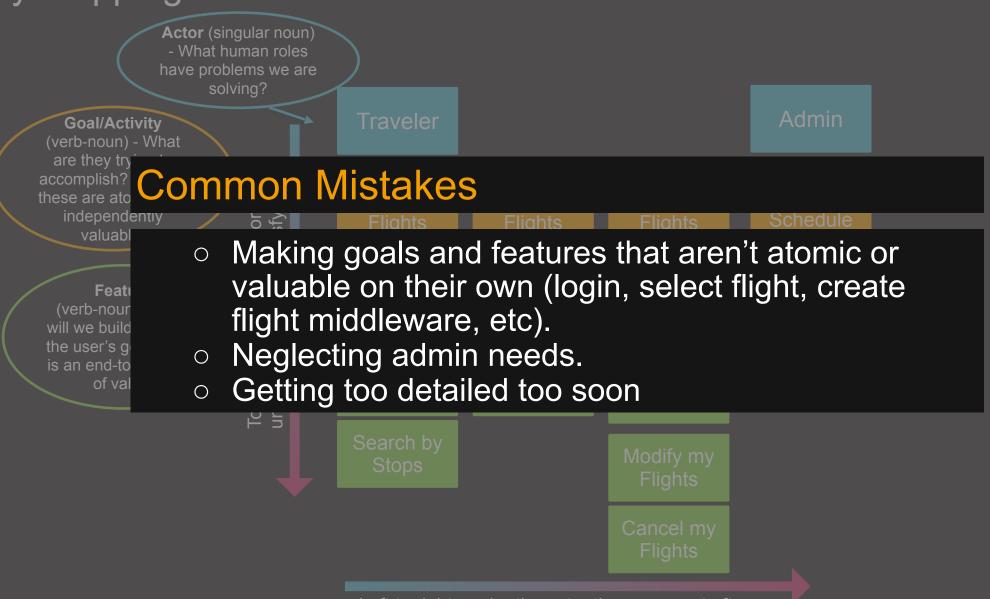
Admin



Left to right, under the actor they are most often used by



Story Mapping





Left to right, under the actor they are most often used by