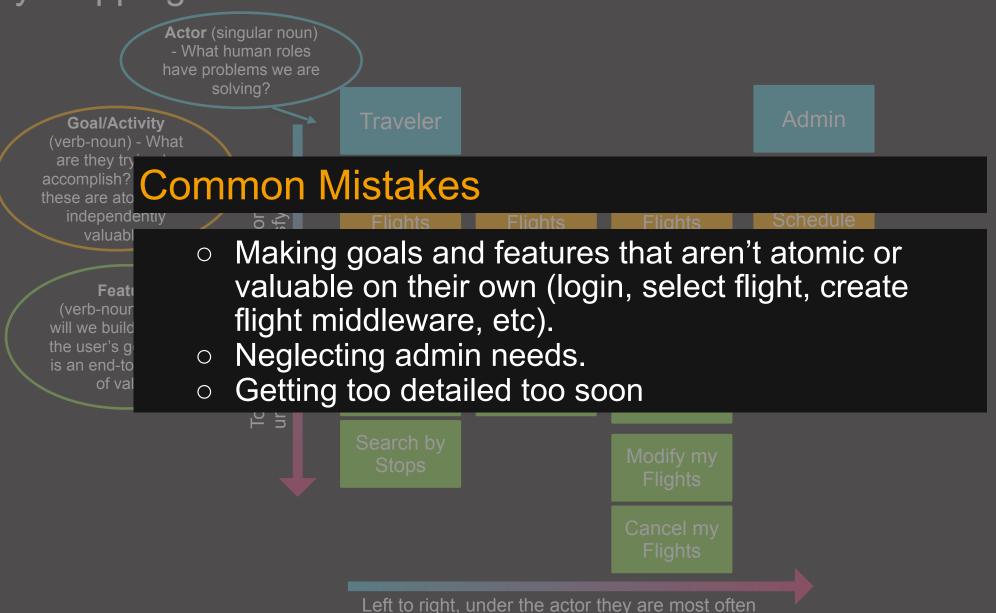
Story Mapping



used by



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.

Make us a map!

- Brainstorm actors first
- Start with goals for Player
- Add more detail if you have time

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**

Flights

Manage My **Flights**

Manage Schedule

Manage

Schedule

Admin

Search by Date

to bottom in priority order,

Top to bott under the (

goal they satisfy

Book with Credit Card

Book with

Loyalty

Points

Agent

Flights

Cancel my **Flights**

Search by Seats

Search by Stops

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



Book

Manage via

View my

Modify my **Flights**