Story Mapping

A **story map** helps the entire team to **understand the big picture**; to see the entire breadth of the system and its diverse set of uses. It does this by arranging user needs and actions into a model that displays the total functionality of the product, and prioritizes the work required to deliver that functionality. Story mapping sessions must include participants that represent the **value** (business and strategy), **feasibility** (technology and process), and **usability** (design and content) of the project.

1 Brainstorm user needs

Assemble your participants and ask them to brainstorm everything that the user might need to do with the product. Each idea, no matter how small, is written on a Post-It note and stuck to the wall.

Usability   Feasibility

Value

2 Sequence and group activities

Group related tasks into "activities." An activity is a broader goal such as "create an account" or "keep up with my email," that is then broken down into smaller "user tasks," which are the specific actions required to achieve the goal. Then sequence the activities, from left to right, in the order you think a user might perform them.

User Activities ....

User Tasks ....

3 Define the work

For each User Task, define the work the Team will need to do in order to enable the user to reach their goal. List each chunk of work, or "story," beneath the user task that it applies to.

User actions

Stories ....   Work
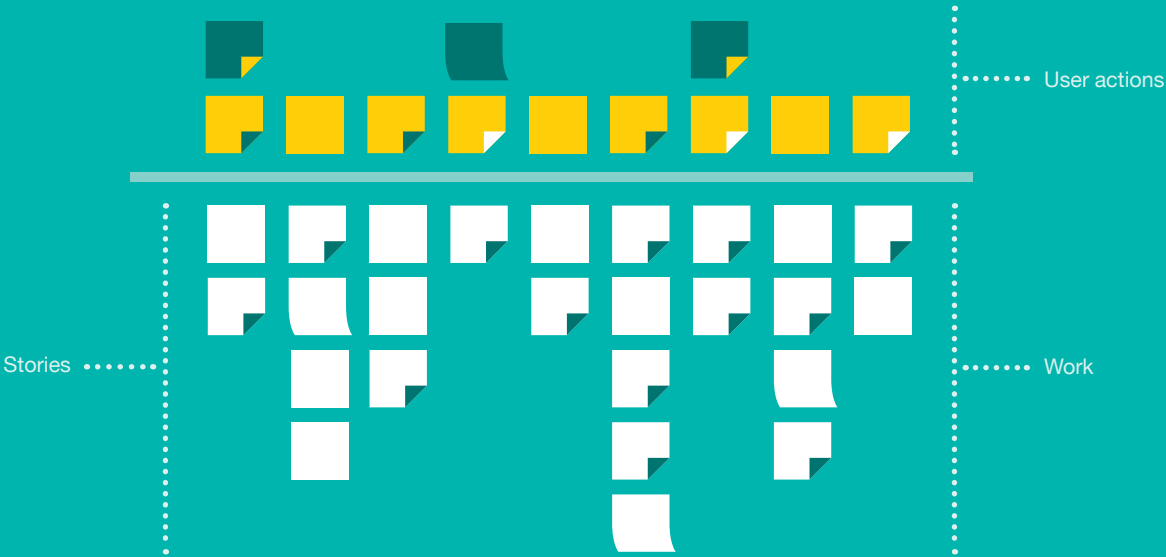
4 Prioritize releases

Prioritize the stories and plan incremental release points to deliver the minimum viable products.

Release 1
July   Minimum Viable Product

Release 2
October

Release 3
January