# VSR | EDU

# Current Trends in Web Engineering

**Prof. Dr.-Ing. Martin Gaedke**

Technische Universität Chemnitz

Fakultät für Informatik

Verteilte und selbstorganisierende Rechnersysteme

TECHNISCHE UNIVERSITÄT CHEMNITZ

# Story Mapping / 2

3. Identify a small number of user/customers (representing the range of demographic attributes)

   ► Students: gender, east/west/abroad, …

4. Conduct a few pilot interviews (walk through the steps, capture the data you need)

   ► Hard work: Ask for stories, be curious, pay attention, listen for workarounds, look for behaviours (pain points, confusion, skipped steps, appropriation etc)

5. Finalize the questionnaire based on the interviews

   ► What are the emotional highs and lows

   ► What are the contact points

6. Identify the essential moments of truth and other themes from the interviews

   ► Ask each interviewer for his impressions

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# Story Mapping / 3

7. Study the themes you have uncovered – identify (rather psychographic than demographic) dimensions

   ▶ Pragmatist, high confidence, introvert etc.

8. Select the two/few dimensions that you feel are most revealing – creating a 2x2 matrix with each quadrant representing an archetypal persona

9. Describe each persona as fully as possible (demographic, psychographic, and give every persona a name and theme)
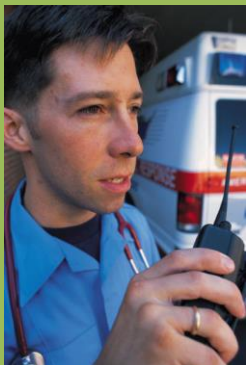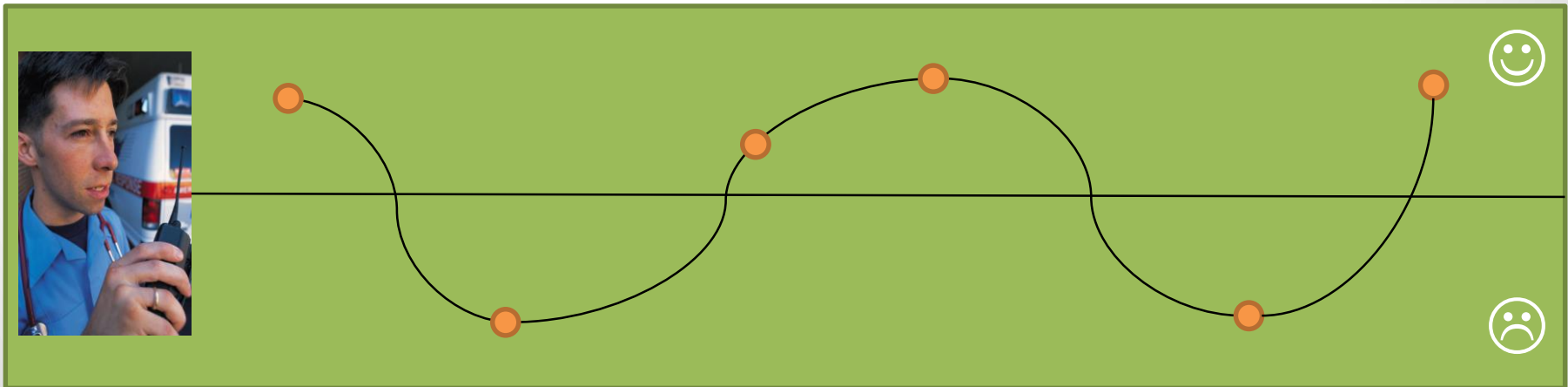


**Paul, the mainstream CS**
- Assumes with DWE Master getting a job will be easy
- Actually doesn't like mathematics
- Is an extrovert, which helps with recruiting events
- Enjoys spending time with friends and club activities

# Story Mapping / 4

10. Map the journey of each persona

| Year before university decision | Search for university | Choose university |
|---|---|---|

(1)      (2)      (3)      (4)      (5)      (6)

Get inspired, Stories from      Search,      Ask Mum      Register      Study

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# SECTION://1

- Alignment Map Example

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# Don't use too many animations:

# TIME TO PLAY!

# Hear and Engage with the topic
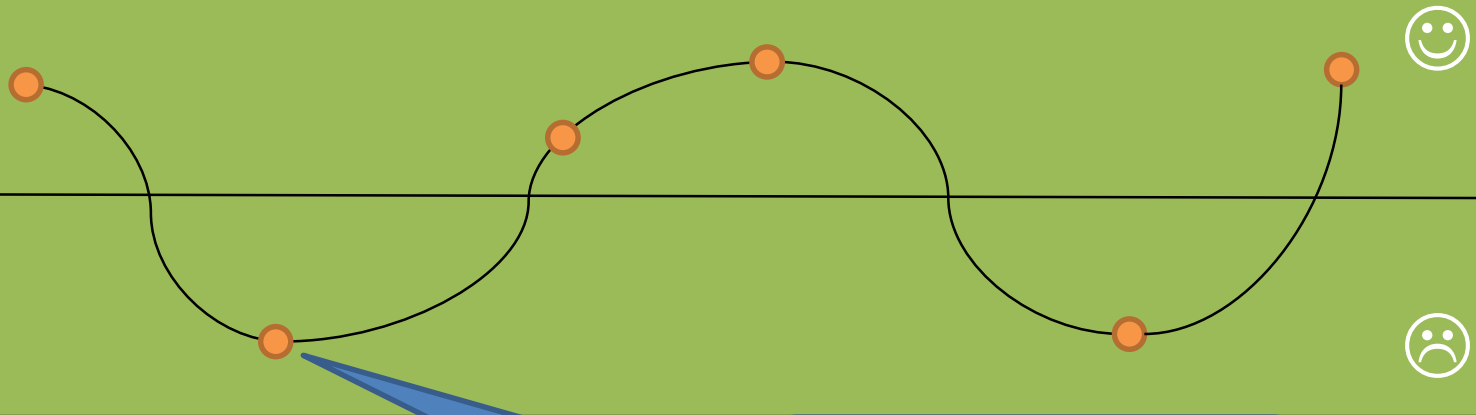
Decision ⟩ Search for Univ. ⟩ Analyse choices ⟩ Decide & submit forms
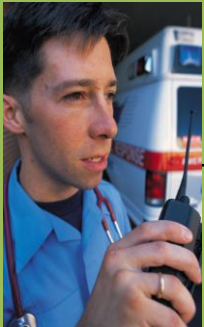
Decision ▸ Search for Univ. ▸ Analyse choices ▸ Decide & submit forms



**Learn, Look, Ask:**
- Collect and analyze information to identify patterns and insights
- Discover what people do – not what they say they do
- Elicit information releavant to the project

**Pain Point**
That is what we want to understand and solve

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