



# Current Trends in Web Engineering

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# SECTION://5

- Creating a Backlog & other User Story Frameworks  
(Not official Scrum but typical approach)



# Creating a Backlog

- Is not easy,
  - Is not easy,
  - Is not easy.
- 
- Requires experience!
  - There are many different ways to start.
  - We will learn and apply different ones.



# First, there is an idea...

- If you think the idea fits then...
- Define the product vision applying Moore's Elevator test
- The vision passes the test if it contains the following information
  - ▶ For <target customer>
  - ▶ who <statement of the need or opportunity>
  - ▶ the <product name> is
  - ▶ a <product category>
  - ▶ that <key benefit, compelling reason to buy>.
  - ▶ unlike <primary competitive alternative>
  - ▶ our product <statement of primary differentiation>.



# Define User of your products

- User?
- Are there different users?
  - ▶ Are there classes of users (audiences)?
  - ▶ Are there users with different roles?
- What are their **Needs**?
  - ▶ "Human Scale Development" developed by Manfred Max-Neef, e.g. Security/Protection, Affection (German: Zuwendung), Understanding
  - ▶ Needs vs Wants: In economics, a want is something that is desired – a need is usually something that is necessary for survival
- And even more important: **What are their jobs to get done?**



# Questions regarding Opportunities

- From "**Inspired: How To Create Products Customers Love**", by **Marty Cagan**, SVPG Press, ISBN 978-0-981904-0-7
- Fortunately, it's really not that hard to do a useful opportunity assessment. I ask product managers to answer ten fundamental questions:
  1. Exactly what problem will this solve? (**value** proposition)
  2. For whom do we solve that problem? (target **market**)
  3. How big is the opportunity? (market size)
  4. How will we measure success? (**metrics/revenue** strategy)
  5. What alternatives are out there now? (**competitive** landscape)
  6. Why are we best suited to pursue this? (our **differentiator**)
  7. Why now? (market window)
  8. How will we get this product to market? (go-to-market strategy)
  9. What factors are critical to success? (**solution requirements**)
  10. Given the above, what's the recommendation? (go or no-go)



# From Needs to Stories

- What are themes / features corresponding to needs
- Define Stories to corresponding themes and features
- Story Template
  - ▶ **<Title>:**
  - ▶ **As a <user/role>**
  - ▶ **I want <functionality/goal/desire>**
  - ▶ **so that <business value/benefit received>.**
- Stories have different sizes
  - ▶ Epic story
  - ▶ Big Story
  - ▶ Story



# INVEST in good stories

- Ron Jeffries about stories (in XP): **Three C**
  - ▶ **Cards** (their physical medium)
  - ▶ **Conversation** (the discussion surrounding them)
  - ▶ **Confirmation** (tests that verify them)
- Stories are good enough for both sides
  - ▶ For customers/stakeholders and programmers
  - ▶ To work together effectively
- Characteristics: INVEST

