**User stories**

Usually one user story per user persona. There are often multiple user personas – it’s a good thing that user stories are brief! It’s super simple to write a user story. Code squeeze has it down pat:

*“As a [role], I want [feature] because [reason].”*

Example:

* *“As UX Manager, John wants centralized assets management so that his designers are in sync.”*
* *“As a UX Manager, John oversees all the design projects, including assets creation and prototyping efforts, at the design consultancy where he works. He needs easy access to a design tool that allows him to centralize UI libraries so that multiple designers to work simultaneously on a prototype.”*