Stories On Board

User Story Mapping For Beginners
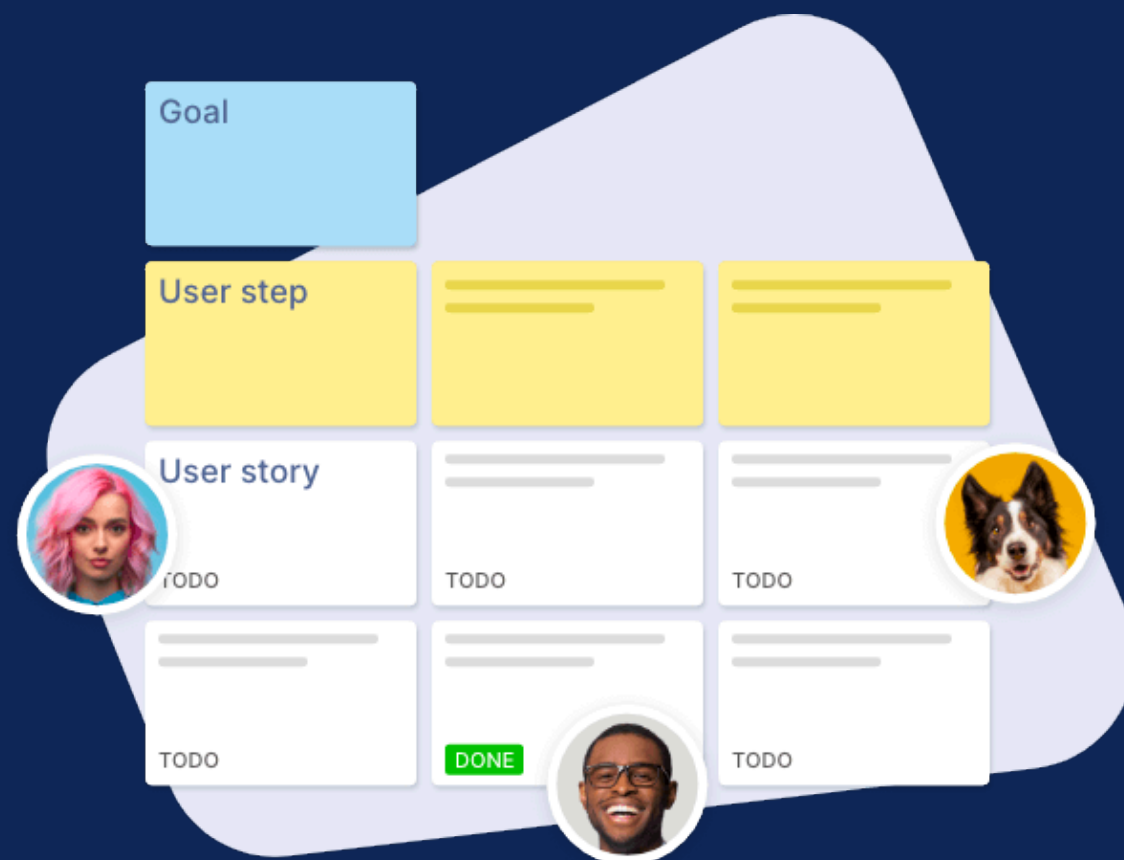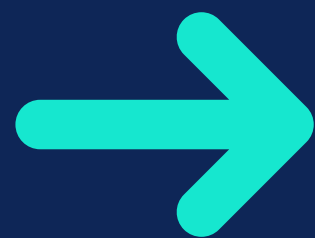
5 Steps
To put your new skills into practice!

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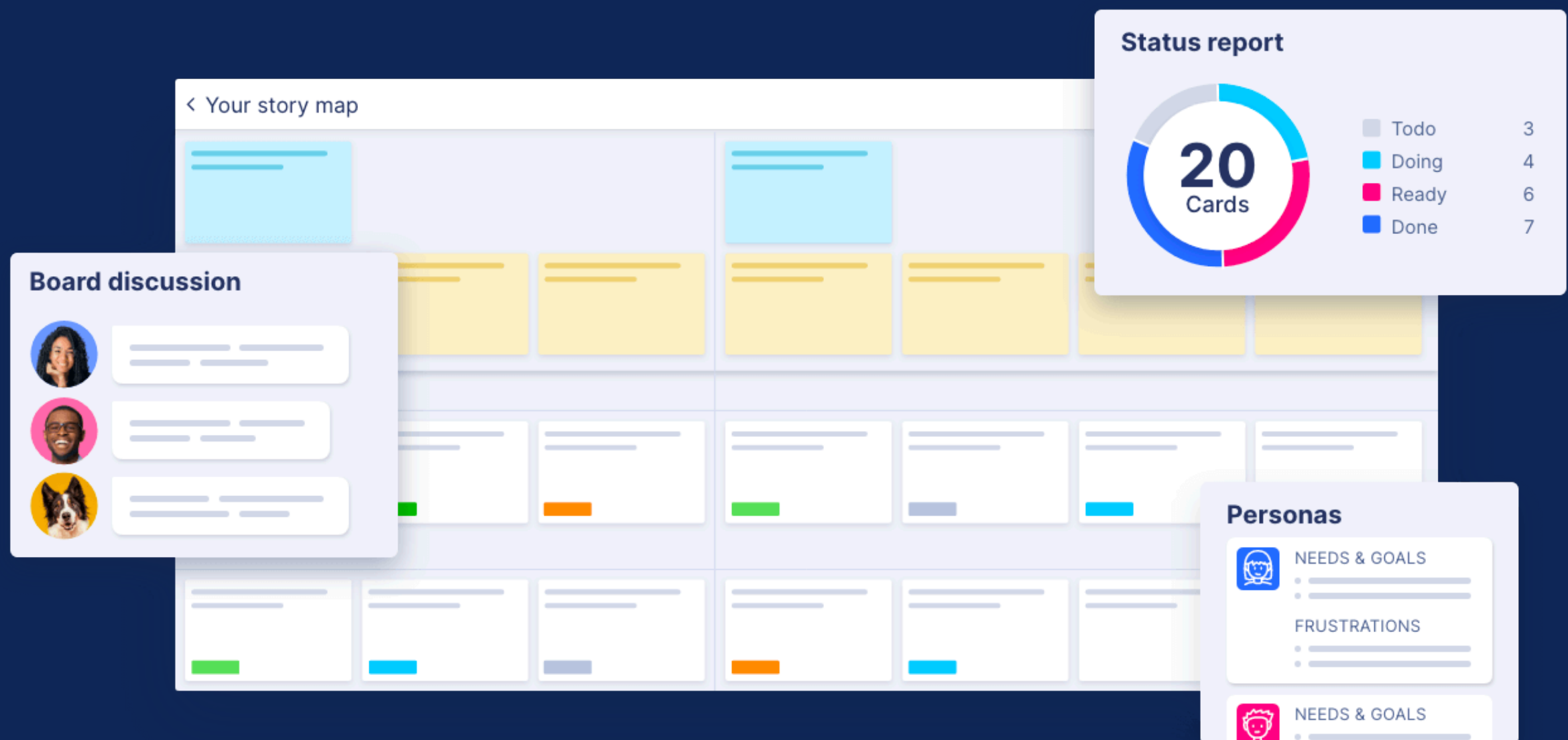
What is User Story Mapping?

By organizing user goals, activities, and user stories, you can build **an intuitive, visual backlog, that everyone understands.**

This is what we call user story map

Goal

User step

User story

TODO TODO TODO

TODO DONE TODO

Why is it so important to create an easy-to-understand documentation?

1 Your customers need a simple way to confirm product goals

2 Your teammates benefit from such a straightforward platform

3 Well established clear description guide at the tip of their fingertips to which they can add valuable ideas
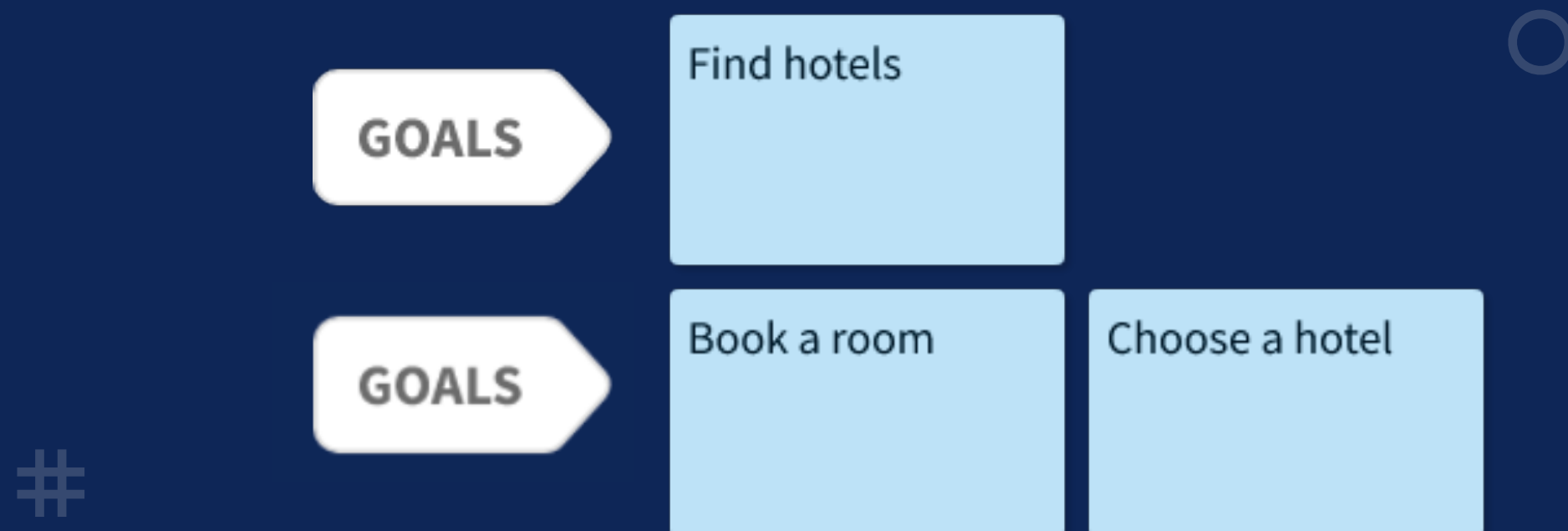
STEP 1
Discover Project Goals

Focus on your potential customers. Summarize which goals the users achieve by using the product.

FOR EXAMPLE

On an accommodation website, the goals can be: "find hotels in Florida", "choose the best hotel, near to the beach", "book a room for a week"

GOALS | Find hotels

GOALS | Book a room | Choose a hotel

STEP 2
Map The User Journey

1 After collecting the goals, retell the user journey.

2 Identify the steps the user takes to fulfill her/his goal.

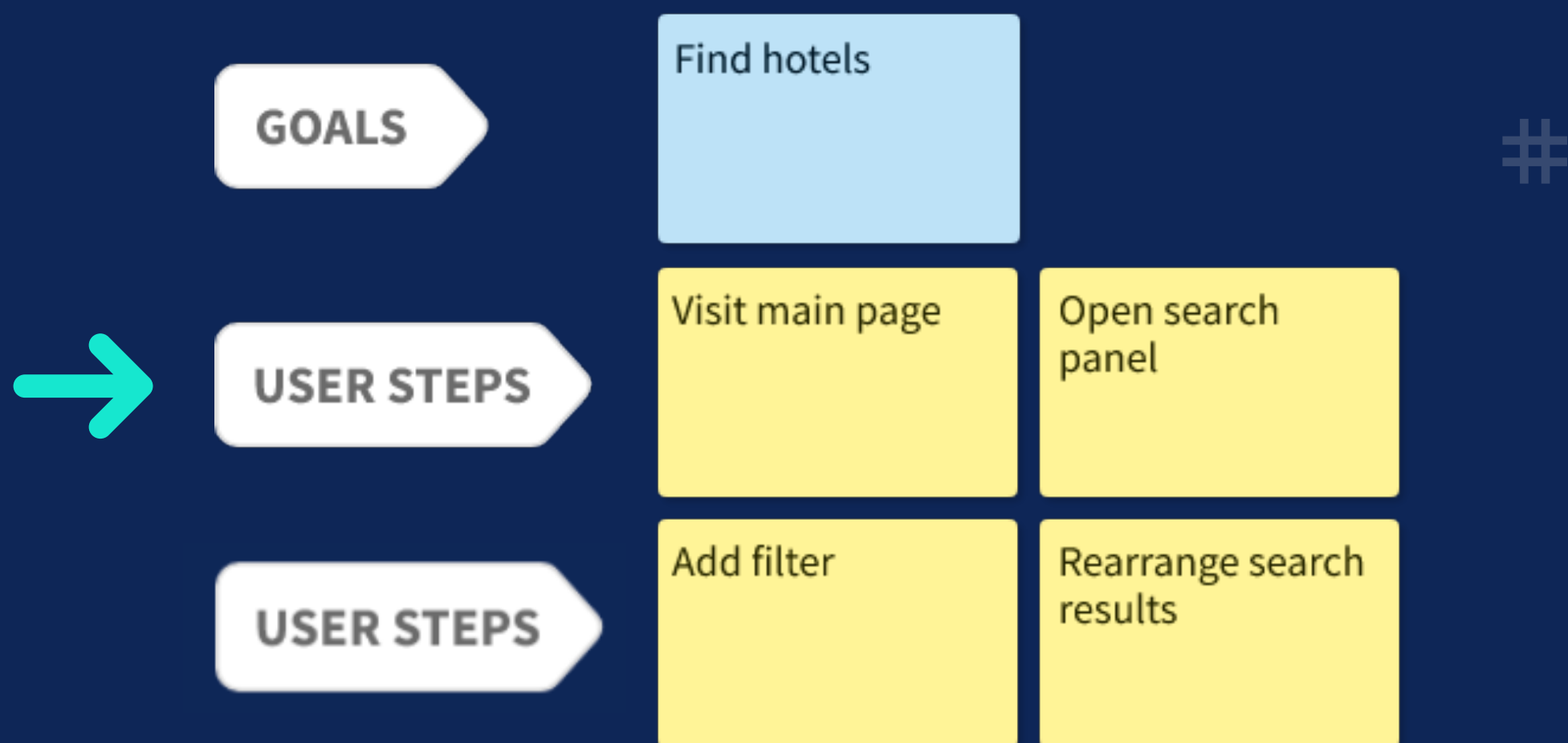**3** Avoid mistakes by dutifully follow the narrative flow.

STEP 2
Map The User Journey

Place the post-its into the second line, step-by-step. If you discover missing steps, just put it into the journey.

Post-it notes are a smart solution to creating small documents, but the online story mapping tool delivers more flexibility.

GOALS

Find hotels

→ USER STEPS

Visit main page

Open search panel

USER STEPS

Add filter

Rearrange search results

STEP 3
Come Up With Solutions

The next step is to find solutions for achieving the user steps.

Through this process, you create "user stories". Initially, you can use the following template:

> As a user, I want so that step.

TIP: Brainstorm with your team to collect the most possible solutions and put all user stories under the related steps.
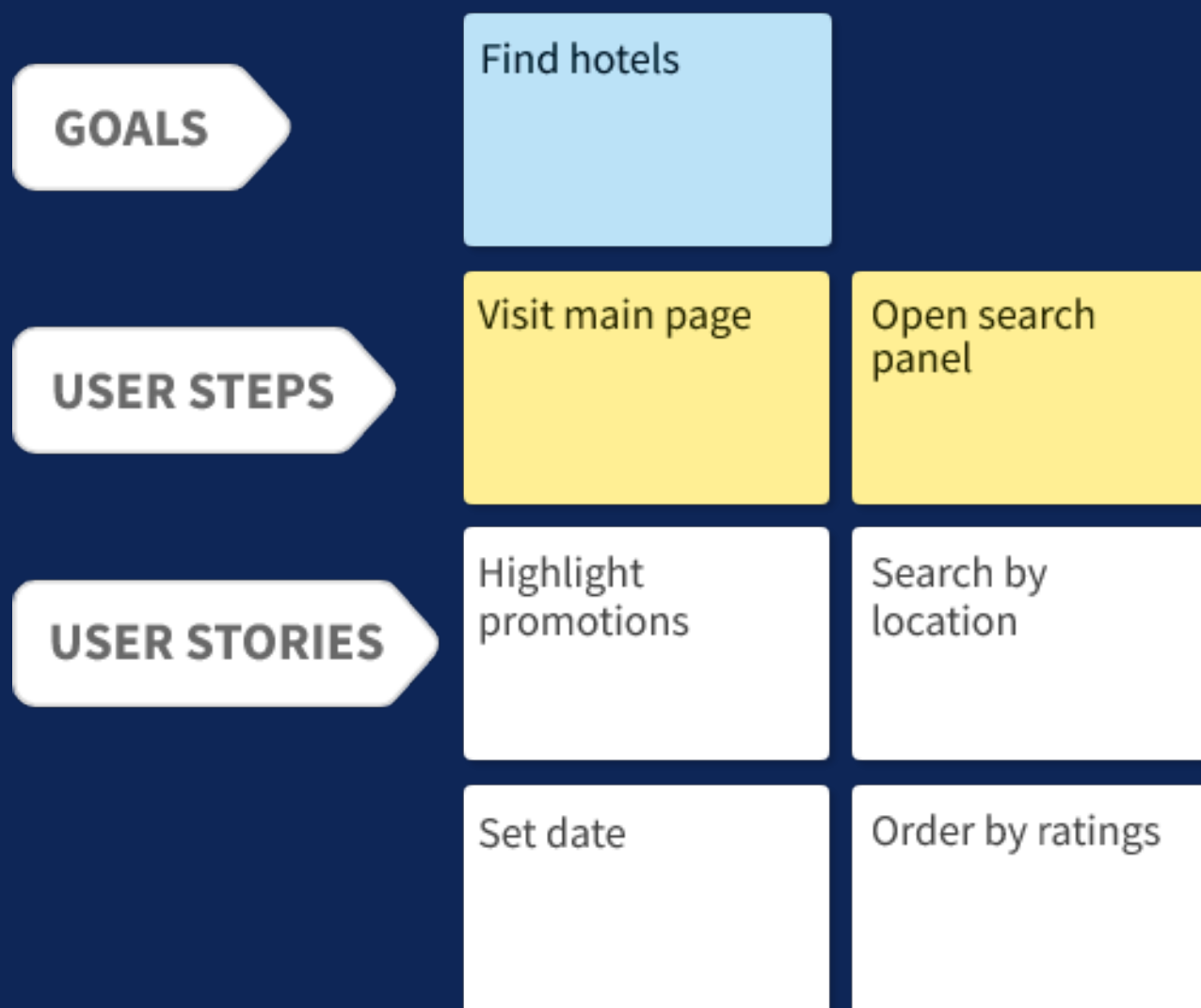
STEP 3
Come Up With Solutions

USER STORY EXAMPLE

"As a user, I want to find hotels with discount for my holiday, so I can book with the best price."

"As a user, I want to find hotels that has rooms for the next week, so I can book in last minute."

GOALS	Find hotels	
USER STEPS	Visit main page	Open search panel
USER STORIES	Highlight promotions	Search by location
	Set date	Order by ratings

STEP 4
Organize & Prioritize Tasks

If the brainstorming team was successful, the story map should be full of great ideas!
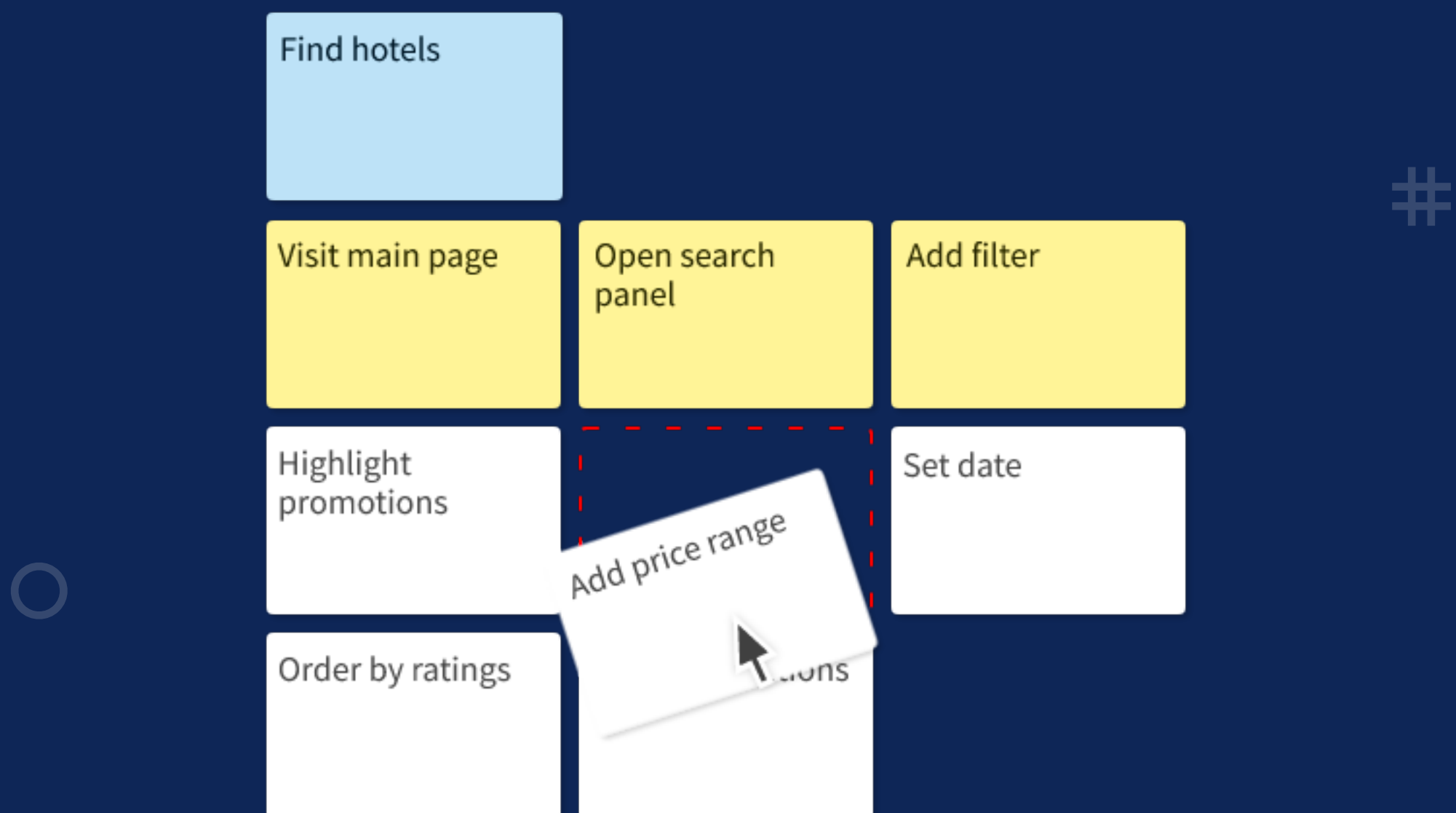
User stories have different priority levels.

Identify the most common behavior or the basic solution to the problem.

STEP 4
Organize & Prioritize Tasks

1 Organize user stories by priority and place the most important card at the top of the column.

2 Discussing priorities with the customer is crucial, so be sure to stay connected with your partners.

Find hotels

Visit main page

Open search panel

Add filter

Highlight promotions

Add price range

Set date

Order by ratings

STEP 5
Slice Out The Release Structure

First, **specify** the smallest working part of the product, **the Minimum Viable Product**.

It's always hard to choose the fewest tasks for a marketable product.

⌃ RELEASE 1 - MVP

Highlight promotions	Search by location	Set date
Order by ratings	Responsive page	Search by name
Filter by stars	Order by price	

⌃ RELEASE 2

⌃ RELEASE 3

STEP 5
Slice Out The Release Structure

1 Try to complete the user journey by beginning with the most common or most easy-to-develop tasks.

2 Just focus on completing at least one user journey.

3 After that, try to organize the rest of the backlog into tangible pieces by drawing horizontal lines between cards.

Pro Tips

If you add estimations to user stories, you can plan and schedule the whole development process release by release.

This is one of the most important pieces of information, so that your customer or executive needs to calculate delivery time and costs.

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What will you build next?

Visit us for User Story Mapping best practices

www.StoriesOnBoard.com