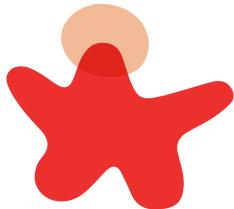


ThoughtWorks®

A photograph of three people in an office setting. On the left, a woman with glasses and a scarf looks down at a piece of paper. In the center, a man with a beard leans over a desk, writing on a sheet of paper. On the right, another man smiles while looking towards the camera. The background shows walls covered in numerous sticky notes, suggesting a collaborative workspace.

IDEAS TO STORIES
TO PRODUCTS

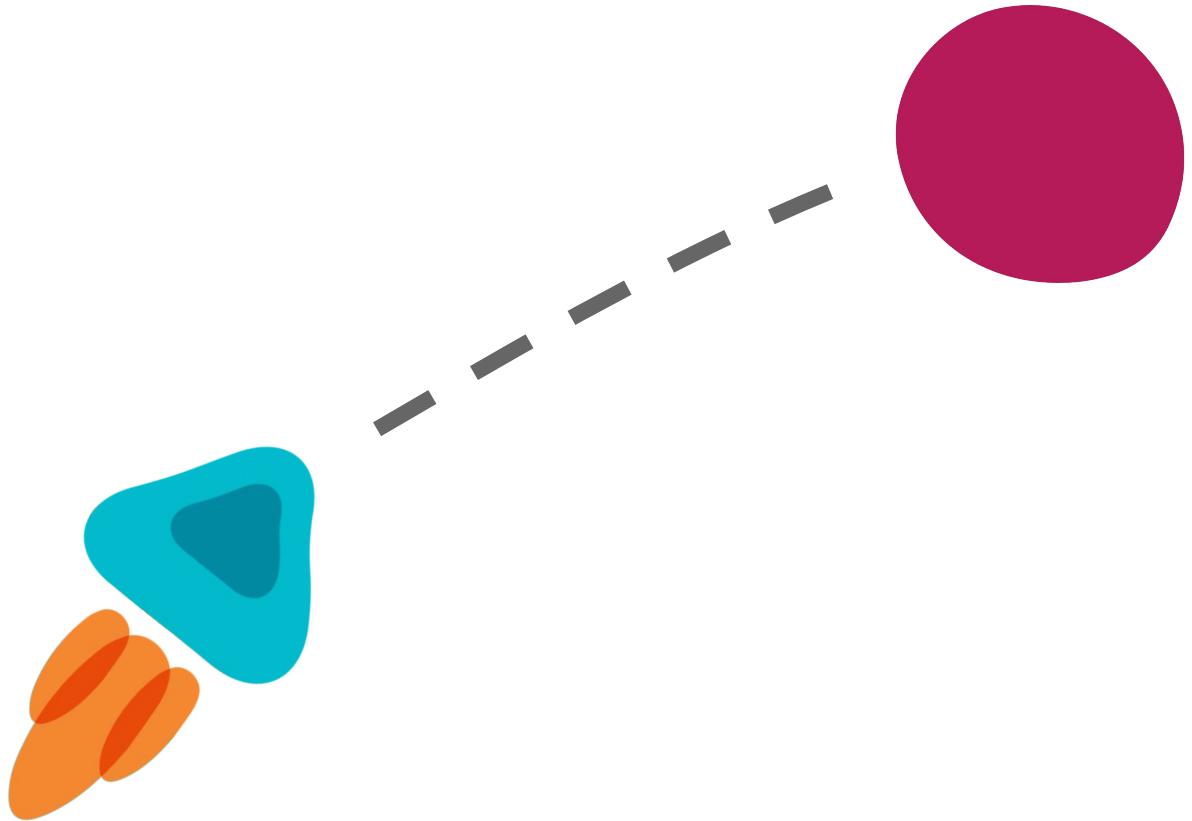
Hello!



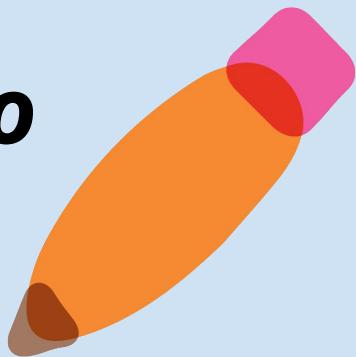
Rosanna Ang
Business Analyst
rang@thoughtworks.com



Esther Tham
UX Designer
etham@thoughtworks.com



*Why do I need to
write stories?*



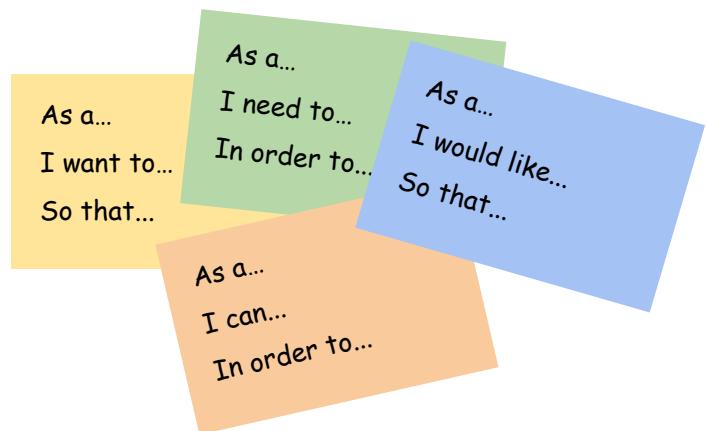
What are user stories?

User stories are short descriptions of functionality told from the user's perspective. The focus is on **why** and **how** the user interacts with the software.

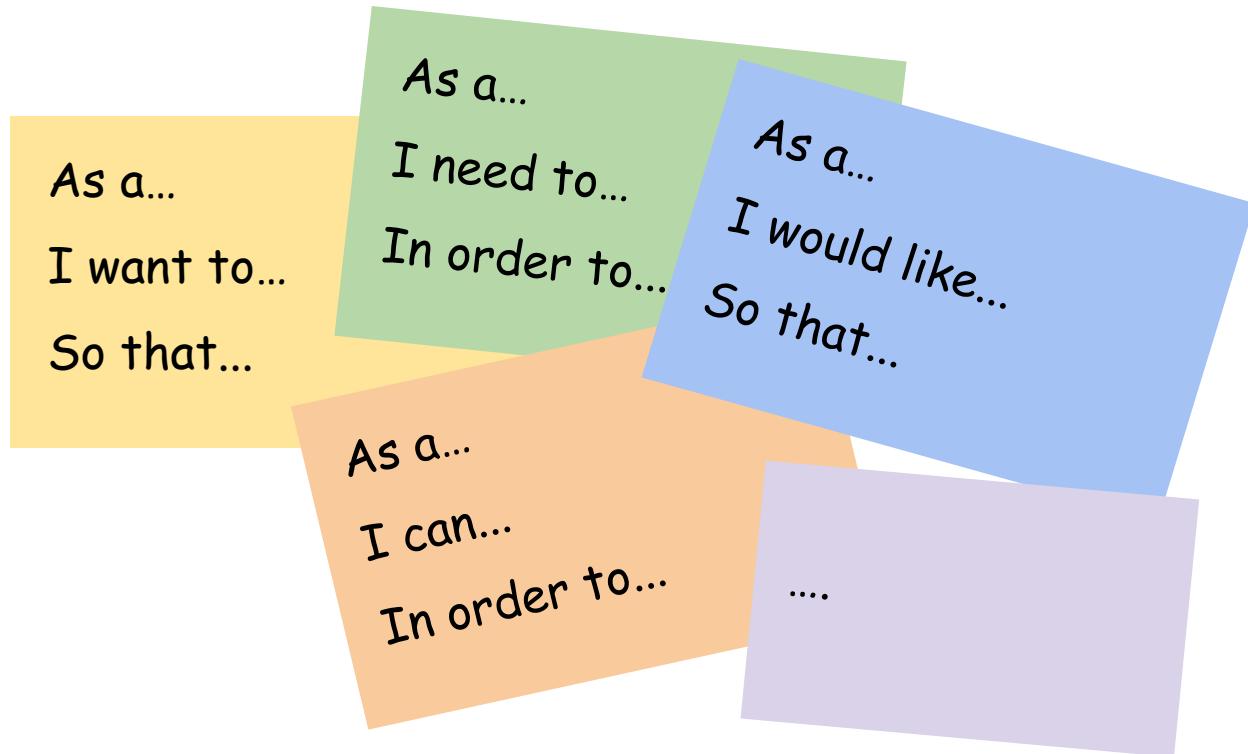
A good user story is written in simple language.

As a customer

I want to be able to view the items in my cart
So that I know for sure what I'm purchasing.



USER STORIES FORMAT



Why create user stories?

Because ideas get lost

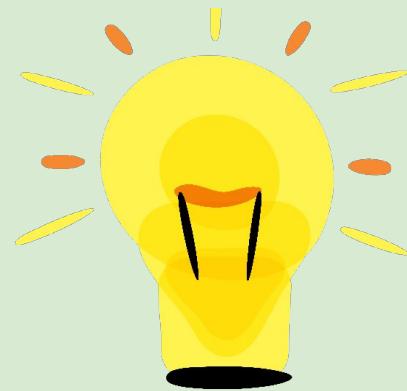
Because emails are untraceable

Because documents are a pain

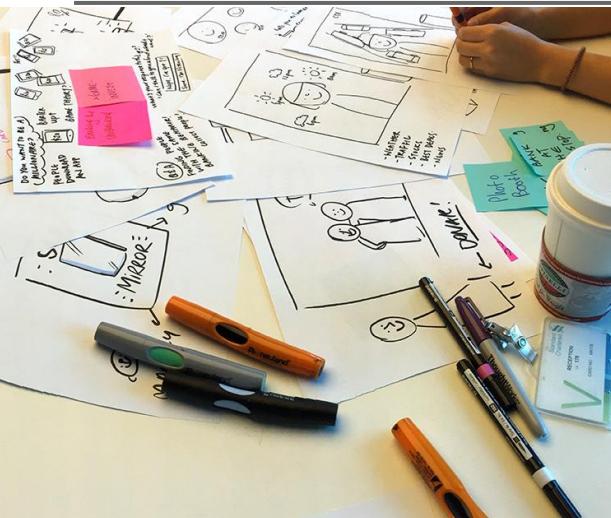


**"I have some paperwork to catch up. If I'm not back
in two days, organize a search and rescue team!"**

***How to write
stories from
ideas?***



Ideation Techniques



Brainstorming

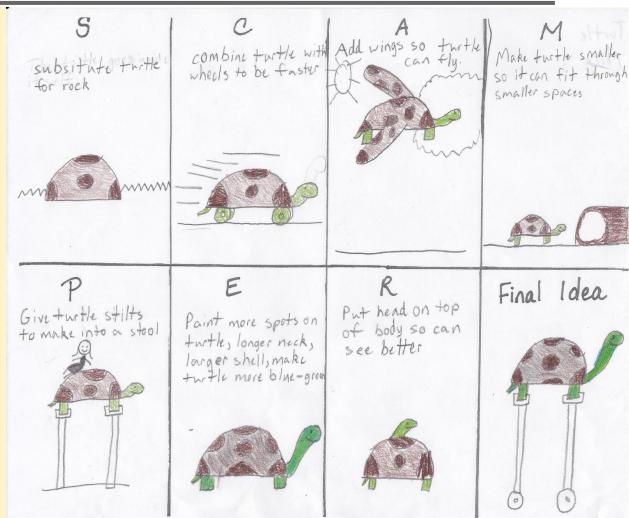
Collaborative Sketching

Lean Canvas

SCAMPER

How might we?

etc...



Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition	Unfair Advantage	Customer Segments
1	4	Single clear, compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target customers 2
	Key metrics Key activities you measure	3	Channels Path to customers	
	8		9	
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People etc.	7	Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	6	Product Market P.A.

Idea Validation



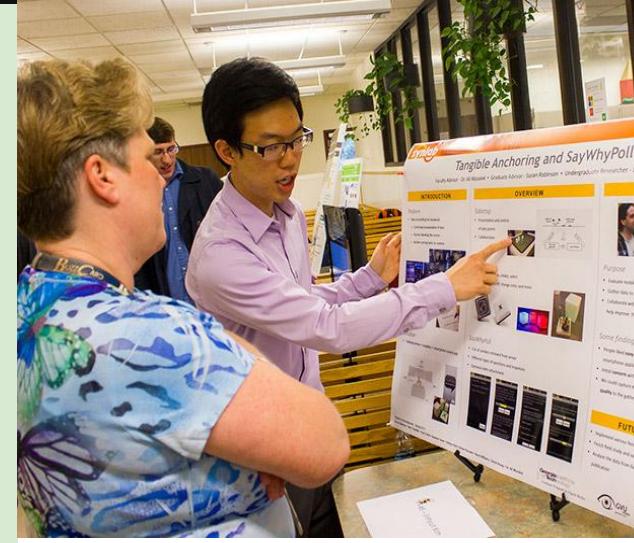
Rapid
Prototyping

Customer
Interviews

Research
(competitors, market etc.)

Data analysis

etc...

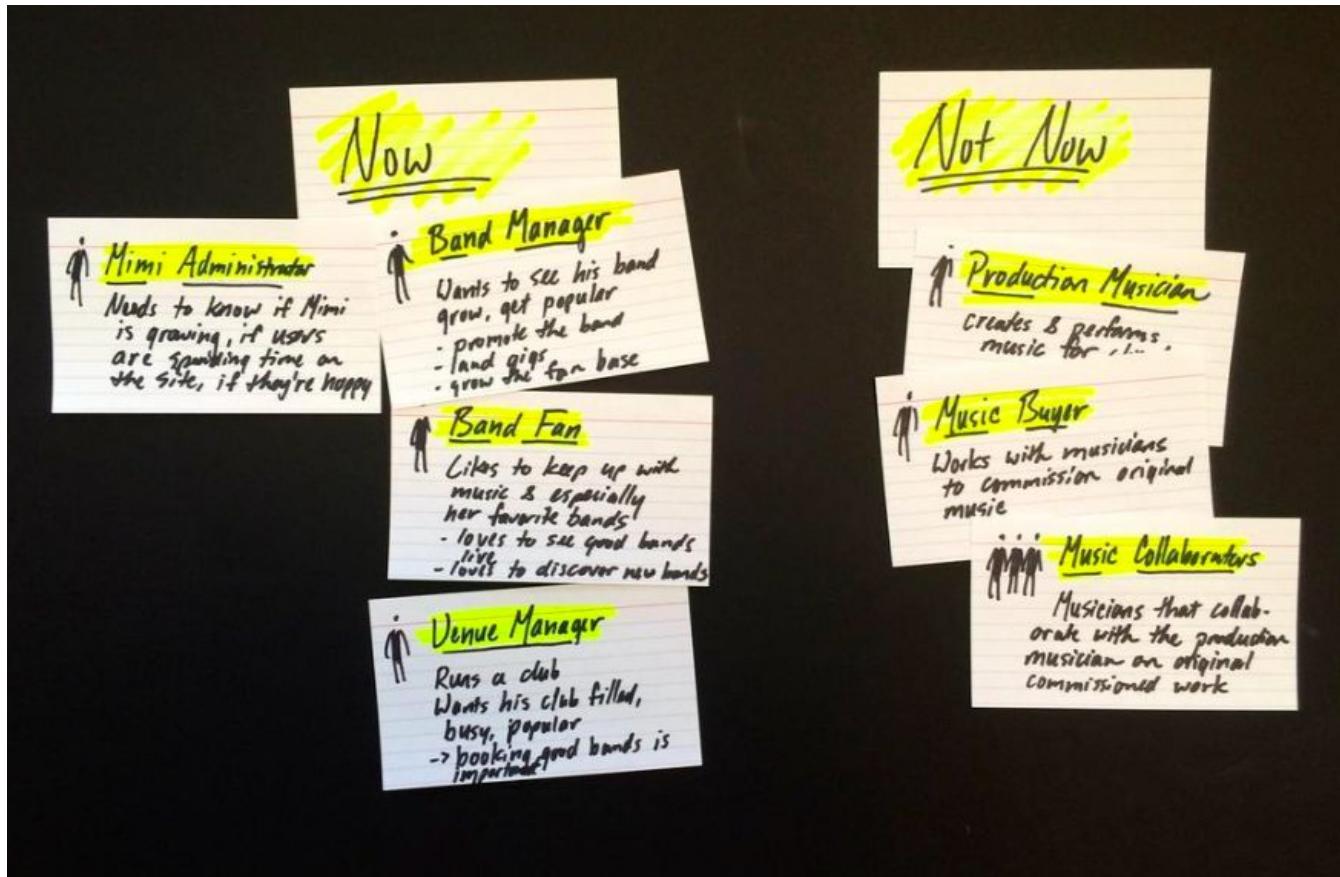


Let's assume the idea is good to go...



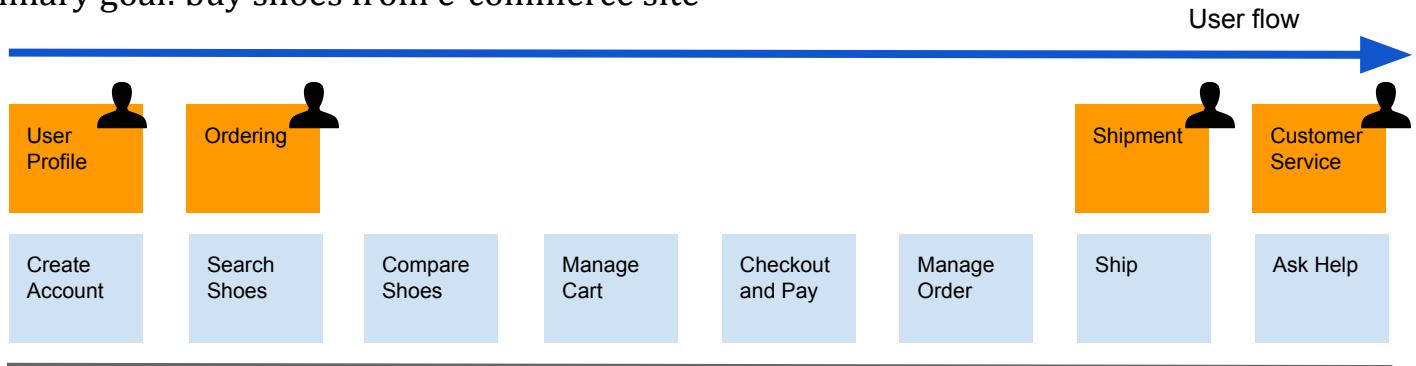
... where to start?

1) Define your users



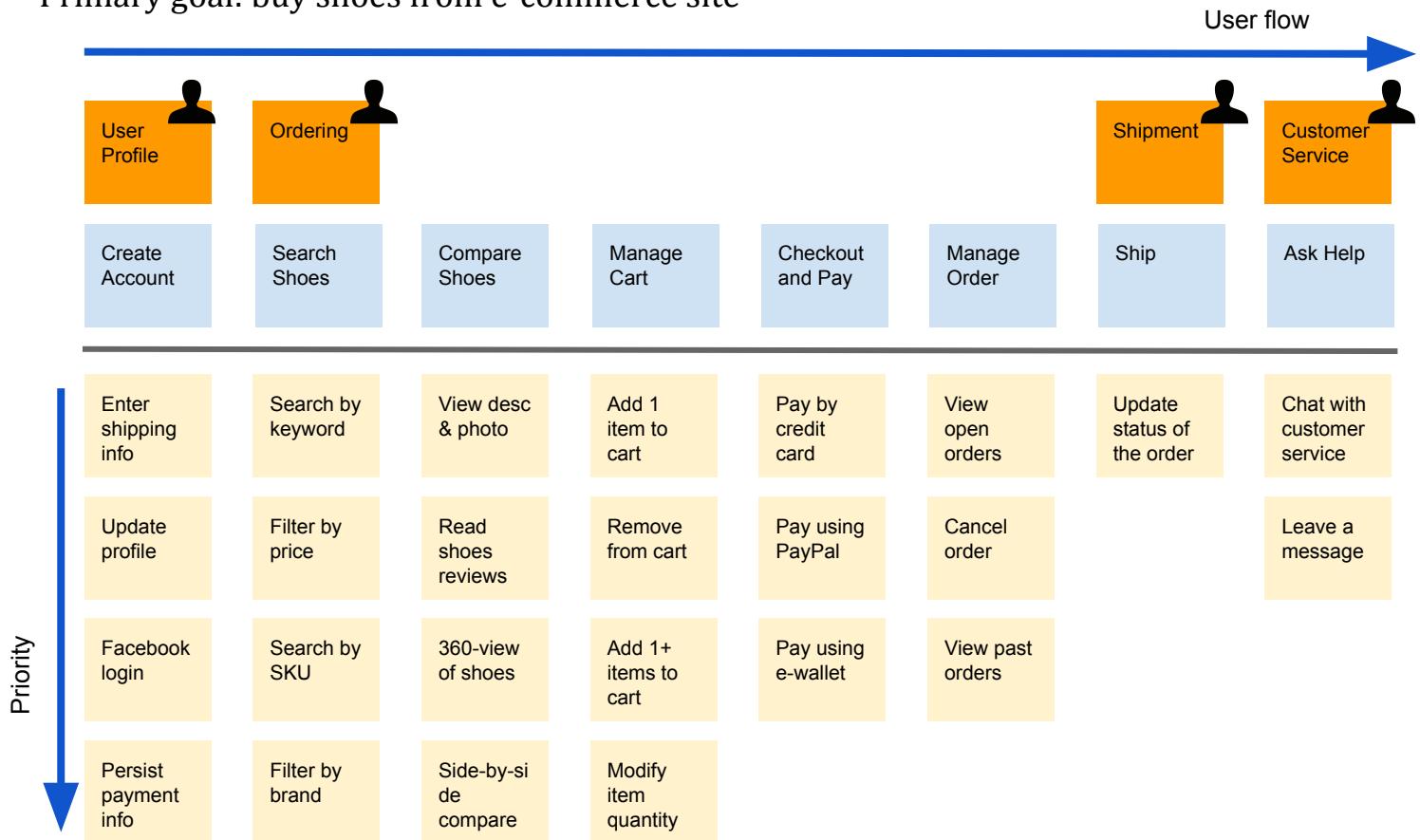
2) Map out your narrative flow

Primary goal: buy shoes from e-commerce site



3) Identify the stories

Primary goal: buy shoes from e-commerce site



Levels of Requirements

Story

A **user story** is simply something a user wants.

Epic

An **epic** is a large user story. Calling a story an epic simply implies that it's a really big story than is yet to be further broken down.

Theme

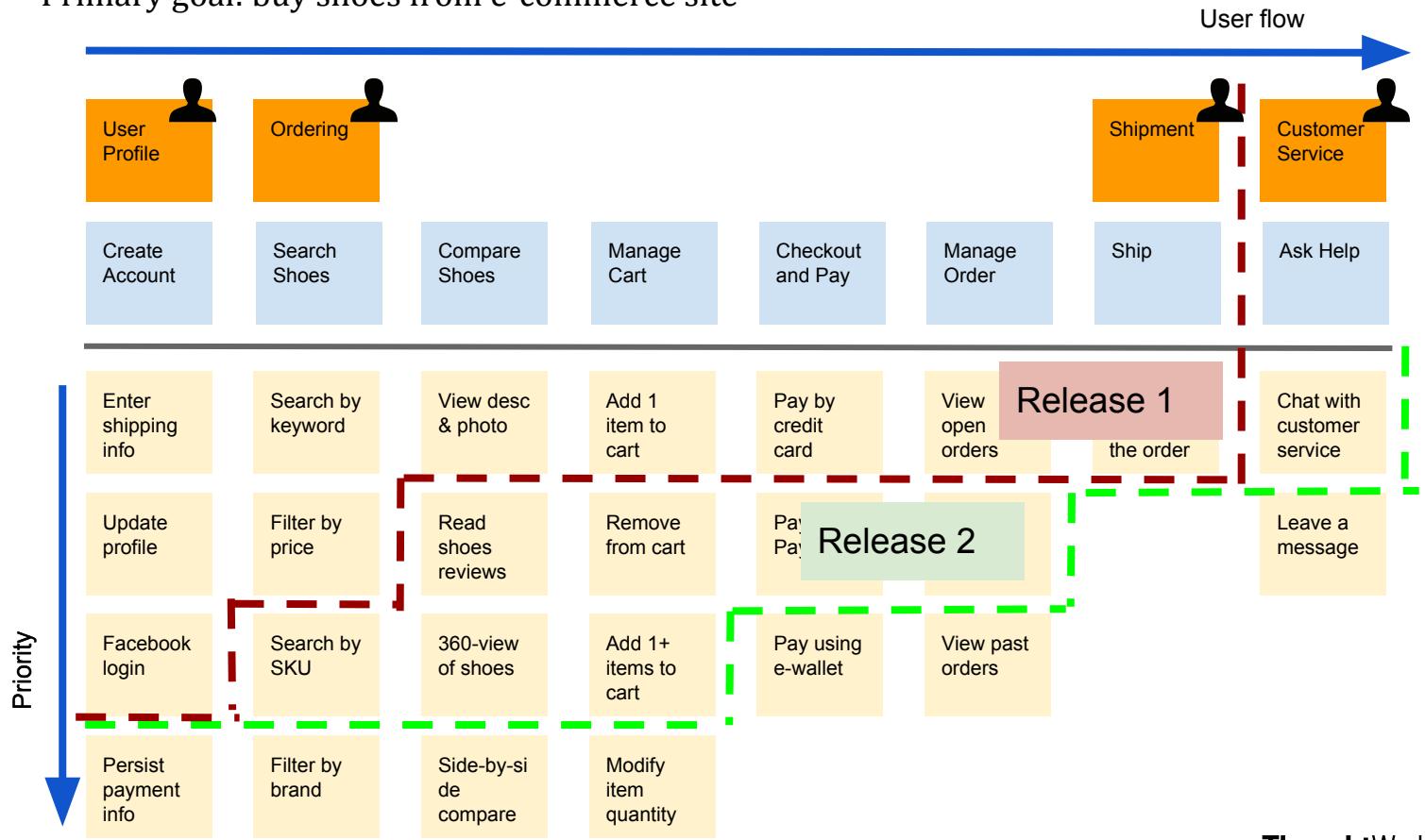
Finally, "**theme**" is a collection of user stories. We could put a rubber band around that group of stories and we'd call that a "theme."

KEEP IN MIND WHEN WRITING STORIES

- What are the specific things they'd do here?
- What are alternative things they could do?
- What would make it really cool?
- What about when things go wrong?

3) Prioritize and organize

Primary goal: buy shoes from e-commerce site



Now that we have a list of features and stories...

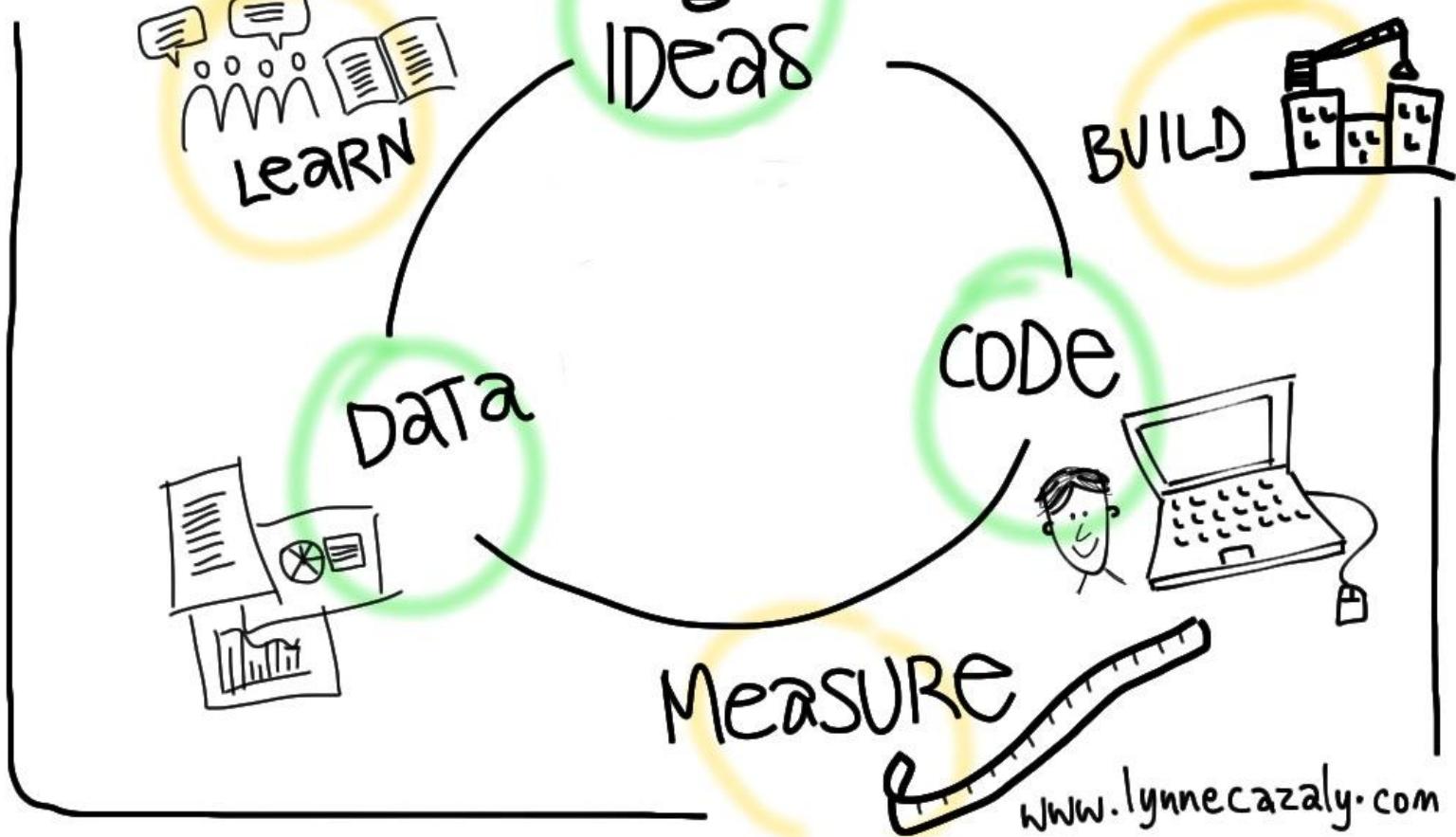


... it's time to elaborate

*How to turn
stories to
products?*



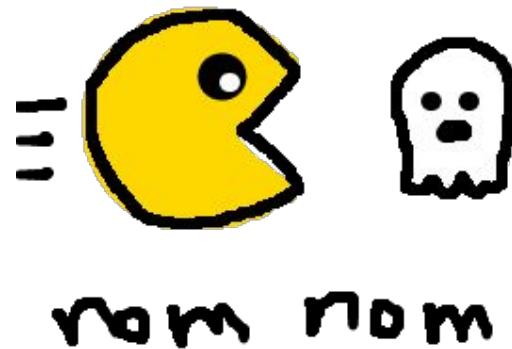
The LEAN START UP





Take Small Bites

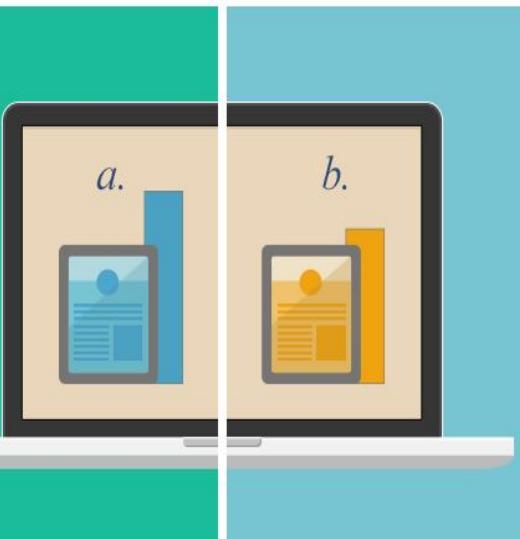
In product development, the ***minimum viable product*** (**MVP**) is a product with just enough features to satisfy early customers, and to provide feedback for future development.



Stop and Check



Validation Techniques



A/B Testing

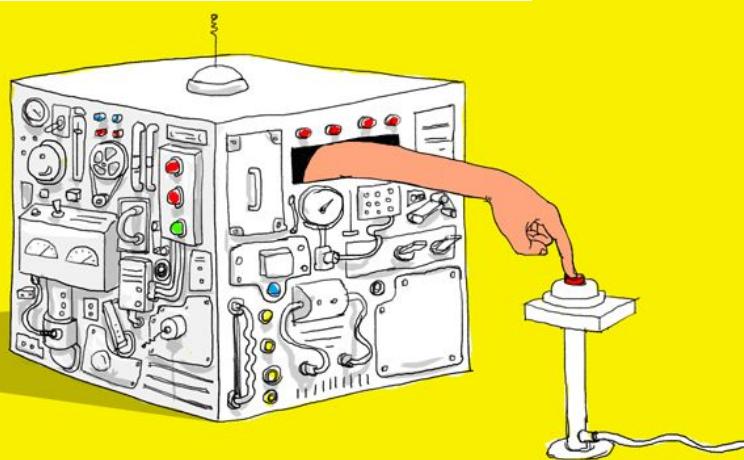
Analytics

Customer
Interviews /
Feedbacks

"Wizard of Oz"
MVP

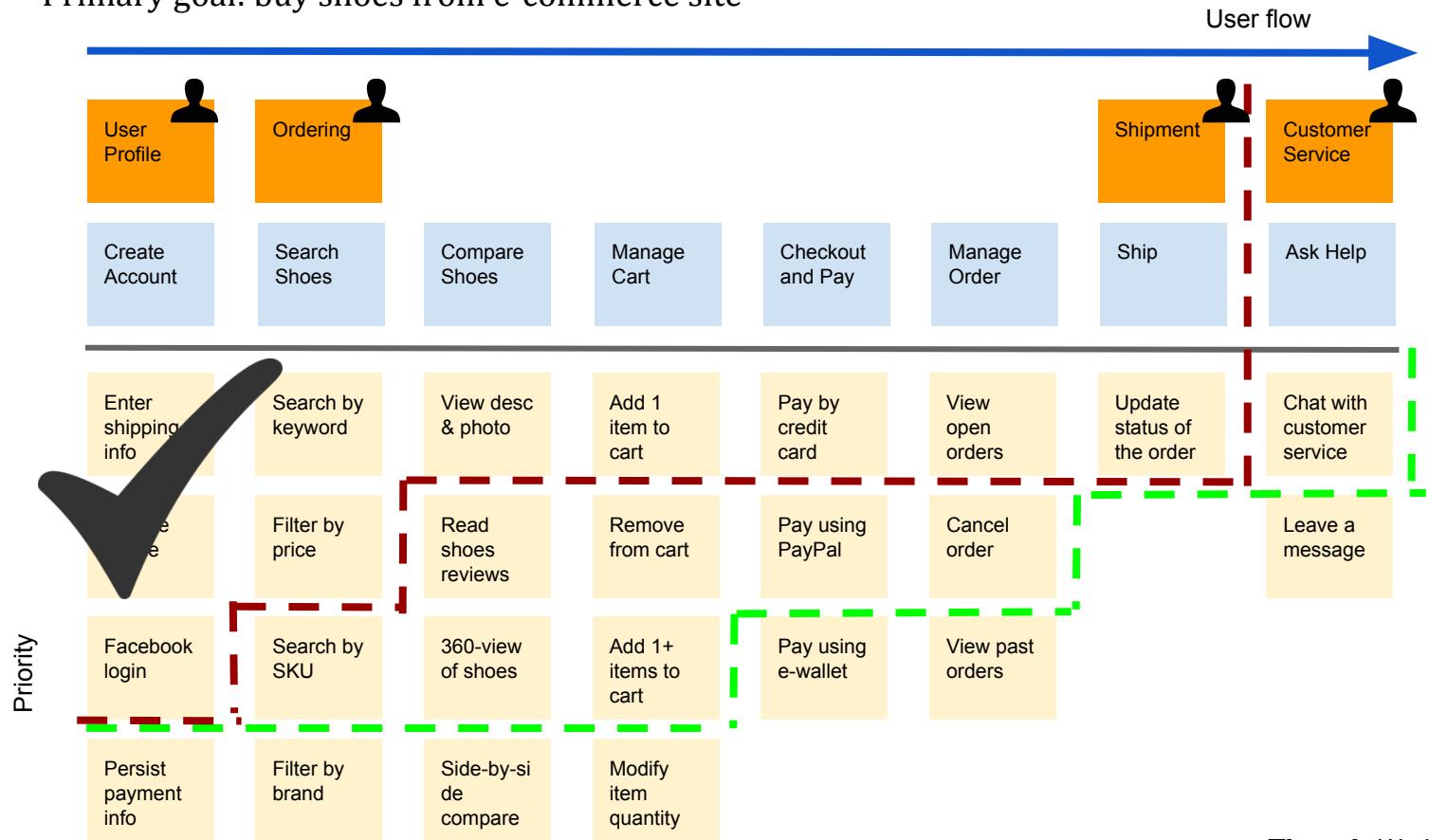
etc...

A screenshot of a travel website for Hannover Airport. The page includes sections for "PASSENGERS & VISITORS", "BUS", "TAXI & PARTNERS", and "CONTACT". There are heatmaps overlaid on the site, showing areas of high user activity (red/yellow) and lower activity (green). Below this, there's a flight search interface with tabs for "EARLIER", "COURSES", and "LATER". A table lists flight details: LH 2095 from München to Hannover at 13:45, AF 1539 from Paris to Hannover at 13:50, UT 722 from Moscow to Hannover at 13:55, DE 4212 from Hamburg to Hannover at 13:20, and XJ 4312 from Rhodes to Hannover at 13:30. At the bottom, there are links for "vueling", "germanwings", and "AEGEAN".



3) Prioritize and organize

Primary goal: buy shoes from e-commerce site



Feedback from the 1st Release

Sponsor: Actually,
it's for China, no
Facebook, low
credit card
adoption

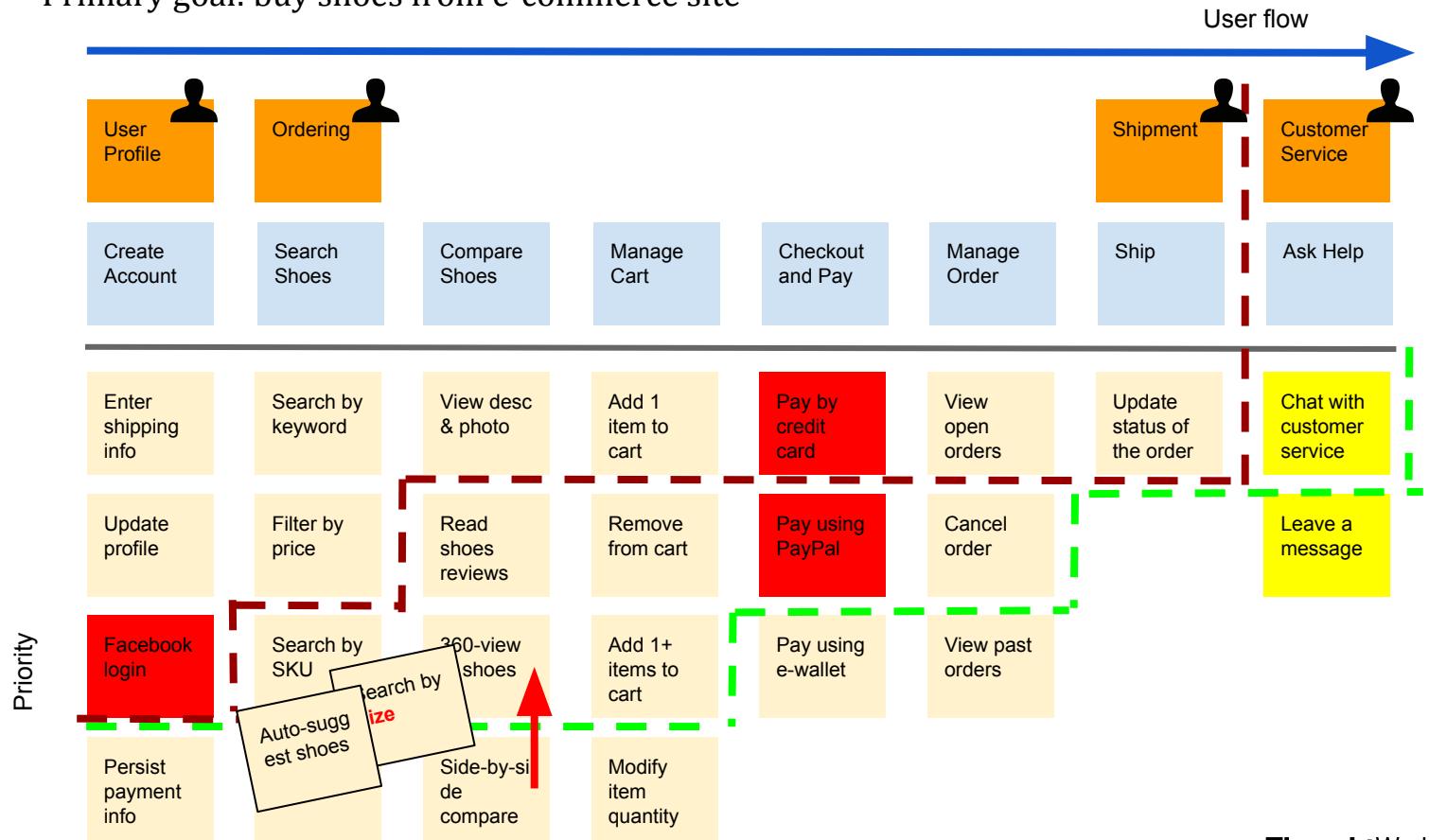
Difficult to
compare the
shoes when
selecting

Unsure of the
chat
experience...

Filter by SKU
is useless!!!
It's hard to
search using
keywords!

4) Make changes and iterate

Primary goal: buy shoes from e-commerce site



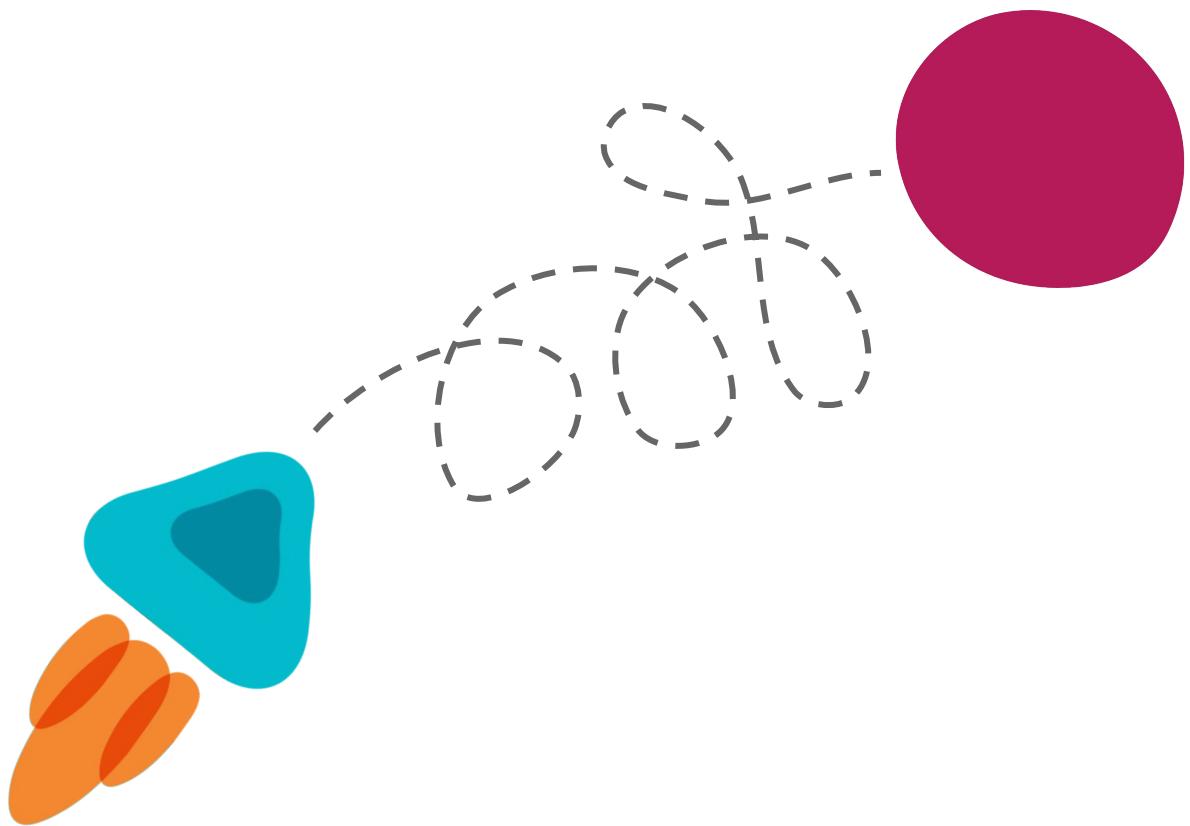
Pivot or Persevere?



Rinse and Repeat



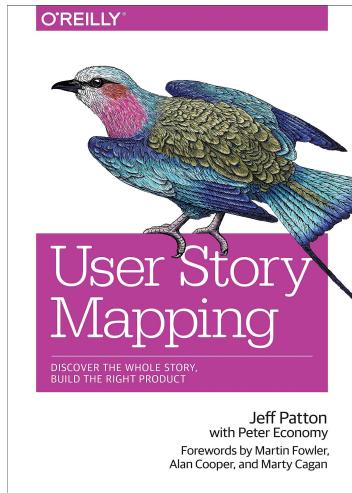
*“Does this product really
solve the problem, in the
market we have
identified?”*



.... *What next?*

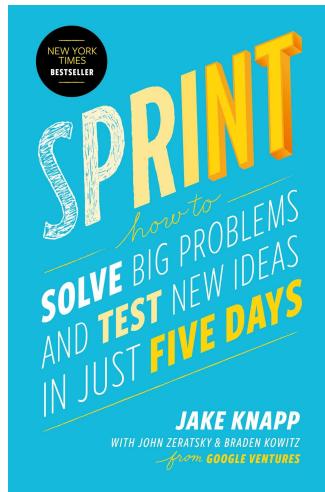


Suggested Readings



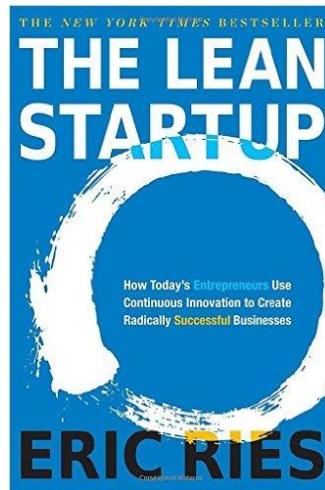
**User Story Mapping:
Discover the Whole Story,
Build the Right Product**

by [Jeff Patton](#) (Author)



**Sprint: How to Solve Big
Problems and Test New
Ideas in Just Five Days**

by [Jake Knapp](#) (Author), [John Zeratsky](#) (Author)



**The Lean Startup: How
Today's Entrepreneurs Use
Continuous Innovation to
Create Radically Successful
Businesses**

by [Eric Ries](#) (Author)

Questions?

