

90 minutes to better user stories & product backlog management



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Agenda

A framework for success



Power of stories

Why user stories
and a clear
backlog?

5 steps

Turning product
ideas/roadmaps
into stories

Examples and considerations



Q&A

Questions

User story details

Things to consider
when working on the
backlog

Class poll

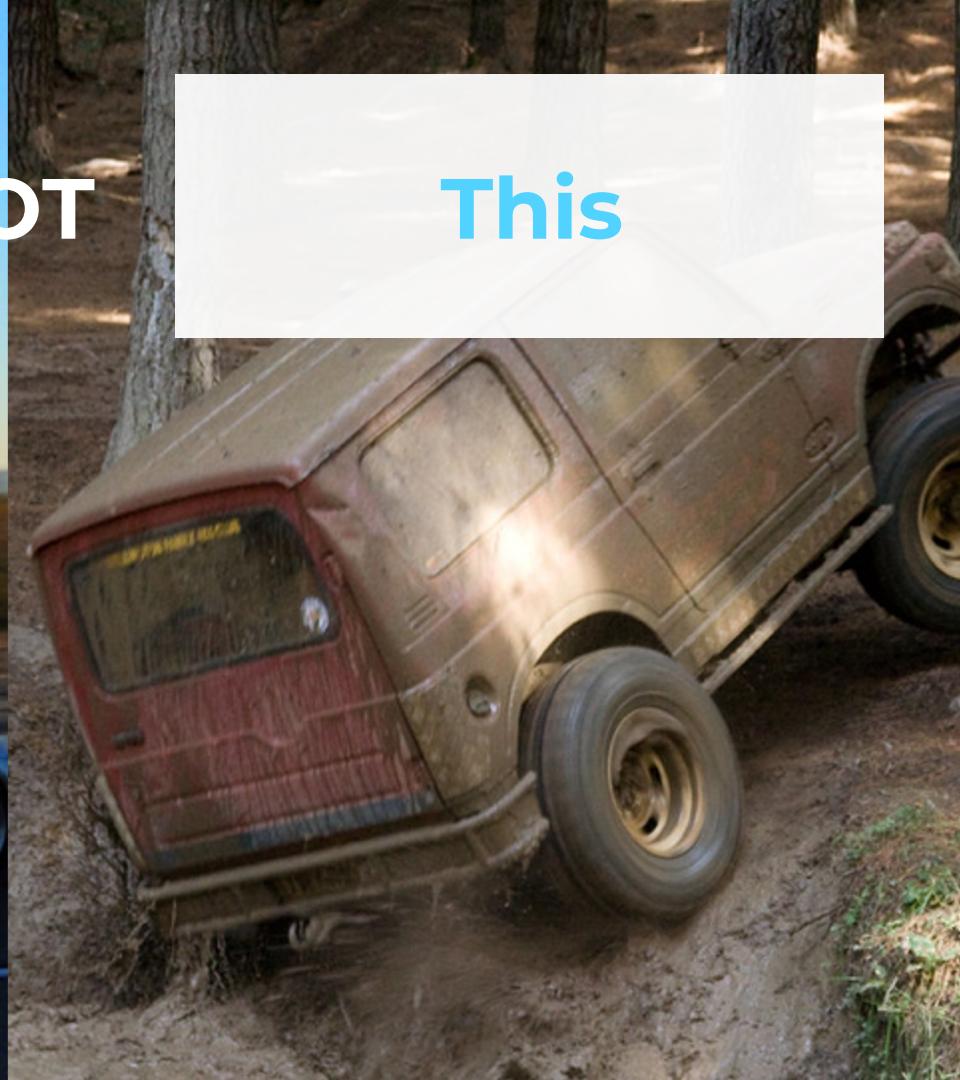
What area do you work in?

- A. Product management/strategy
- B. Design/Customer experience
- C. Software Dev and/or testing
- D. Portfolio management/company strategy
- E. Leadership/management of teams
- F. Other: _____

This



NOT



This

What is a **user story**?

User stories are short, simple descriptions of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system.



What is a backlog?

A list of all the tasks (user stories) that need to be done within the project to achieve the product goal



Better user stories are:

- Independent
- Negotiable
- Valuable
- Estimable
- Small
- Testable

INVEST



Using the high level to define the detail



Steps to a better new product backlog

- 1: Identify **target customer**
- 2: Define **customer journey**
- 3: Identify high level **story map**
- 4: Define **MVP**
- 5: Add crisp **story details**

Steps: better existing product **backlog**

- 1: ~~Identify~~ Confirm **target customer**
- 2: ~~Define~~ Confirm **customer journey**
- 3: ~~Identify~~ Review high level **story map**
- 4: Define ~~MVP~~ **Next Major Release**
- 5: Add crisp **story details**

Class activity

Think of stories you've written or
worked on in the past. Were they
Independent, Negotiable, Valuable,
Estimable, Small, *and* Testable?

Defining a clear, useful backlog

Step 1: Target customer

Step 2: Customer journey

Step 3: Story map

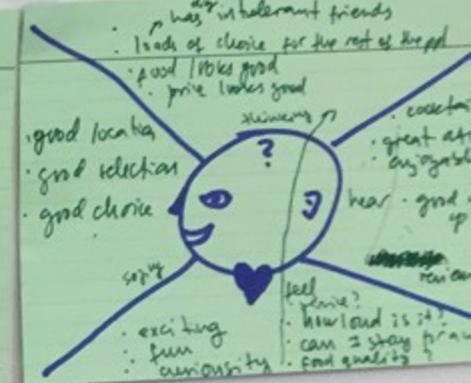
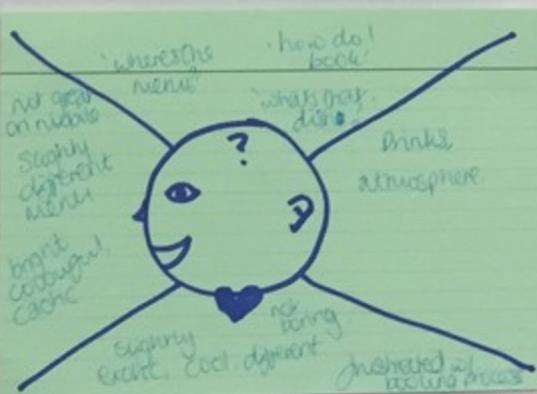
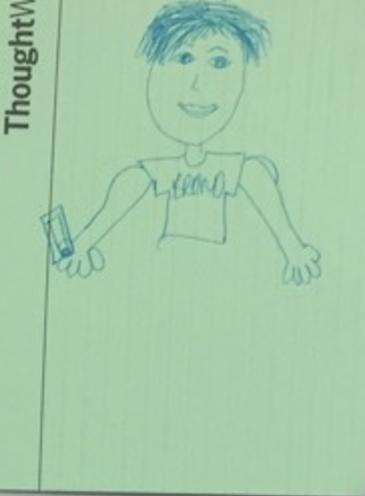
Step 4: MVP/Next major release

Step 5: Story details



How to choose a target customer?

- Customer Needs
- Demographic
- Value proposition



Sample Target Customer

Meet Ruby.

Ruby's accident:

32 years old

First accident

Policy holder



Sample Project: Book Recommendation app



1. Target Customers

People who enjoy reading new books
and want to receive and give
recommendations on what's the new

Age 25-40

Live in
London

Work in tech

English
Language

Defining a clear, useful backlog

Step 1: Target customer

Step 2: Customer journey

Step 3: Story map

Step 4: MVP/Next major release

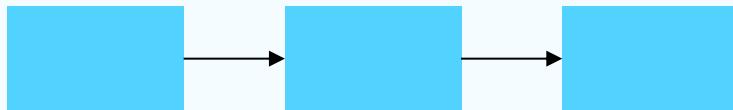
Step 5: Story details



What is a **customer journey**?

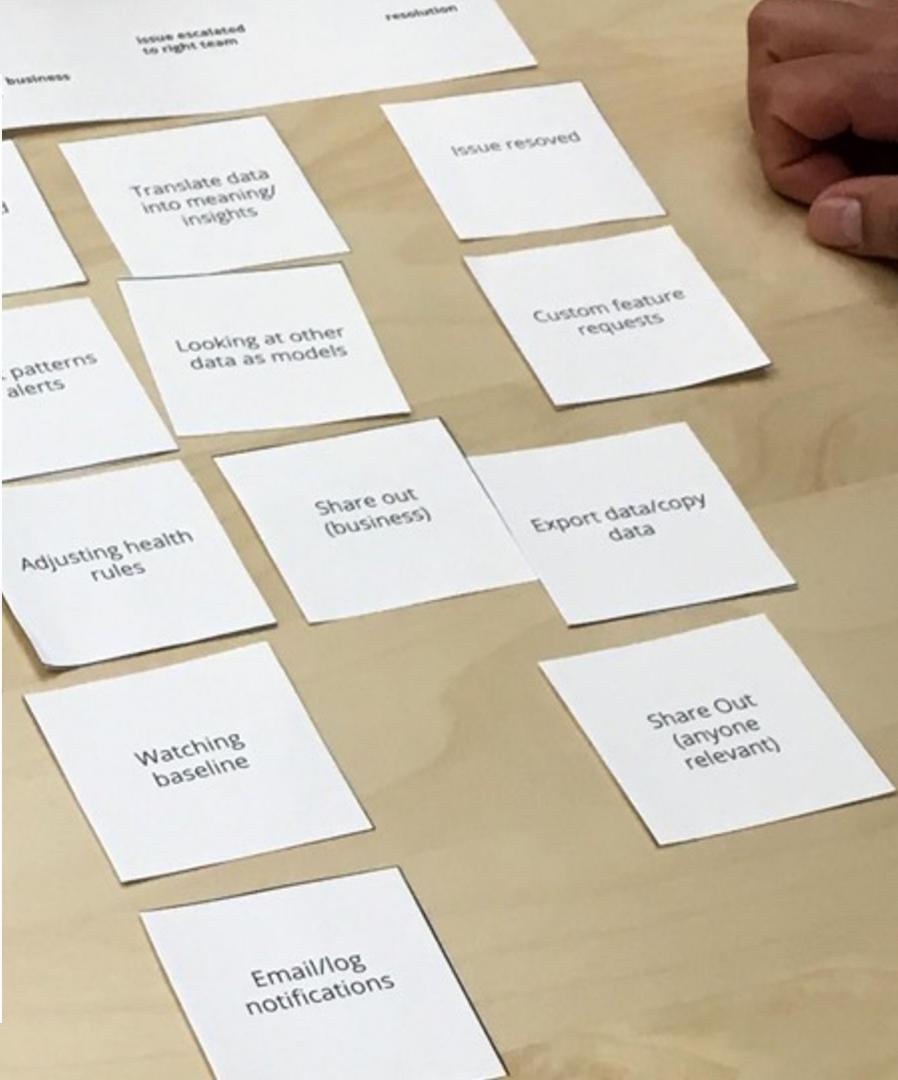
- List all potential customer types
- List all potential journeys belonging to each customer type

A current or ideal customer experience,
displayed as a series of steps the
customer can take with your product
within their context



Defining a customer journey

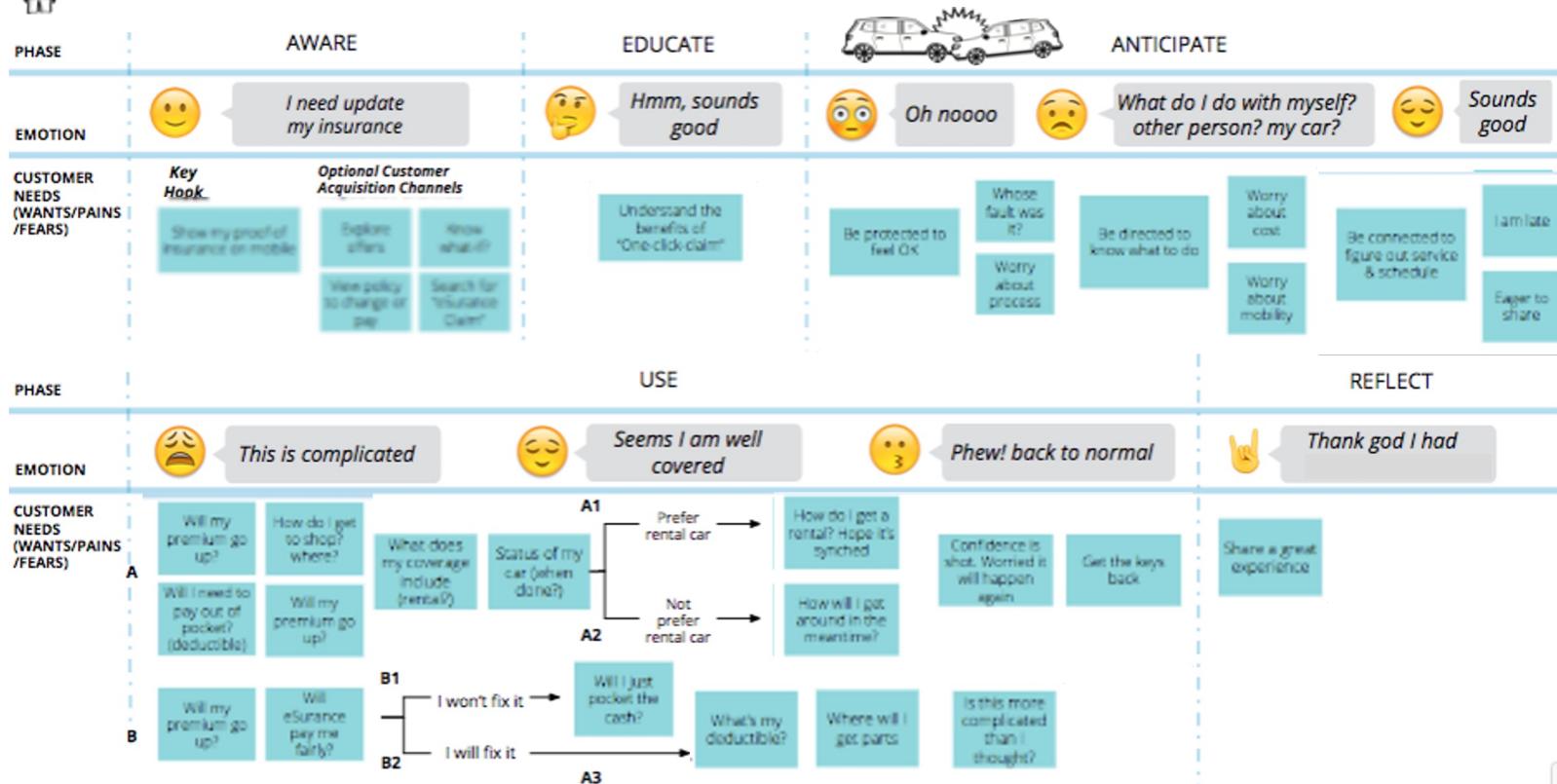
- Identify who customer is in this scenario
- Capture each key moment or step in the scenario
- Write underneath each key moment: what the customer need or pain point is, plus supporting idea or feature/s



Sample Customer Journey



Ruby's Journey



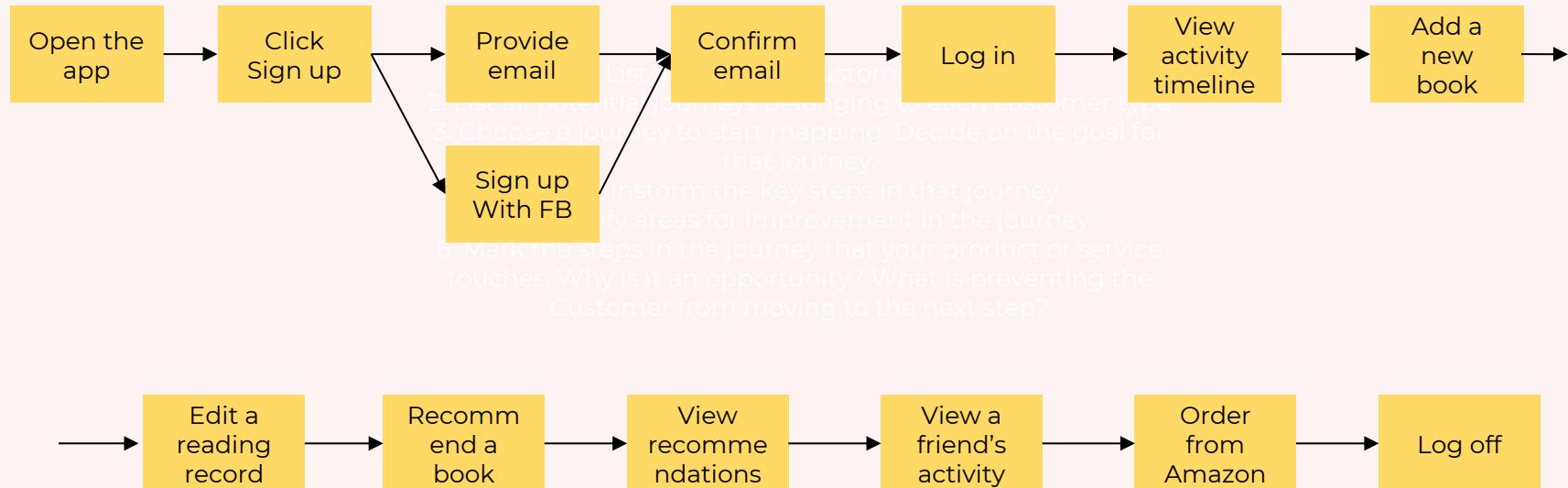
Sample Project: Book Recommendation app



Sample Project:

Book Recommendation app

2. Customer Journey



Defining a clear, useful backlog

Step 1: Target customer

Step 2: Customer journey

Step 3: Story map

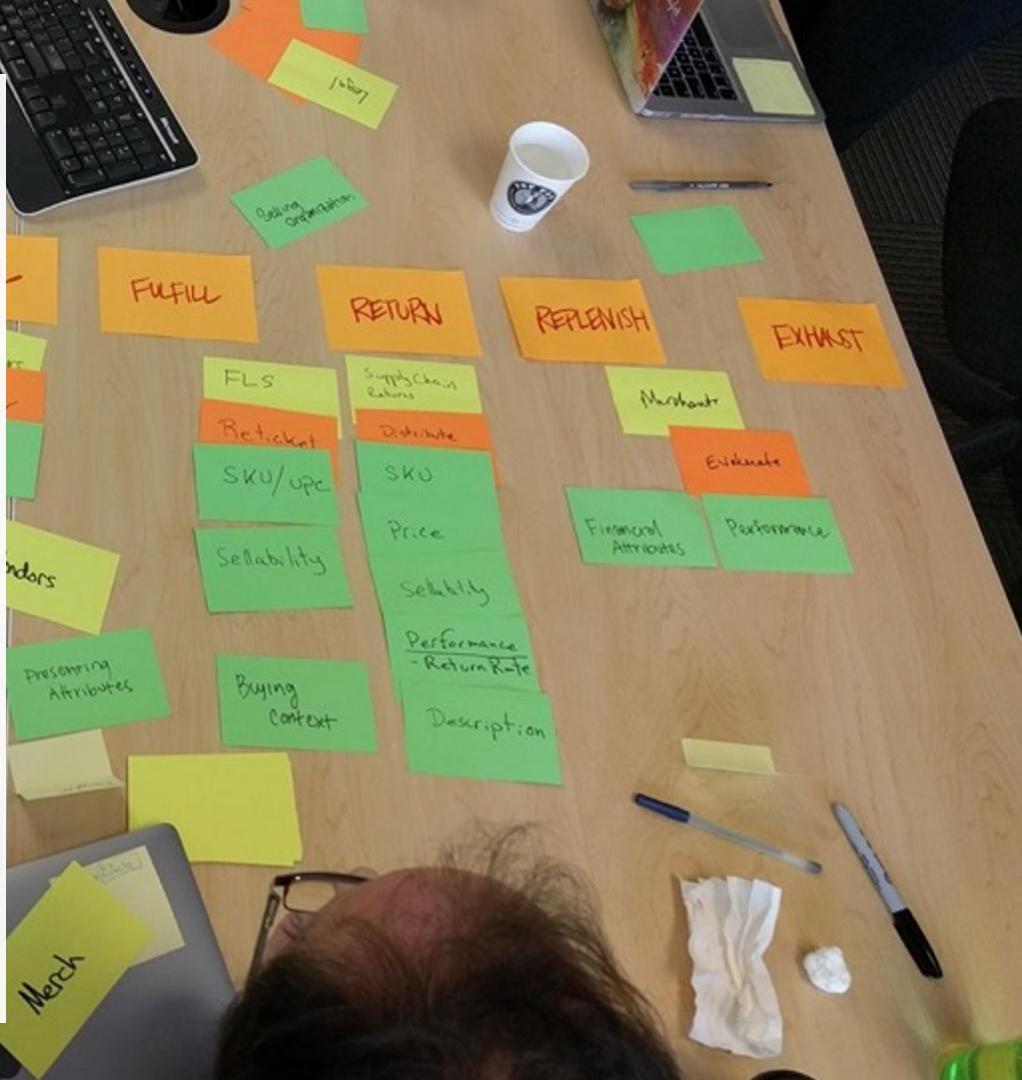
Step 4: MVP/Next major release

Step 5: Story details



User stories

- Tool for **iterative** development
- **Unit** of work that should be developed
- Placeholder for a **conversation**
- Focus on **value**
- Provide a **shared** understanding



What is an **epic**?

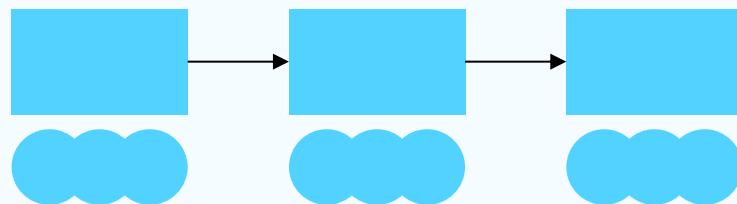
A collection of user stories that belong to the same feature or achieve the same goal.

1. List all potential customer types
2. List all potential journeys belonging to each customer type
3. Choose an initial customer type. Decide on a goal for this customer type.
4. Identify key steps in the journey.
5. Define access for improvement in the journey.
6. Mark the steps in the journey that your product or service touches. Why is it an opportunity? What is preventing the customer from taking the next step?

Epic of stories

What is a story map?

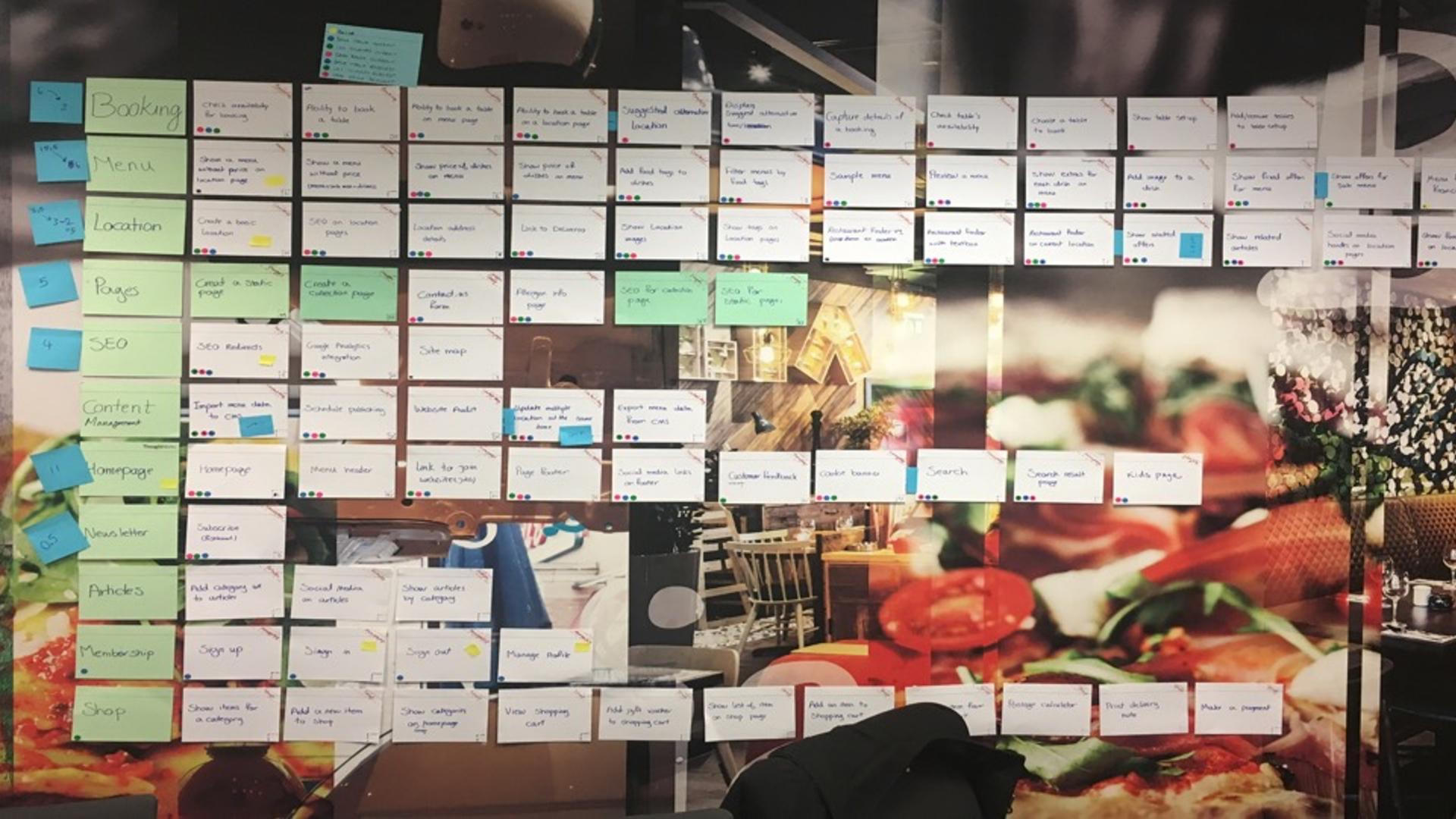
A tool to organise features and stories based on a user journey. It can be used to facilitate prioritisation and planning discussions.



Steps to create a story map

- List high level user journey “to-be”
Steps for the product
- Break each key step into a smaller
activities as needed
- Set each activity as an Epic
- Break each epic to smaller stories





Booking

Check availability
for booking

Ability to book a
table

Ability to book a table
on menu page

Ability to book a table
on a location page

Suggested alternative
location

Display suggested alternative
location/footer

Capture details of
a booking

Check table's
availability

Choose a table
to book

Show table setup

Add/Remove tables
to table setting

Menu

Show menu
without price on
location page

Show menu
with price
(minimum max - items)

Show price of
drinks on menu

Show price of
drinks on menu

Add food tags to
drinks

Filter menus by
food tags

Sample menu

Thumbnail in menu

Show extra for
each item on
menu

Add image to a
drink

Show food offer
for menu

Location

Create a basic
location

SEO on location
pages

Location address
details

Link to delivery

Show location
images

Show tags on
location pages

Restaurant Finder w/
location as search

Restaurant Finder
with location

Show extra for
each item on
menu

Show selected
offers

Show related
articles

Pages

Create a static
page

Create a
collection page

Contact us
form

Filter gen info
page

SEO for collection
page

SEO for static
page

SEO

SEO Redunds

Google Analytics
integration

Site map

Update multiple
locations in the same
zone

Export menu data
from CMS

Import menu data
to CMS

Content Management

Schedule publishing

Website Audit

Customer
form

Customer
form

Customer feedback
form

Customer feedback
form

Customer
form

Customer
form

Customer
form

Customer
form

Customer
form

Homepage

Homepage

Mobile header

Link to join
memberships

Page Router

Social media links
on Router

Customer feedback
form

Customer
form

Search

Search result
page

Kids page

Newsletter

Subscribe
(Reward)

Customer
form

Show articles
by category

Show articles

Show articles
by category

Show articles

Show articles

Show articles

Show articles

Show articles

Show articles

Articles

Add categories
to article

Show media
on articles

Show articles
by category

Show articles

Membership

Sign up

Sign in

Sign out

Manage profile

Show user
info

Shop

Show items for
a category

Add a new item
to shop

Show categories
on homepage
grid

View shopping
cart

Add gift voucher
to shopping cart

Show list of items
on shop page

Add an item to
shopping cart

Show from
shop page

Print delivery
note

Make an payment

Print delivery
note

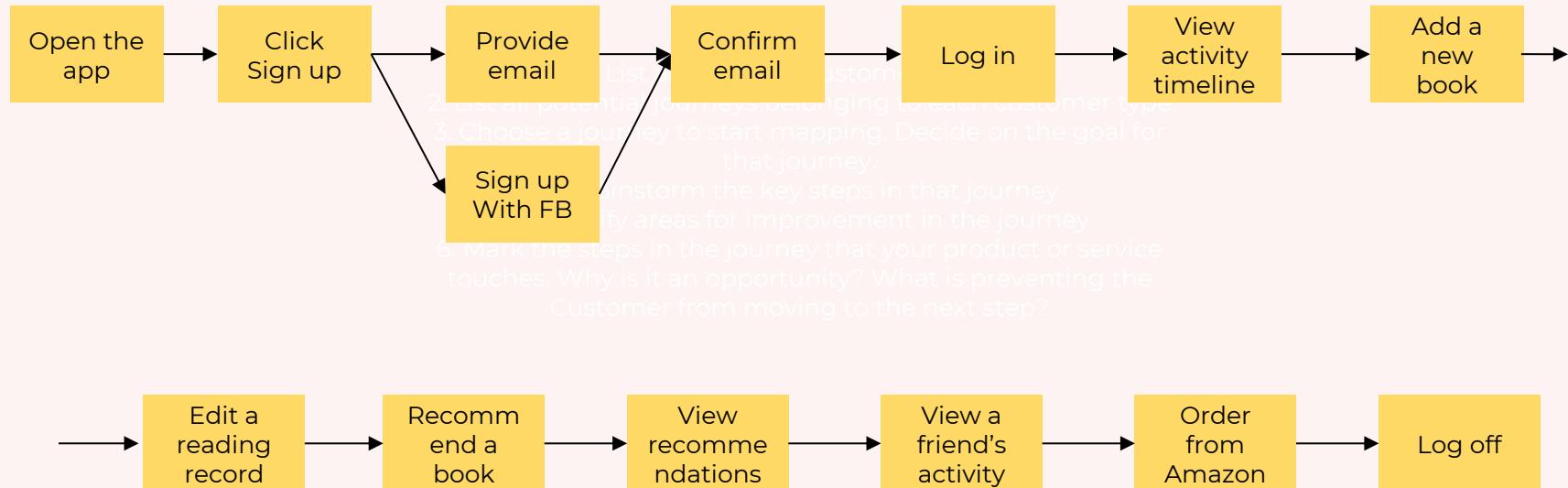
Sample Project: Book Recommendation app



Sample Project:

Book Recommendation app

2. Customer Journey



Sample Project:
Book Recommendation app

3. Story Map

Sign up	Log in	Activity timeline	My library	Recommendations	Purchase a book
Sign up With FB	Log in	View latest friends activity	View my books	View recommendations	Order book from Amazon
Sign up with emails	Log out	Like friends activity	Add a new book	Recommend a book to a friend	Order book from Leanpub
Confirm email	Forget password	Comment on an activity	Edit a book	Rate a book	Review a book
Sign up With Google	Reset password			Edit a book status	

Defining a clear, useful backlog

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Step 2: Customer journey

Step 3: Story map

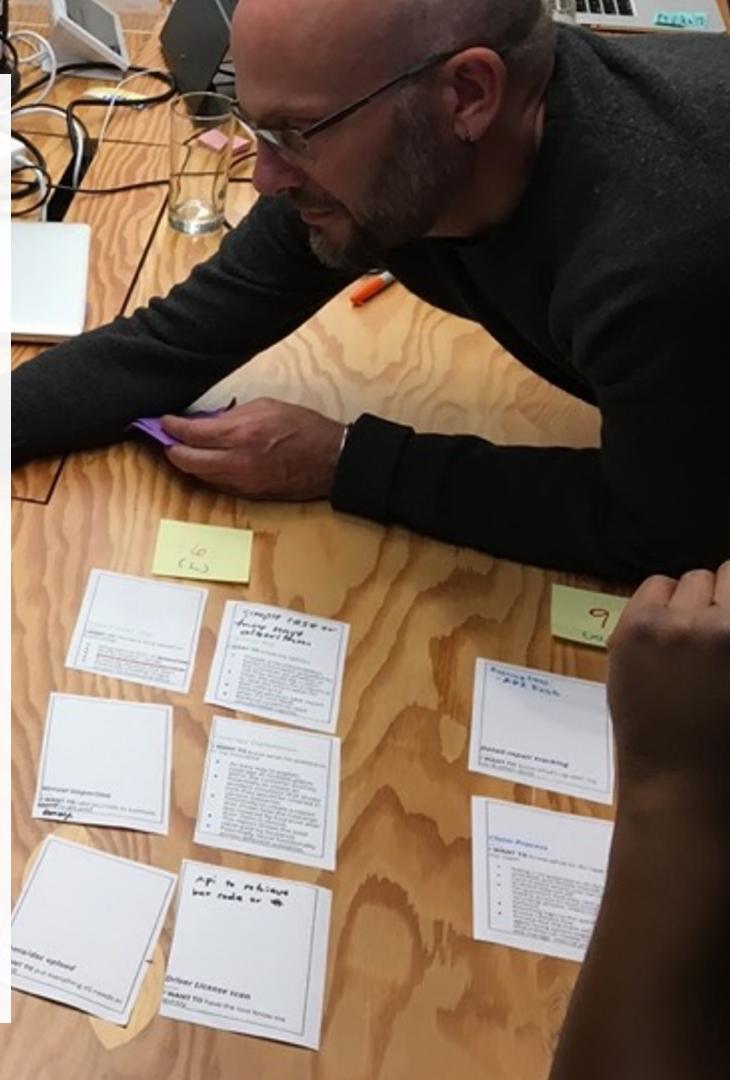
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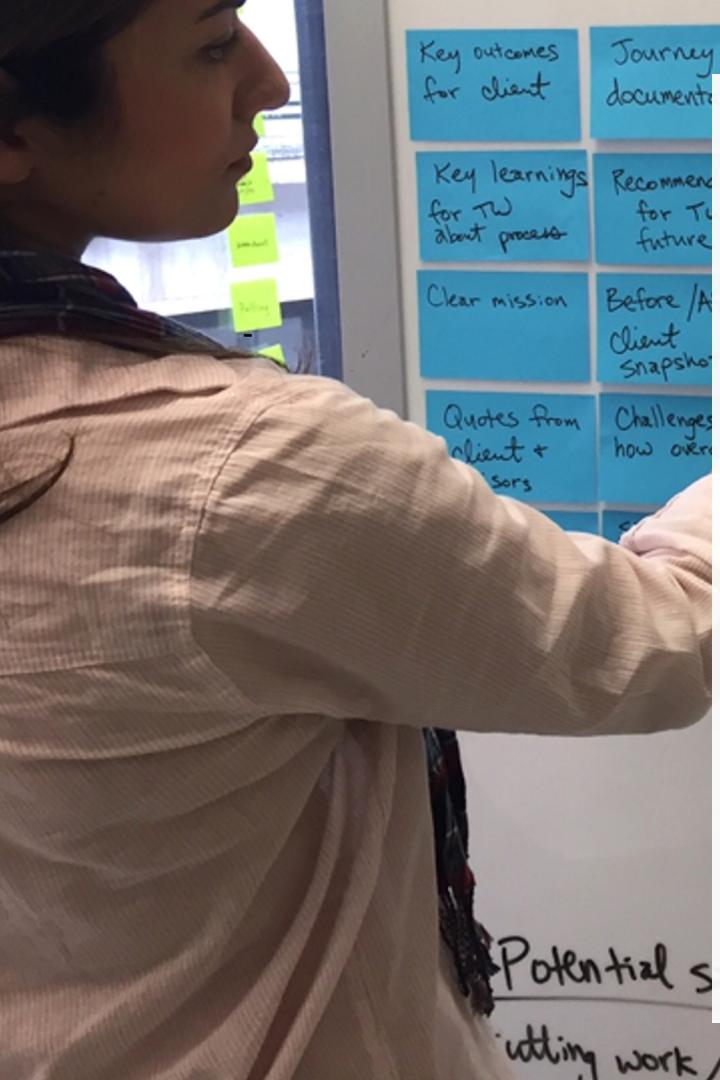
Step 5: Story details



What is an MVP?

- Barebone version of the product that focuses on the **sole core value** delivered by the product
 - Just enough features to satisfy early customers
 - And provide feedback loop for future development





Steps to define MVP

1. Review all the epic and stories
2. Create two buckets: **Must have** and **Nice to have**
3. Assign each story to one of these buckets
4. Review Must have bucket and check if you can still move stories from this bucket to the nice have
5. Continue this process until there is no more story to be moved to Nice have bucket.

* Note: if product is already in progress, you'll be defining next major release in this way instead of MVP

Sample Project: Book Recommendation app



Sample Project:

Book Recommendation app

3. Story Map

Sign up	Log in	Activity timeline	My library	Recommendations	Purchase a book
Sign up With FB	Log in	View latest friends activity	View my books	View recommendations	Order book from Amazon
Sign up with emails	Log out	Like friends activity	Add a new book	Recommend a book to a friend	Order book from Leanpub
Confirm email	Forget password	Comment on an activity	Edit a book		
Sign up With Google	Reset password		Rate a book		
			Review a book		
				Edit a book status	

Sample Project:
Book Recommendation app

4. MVP

Sign up	Log in	Activity timeline	My library	Recommendations	Purchase a book
Sign up With FB	Log in	View latest friends activity	View my books	View recommendations	Order book from Amazon
Sign up with emails	Log out	Like friends activity	Add a new book	Recommend a book to a friend	Order book from Leanpub
Confirm email	Forget password	Comment on an activity	Edit a book		
Sign up With Google	Reset password		Edit a book status		
			Review a book		
			Rate a book		

Defining a clear, useful backlog

Step 1: Target customer

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Better user stories are:

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INVEST



Vertical slices for value for all

- **For the end user:** Some value when the story is completed
- **For the business:** Can decide granularly what is important
- **For tech:** Easy to test smaller chunks of work
- **For everyone:** Allows quick feedback



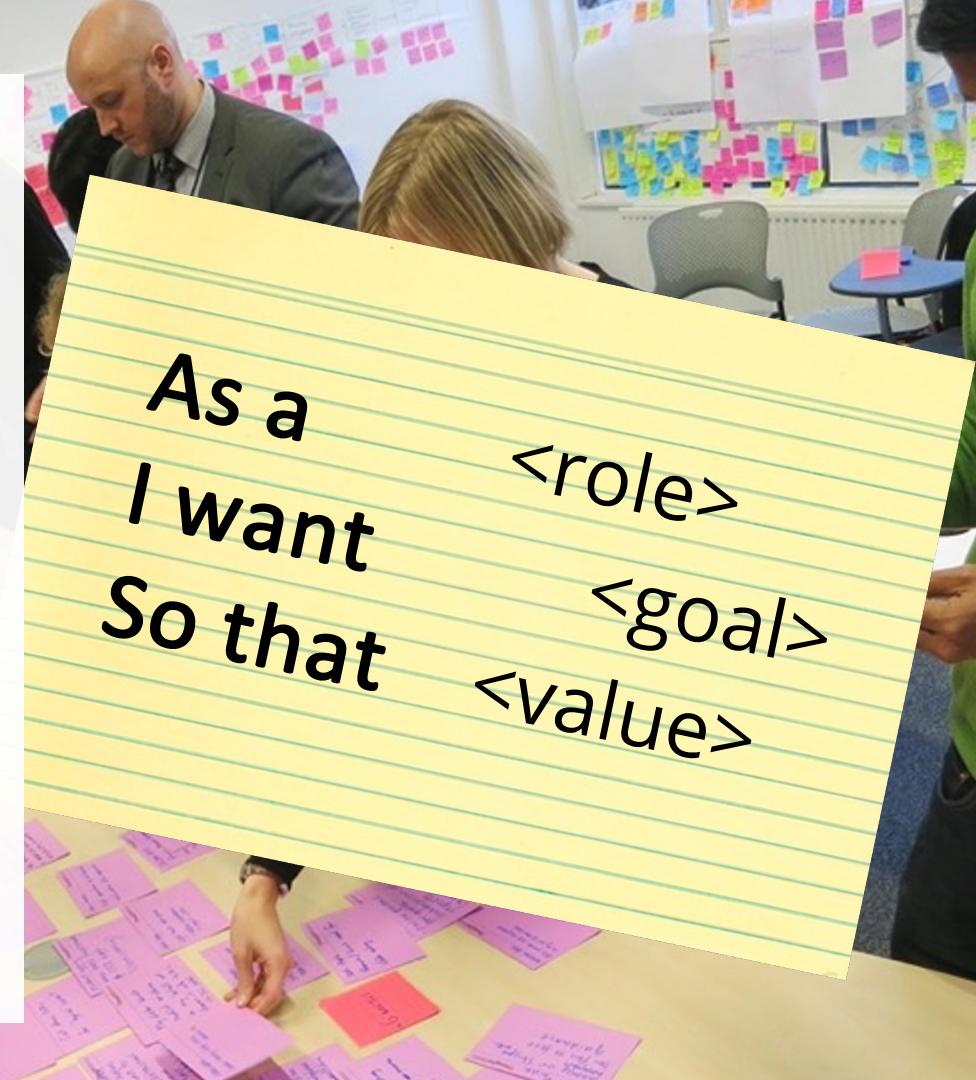
What to capture in a user story

1. Business/customer value
2. Acceptance Criteria
3. Any cross functional requirements
4. Initial technical notes
5. Design assets/Wireframes



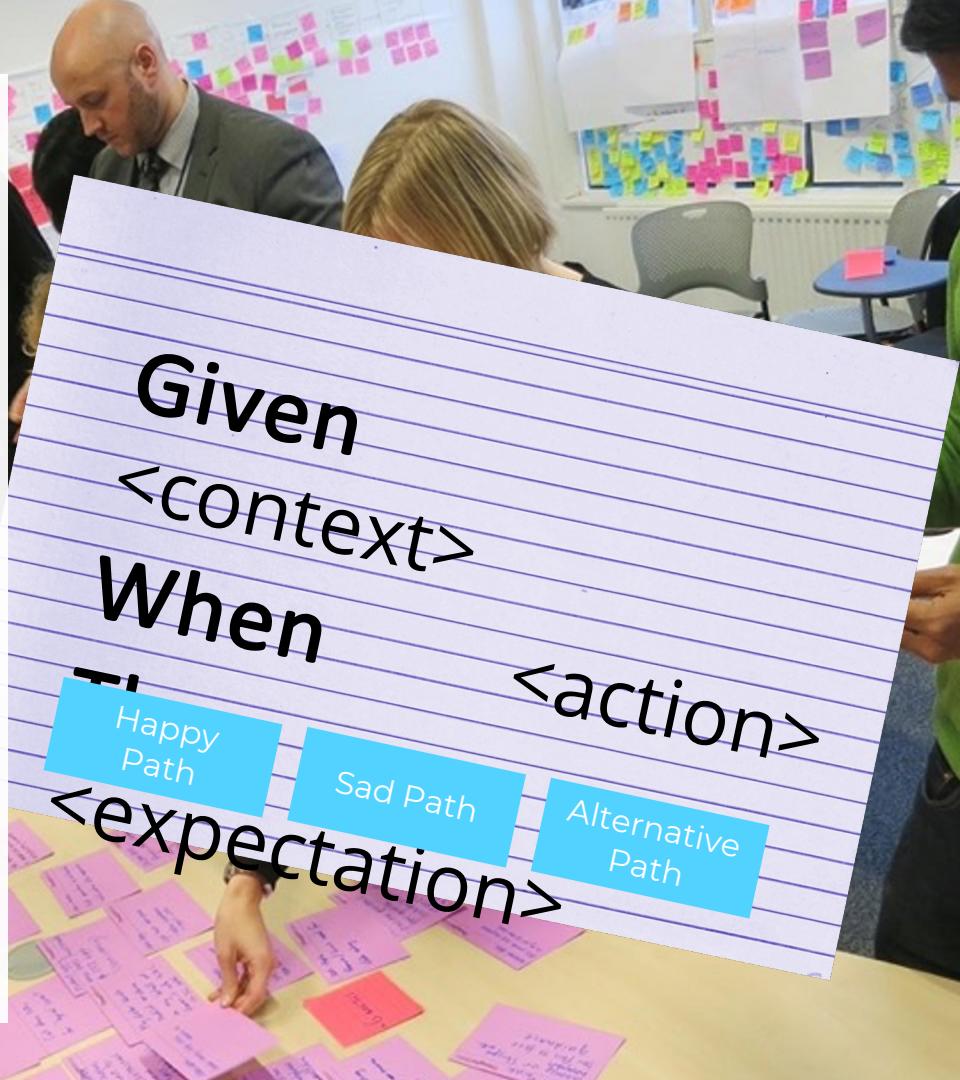
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Acceptance Criteria

Given user is on the homepage of the Instagram

When the user click on the plus button

Then they can browse a photo from their mobile storage

What to capture in a user story

1. Business/customer value
2. Acceptance Criteria
3. **Any cross functional requirements**
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Sample Project: Book Recommendation app



Sample Project:
Book Recommendation app

4. MVP

Sign up	Log in	Activity timeline	My library	Recommendations	Purchase a book
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Sign up with emails	Log out	Like friends activity	Add a new book	Recommend a book to a friend	Order book from Leanpub
Confirm email	Forget password	Comment on an activity	Edit a book		
Sign up With Google	Reset password		Edit a book status		
			Review a book		
			Rate a book		

Sample Project:
Book Recommendation app

5. Story

Sign up	Log in	Activity timeline	My library	Recommendations	Purchase a book
Sign up With FB	Log in	View latest friends activity	View my books	View recommendations	Order book from Amazon
Sign up with emails	Log out	Like friends activity	Add a new book	Recommend a book to a friend	Order book from Leanpub
Confirm email	Forget password	Comment on an activity	Edit a book		
Sign up With Google	Reset password		Edit a book status		
			Review a book		
			Rate a book		

Sample Project:

Book Recommendation app

5. User Story

Story Title

Add a new book to my list

Business/Customer Value

As a user of the Book recommendation App
I want to be able to add a new book to my list
So that I can keep a record of a new book I read
and recommend it to my friends

Sample Project:

Book Recommendation app

5. User Story

Story Title

Add a new book to my list

Acceptance Criteria (happy path)

Given the user is on the book recommendation app

and they click on the add new book

And pick a book from the list

When they click on the add button

Then The book is added to their book list

Sample Project:

Book Recommendation app

5. User Story

Story Title

Add a new book to my list

Acceptance Criteria (alternative path)

Given the user is on the book recommendation app

When the user clicks on the add new book

And the book they search to add does not exist

Then a message should be shown to the users saying
the book is not found

Sample Project:

Book Recommendation app

5. User Story

Story Title

Add a new book to my list

Acceptance Criteria (sad path)

Given the user is on the book recommendation app

When the user clicks on the add new book

And the system cannot retrieve the list of the books

Then the screen should show an error message with associated code and ask to try again later

Using the high level to define the detail



The important thing is to adapt

- No framework is perfect, so try implementing a few ideas and get feedback!
 - INVEST stories
 - 5 steps: high level to the details
 - Always include acceptance criteria



Manage a backlog

- Physical backlog
- Digital backlog
- Weekly review with product owner and stakeholders
- Backlog grooming with the team
- Three amigos story writing

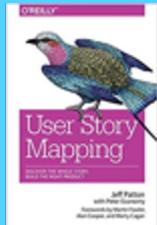
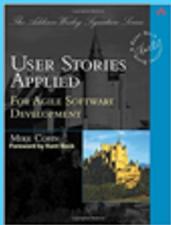


Class activity

**What changes might you make to
how you write stories in the future?**

How will you get cross-functional
feedback to identify what changes
would best suit your individual
organization?

Further references



Books:

- User stories applied: <https://amzn.to/2wEaAUg>
- User story mapping <https://amzn.to/2HUXKqU>

Other reading materials:

- To agility and beyond: The history—and legacy—of agile development: <http://bit.ly/2zA9oBE>

Q & A

**One last
thing:
Feedback!**

Thank You



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