

How we used story mapping

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Background

What we were doing:

Taking on work from a discovery

Moving to Alpha

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Taking on work from a discovery

Moving to Alpha

New team

Hard deadline

Lots of features

Potentially high expectations

What we were hoping to achieve:

Creating a shared understanding between the (new) development team and the stakeholder team

Creating a working relationship to deliver a service

What we were hoping to achieve:

Changing the narrative from;

'We need all this by this date'

To

'Here's where we'll start iterating and here's the roadmap'

The slide we used in the session...

1. Translate the alpha prototype into a user focused backlog for beta
2. Use a simple backlog visualisation called story mapping for shared understanding
3. Prioritise releases/outcomes for beta
4. Identify gaps in our knowledge

Why user story mapping?

It helps collaboration

User-focused
goal-focused

... giving a foundation for a road map

Why user story mapping?

It creates shared understanding of “what this is”

Creates an end-end journey

Helps identify gaps in knowledge

Helps set a research plan

Overview

What you need

3- 5 people;

domain experts, stakeholders, development team

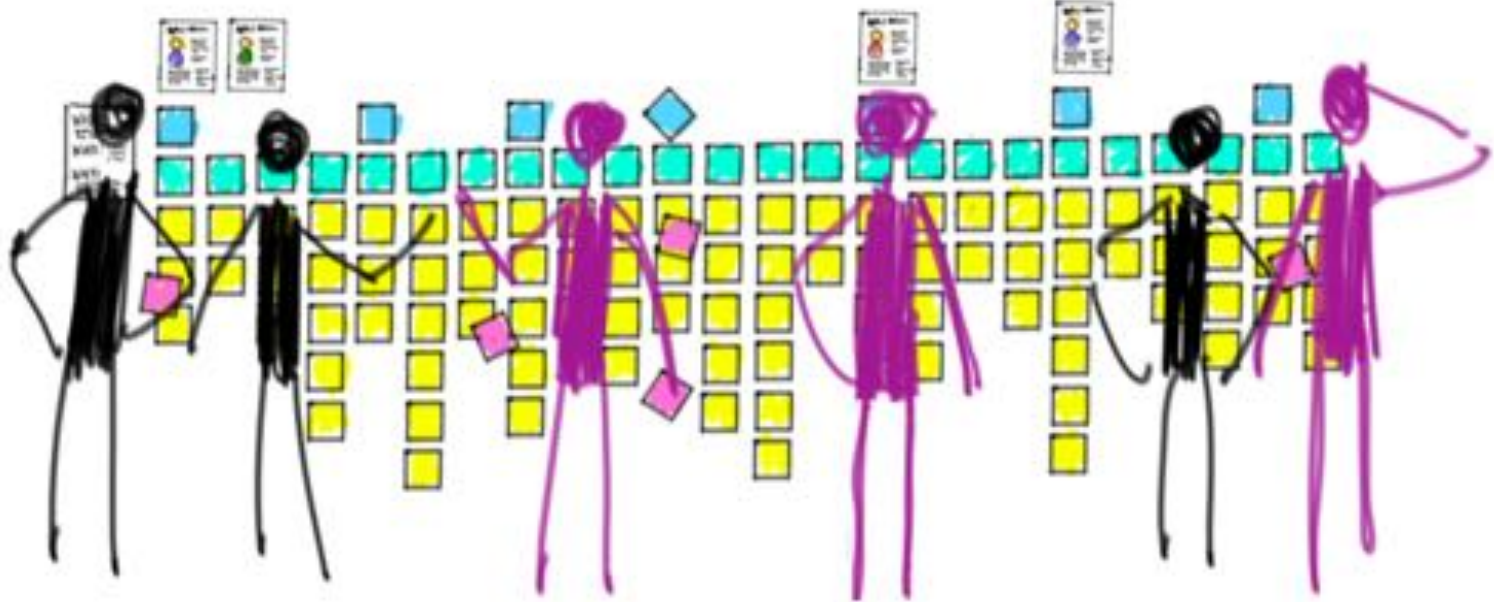
2 days (depending on size)

Large room

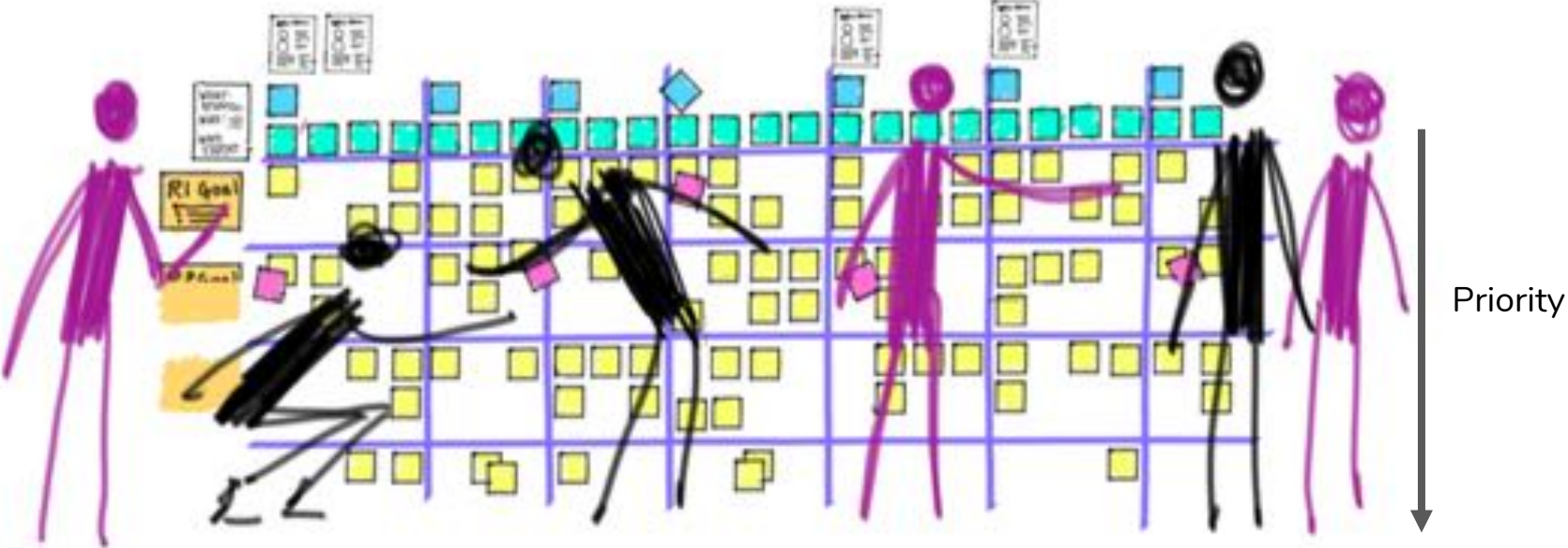
Post it's and pens



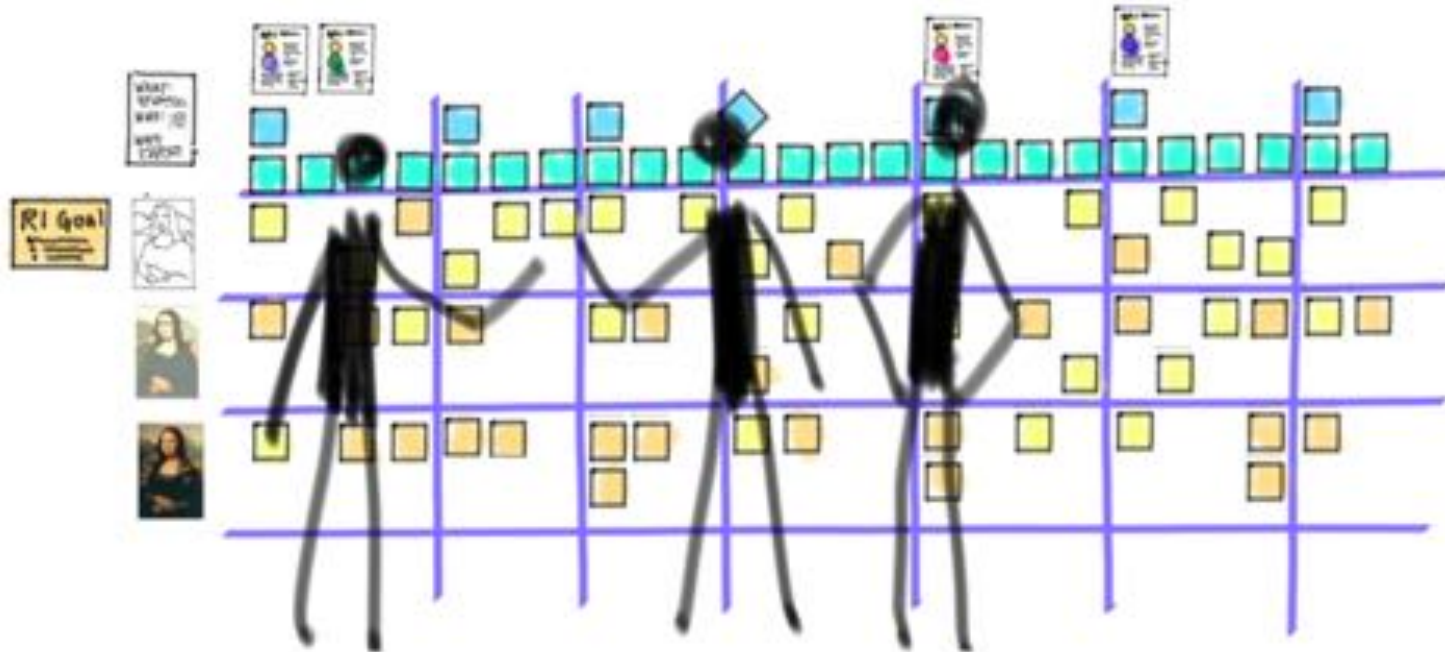
Map out the product/service big picture



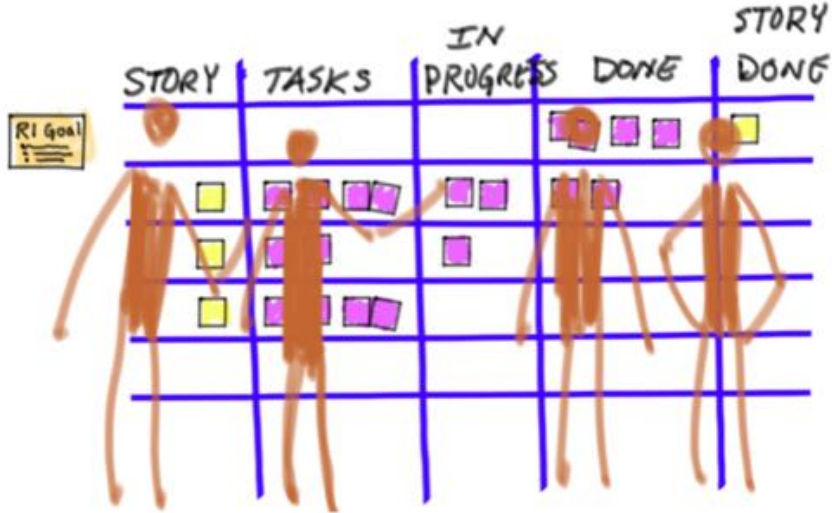
We prioritise by releases/outcomes



Story Mapping turns from a visual backlog...



...into actionable sprints





UNDERSTAND

REPORT

Goals >

Epics >

Sprint 1

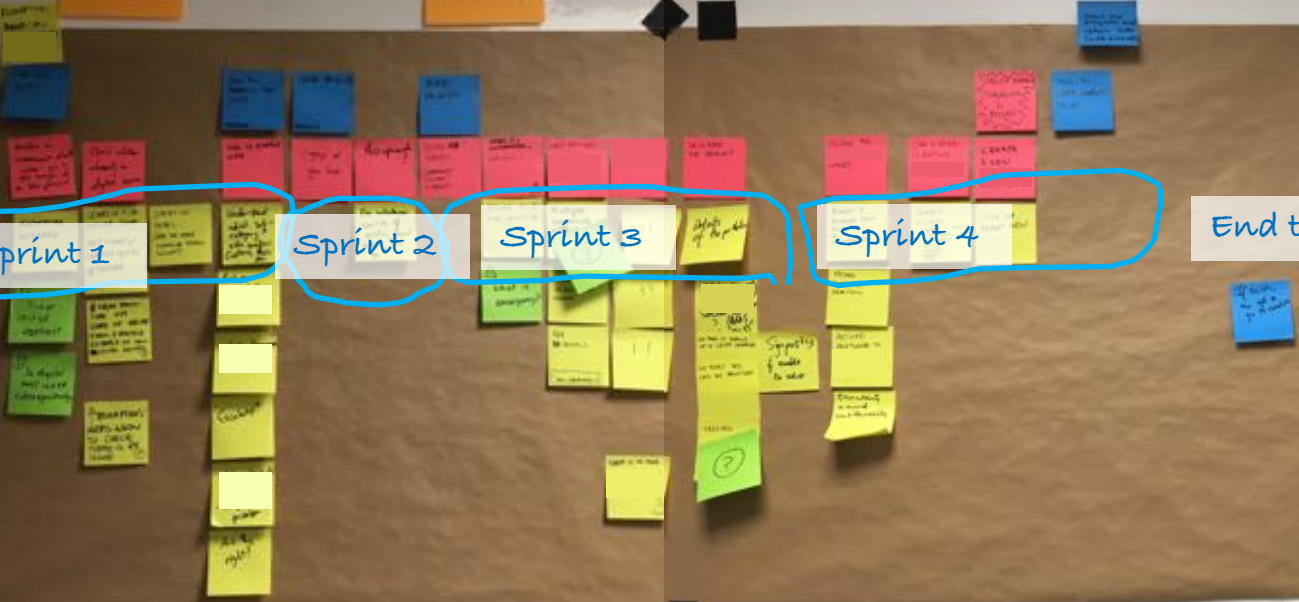
Sprint 2

Sprint 3

Sprint 4

End to end MVP

Further iterations ↓



How story mapping works

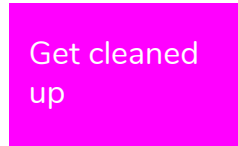
Anatomy of a user story map

Users



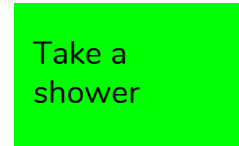
A map tells a story of a user doing something to achieve a goal

Activities (Goals)



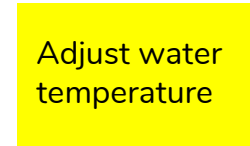
The overall bigger goal

Tasks (Epics)



A task to do in order to complete the bigger activity/goal

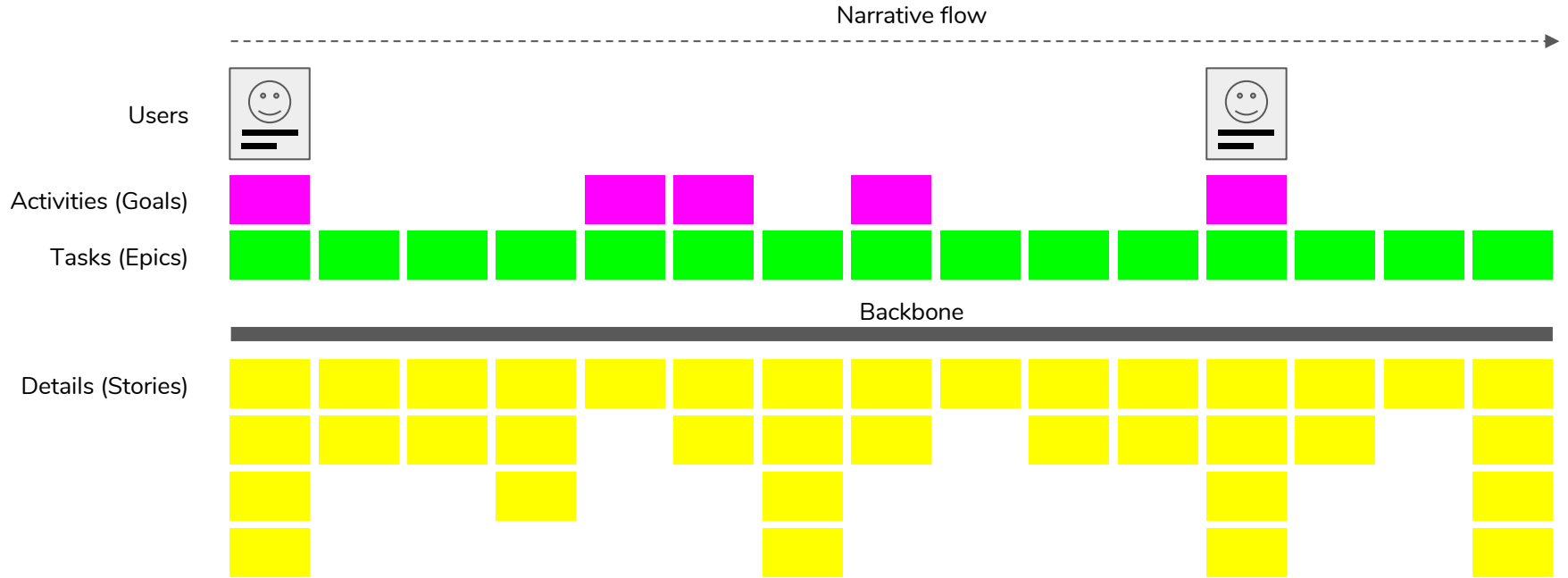
Details (Stories)



Broken down details within the overarching task

- Sub tasks
- Exceptions
- Details
- Business rules
- If things go wrong

Anatomy of a user story map





What we did

The agenda looked like:

11:00 to 12:00 - Intro & icebreaker

12:45 to 14:30 - Story mapping

15:30 to 16:30 - Story mapping continued

10:00 to 11:00 - Story mapping continued

12:00 to 13:00 - Finish story mapping

13:00 to 14:00 - Working lunch

14:00 to 15:30 - Prioritisation

Setting the scene.

Quick review of discovery & prototype.

Ice breaker activity

Getting people into the process

From awake to work - Part 1

1. Think back to the moment you woke up this morning. What's the first thing you recall doing?
2. Write it on a post-it
3. Then, think of the next thing you did
4. Write that down, and put it next to the first post-it
5. Keep going until you get to work (and you have a stack of post-its illustrating the journey)

! Try to start your sticky notes with verbs !

Short verb phrases like “Take a shower” and “Brush teeth” are tasks, which just means something we do in order to reach a goal.

You've got 5 minutes...

From awake to work - Part 2

1. Lay your post-its out in a narrative flow left to right
2. Stack things in a column that may happen at the same time
3. Now, can you “summarise” a series of tasks with a overarching activity/goal?
4. Put different colour post-its above your tasks to summarise the activity/goal

You've got 5 minutes...



From awake to work - Part 3

1. Look at your tasks that make up your story, now take post-its and add detail under that task - For example - If the task is “take a shower”, the detail could be “Adjust water temperature”
2. Go through your tasks and add more detail

You've got 5 minutes...



From awake to work

* Walk through your story *

As a group

Repeat the process for the service

Did it work?

Yes

The end

Shared understanding

MVP (for each area of the product)

Areas of complexity

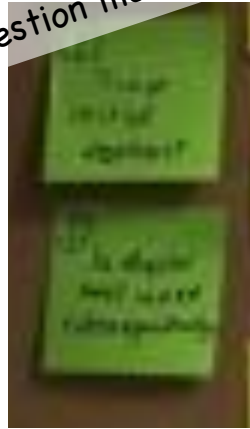
Gaps in knowledge

Acknowledging assumptions

Iteration

Prioritisation

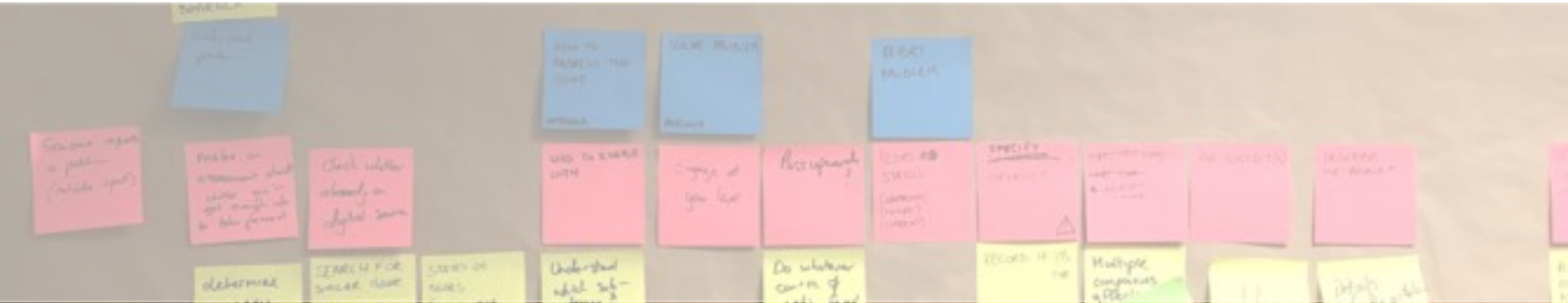
Post its with
question marks



Managing expectations

Concentrating the conversation

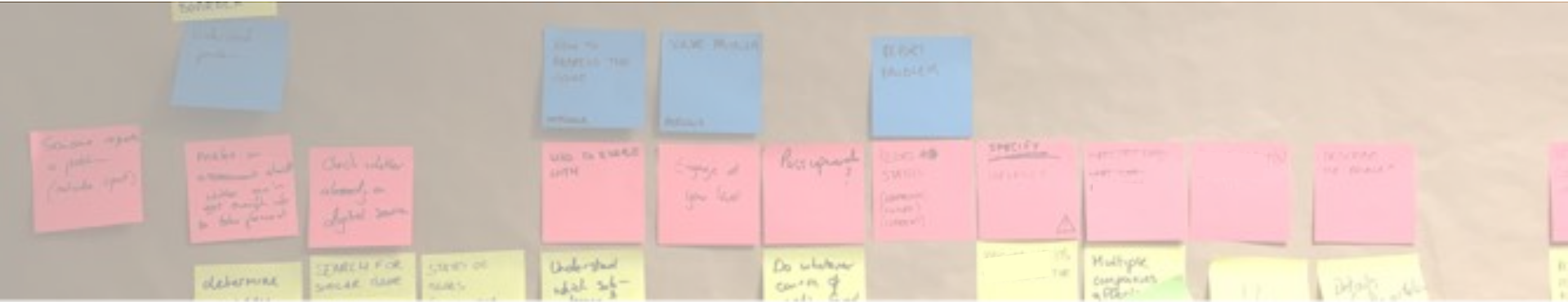
Goals versus detail versus features



Kicked off a non-hypothetical working relationship

Which part of the service would we focus on (first)?

How Epics/sprints/road map would work going forward



References

- <http://winnipegagilist.blogspot.com/2012/03/how-to-create-user-story-map.html>
- <http://cardmapping.com/>

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Thanks