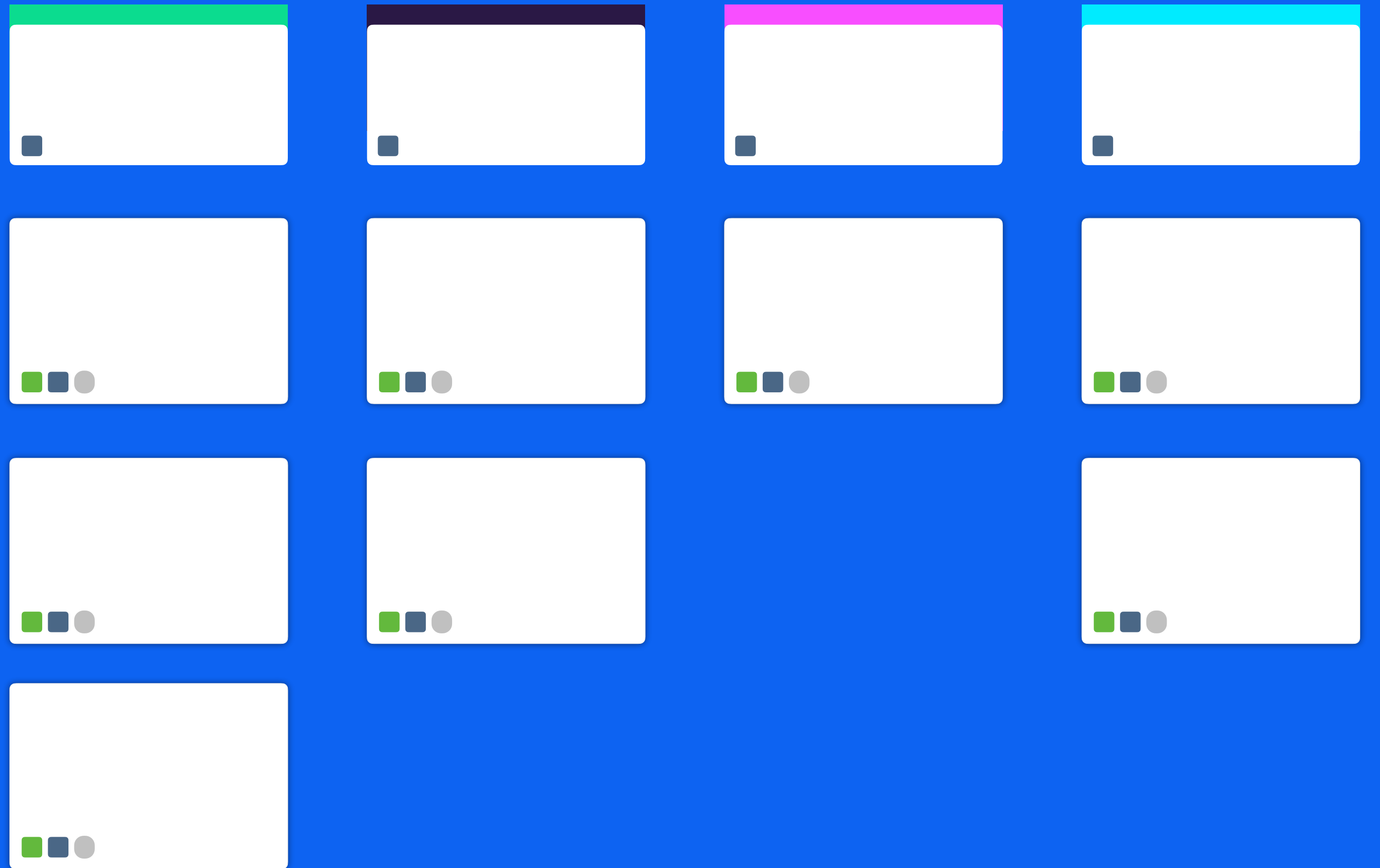


GETTING STARTED

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# User Story Mapping



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# what is a user story map?

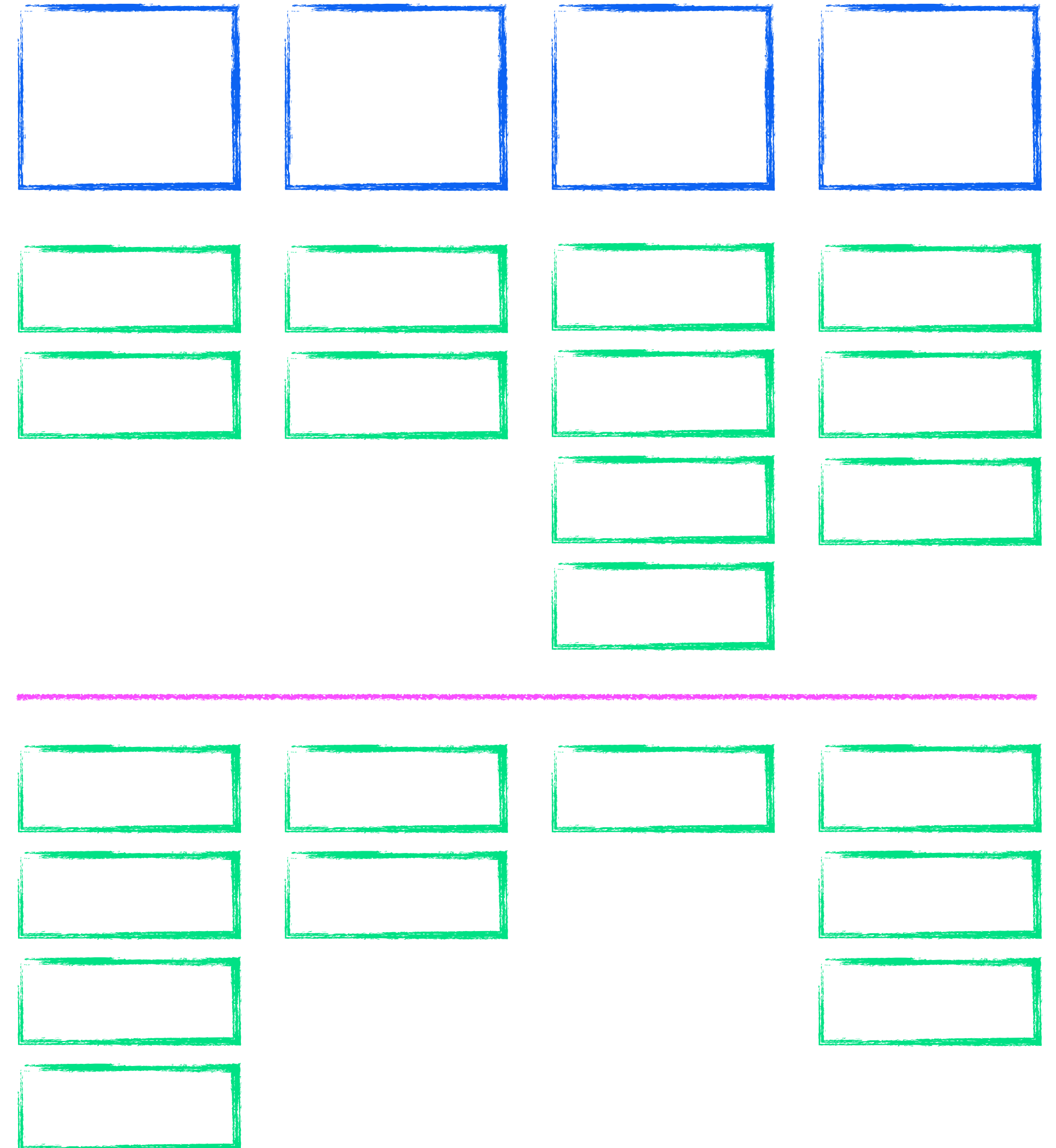
A story map is a visual representation of the **journey a customer takes with a product**, including activities and tasks they complete. This understanding enables teams to **focus development** on providing the **most value to customers** and their desired outcomes.

It provides context for teams by answering the following questions:

Why are we building this?

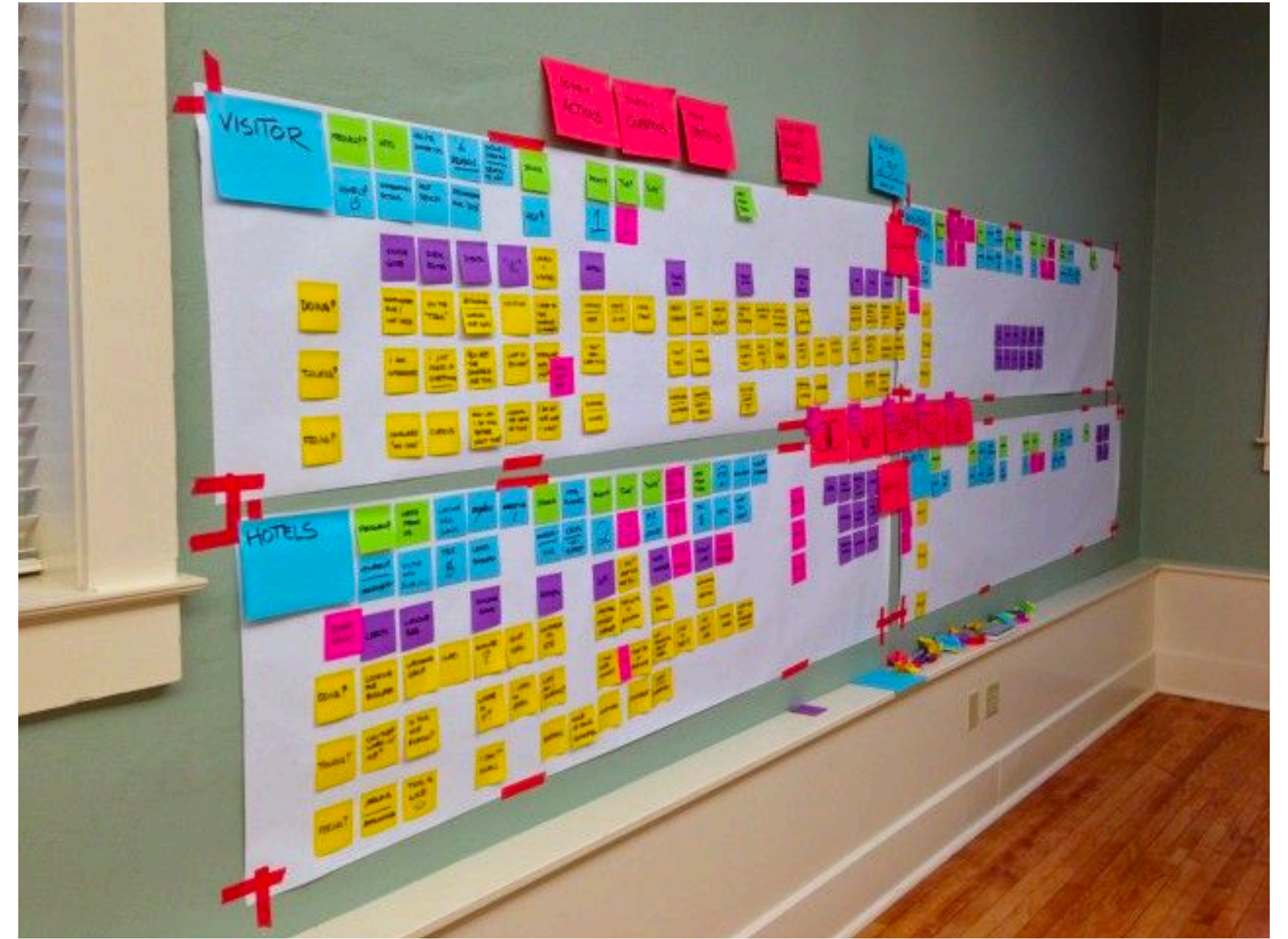
Who are we building this for?

What value will it provide them?





# examples of user story maps

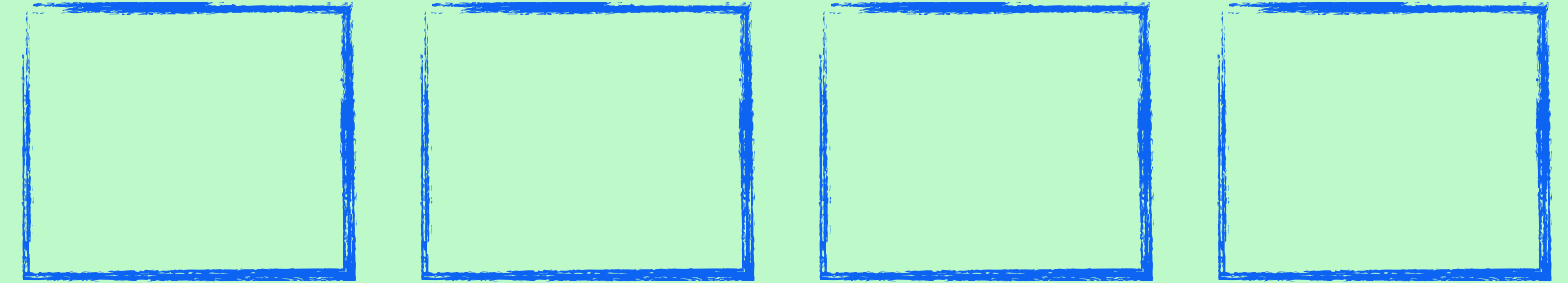




# user story map breakdown

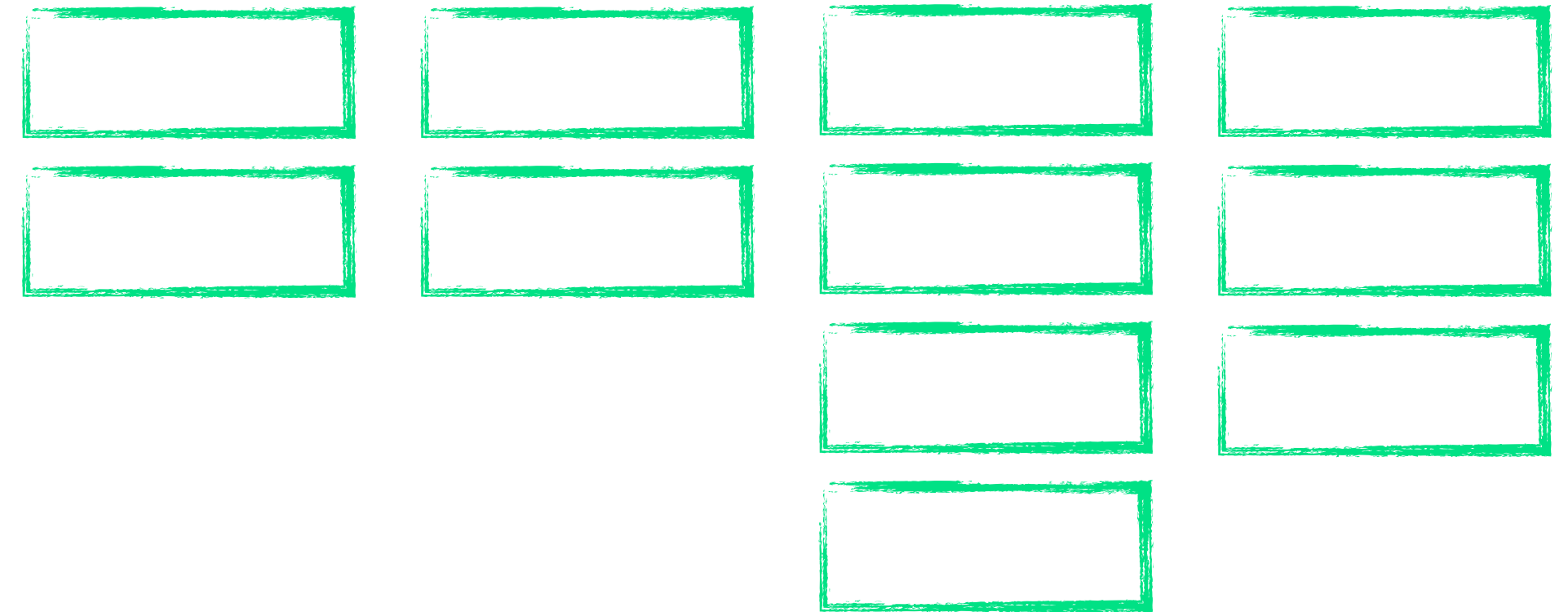
## Epic

the high level activities a user will accomplish using the product



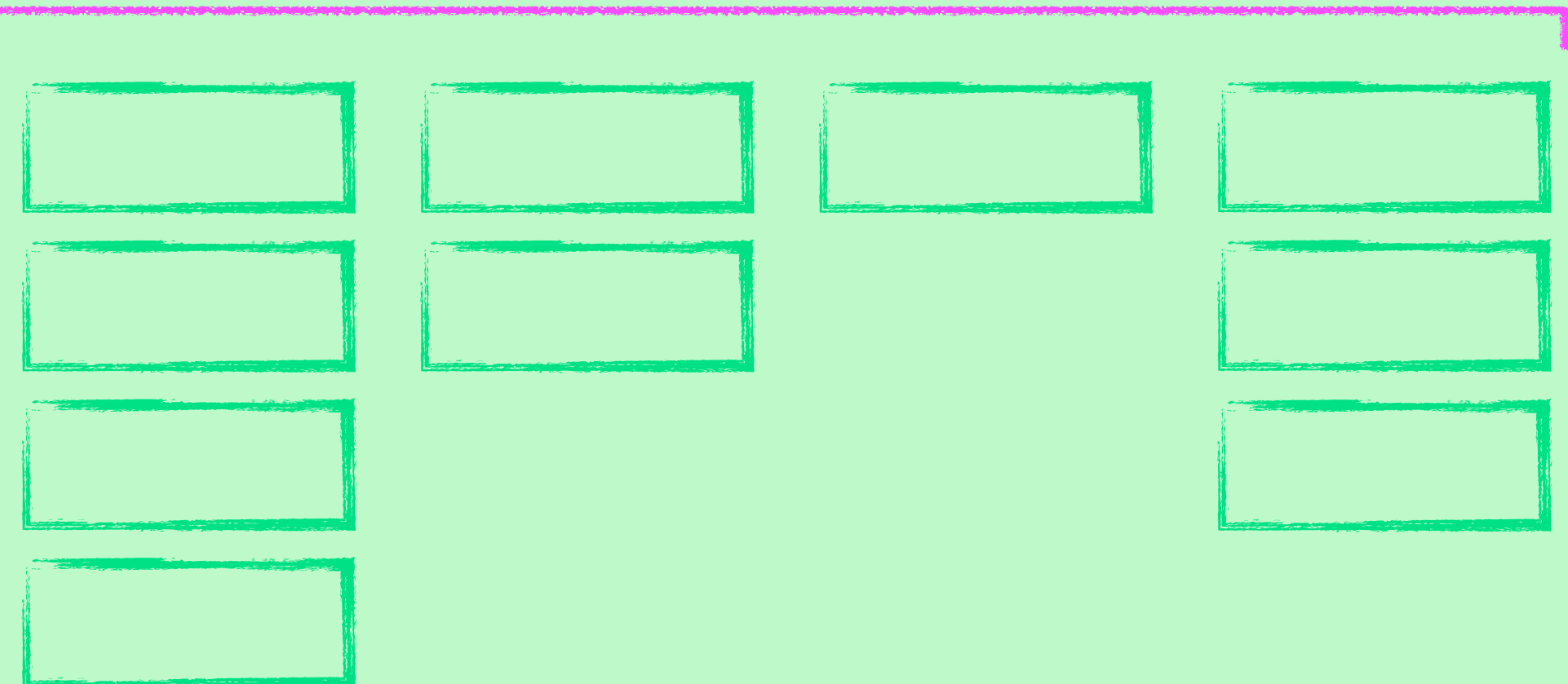
## Story

under each activity, the team adds user stories that support the activity



## Sprint

sequencing work allows the team to plan what they will deliver and when



# why create user story maps?

User story mapping helps teams answer the following questions:

- Who are our customers?
- What are the problems they face in their roles?
- What does a minimum viable solution look like to them?

Objectives - at the conclusion of the session, the team will have:

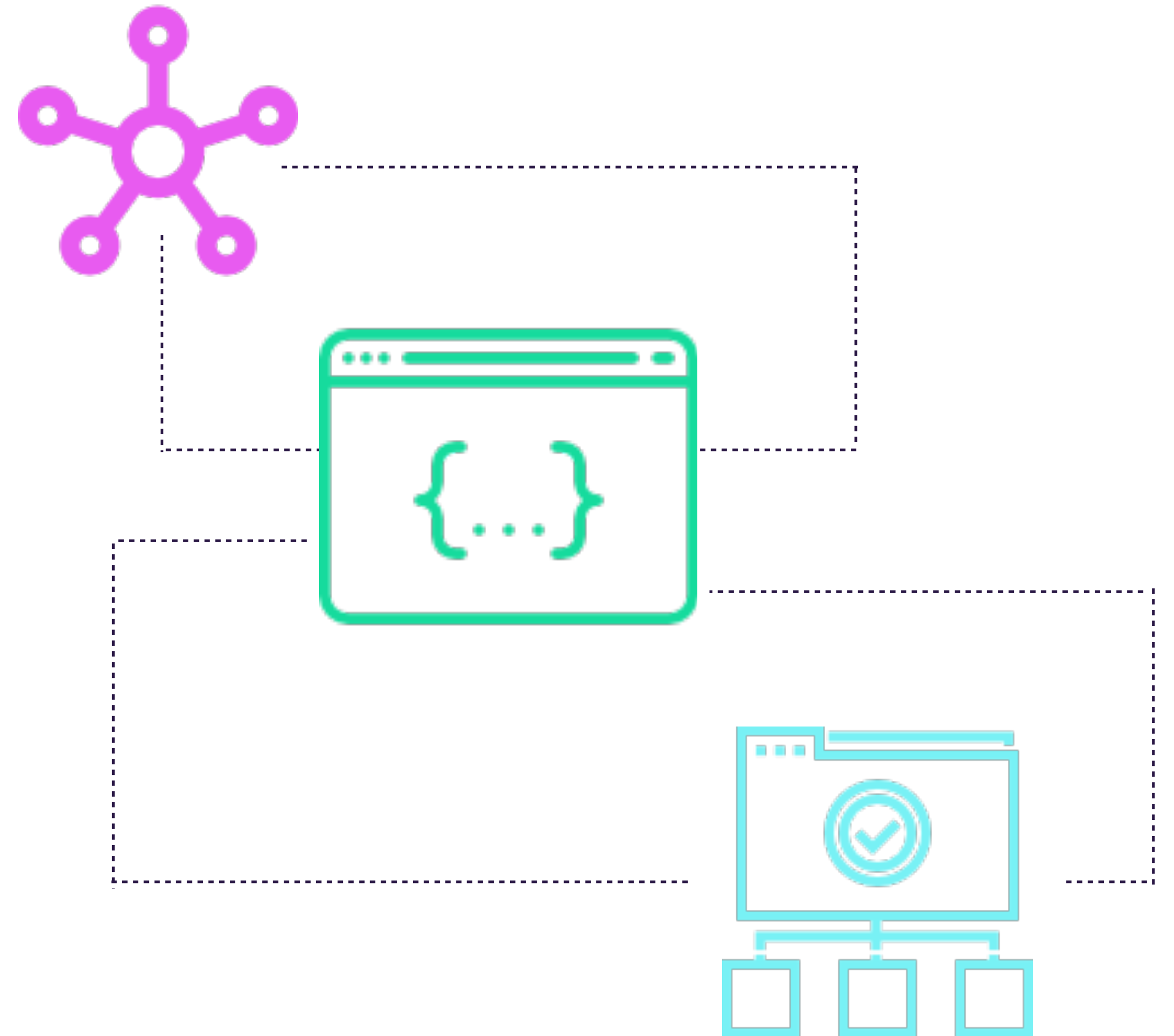
- alignment on who their customers are
- A clear picture of problems their customers face
- A backbone for the customers' flow through the product
- An ordered Story Map, ideally scheduled by version or sprint

# benefits of user story mapping?

**Focus on Desired Customer Outcomes:** visualisation of the customer journey allows teams to identify and implement features based on customer outcomes, and track progress at a glance against a story map

**Bring the Customer Journey to Life:** the transformation of the flat backlog to a customer centric story map means teams have a better understanding of their customer journey and what customers want

**Prioritising Actions Based on Value to Customer:** visualisation of the customer journey allows teams to prioritise work based on “value to customer”, resulting in better outcomes and less waste

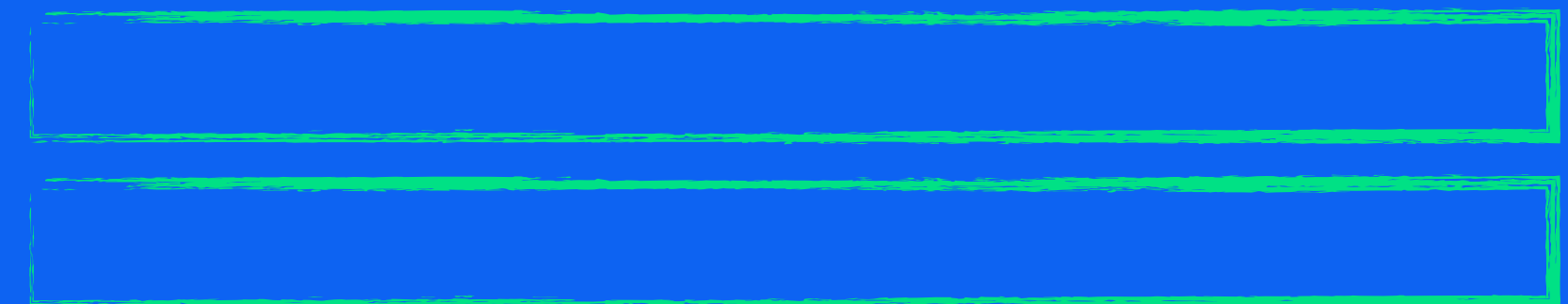
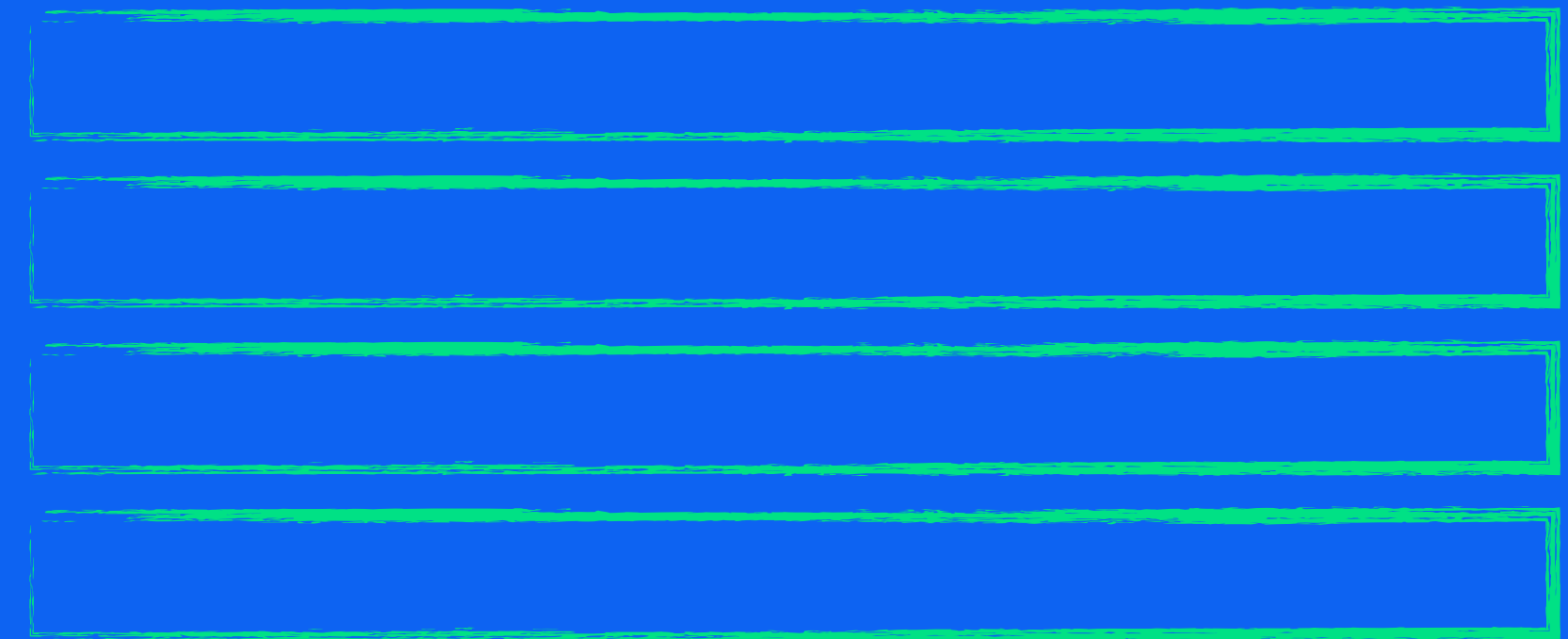
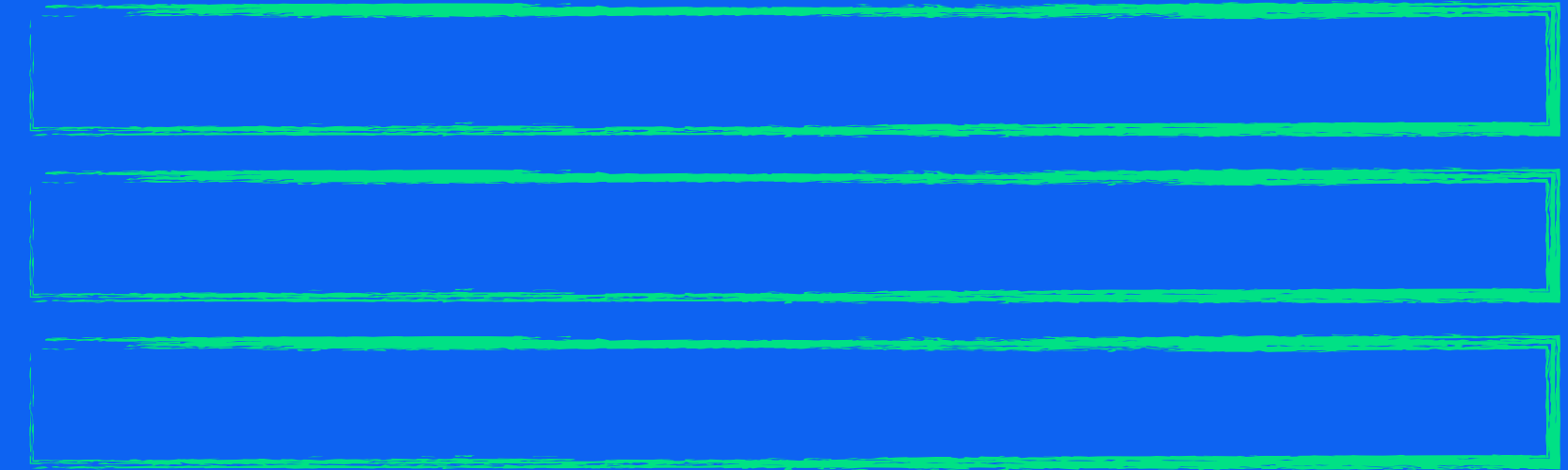


THE DIFFERENCE BETWEEN

Flat Backlog

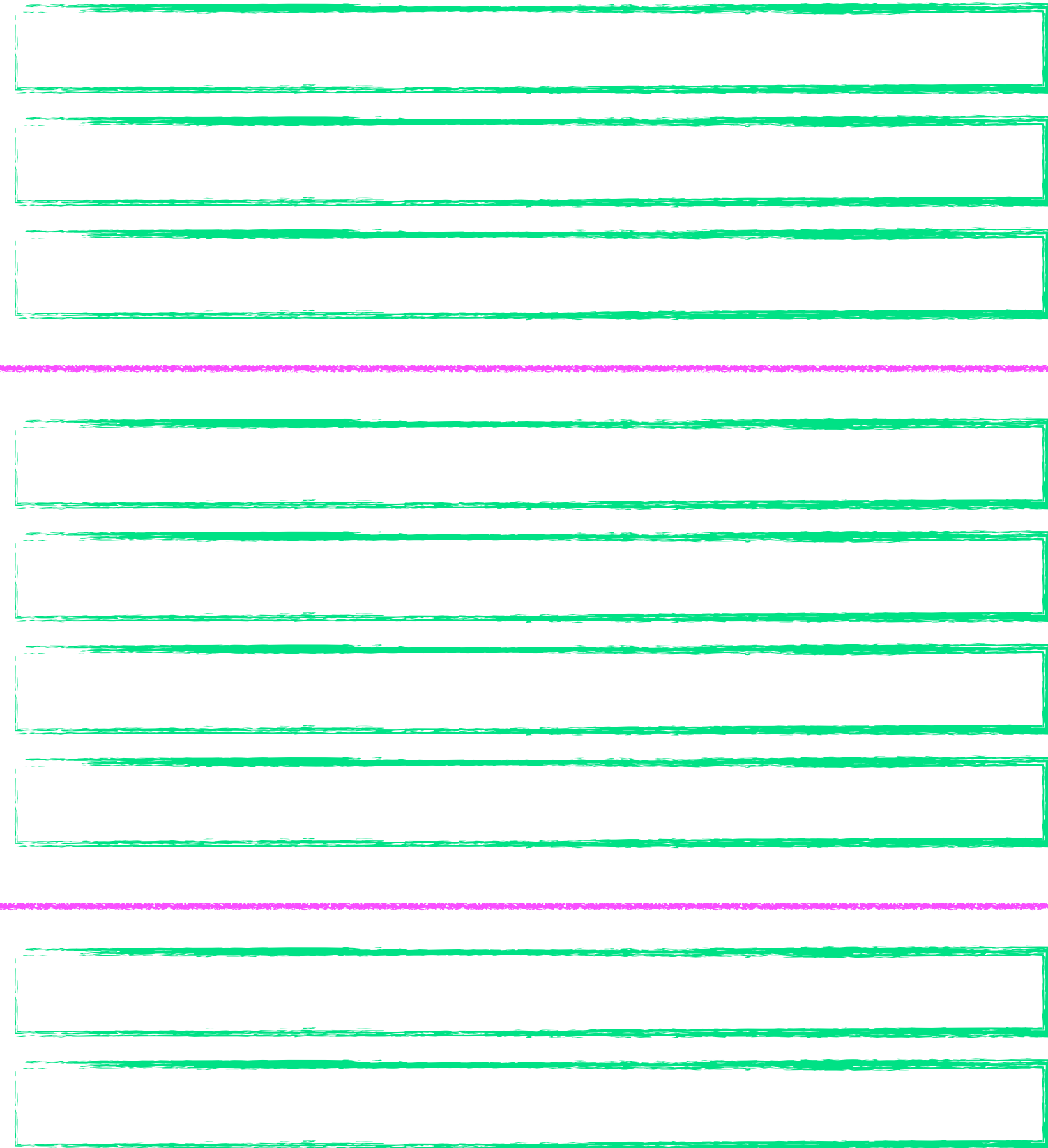
vs.

User Story Map

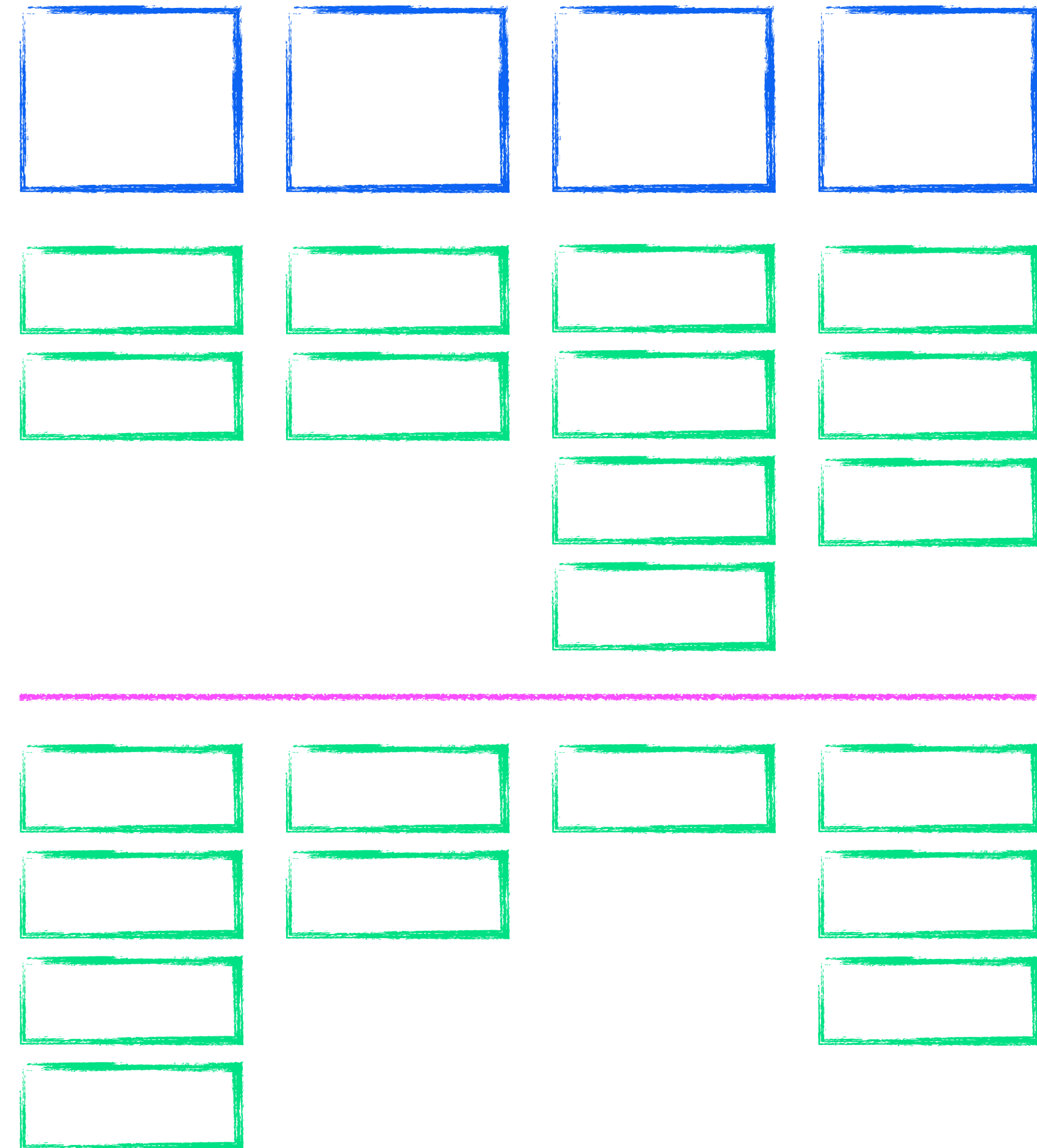




# flat backlog



# story map



# example: flat user story backlog


## Backlog





Board ▾ ⬆

🔍 QUICK FILTERS: Only My Issues Recently Updated



**Sample Sprint 5** 4 issues 8 0 3

02/Sep/14 5:34 PM • 15/Sep/14 5:34 PM Linked pages



- ↑ **SSP-4** As a team, I'd like to estimate the effort of a story in Story Points so we can understand the \ Version 3.0 Estimates  5
- ↑ **SSP-2** As a product owner, I'd like to express work in terms of actual user problems, aka User Stor Version 2.0 Estimates  2
- ↑ **SSP-6** As a scrum master, I'd like to break stories down into tasks we can track during the sprint Version 2.0 Estimates  1
- ↑ **SSP-14** As a user, I can find important items on the board by using the customisable "Quick Filters" ab Version 2.0 Filters  3

**Backlog** 9 issues Create Sprint

- ↑ **SSP-1** As an Agile team, I'd like to learn about Scrum Version 2.0  2
- ↑ **SSP-8** As a product owner, I'd like to include bugs, tasks and other issue types in my backlog Version 2.0  0
- ↑ **SSP-5** As a team, I'd like to commit to a set of stories to be completed in a sprint (or iteration) Version 2.0 Estimates 1

Sample Scrum Project / **SSP-4** ⋮ ×

As a team, I'd like to estimate the effort of a story in Story Points so we can understand the work remaining

Estimate: 5

**Details**

Status: TO DO

Component/s: Board

Labels: None

Affects Version/s: None

Fix Version/s: Version 3.0

Epic: Estimates ×

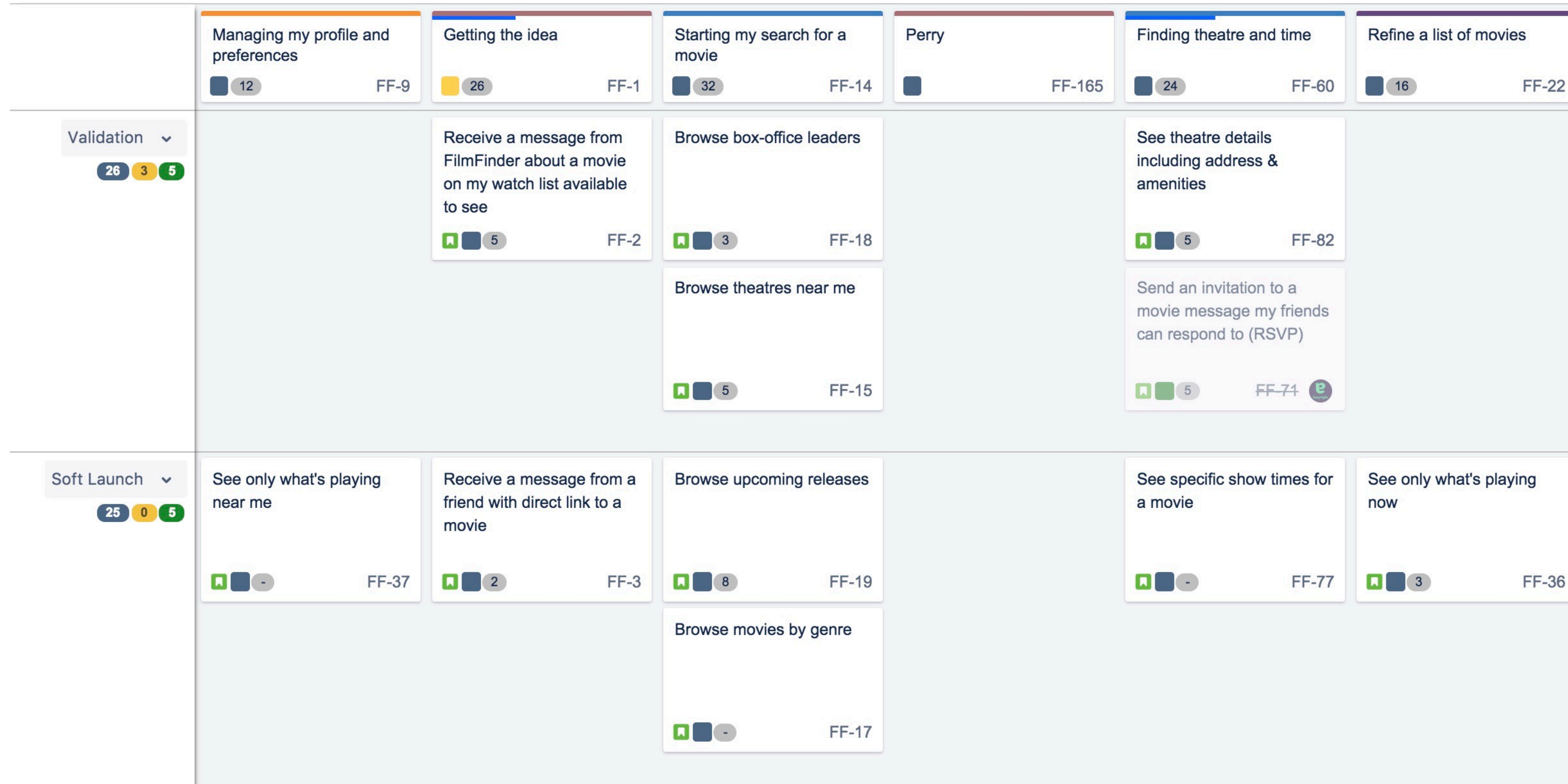
**People**

# example: user story map

Friendly Film Finder

## Story Map by Easy Agile

QUICK FILTERS: Theatre Unestimated Only My Issues Recently Updated





# what's wrong with flat user story backlogs?



Arranging user stories in the order you'll build them doesn't help me explain to others what the system does



BKL-1111



The flat backlog provides no context or 'big picture' around the work a team is doing



BKL-1121



For a new system, the flat backlog is poor at helping me determine if I've identified all the stories



BKL-483



Release planning is difficult with a flat backlog - how do you prioritise what to build first by an endless list?



BKL-345



The flat backlog makes it virtually impossible to discover the 'backbone' of your product



BKL-138



We spend lots of time working with our customers. We work hard to understand their goals, their users, and the major parts of the system we could build. Then we finally get down to the details - the pieces of functionality we'd like to build. In my head I see a tree where the trunk is built from their goals or desired benefits that drive the system; big branches are users; the small branches are twigs and the capabilities they need; then finally, the leaves are the user stories small enough to place into development iterations.

After all of that work, after establishing all that shared understanding I feel like we pull all the leaves off the tree and load them into a leaf bag - then cut down the tree.

That's what a flat backlog is to me. A bag of context-free mulch - I need that context in order for me to really tell a story about the system - **Jeff Patton**

USE CASES

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# How User Story Mapping Assists Teams





# product managers



## What do they do? What do they care about?

- Setting the product vision/strategy
- Defining the 'why', 'when', 'what', 'how' and 'who' of the product that will be built

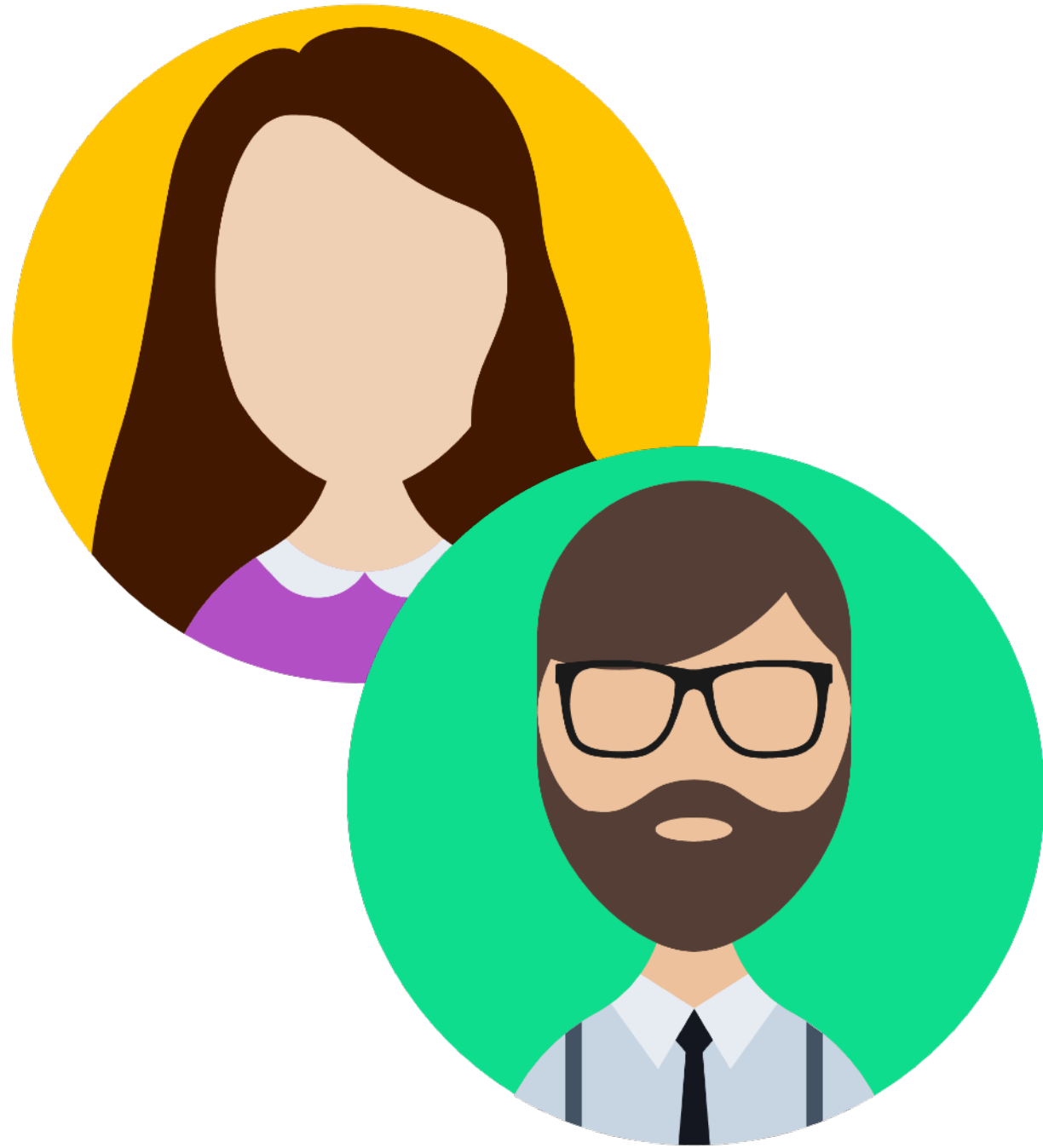
## What do they want?

- Streamlined communication systems with all stakeholders
- Efficient systems for planning projects, sprints, and timelines for the next big release

## User Story Mapping can help with the following:

- Tracking customer experience/customer outcomes
- To understand how/if the customer journey informs product vision/strategy
- Communicating product vision to all stakeholders

# development managers



## What do they do? What do they care about?

- Manage scope, timelines, and resources for an on-time release
- Ensuring expectations are met and all stakeholders are happy with the end product

## What do they want?

- Streamlined communication systems with all stakeholders to ensure expectations are being met
- Efficient systems to ensure the development team has clear short and long term goals and a means of tracking workflow

## User Story Mapping can help with the following:

- Understanding how their customers communicate their expectations of product releases to them and their team
- Relaying that information to the development team
- Using this information to shape the development of future products

# customer service managers



## What do they do? What do they care about?

- Ensuring the needs of their customers have been satisfied

## What do they want?

- Streamlined communication systems with all stakeholders to ensure expectations are being met
- Ways of capturing the customer experiences and improving the customer journey

## User Story Mapping can help with the following:

- Communicating customer inquiries, feedback, expectations to all stakeholders
- Capturing the customer journey to influence product vision?
- Equipping them with all the tools/information they need to respond to customer enquiries/feedback



CASE STUDY

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# Understanding What Your Customers Want With User Story Maps



Nicholas Muldoon  
Past Product Manager of Jira Agile @ Atlassian  
Past Agile Coach @ Twitter

My introduction to user story mapping came in early 2011 when I was the JIRA Agile Product Manager. We were exploring a completely new approach to supporting agile teams within JIRA; name name *Rapid Board*. We needed to revisit the way we framed our backlog and communicated our roadmap. **And to our delight to user story mapping technique worked extremely well.**

Prior to learning about agile User Story Maps, I'd simply add stories to the existing backlog ordered by customer value. As you can imagine, the backlog grew quickly and didn't have much structure aside from the linear order of the issues. And with only the top 50 or so items ordered, the rest was a real mess.

The "flat" product backlog didn't explain the customer's journey or what they were trying to achieve. It was just feature after feature. Clearly this wasn't the best way to represent the awesomeness that was *Rapid Board* to our customers and internal stakeholders.

User story mapping is the best technique I've come across to gain shared understanding within an agile team. Every team member participates in the session and it may take from 90 minutes to several hours over a couple of days.

CASE STUDY

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# Essentials of Agile User Story Mapping At Twitter



John Walpole  
Senior Staff TPM @ Twitter





# Essentials of Agile User Story Mapping



JOHN WALPOLE | SENIOR STAFF TPM | TWITTER | @JWALPOLE