

# Story Mapping Through Exercises

Mark Levison



Todd Charron



# User Story

---

- ❖ “An Invitation to a Conversation” - Alistair Cockburn







Search Email	File Emails	Compose Email	Read Email	Delete Email	View Calendar	Create Appt	Update Appt	View Appt	Create Contact	Update Contact	Delete Contact
--------------	-------------	---------------	------------	--------------	---------------	-------------	-------------	-----------	----------------	----------------	----------------

Search by Keyword <sup>WIP</sup>	Move Emails	Create and send basic email <sup>Done</sup>	Open basic email <sup>Done</sup>	Delete email	View list of appts <sup>Done</sup>	Create basic appt <sup>Done</sup>	Update contents /location	View Appt <sup>Done</sup>	Create basic contact <sup>Done</sup>	Update contact info <sup>WIP</sup>
	Create sub folders <sup>Done</sup>	Send RTF e-mail	Open RTF e-mail		View Monthly formats <sup>WIP</sup>	Create RTF appt		Accept/Reject/Tentative		

Release 1

Limit Search to one field		Send HTML e-mail	Open HTML e-mail	Empty Deleted Items	View Daily Format	Create HTML appt	Propose new time		Add address data	Update Address Info	Delete Contact
Limit Search to 1+ fields		Set email priority	Open Attachments			Mandatory/Optional					

Release 2

Search attachments		Get address from contacts			View Weekly Formats	Get address from contacts		View Attachments	Import Contacts	
Search sub folders		Send Attachments			Search Calendar	Add Attachments			Export Contacts	

Release 3



# Fred

---

- ❖ Job: Editor
- ❖ Very Small Fantasy Press
- ❖ Earning: NOT ENOUGH
- ❖ What he does - Everything



# Work in Pairs/Triples

---

# Create Your Personas

---



# Activities/Needs

---

## Activities/Needs

Create Book with  
Pre Order  
Information

Upload EBook

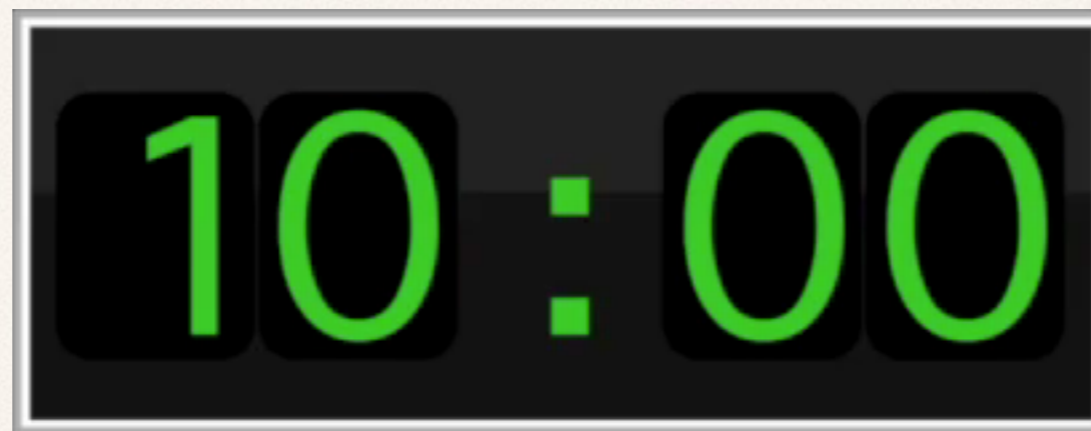
Add Reviews

GO Live!

Time

# Needs/Activities for Your Personas

---



# Create and Map User Stories

## Activities/Needs

Create Book with  
Pre Order  
Information

Upload EBook

Add Reviews

GO Live!

## Time

As Fred I want to  
add a book title so  
people can find it

As Fred I want to  
upload the mobi file  
so buyers can get it  
on their kindle  
immediately

As Fred I want to  
add book  
description so  
people will know  
what's inside

As Fred I want to  
upload the epub file  
so buyers can get it  
on their ???  
immediately

As Fred I want to  
add the ISBN  
Number

As Fred I want to  
add the books  
weight so shipping  
costs can be

Relative  
Priority

# Create and Map Julia/Rob User Stories

---



# Minimum Viable Product

---



# Works well with

---

- ❖ Personas
- ❖ Affinity Grouping, Group by Themes
- ❖ Understanding Epics
- ❖ Lego Serious Play
- ❖ Multiple Teams
- ❖ ....

# Benefits

---

- ❖ Tactile
- ❖ Memorable
- ❖ Visual
- ❖ Explore User Needs
- ❖ See the Whole
- ❖ See the Holes
- ❖ Helps Stakeholders et al

# References

---

- ❖ Idea: Jeff Patton
- ❖ [http://www.agileproductdesign.com/blog/the\\_new\\_backlog.html](http://www.agileproductdesign.com/blog/the_new_backlog.html)
- ❖ [http://www.agileproductdesign.com/presentations/user\\_story\\_mapping/index.html](http://www.agileproductdesign.com/presentations/user_story_mapping/index.html)
- ❖ [http://www.agileproductdesign.com/writing/how\\_you\\_slice\\_it.pdf](http://www.agileproductdesign.com/writing/how_you_slice_it.pdf)
- ❖ <http://winnipegagilist.blogspot.ca/2012/03/how-to-create-user-story-map.html>
- ❖ <http://www.learninggeneralist.com/search/label/story%20mapping>