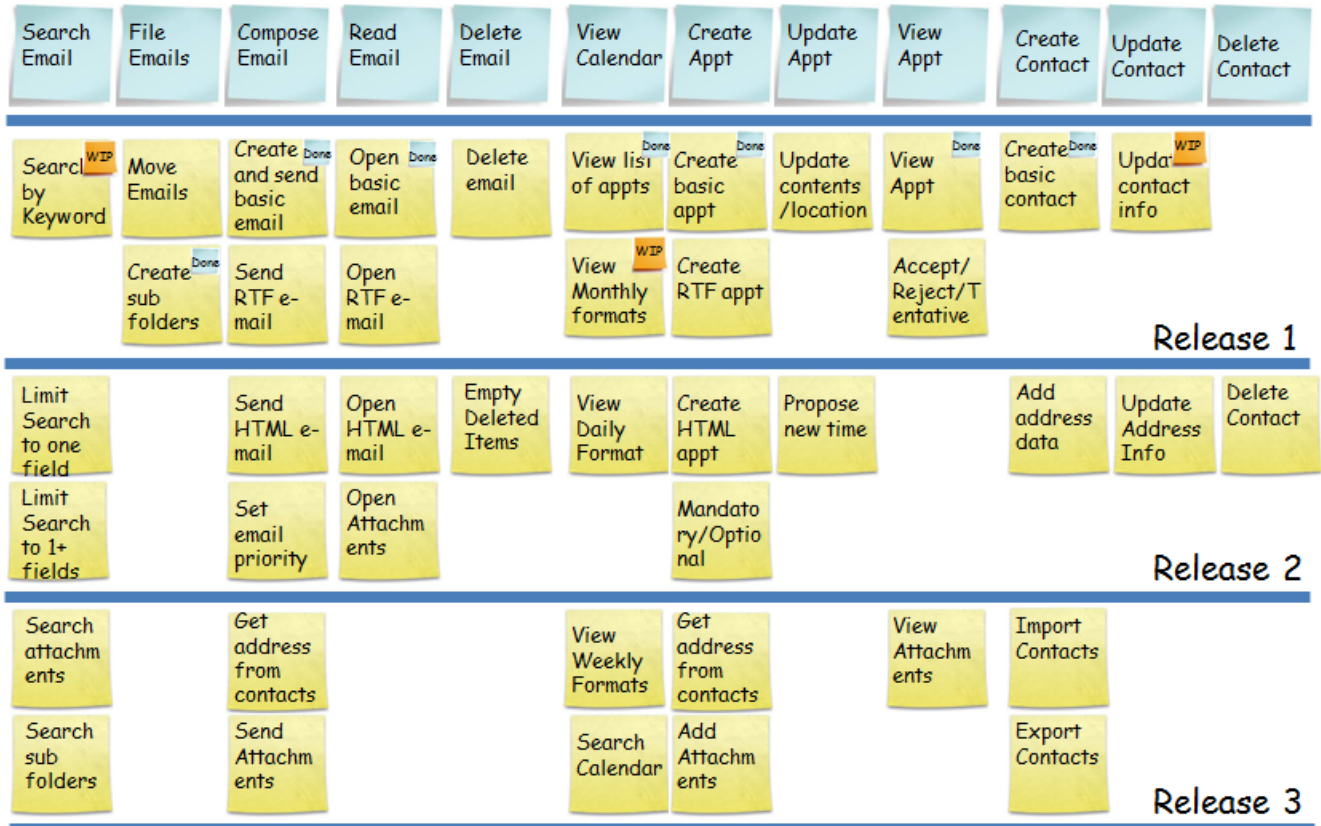


Struggling to delight your users? Don't know how to get from business problems to user stories?

What is a Story Map?

A story map is a tool to help the team model the user's needs and translate to something that they can build. It is a two dimensional picture of the user's needs.



See Footnote <sup>1</sup>

## Why use them?

They're more systematic than just creating User Stories from a vision statement. The form lends itself to working with the end users and spotting gaps.

## Worlds Smallest Online Bookstore Vision

Smallestonlinebookstore.com caters to the view that Amazon is wrong, an infinite supply of books is too much. Readers don't want an infinite supply just right choice for their next book. They don't want to spend hours agonizing, instead they want to spend that time reading.

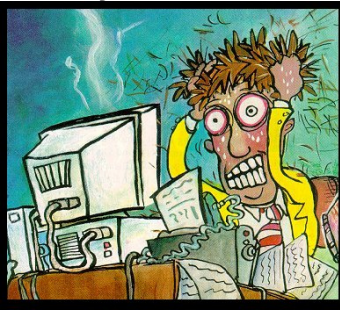
This bookstore will be fully integrated into Facebook, GoodReads, LibraryThing and as many others sites as we can.

<sup>1</sup> This picture while a useful idea, might not have been built in one story mapping session. Nor is it useful to have this much detail for release 3, if that release is months away.

- **Name:** Smallestonlinebookstore.com - the easiest place to buy books
- **Purpose:** Make it easy to buy your next great book without wasting all your time
- **Customers:** Readers of all varieties
- **Benefits:**
  - o Time saved
  - o Fewer dollars wasted on boring books
  - o Easy to get a book home
  - o Email notification of when your book has shipped and precise tracking information as to when it will arrive at your door
- **Differentiators**
  - o Books are read and reviewed by our staff
  - o Public reviews only come from real people (not authors and publishers)
  - o Public API to embed into your book related site
  - o Real Staff on hand to answer all your questions
  - o Friend recommendation service based on the people you know

## How do we build them?

### Identify and Model Users



Example: **Fred** - The Small Publisher.

Fred's company "Very Best Small Fantasy Press" are publishers for the only best Fantasy Fiction. They publish 15-20 books a year. Most years one of their books wins a major Fantasy award. Fred's job requires he do everything soliciting authors, some editing work, sourcing artwork and listing the books on every e-book store from Amazon to WorldsSmallestOnlineBookStore. Fred doesn't list books often but when he does he doesn't want to remember all of the idiosyncrasies of the different sites (Amazon, Barnes and Noble, Chapters, WorldsSmallestOnlineBookStore). Fred just wants to list titles with a minimum of fuss.

Fred like everyone in the publishing industry uses a MacBook Pro with a 27" Monitor attached to it. Fred never has less than 20 applications open a time. His copy of Safari has at least 20 tabs open at one time. Fred doesn't use a smart phone - he doesn't understand why people would want to see their email to follow them home.

### Fred's Story:

**Monday** Fred's boss walks into his office and asks how the launch of their next three novels is going. Are they ready to go live at the end of the week in time to meet the Christmas demand? Are they available for pre-order on all book ordering sites? Have the reviewers started to write their reviews? How is the social media campaign going. When his boss leaves Fred groans thinking about the amount of work in the week ahead. Fred yells at his assistant demanding more coffee, then he fires up websites for Amazon, WorldsSmallestOnlineBookStore etc - none of them have his books listed yet. *Because Fred hasn't read about the effectiveness of multi-tasking he's going to try and do them all at once.* Fred logs into each site in turn and then starts entering data (title, author, publisher, ISBN, editorial review summaries). Everytime a site takes a few seconds he switches browser tabs and moves to the next site. Along with the previously mentioned items by lunch he's entered: Book Description, Price, Pre-Order information, Edition #, Dimensions, Weight, Tagged (i.e. Historical, Epic, Classics, ...) and reading level. He's also uploaded .mobi and .epub files wherever its possible. He's ready for lunch.

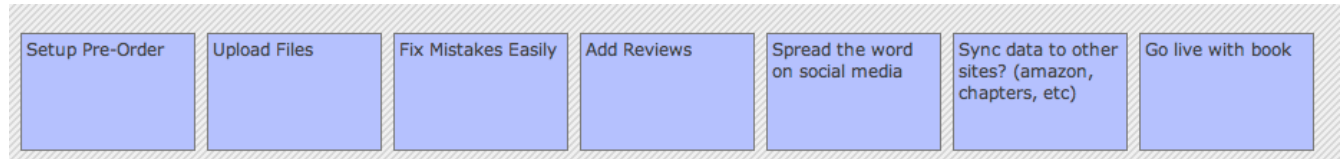
After lunch his assistant comes into the office and points out that he got ISBN, Prices and Book Descriptions mixed up for several books. Ugh rework ahead.

## Identify Measurable Product Goals

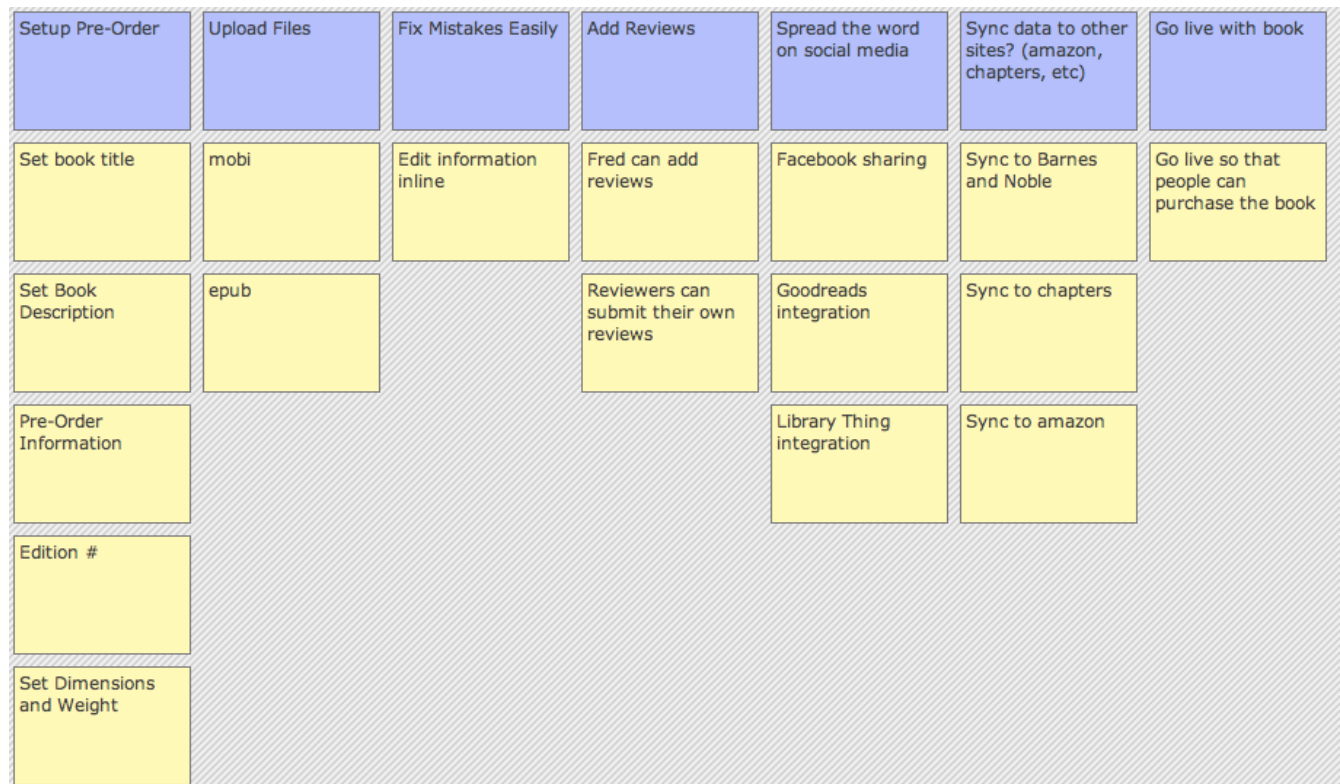
Based on what we know about Fred and “Very Best Small Fantasy Press” we need to be the easiest site for a small publisher to work with. We need to be fast so that Fred never has a reason to switch tabs. We need to make it easy to correct mistakes so when Fred makes them he can correct them quickly.

## Needs -> Map

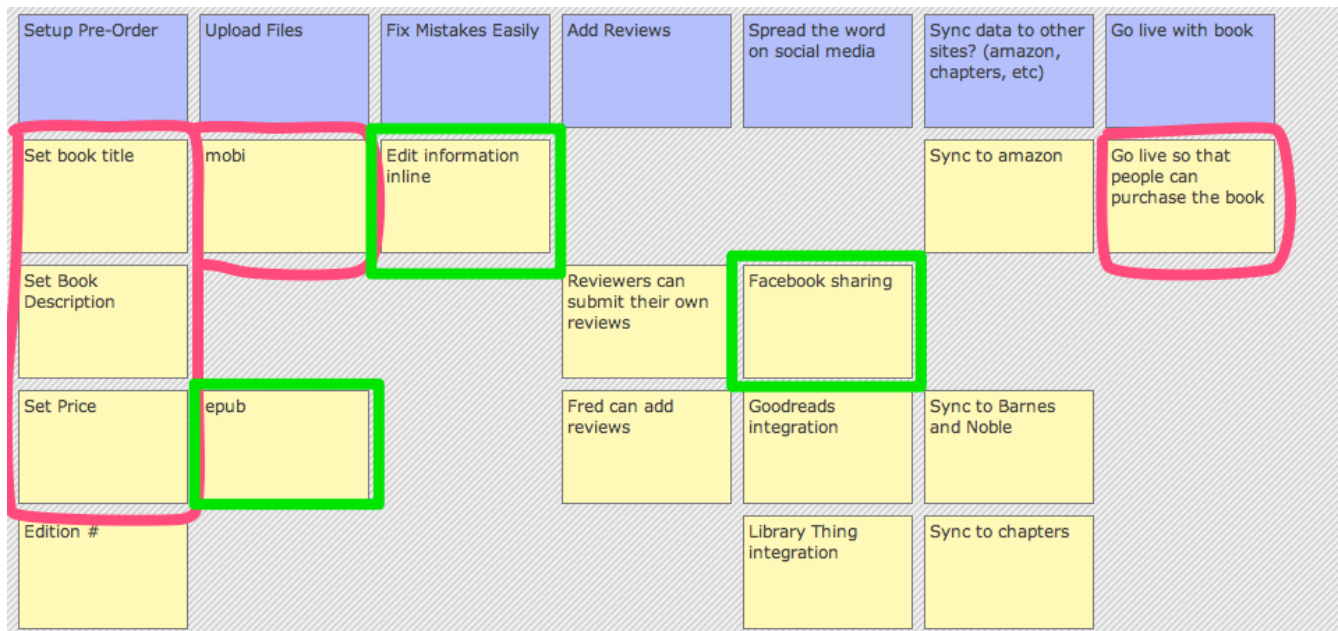
Find Fred’s Basic tasks and turn them in a linear Map. Don’t stress over order it can be changed easily later.



Create User Stories for each need (often several) and add them to the Map. Hint this is a collaborative effort.



Walk the Map with your Team, Start to Reorder in Priority Order



Two key points:

Collaborative effort - creating a Story Map is a tool to get team members/stakeholders/PO to discuss the Users' needs. Its not something that can be done in isolation.

Once you have the first draft complete you need to walk through it with the team members who were present.

The pictures I created come from cardmapping.com and can be found at <http://cardmapping.com/maps/2617>

## Exercise

Time ~30 minutes

Based on the Personas and their personal stories that we've provided we're going to create new User Stories and Populate them in our map

Read the Persona/Story and discuss with others at your table	5 minutes
Find the key tasks/needs they're trying to achieve and add them to your Map	5 minutes
Create User Stories for those tasks and Add them to your Map	10 minutes
Prioritize your Stories (often discovering new Stories)	5 minutes
What is your MVP/First Release?	5 minutes

## Story Mapping References

[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>

## **Electronic Tools for Distributed Teams**

<http://www.cardboardit.com/>

<http://cardmapping.com/>

<http://en.linoit.com/>