A STORY MAP IS WORTH A THOUSAND WORDS
Aol

curb > accenture

High performance. Delivered.

@elliotsusel
WHO ARE YOU?

PRODUCT OWNER OR MANAGER
SCRUM MASTER OR PROJECT MANAGER
SOFTWARE ENGR OR QA ENGR
UI OR UX DESIGNER
AGENDA

Documentation - a brief history

Story Mapping

Breakout

Delivery

Q&A
Documentation
A Brief History
A completely unscientific estimation of the 
# of Tears shed over requirements that 
start with “The System Shall”
SRS
System Requirements Specification
The SRS may be one of a contract deliverable Data Item Descriptions[^3] or have other forms of organizationally-mandated content. An example organization of an SRS is as follows:[^4]

- Introduction
  - Purpose
  - Definitions
- System
  - System Interfaces
- User Interfaces
- Software interfaces
- Communication Interfaces
  - Memory Constraints
- Operations
  - Site Adaptation Requirements
- Product functions
  - User characteristics
  - Constraints, assumptions and dependencies
- Specific requirements
  - External interface requirements
  - Functional requirements
  - Performance requirements
  - Design constraints
  - Standards Compliance
  - Logical database requirement
  - Software System attributes
  - Reliability

Requirements Traceability Matrix
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Backlog

But we’re Agile!
Plan Mode

Plan Mode is where you scrub your backlog: review, estimate, and prioritise your stories and bugs, then create and plan sprints (iterations of work).

1. Get some Stories into the Backlog
Create issues for your backlog — or if you have an existing project, point the Rapid Board's filter to it.

2. Estimate Stories
Click through the issues in your backlog to show details on the right-hand side of the screen. Plug in your estimates (in story points) as you go.

3. Prioritise the Backlog
Rank the stories in your backlog (drag-and-drop them). Then pull the sprint marker down to grab a set of issues you'd like to tackle for your sprint.

Plan, and Plan Again
Click the "Start Sprint" button and your selected stories will move out of Plan Mode into Work Mode.

While a sprint is active in Work Mode, you can still plan a subsequent iteration here in Plan Mode — but you won't be able to start it until the active sprint in Work Mode is completed.
STORY MAPPING
STORY MAP = SCOPE DOC

REFLECTS USER EXPERIENCE

HUMAN-READABLE

HIGH-LEVEL

VISUAL AID

SIMPLE
Story Mapping (as I learned it)
STORY MAP = SCOPE DOC

REFLECTS USER EXPERIENCE

HUMAN-READABLE

HIGH-LEVEL

VISUAL AID

SIMPLE
SEDAN BOOKING APP
WITH STORY POINTS AND VERSION #
User Story Mapping

DISCOVER THE WHOLE STORY, BUILD THE RIGHT PRODUCT

Jeff Patton
with Peter Economy

Forewords by Martin Fowler, Alan Cooper, and Marty Cagan
Story Map Layout

Core Activity 1
- Task 1
  - Subtask 1
  - Subtask 2
- Task 2
  - Subtask 1
- Task 3
  - Subtask 1

Core Activity 2
- Task 4
  - Subtask 1
- Task 5
  - Subtask 1
- Task 6
  - Subtask 1

Subtask 3
Subtask 4
SEDAN BOOKING APP

**Registration**
- Enter Contact Information
- Enter Credit Card
- Set Password

**Booking**
- Set pickup details
- Confirm Pickup Details
- Receive updates on my Sedan

**Payment**
- Charge Credit Card
- In-app Payment Confirmation
- Email Receipt to Rider
Registration

Enter Contact Information

First Name
Last Name
Email

Enter Credit Card

CC #
CVV
Expiration Date

Set Password

Enter Password
SEDAN BOOKING APP

Registration
- Enter Contact Information
  - First Name
  - Last Name
  - Email
  - Privacy Policy URL
  - TOS URL
- Enter Credit Card Information
  - Name
  - Credit Card Number
  - CVV
  - Expiration Date
- Set Password
- Welcome Email
  - Send Email

Booking
- Set Pickup Details
  - Enter Location via Map
  - Tap Map
  - Adjust Location Pin
  - Submit Location
- Enter Location via Address
  - Tap Address Bar
- Type Address
- Confirm vs. Disambiguation
- Submit Location
- Set Time
- Hours
- Minutes
- AM/PM
- Set Date
- Month
- Day
- Display Address
- Display Date
- Display Time
- Display Driver Name
- Display ETA

Payment
- Confirm Pickup Details
- Receive Updates on my Sedan
- Display Sedan on Map
- Payment Confirmation
- Charge Card on File
- Charge Credit Card
- Amount Charged
- Display last 4 digits of card
- Route
- Display of Paper Towels
- Driver Name
- Last 4 digits of card
- Email Receipt
Account for **WHO** and **WHY**

**Lean Canvas**

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique value proposition</th>
<th>Unfair advantage</th>
<th>Customer Segments</th>
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<tbody>
<tr>
<td>top 3 problems</td>
<td>top 3 features</td>
<td>single, clean, compelling message that states why you are different and worth buying</td>
<td>can't be easily copied or bought</td>
<td>target customers</td>
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</tbody>
</table>

**Existing Alternatives**

How customers solve these problems today

**Key metrics**

key activities you measure

**Distribution Channels**

path to customers

**Early Adopters**

**Cost Structure**

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

**Revenue Streams**

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Based on work by Ash Maurya, scrumology.net, Alexander Osterwalder, and Lucas Cervera. Licensed under Creative Commons Attribution-Share Alike 3.0 Unported License.
Story Map your Morning Routine

**STEPS:**
1. List all the things that you do in the morning (one post-it each)
2. Group post-its into categories
3. Arrange as a user story map, fill in gaps or add tasks/subtasks
4. We’ll regroup, and explain our story maps

![Story Map Diagram](image)
DELIVERY
MVP

Highest return on investment versus risk
It looks real
You quickly discover it’s not yet built
Hopefully you give us your contact info
Wizard of Oz

It looks real
Behind the scenes it’s manual
But we don’t tell you that
Concierge

It looks real
Behind the scenes it’s manual
And we let you know it’s manual
Piecemeal

It looks real
We use existing tools
We may or may not let you know that
SEDAN BOOKING APP

Registration
- Enter Contact Information (3 points)
- Add Credit Card (13 points)
- Set Password (8 points)

Booking
- Set pickup details (5 points)
- Confirm Pickup Details (1 point)
- Receive updates on my Sedan (20 points)

Payment
- Charge Credit Card (20 points)
- In-app Payment Confirmation (5 points)
- Email Receipt to Rider (3 points)

Key
- v1
- v2
- Story Points
SEDAN BOOKING APP

SPRINT THEMES

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Registration
- Enter Contact Information (3)
- Add Credit Card (13)
- Set Password (8)

Booking
- Set pickup details (5)
- Confirm Pickup Details (1)
- Receive updates on my Sedan (20)

Payment
- Charge Credit Card (20)
- In-app Payment Confirmation (5)
- Email Receipt to Rider (3)

Key
- v1
- v2
- Story Points
# SEDAN BOOKING APP

## SPRINT THEMES

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### Registration
- Enter Contact Information
- Add Credit Card
- Set Password

### Booking
- Set pickup details
- Confirm Pickup Details
- Receive updates on my Sedan

### Payment
- Charge Credit Card
- In-app Payment Confirmation
- Email Receipt to Rider

---

**Key**
- v1
- v2
- Story Points

**Notes:**
- Sprint Themes Table
- Registration and Booking features
- Payment options
- Key for diagram points

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## MULTIPLE TEAMS

**STEP 1: LIST TEAMS & ITERATIONS**

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# MULTIPLE TEAMS

## STEP 2: ADD PROJECTS

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REALITY IS NOT ALWAYS PRETTY

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CONCLUDING THOUGHTS
SHARED UNDERSTANDING IS NOT EASY
FAST & ITERATIVE > BIG HONKIN’ DOC
CONVERSATION > DOCUMENTATION
STORY MAP != CONVERSATION
!= REQUIREMENTS
!= USER EXPERIENCE
== VISION
Questions?

elliot.susel@gmail.com
Tools

Google Drawing

CardBoard

JIRA – Story Map Plugin

StoriesOnBoard

FeatureMap

SmartView
Sources & Resources

Wikipedia:
https://en.wikipedia.org/wiki/Minimum_viable_product
https://en.wikipedia.org/wiki/Software_requirements_specification
https://en.wikipedia.org/wiki/Traceability_matrix

Envato:
http://marketblog.envato.com/ux/straightforward-tactics-testing-minimum-viable-products/

The Next Web:

Atlassian University:
https://university.atlassian.com/uac/2.0/courses/end-user/jira-agile/v59/rapid-board/rapid-board-scrum/lessonSections/01/lessonSectionSteps/0/tourImageBinary/greenhopper59--rapid-board-for-scrum6.png

Quick Landing Pages:
QuickMVP.com
Launchrock.com

Recommended Reading List:
https://docs.google.com/document/d/1Kfub4LUEEREI9ThHSy045fLF-YWf9fsNYVfIoONya2k/edit