Ghostbusting User stories
User Story
Ghosts
Mobile device usage

What if the CEO still uses a Blackberry?
I ain't afraid of no ghost
Find all the users and understand them
Where’s the body?
We’ve focused on writing user stories
As a [actor]

I want [feature]

So that [benefit/outcome]
Card
Conversation
Confirmation

Ron Jeffries 2001
As a [actor]
I want [feature]
So that [benefit/outcome]
Focus on conversations, record them with a Dictaphone
Given a guest with a room reservation
And the guest holds ‘Silver loyalty membership’
When the guest checks in
Then they are given a free drinks voucher for every night of their stay
Use an active voice
Passive voice puts the action before the actor.
Active voice puts the actor before the action
The guest was checked in by Roy

Roy checks in the guest
The house was painted
The teacher always answers the students’ questions
Baby Mylo was delivered at 5:17 p.m. yesterday.
Find all the users and understand them
As a [actor]
I want [feature]
So that [benefit]
Personas
A model created from a collection of attributes
from quantitative or qualitative research
Customer interviews
Online surveys
Demographic data
Technical Support
"Insert quote that characterises this persona in one sentence."

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Personas are data-driven representations of users

Leanne
Always travelling and connecting remotely
Computer: Macbook Pro
OS: OS X and Linux
Mobile: iPhone 6

Tony
Works from the Bristol office and visits London one a month
Computer: MS Surface
OS: Windows 10
Mobile: Windows Phone

Jane
Works in the London Office
Computer: Dell
OS: Linux and Windows
Mobile: Android
Agile conference attendee persona
59% 1000+ Employees
23% agile coach
45%
Advance agile experience
There is no average agile conference attendee
Personas suffer from confirmation bias
Causality is forgotten

A causes B
Limiting the number of personas helps the product owner and not the customer
Personas tell you who will be interacting with your solution, not what problems they need solving.
As a [role]
I want [feature]
So that [benefit]
Personas can be saved with a little surgery...
Amputate and package the pain points and tasks as Roles
Roles
Define Roles

Data-driven research
Use surveys, interviews and job descriptions

Responsibilities
The individual and teams duties and objectives

Personas
Some persona traits suit a role, what are the typical ones?

Personality types
Discover detail by decorating
Given a guest with a room reservation
And the guest holds ‘Silver loyalty membership’
When the receptionist checks in the guest
Then they are given a free drinks voucher for every night of their stay
What other roles?

As a [role]
I want [feature]
So that [benefit]
Tony the receptionist checks in a guest
Tony the receptionist checks in a gold club guest
Leanne

PERSONA TRAITS
Always travelling and connecting remotely
Rather inpatient and hates software being slow

PERSONA DEMOGRAPHICS
Web browser: Chrome, Firefox, IE11, Edge, Safari
Mobile devices: Android, iOS, Windows Phone
**ROLES**

<table>
<thead>
<tr>
<th>ROLE NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booked Guest</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESPONSIBILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn up to the correct hotel</td>
</tr>
<tr>
<td>Check out at the correct time</td>
</tr>
<tr>
<td>Pay for the hotel room(s)</td>
</tr>
</tbody>
</table>

**PAIN POINTS**

<table>
<thead>
<tr>
<th>Pain Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quickly check the details of my booking</td>
</tr>
</tbody>
</table>

**RELATED PERSONAS**

<table>
<thead>
<tr>
<th>Related Personas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
Generate too many ideas?
Having conversations
Gold Loyalty Member
Reward loyal guests at check-in

As a Loyalty Club member when I check-in I receive free items so that I’m encouraged to stay again
Leanne

Always travelling and connecting remotely

Rather inpatient and hates software being slow

Web browser
- Chrome
- Firefox
- IE11
- Edge
- Safari

Mobile devices
- Android
- iOS
- Windows Phone
ROLES

CFO

RESPONSIBILITIES

Produce cash flow forecasts
Oversee payments to suppliers
Finance the construction of new hotels

PAIN POINTS

Receiving summaries of account ledgers
Exploratory Testing role play
Security?
Performance over slow or failing connections?
Find all the users and understand them

Avoid templates

Have conversations

Check your language
Personas can create a Frankenstein user of bias and stereotypes with no connection to reality.
Personas tell you who will be interacting with your solution, not what problems they need solving.
Personas and Roles
Carefully separate personas and roles

Discover new users
Iterate through combinations of Personas and Roles to generate ideas
Thank you!

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