See The Value

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Putting Value First and Tools to help you do it!
Story Map of a Taxi app

**Users**
- You
- Dispatcher
- You
- Taxi Driver

**Goals**
- Request booking
- Select taxi
- Payment

**Activities**
- Schedule Time
- Chose Pick-up Location
- No Smart phone
- Online available
- Online not available
- Drop-off Estimation
- In-app secure CC payment
- Chose to pay driver

**Stories**
- Immediate pickup
- Use GPS
- Send Txt Message
- Select avail. Taxi company
- List available Taxi companies to call
- Get receipt by email
- Use previous location
- Book online
- Track Taxi location on Map
- In-app secure CC payment
- Chose to pay driver
- Later pickup
- Enter Location
- Special directions
- Later pickup
- Enter Location
- Special directions
- Change a Booking
- Special directions
- Change a Booking
Build your own story map

**Users**
- Employee
- Administrator

**Goals**
- Manage Courses
- Registration
- Manage Feedback

**Activities**
- Create Course
- Update Course
- Manage Users
- Enter Course Description
- Change Course Information
- Create User
- Set Course Schedule
- Cancel Course
- Assign Users to Groups
- Trainer Assignment
- Cancellation Notification
- Inactivate User
- Update Training Calendar
- Update Training Calendar
- Create User
- Assign Users to Groups
- Inactivate User
- Update Training Calendar

**Stories**

- There will be a Training admin team that will manage course description, details, booking, etc.

- Employees will be able to browse the possible courses (by category, by day/time, by trainer, etc)

- Employees will be able to create and manage registrations and provide feedback after the training

- Training admin will be able to analyze feedback and work on creating courses tailored to employees needs
### $100 allocation

**How to shop for a new car**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Why</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 doors</td>
<td>Baby car seat is easy</td>
<td>$30</td>
</tr>
<tr>
<td>Red</td>
<td>Favorite color</td>
<td>$5</td>
</tr>
<tr>
<td>Price</td>
<td>Low monthly payments</td>
<td>$20</td>
</tr>
<tr>
<td>Good on gas</td>
<td>Save weekly</td>
<td>$35</td>
</tr>
<tr>
<td>Sun roof</td>
<td>More daylight</td>
<td>$10</td>
</tr>
</tbody>
</table>
Kano model for Customer Satisfaction
Taxi Story Map with Value Points

**Users**
- You
- Dispatcher
- Taxi Driver

**Goals**
- Request Booking: 500
- Select Taxi: 350
- Payment: 150

**Activities**
- Schedule Time: 225
- Choose Pick-up Location: 225
- No Smart Phone: 50
- Online Available: 300
- Online Not Available: 50
- Payment Estimation: 10
- Safe In-App Options: 100
- Pay Driver: 40

**Stories**
- Immediate Pickup: 100
- Enter Location: 100
- Send Txt Message: 40
- Select Avail. Taxi Company: 150
- List Avail. Taxi Companies to Call: 50
- Drop-off Estimation: 10
- In-app Secure CC Paymnt: 65
- Choose to Pay Driver: 40
- Later Pickup: 50
- Use GPS: 100
- Book Online: 10
- Track Taxi Location on Map: 80
- Receive Ride Alerts: 50
- Get Receipt by Email: 35
- Select Pickup Time: 50
- Use Previous Location: 15
- Taxi Flag: Phone with Taxi Number: 20
- Change a Booking: 25
- Special Directions: 10
Size Matters

Lower value delivered quickly is better than higher value never delivered
Let’s update your Story Map

- Assign value points to goals, activities and stories
- Size your stories according to effort
  - Coffee cup sizing
  - T-Shirt sizing
Minimum Viable Product (MVP)
Feature Sets

- MMFS: Minimally Marketable Feature Set
  - What is minimal?
- SMURFS:
  - Specifically Marketable
  - Understandably Reasonable
  - Feature Sets
Existing Systems?

• Find the smallest valuable feature
• Deliver to users and gather feedback
• Repeat!
Finish your Story Map

- Review priority of stories one last time
- Define your MVP
ROI going down

Value

Time

$$$$
Project scheduling

Team

PI
P2
P3
P4
What to build?
Project scheduling

P1

G1  200
G2  700
G3  100

P2

G1  800
G2  175
G3  25
You will never burn down the entire backlog

Develop only the valuable part of each initiative, and move earlier to the next one when it makes sense
Thank You!

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