The Secret to a Better Backlog-Story Mapping

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Captured as Requirement
Agile Version
Doing Better

- Idea
- Stakeholder Interviews
- Value Stream Map
- Story Map
- Persona Map
- User Story
- Wireframes
- Cognitive Walkthrough
- Customer Interviews
- Persona
Seeing the Big Picture

Story maps are a way to give the entire team the context for packaging and ordering user stories.

Story maps build a delivery map of the order in which the work is to be performed.

Story maps give us focus and context based on the end users perspective.

Story maps provide a release map of the order in which to deliver the completed work.

Story maps begin with the Business Process maps and Personas...
3 Steps To Build a Better Story Map

1. Value Stream Map
2. Identify Core Persona
3. Map Core Persona’s Journey as Story Map
1. Value Stream Mapping

Start with a Value Stream Map of the **flow of work**

This is for an online shopping site

![Value Stream Mapping Diagram]
Class Problem: Mobile app for moving company drivers

- Local mover operating for past 10 years in SE Michigan area
- Founders started company as juniors in high school to make money for college
- Company has grown to have offices in Detroit, Ann Arbor, Grand Rapids, Traverse City and Lansing and is expanding fast across Michigan and nearby states
- Need to communicate with drivers in real time about changes to routes for additional pickups, traffic problems, emergencies, and driver assistance
- Provide drivers with method to collect payment from customer at time of goods delivery
- Provide drivers with a way for them to record their expenses to expedite the reimbursement process
Build Your Own

Working in teams of 4-5 people, build your value stream map for the local moving company class problem...
Exercise Debrief

Teams share their value stream map
2. Persona’s

- A description of a specific fictional character who uses the system.
  - Demographic: Name, Sex, Age
  - Psychographic: Goals, Motivations
  - Activities: How they interact with the system

- Common in user-centered technology design.
  - User Persona

- Common in advertising and marketing
  - Customer persona
  - Buyer persona
Persona Purpose

● To predict the future
  ○ Select features
  ○ Guide visual design
  ○ Drive copy
  ○ Determine interaction sequences

● In technology, frequently used when designing hardware and software
Persona Template

- Name, Sex, Age
  - Chris, M, Age 25

- Goals
  - To find and purchase trendy clothes quickly

- Motivations
  - Bright colors
  - Being on the leading edge of trends
  - Fast shipping

- Activities
  - Searches by colors and styles
  - Purchases many items at a time
  - Returns items
  - Tracks order
  - Purchases items as gifts
Who Are We Building For?

Our core Persona
Define Core Persona

In your groups, define 3-4 personas for the moving company following the Persona Template

Put them on 3x5 cards

Determine which persona is the Core Persona and which are on the outer rings

Place them on the Persona Map
3. The Core Persona’s Journey Across Time

The Story Map captures the persona’s interactions from start to finish, left to right across time, from their point of view.
Add the Persona’s Major Activities

From Chris’s perspective, he searches for items, selects items, checkouts and pays for the items, and receives the items in the mail.
Add The Possible Tasks For Each Activity

Order Request → Order Capture → Fulfill Order → Ship Order

Time

More Necessary

Search for items → Select Item → Checkout → Receive Item

Browse by category → Filter by size → Enter shipping and billing addresses → Receive package tracking link

Search by Item # → Select Item and put in cart → Enter payment info

Necessity

Less Necessary

Create account → Submit Order
Build Your Own

Build your story map for the moving company problem for the core persona
Exercise Debrief

Each team shares their story map

What additional activities did you uncover?

What insights did you gain from the collection of the Value Stream Map, the Persona, and the Story Map?
Release Planning

- Choose groups of features that support an end-to-end user experience
- Support all necessary activities with the first release – Minimum Marketable Feature (MMF)
- Improve feature support and add additional features with subsequent releases
Resources

Jeff Patton’s User Story Mapping

Use Case Modeling

Applying Use Cases
This is just a start to building a better backlog

The next improvement is writing better stories

And we have a better template than the usual one...

Grab a business card and get on our mailing list to find out

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