ScrumAlliance®
Transforming the World of Work

Collaboration at Scale: User Story Mapping

19-Apr-2017

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Collaboration at Scale

Designed for Scrum-centric organizations with more than 10 Scrum teams, the Collaboration at Scale webinar series provides focused, outcome-driven solutions to collaboration problems faced by Product Owners, ScrumMasters, and Development Teams.

Produced by the Scrum Alliance and Conteneo, Inc., we're proud of the many distinguished experts who share their wisdom in our series.

Luke Hohmann

Jeff Patton

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TODAY:
User Story Mapping

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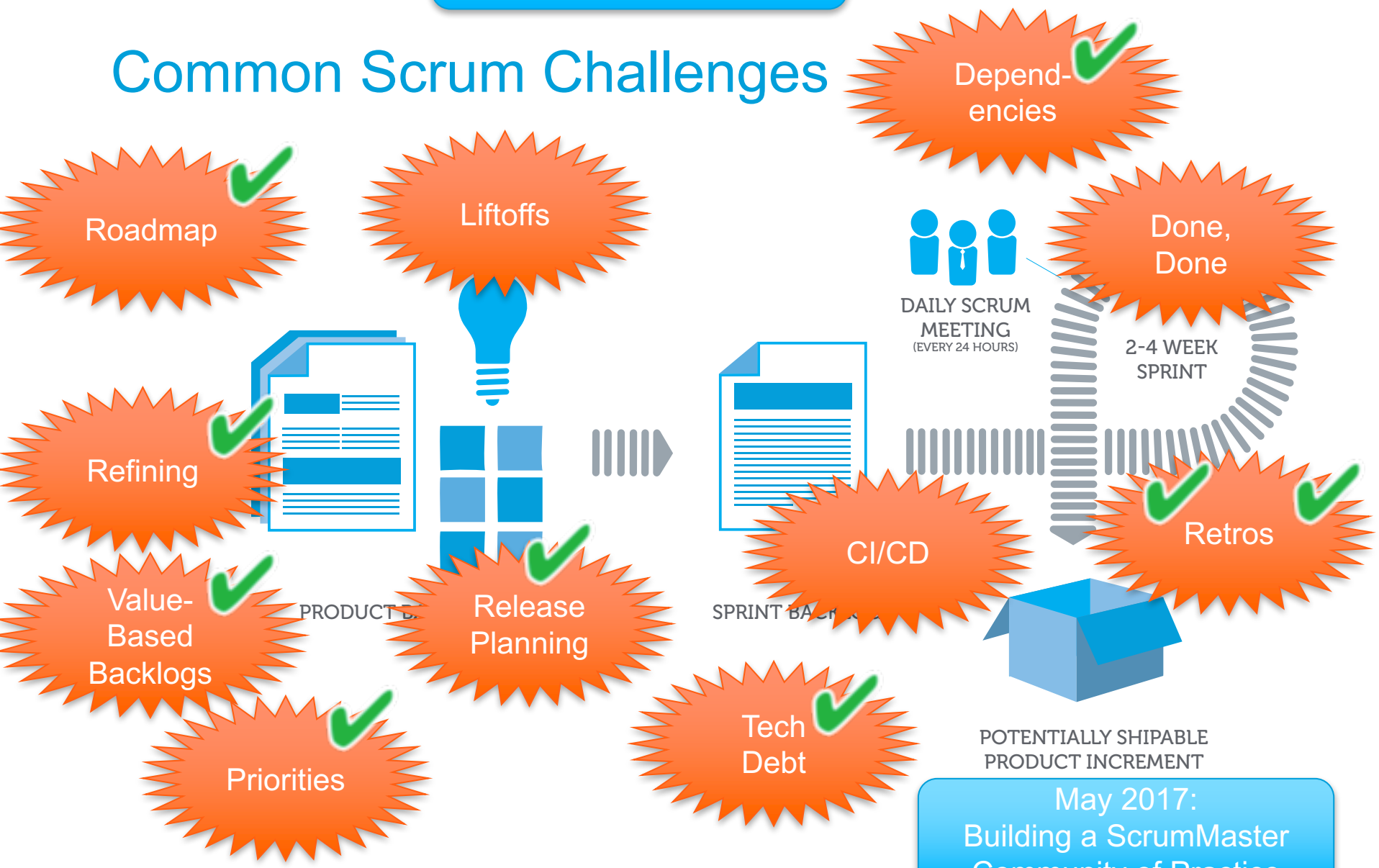
Common Scrum Challenges



May 2017:
Building a ScrumMaster Community of Practice

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POLL QUESTION

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Do you use story maps in your organization?

- We always use them
- We use them frequently
- We use them sporadically
- We rarely use them
- We never use them
- What's a story map?

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Agenda

1. Story Map Basics
2. How Story Maps Fit Into Agile
3. Building Story Maps
4. Throwing Out Story Maps
5. References / Tips and Techniques

Story Map Basics

Story Maps show more than a story!

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Backlogs: Great for Prioritization, But...

Do you understand the user's workflow?

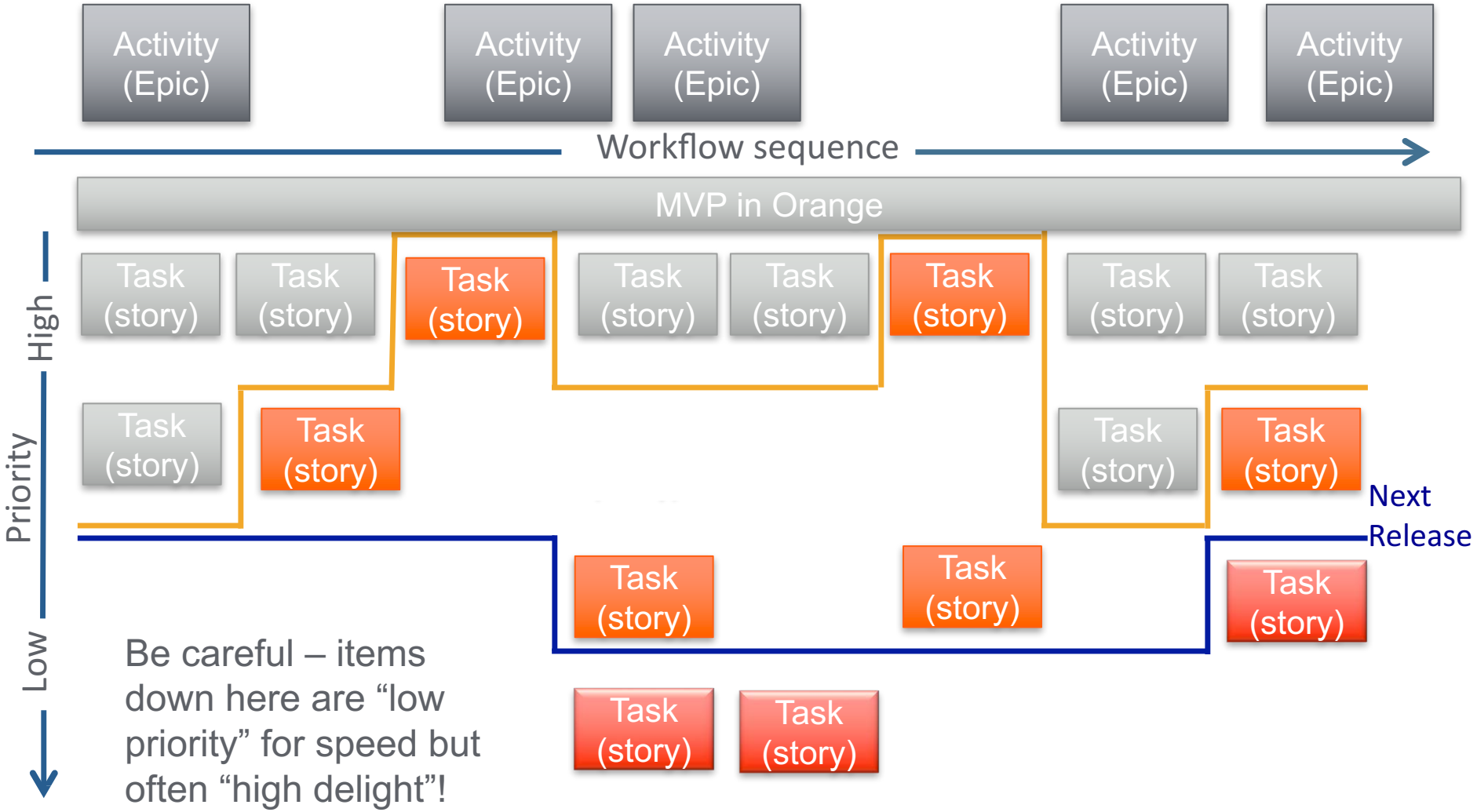
Are you able to see the relationship of larger PBIs (stories) to child stories?

How do you validate that your backlog is "whole and complete"?

How do you move from "MVP" to "AWESOME"?

User Story Map

Conceptual MVP – These activities MUST be supported



Build maps collaboratively, quick, informally

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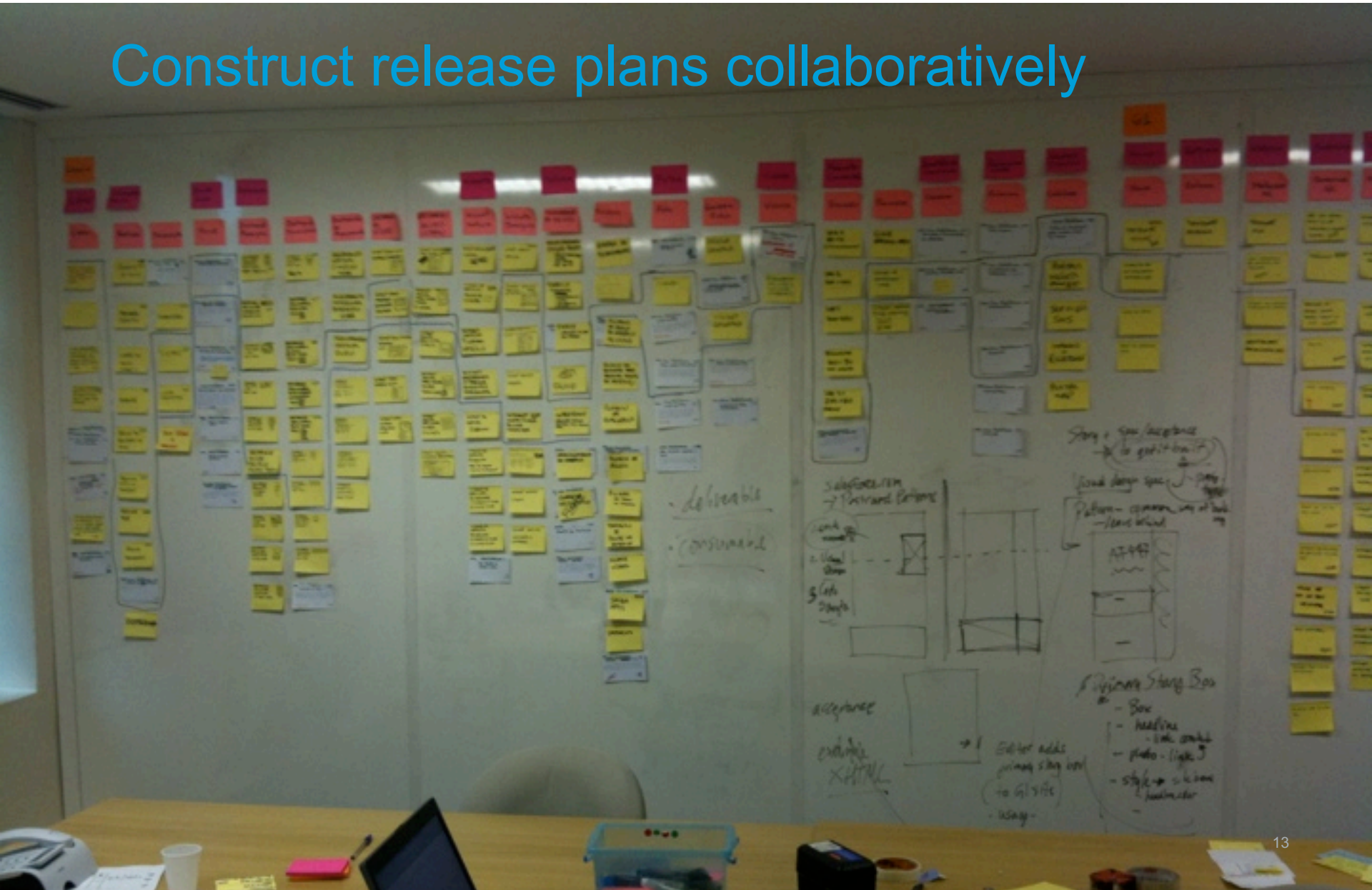
Construct release plans collaboratively



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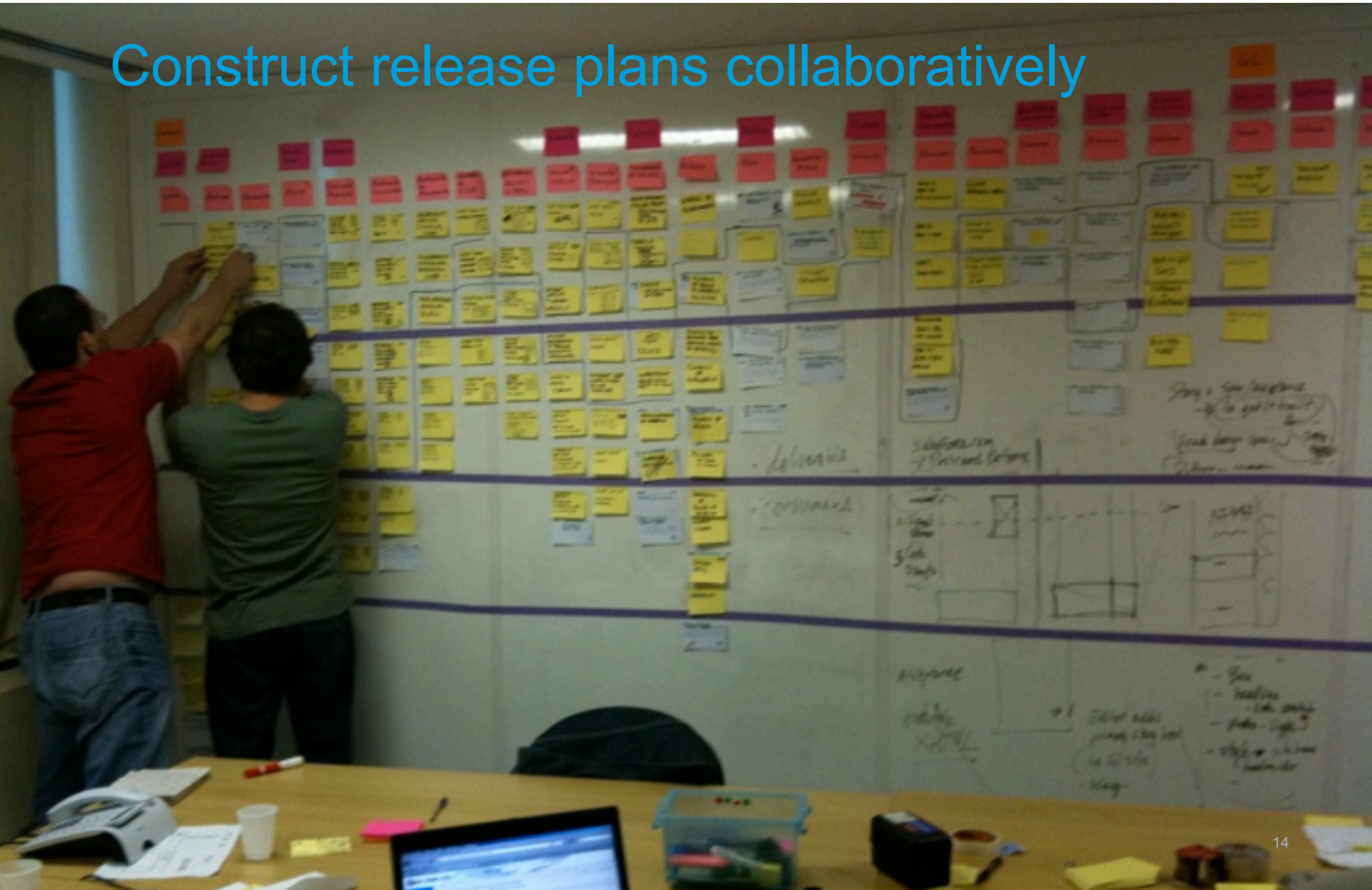
Construct release plans collaboratively



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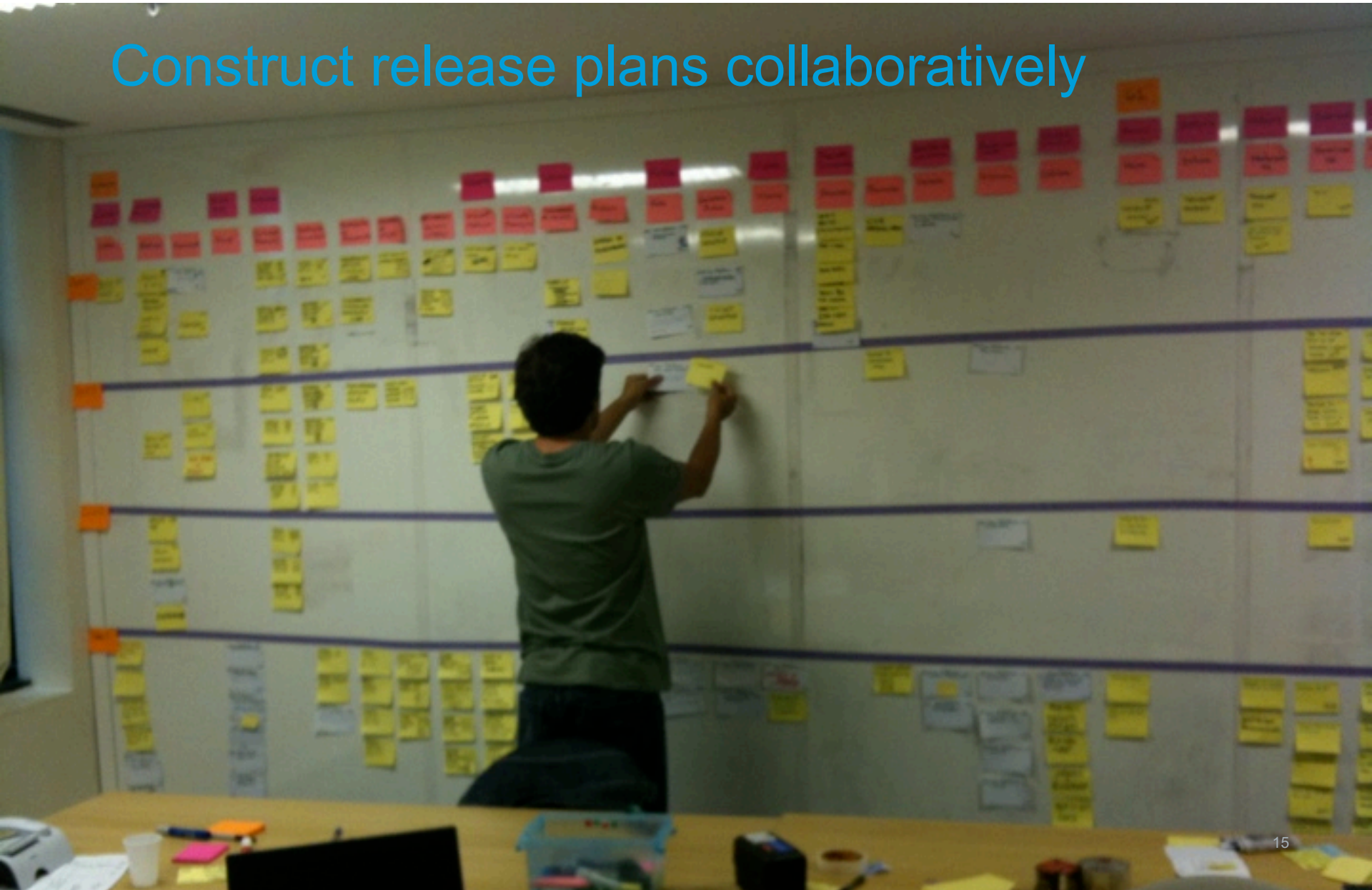
Construct release plans collaboratively



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Construct release plans collaboratively

weave
by contenep
Goals
Tasks
How we can make it better…
How we do it now

How Story Maps Fit Into Agile

Story Maps are integral “glue” to effective Product Ownership

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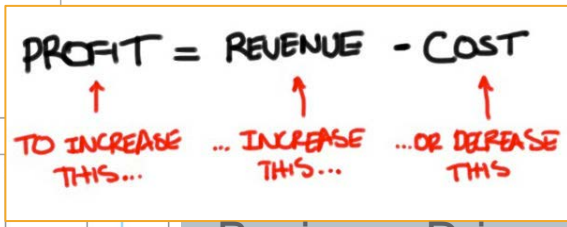
Business Model Canvas

Product Purpose *Why*

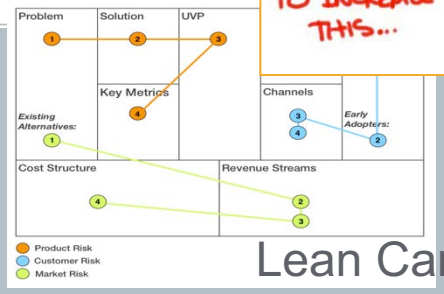
Product Vision

Longer term
Holistic

Strategy

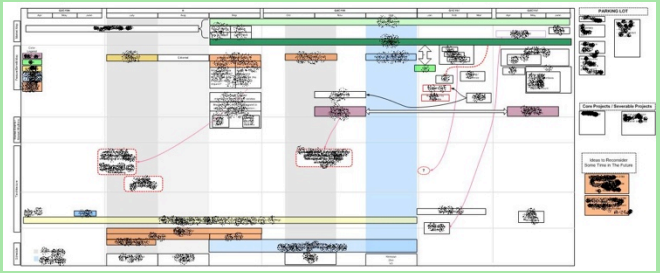


Business Drivers

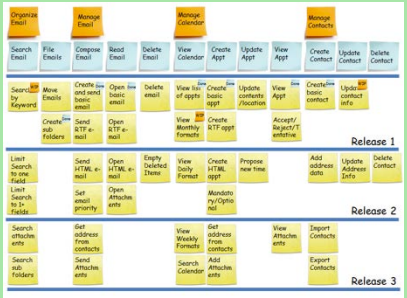


Lean Canvas

Glue



Roadmap



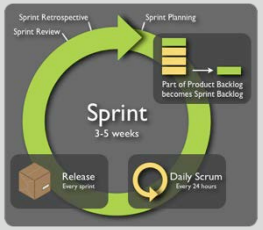
User Story map

Tactics

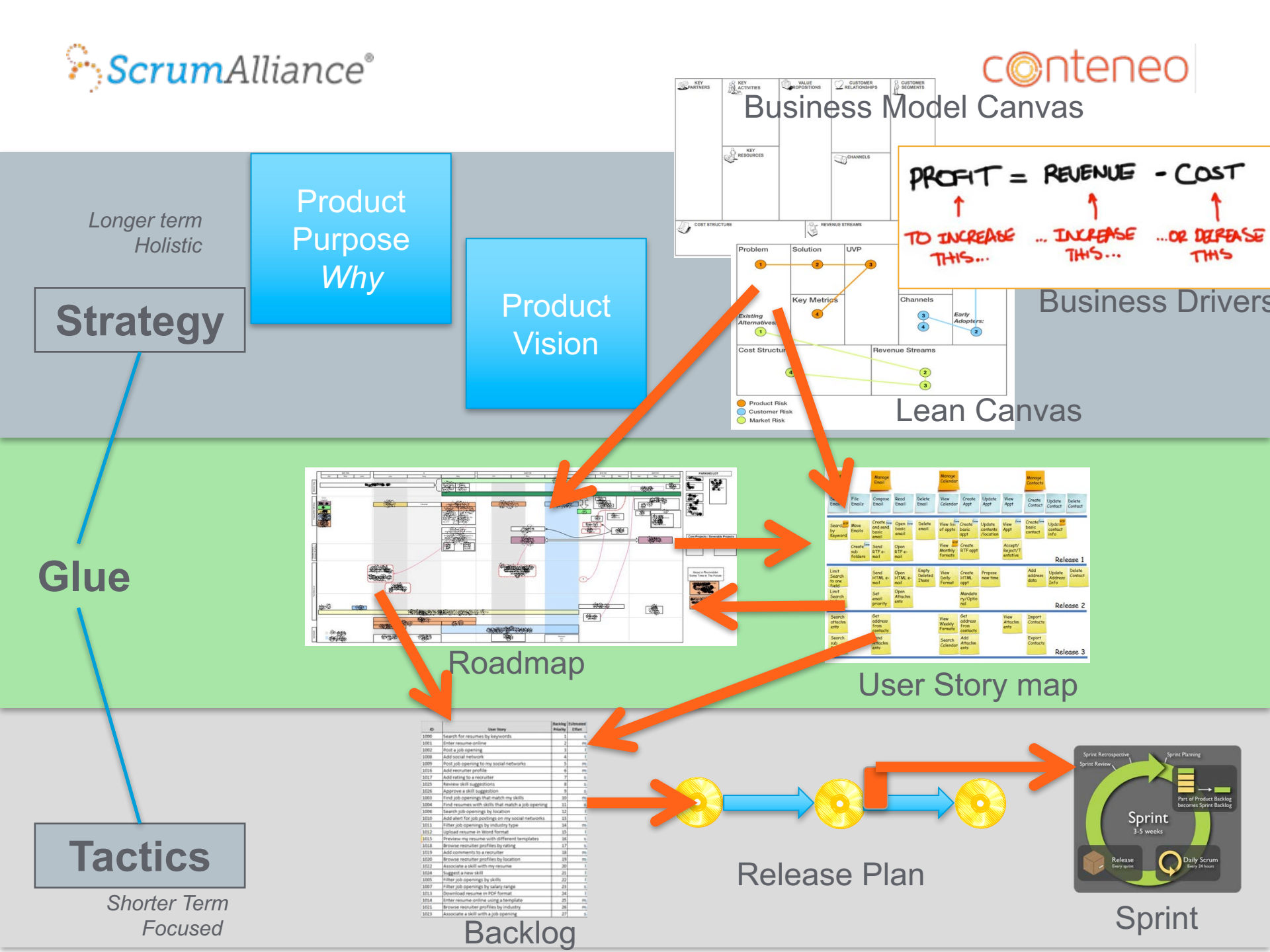
Shorter Term
Focused

Backlog

Release Plan



Sprint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Business Model Canvas
PROFIT = REVENUE - COST
TO INCREASE THIS...
... INCREASE THIS...
...OR DECREASE THIS
Business Drivers
Longer term
Holistic
Product Purpose
Why
Product Vision
Strategy
Problem
Solution
UVP
Key Metrics
Channels
Existing Alternatives:
Early Adopters:
Cost Structure
Revenue Streams
Product Risk
Customer Risk
Market Risk
Lean Canvas
Glue
Roadmap
User Story map
Release 1
Release 2
Release 3
Tactics
Shorter Term
Focused
Backlog
Release Plan
Sprint
Sprint Retrospective
Sprint Review
Sprint Planning
Part of Product Backlog becomes Sprint Backlog
Sprint
3-5 weeks
Release
Daily Scrum

Building User Story Maps

Great Story Maps are Created on a Foundation of Insight

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MULT-CHOICE QUESTION

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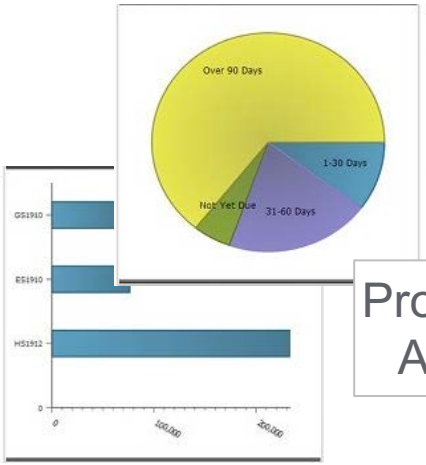
What techniques do you use to understand and decompose product and feature ideas?

- Use cases
- UI prototypes
- UI sketches
- Storyboards
- Workflow models
- User Story Maps

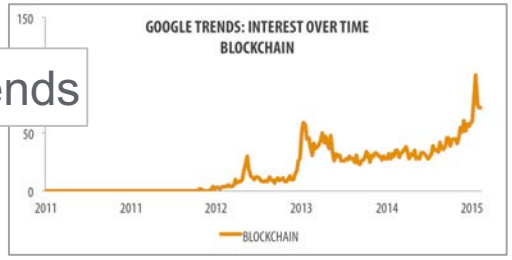
Build Market and Customer Understanding

Customer Feedback



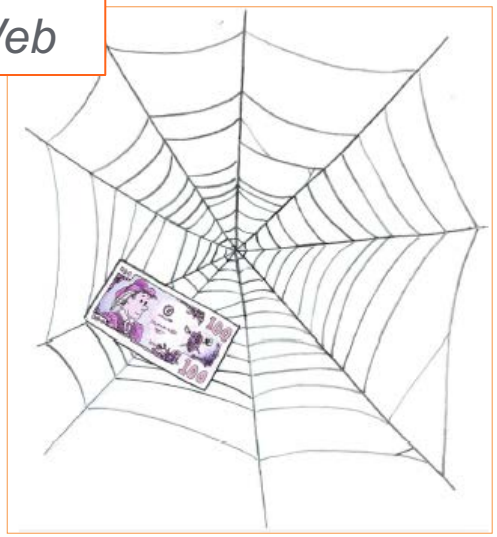
Product Use Analytics

Trends



Frameworks for Understanding

Spider Web

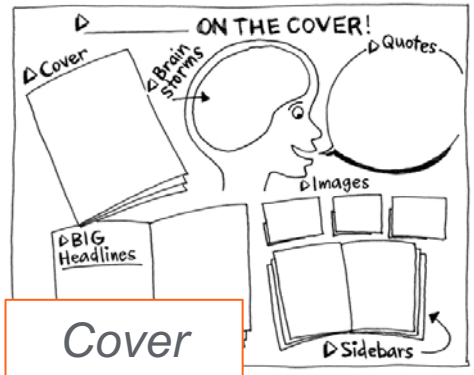


Prune the Product Tree

Speed Boat

Start Your Day

Product Box



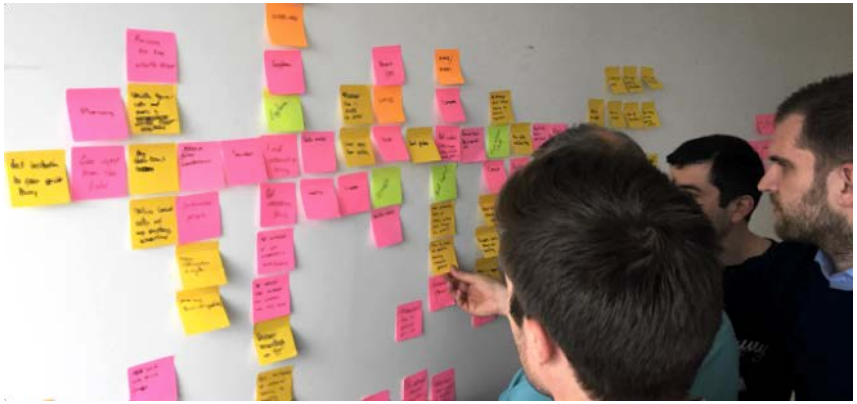
Cover Story

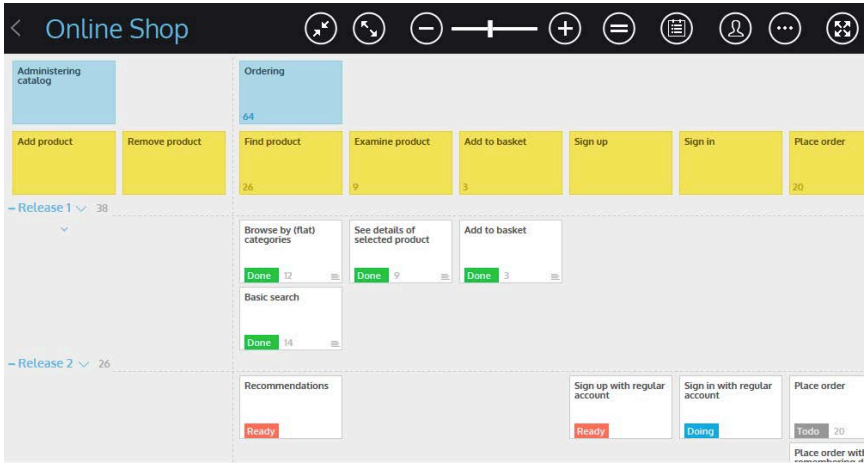
Maps can also be frameworks for understanding how user's work today

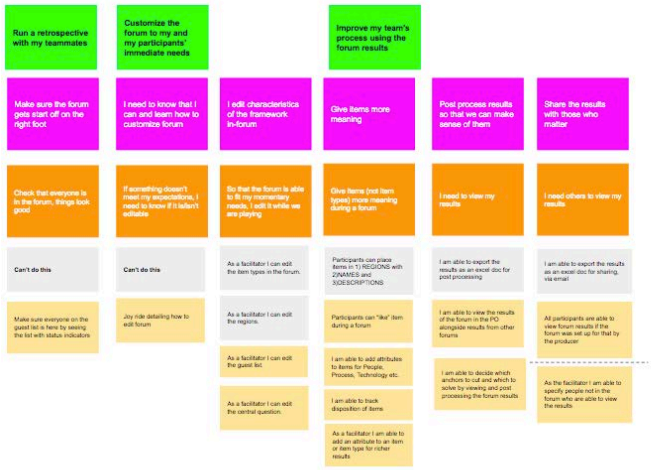
Talking through today's product with users, marking pains & discussing improvement ideas

Use simple proto-personas and maps to map our understanding of user's challenged workflow today

Get Your Team Together and Build







Use an online tool – several options will be provided in the references.

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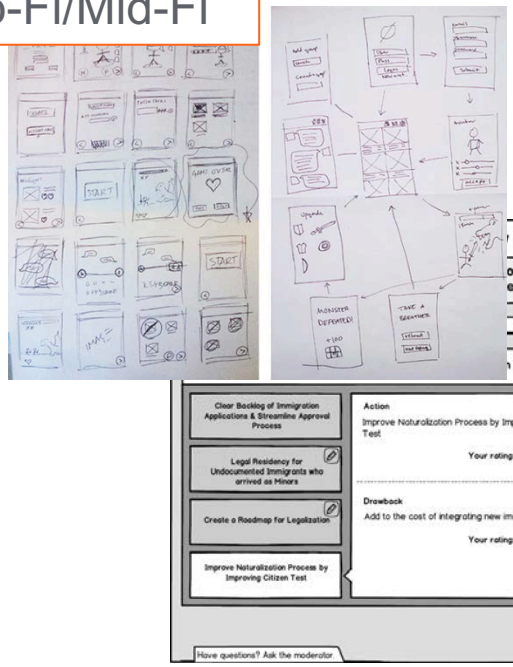
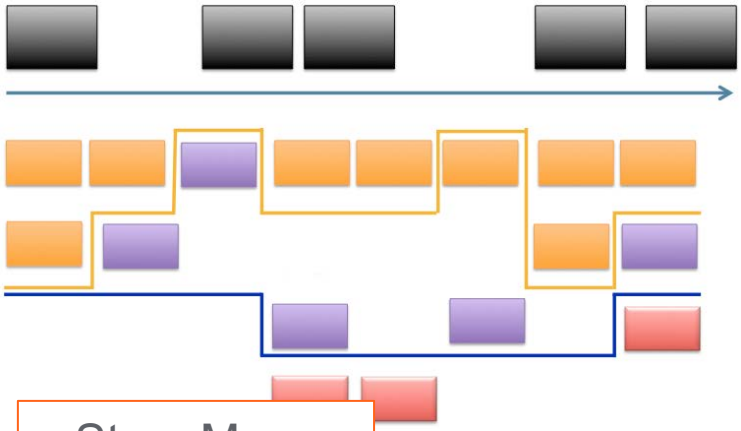
Build Lots of Stuff

Product Box

Lo-Fi/Mid-Fi





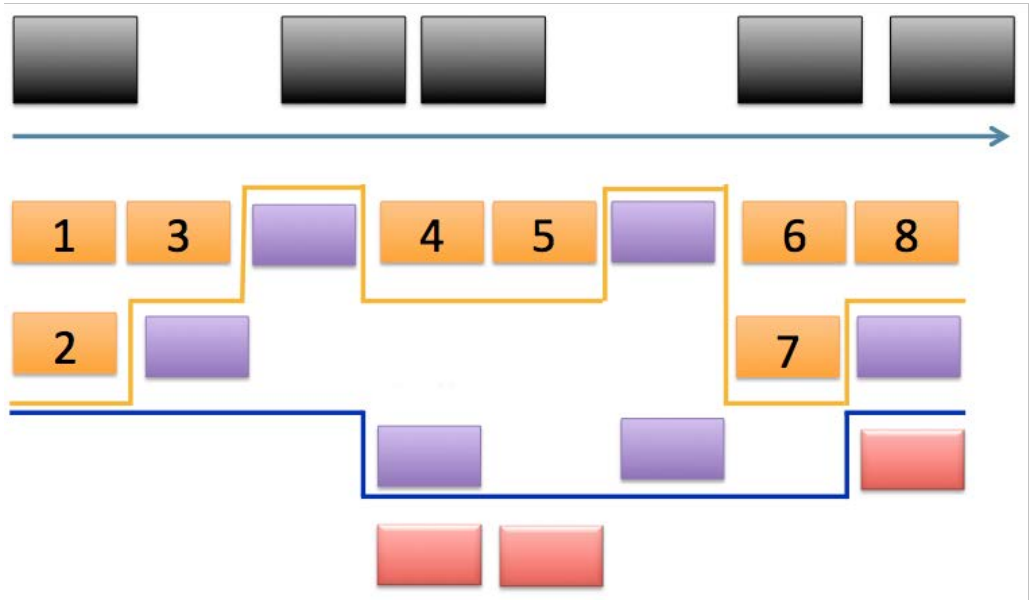
Story Maps

As a <user/role/persona>
I want to <goal>
so that <benefit/reason>

Combine maps with other things

UI Storyboard

Story Map & Release Strategy



1	User Story
2	User Story
	Bug Fix
	Enhancement
4	User Story
5	User Story
6	User Story
7	User Story
8	User Story
	…

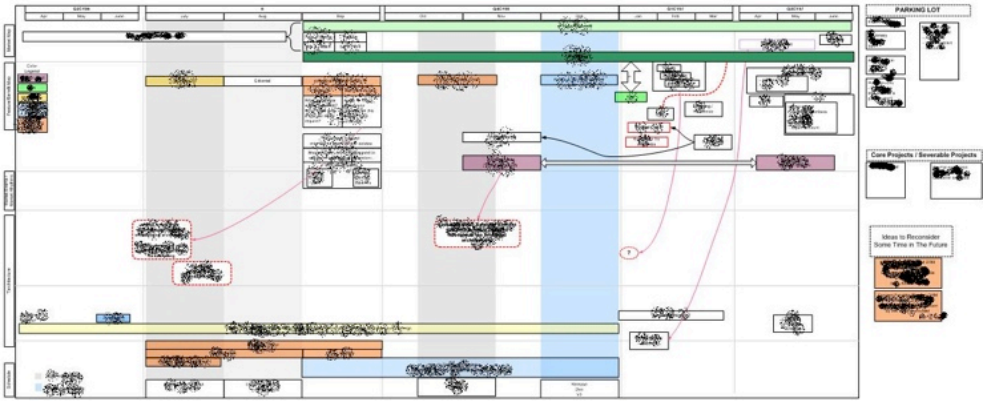
Establish the Cut Line

Quality? Sure
Value? Could be zero…

Quality? Sure
Value? I can do …

Throwing Out Story Maps

Story Maps Are Not Meant to Last Forever!



Roadmaps keep the longer term picture. Update them quarterly and on major releases.

Story Maps keep the workflow. But this changes, so use your story map to help update your roadmap.

Summary

Story Maps Are Integral to Great Products!

They help you understand and design workflow.

They help you manage the “bigger picture”.

They help you distinguish between quality and “value”.

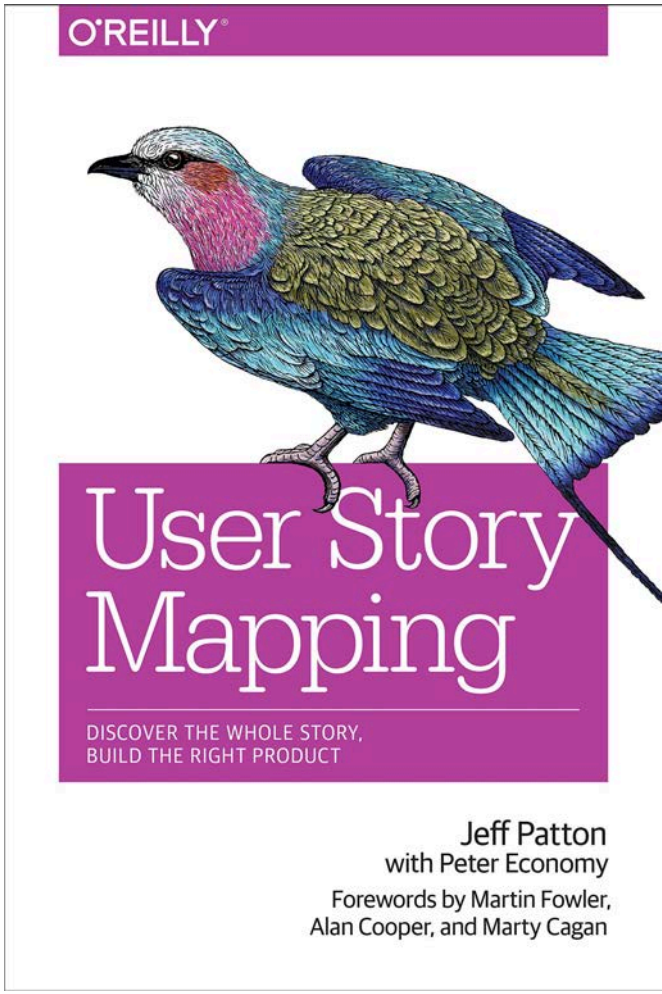
They provide a means to both develop new systems and improve existing systems.

They help keep distributed teams in alignment.

References

Jeff Patton's website and books provide tremendous insights into User Story Mapping.

http://jpattonassociates.com/user-story-mapping/



Some Tools for Distributed Teams

- Weave
- StoriesOnBoard
- Cardboard It
- Mural
- Easy Agile Story Maps for JIRA
- Google docs / Google Slides
- Stormboard
- Realtime Board

Make sure any tool you use adheres to your companies Data and Information Security Requirements

This list changes frequently!

Do you have another tool you've tried? Email us!

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POLL QUESTION

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What do you want for the June 2017 webinar?

- Impact Mapping
- Distributed Team Liftoffs / Kickoffs
- Building Alignment and Empathy
- Managing Technical Architectures
- Estimation and Story Points
- Facilitating Online Meetings
- Understanding Problem Types and Problem Solving Strategies
- How To Implement Lean Coffee at Scale
- My desired topic isn't listed – email luke.hohmann@conteneo.co

Discussions

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conteneo.co

Jeff Patton
jpattonassociates.com

Thank you for attending.

Our next webinar is **10-May-2017** on **Building a ScrumMaster Community of Practice.**