



# Collaboration at Scale: User Story Mapping

19-Apr-2017



# 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.

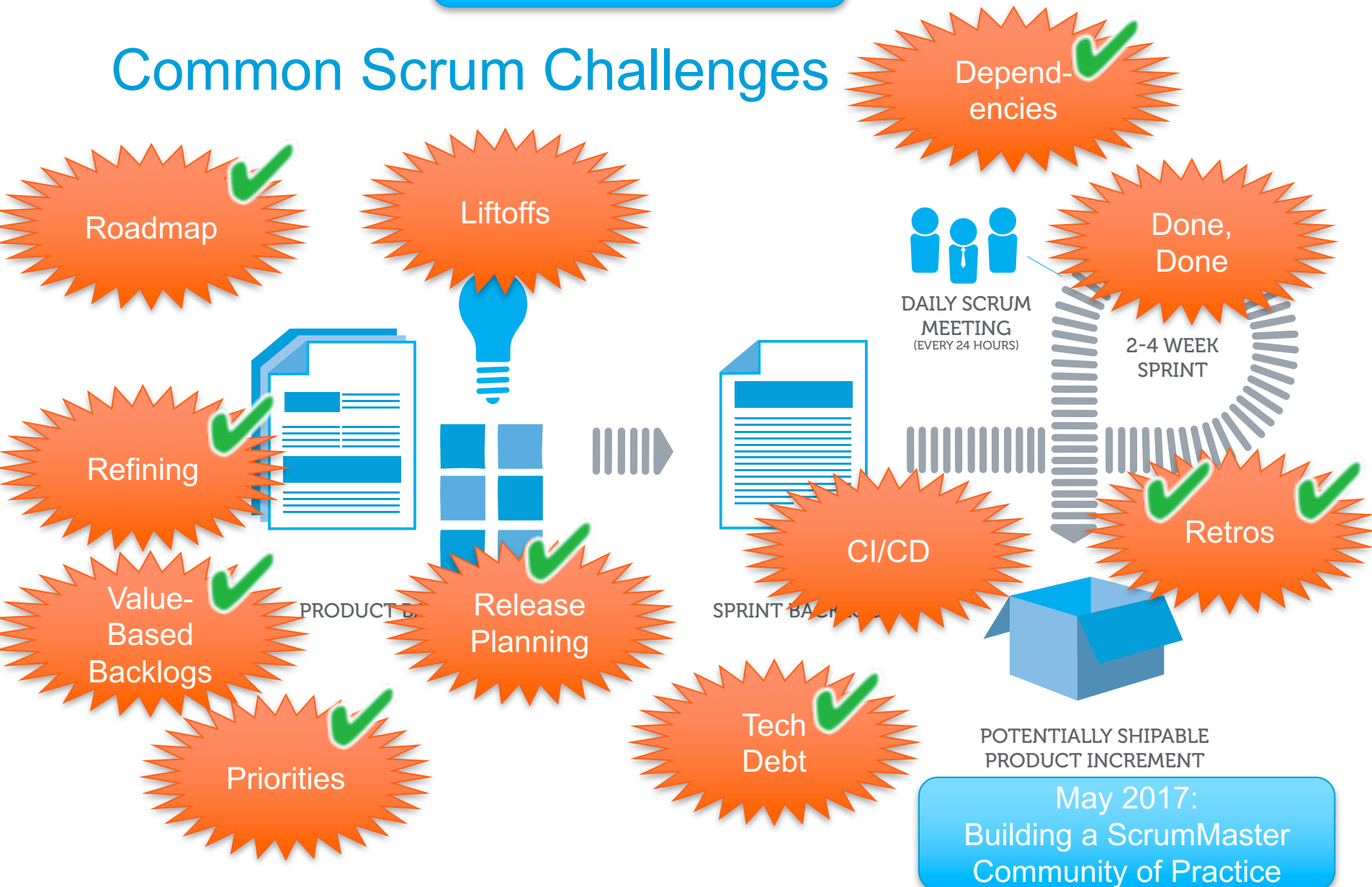


Luke Hohmann



Jeff Patton

# Common Scrum Challenges



## 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?

# 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!



# 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?

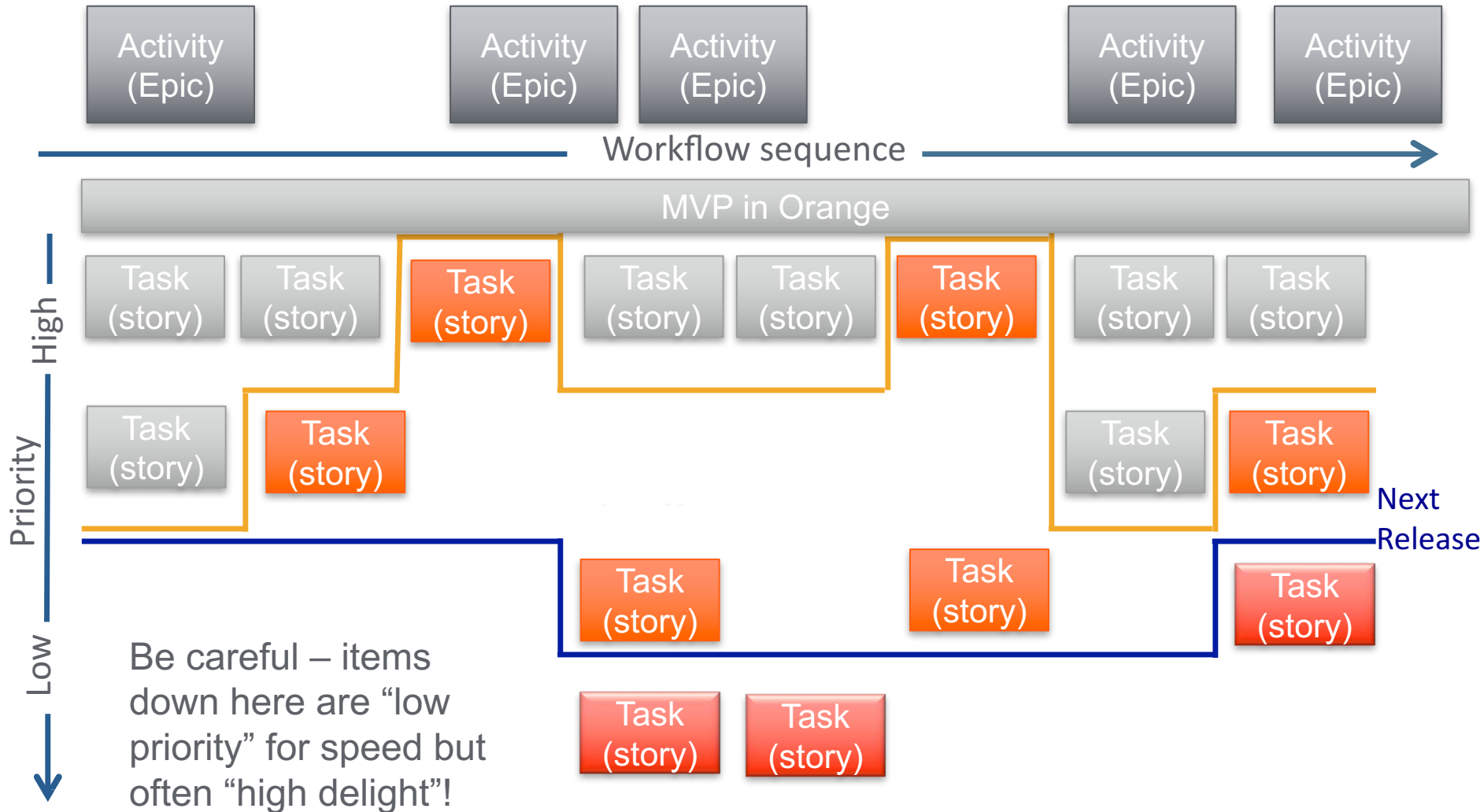
How do you validate that your backlog is “whole and complete”?

How do you move from “MVP” to “AWESOME”?

User Story
User Story
■ ■ ■
Bug Fix
Enhancement
User Story
■ ■ ■



## Conceptual MVP – These activities MUST be supported





Build maps collaboratively, quick, informally





Build maps collaboratively, quick, informally

Frame the idea  
(why build the product?)

Understand Users  
(what are their goals?)





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Understand Users  
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Map Use  
(from the user's perspective)



Build maps collaboratively, quick, informally

**Frame the idea**  
(why build the product?)

**Understand Users**  
(what are their goals?)

**Map Use**  
(from the user's perspective)

**Explore Details**

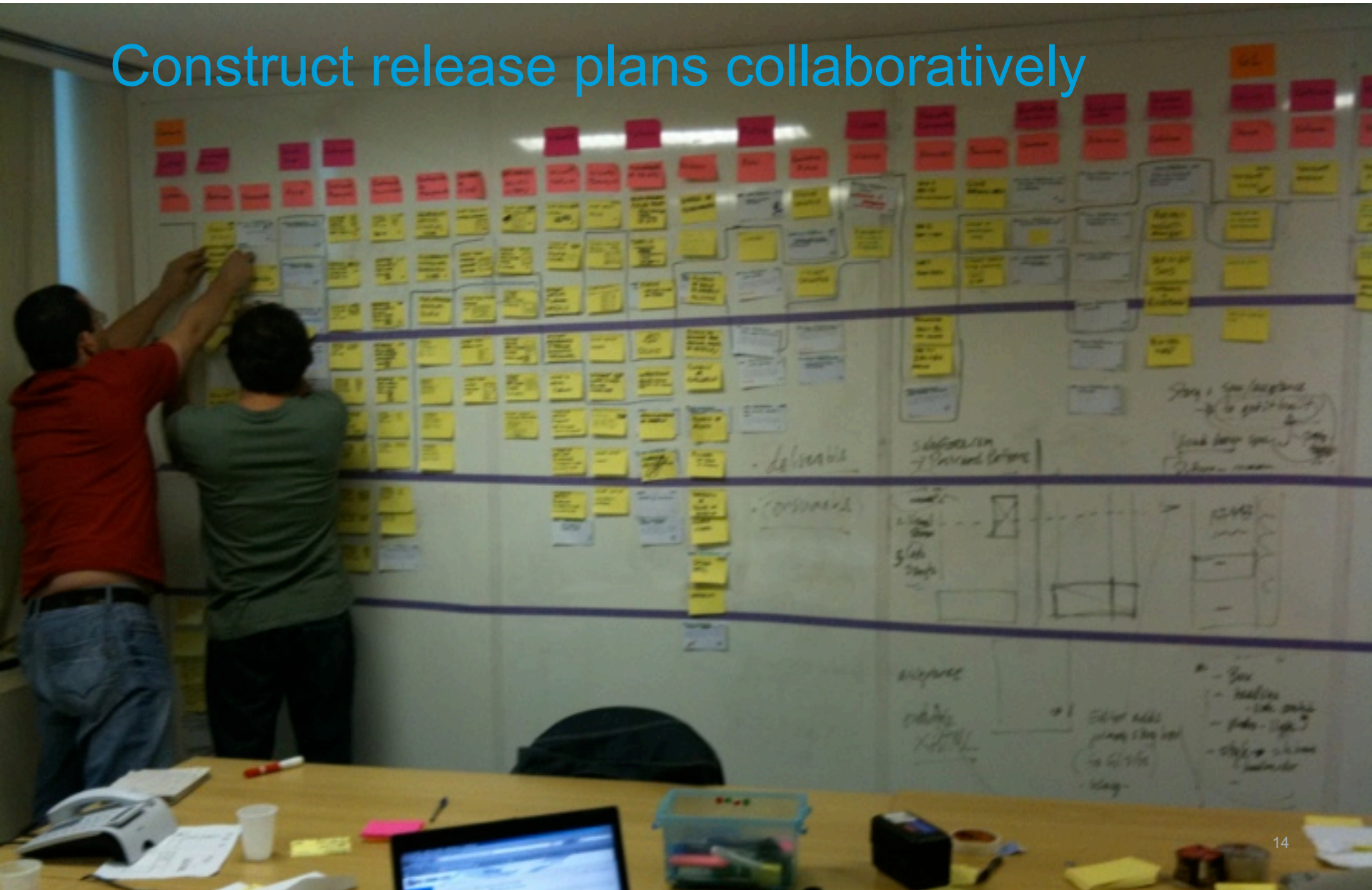
- smaller steps
- alternative steps
- UI details
- technical



# Construct release plans collaboratively

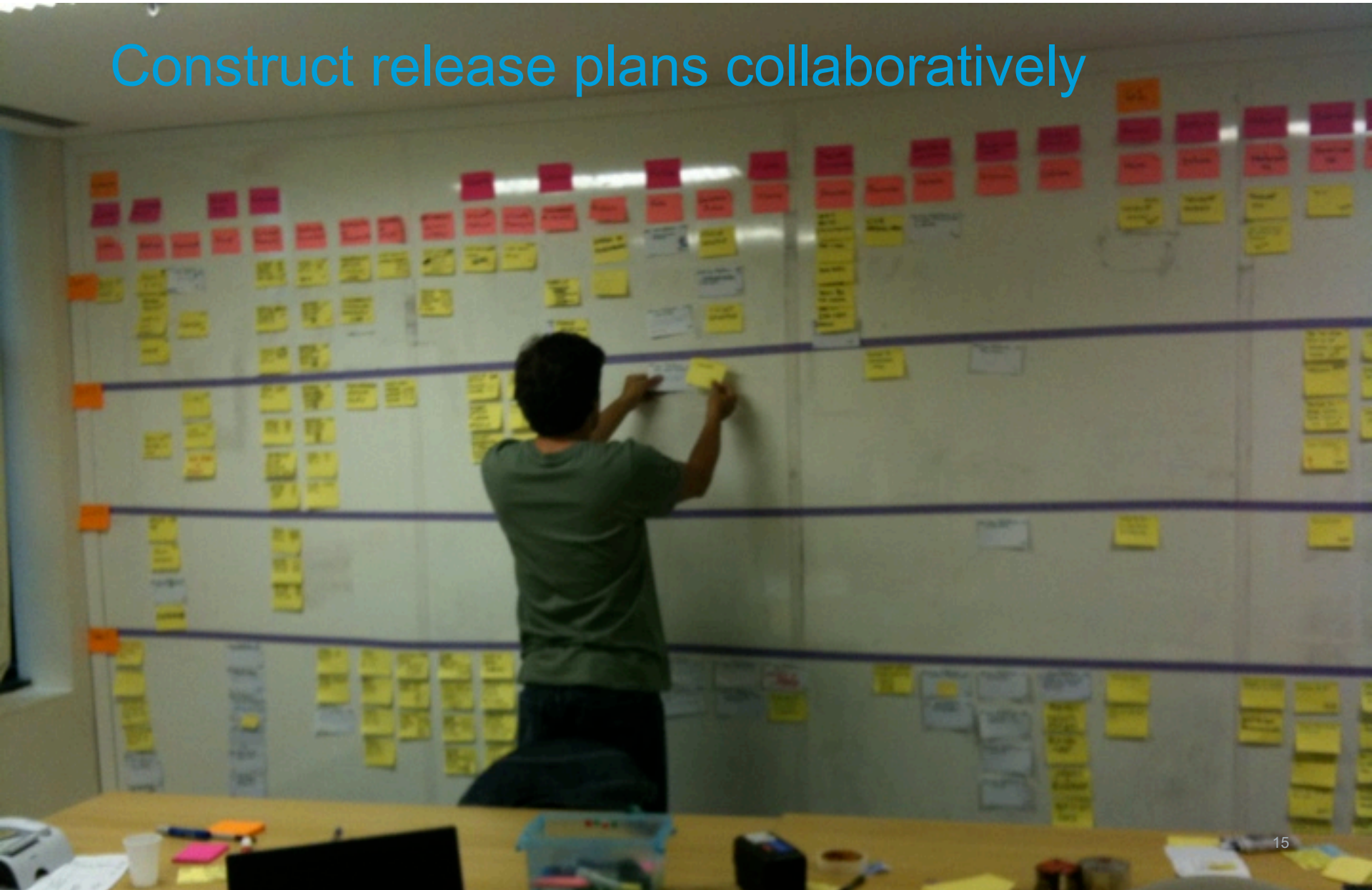


# Construct release plans collaboratively





## Construct release plans collaboratively





# Construct release plans collaboratively

MVP

Target market  
& outcome

Outcome-centric  
roadmap

Goals

Tasks

How we do it now

How we can  
make it better...





# How Story Maps Fit Into Agile

Story Maps are integral “glue” to effective Product Ownership



Longer term  
Holistic

Strategy

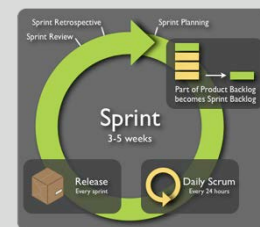
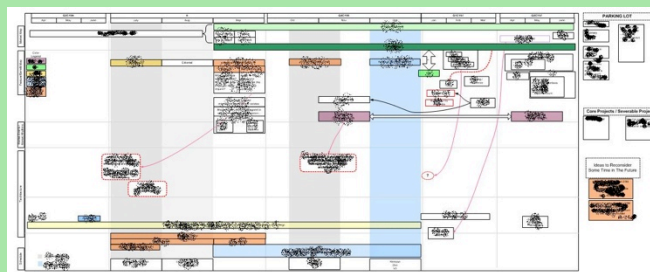
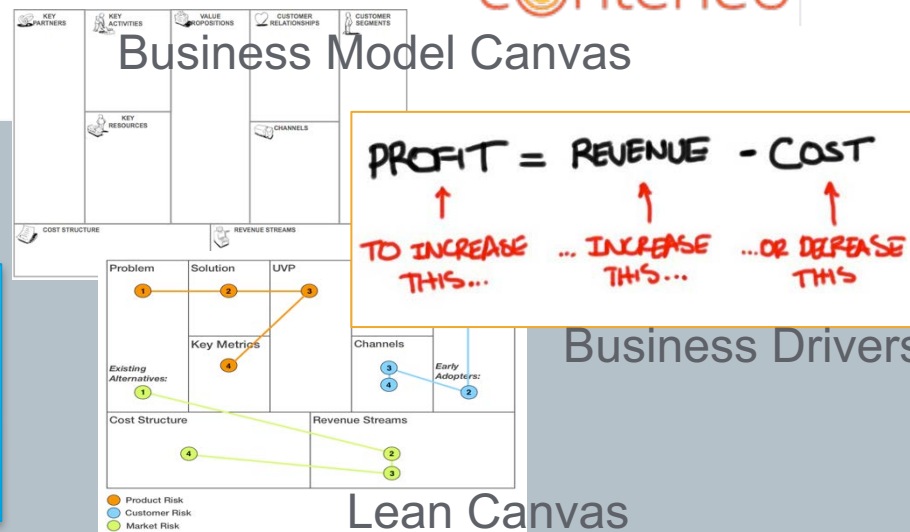
Product Purpose  
Why

Product Vision

Glue

Tactics

Shorter Term  
Focused



ID	User Story	Ranking	Estimated
1000	Search for resumes by keywords	8	S
1001	Enter resume online	2	M
1002	Post a job opening	3	L
1003	Add social network	4	L
1009	Post job opening to my social networks	3	M
1010	Add recruiter profile	6	M
1017	Add rating to a recruiter	7	S
1020	Review skill suggestions	8	S
1026	Approve a skill suggestion	9	L
1030	Find job openings that match my skills	10	M
1004	Find resumes with skills that match a job opening	11	S
1006	Search job openings by location	12	L
1016	Add alert for job postings on my social networks	13	L
1011	Filter job openings by industry type	14	M
1012	Upload resume in user format	15	L
1013	Review my resume with different templates	16	S
1014	Browse recruiter profiles by rating	17	L
1019	Add comments to a recruiter	18	M
1020	Browse recruiter profiles by location	19	M
1022	Associate a skill with my resume	20	L
1024	Suggest a new skill	21	L
1005	Filter job openings by skills	22	L
1007	Filter job openings by salary range	23	S
1013	Download resume in PDF format	24	L
1014	Enter resume online using a template	25	M
1015	Browse recruiter profiles by industry	26	M
1023	Associate a skill with a job opening	27	S

Backlog

# Business Model Canvas



$$\text{PROFIT} = \text{REVENUE} - \text{COST}$$

↑ TO INCREASE THIS...    ↑ INCREASE THIS...    ↑ ...OR DECREASE THIS

## Business Drivers

## Lean Canvas

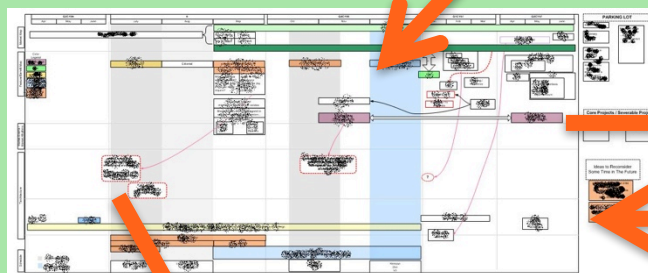
Longer term  
Holistic

Product Purpose  
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Strategy

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## Roadmap



## User Story map

ID	User Story	Ranking	Estimated Points
1000	Search for resumes by keywords	3	1
1001	Enter resume online	2	1
1002	Post a job opening	3	1
1008	Add social networks	4	1
1009	Post job opening to my social networks	5	1
1018	Add recruiter profile	6	1
1017	Add rating to a recruiter	7	1
1023	Review skill suggestions	8	1
1026	Approve a skill suggestion	9	1
1003	Find job openings that match my skills	10	1
1004	Find resumes with skills that match a job opening	11	1
1006	Search job opening by location	12	1
1010	Add alert for job openings on my social networks	13	1
1011	Filter job openings by industry type	14	1
1012	Upload resume in Word format	15	1
1013	Preview my resume with different templates	16	1
1018	Browse recruiter profiles by rating	17	1
1019	Add comments to a recruiter	18	1
1020	Browse recruiter profiles by location	19	1
1022	Associate a skill with my resume	20	1
1024	Suggest a new skill	21	1
1005	Filter job openings by skills	22	1
1007	Filter job openings by salary range	23	1
1013	Download resume in PDF format	24	1
1014	Enter resume online using a template	25	1
1015	Browse recruiter profiles by industry	26	1
1021	Associate a skill with a job opening	27	1

## Backlog

Tactics

Shorter Term  
Focused

## Release Plan



## Sprint



# Building User Story Maps

Great Story Maps are Created on a Foundation of Insight



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



## A group of black silhouettes of people walking from left to right. Many are carrying shopping bags, and one person on the far left is pushing a shopping cart. The figures are reflected on the ground below them, creating a sense of movement and a crowd.

The pie chart illustrates the distribution of invoice due dates. The largest category is 'Over 90 Days' (yellow), followed by '1-30 Days' (light blue), '31-60 Days' (purple), and 'Not Yet Due' (green).

The horizontal bar chart shows the number of invoices for each category. The x-axis represents the count, ranging from 0 to 200. The y-axis lists the categories: GS1910, ES1910, and HS2922.

Category	Count (Approximate)
GS1910	40
ES1910	40
HS2922	200

[illegible]

The graph illustrates the growth of interest in blockchain technology over a five-year period. The interest index starts near zero in 2011, begins to rise in early 2012, reaches a local peak of approximately 60 in mid-2013, and then continues to climb with some volatility, reaching its highest point of nearly 100 in early 2015 before a slight dip.

Year	Interest Index (Approximate)
2011	0
2012	10
2013	60
2014	40
2015	100



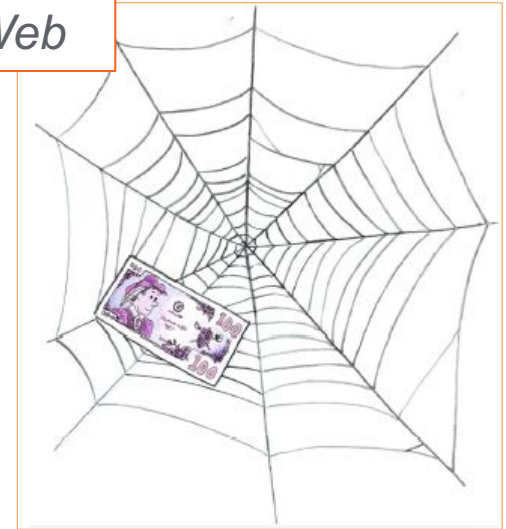
# Frameworks for Understanding

Prune the Product Tree



Speed Boat

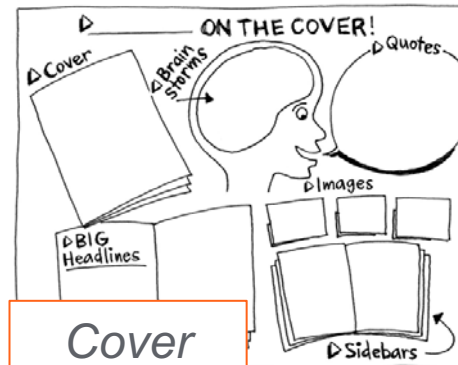
Spider Web



Start Your Day



Product Box



Cover Story

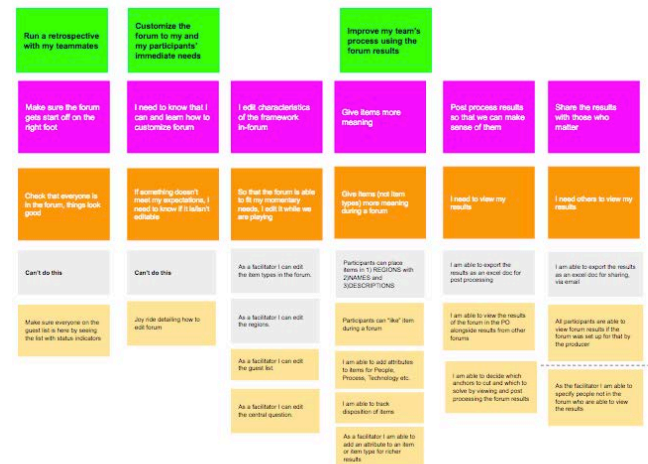
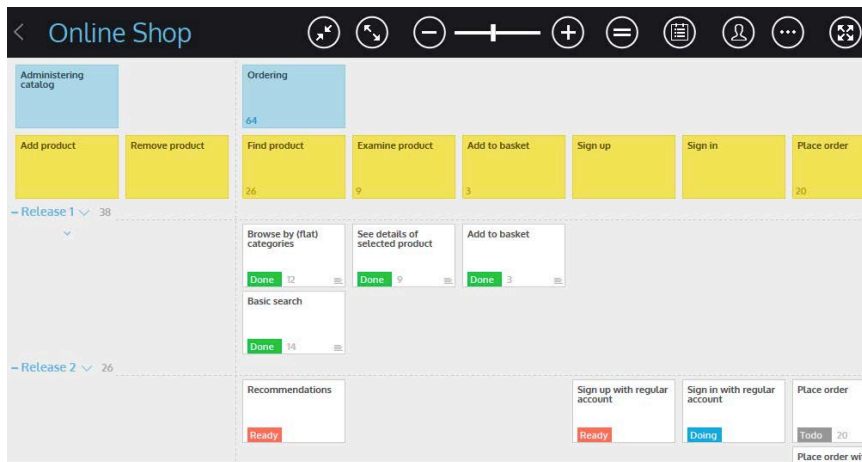
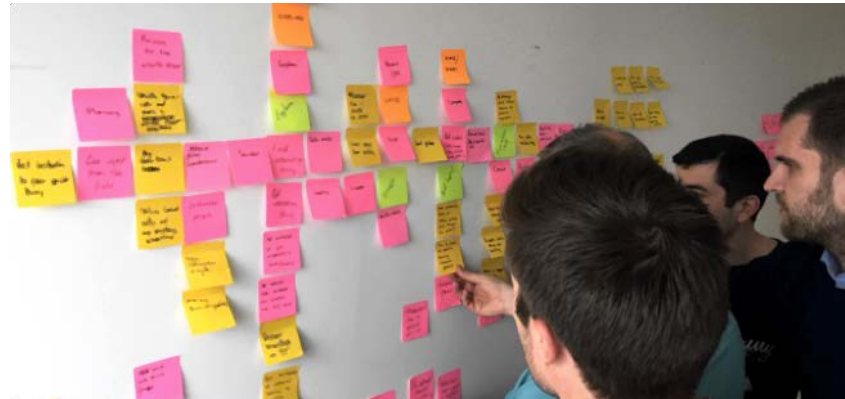
# Maps can also be frameworks for understanding how user's work today

*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.



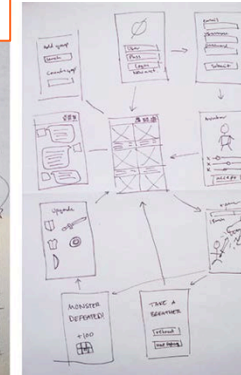
# Build Lots of Stuff



Product Box



## Lo-Fi/Mid-Fi



do we fix a system in crisis?

on 1  
ew arrivals

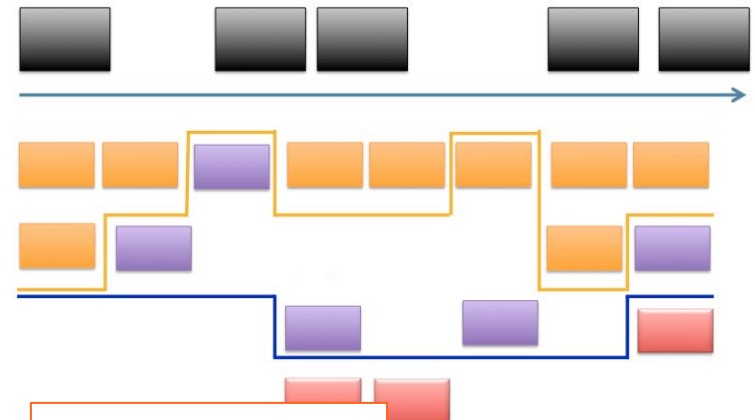
Rate drawbacks

for each of your ranking and rating.

<p>Clear Backlog of Immigration Applications &amp; Streamline Approval Process</p> <p>Legal Residency for Undocumented Immigrants who arrived as Minors</p> <p>Create a Roadmap for Legalization</p> <p>Improve Naturalization Process by Improving Citizen Test</p>	<p>Action Improve Naturalization Process by Improving Citizen Test</p> <p>Your rating: <input type="radio"/> Unacceptable</p> <p>Drawback Add to the cost of integrating new immigrants</p> <p>Your rating: <input type="radio"/> Really not OK</p>	<p>Provide your comment and explanation</p> <p>This is a terrible option. We should deport everyone and start over.</p> <p>Only the moderator can see who wrote the comments and explanation. This will be anonymous to other players.</p>
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Have questions? Ask the moderator

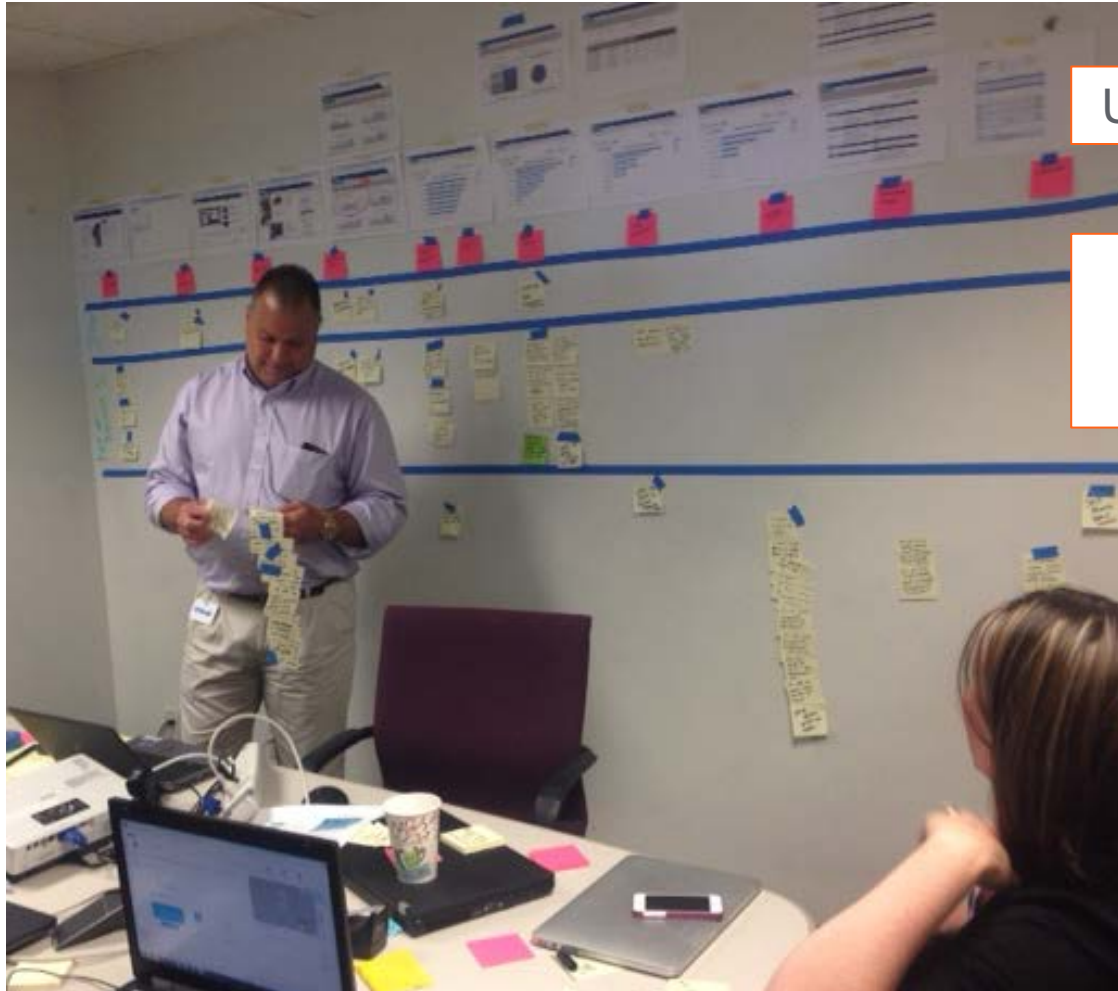
Finish



Story Maps

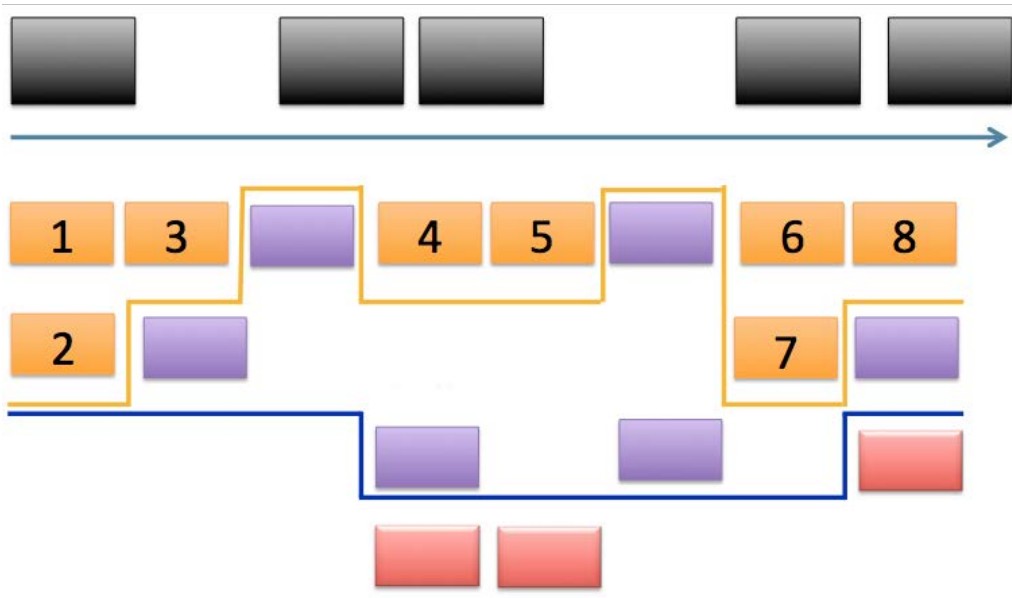
As a **<user/role/persona>**  
I want to **<goal>**  
so that **<benefit/reason>**

## Combine maps with other things



UI Storyboard

Story Map &  
Release  
Strategy



Establish  
the Cut Line

Quality? Sure  
Value? Could be zero...

Quality? Sure  
Value? I can do ...

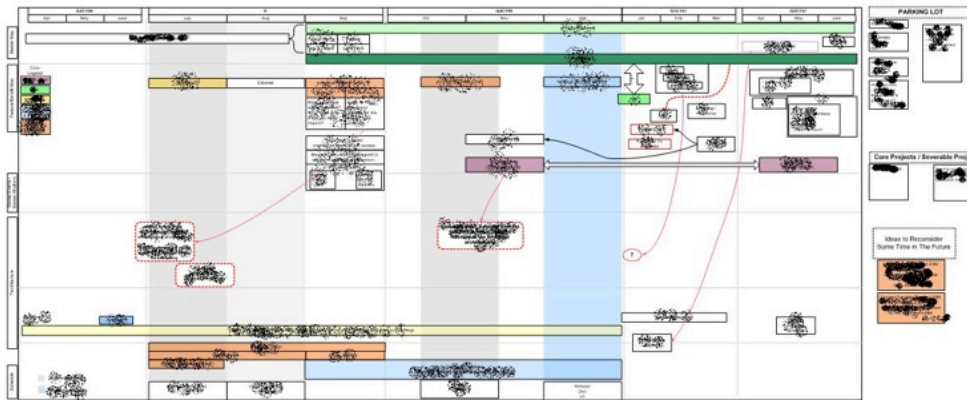
1	User Story
2	User Story
	Bug Fix
	Enhancement
4	User Story
5	User Story
6	User Story
7	User Story
8	User Story
	...



# 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.



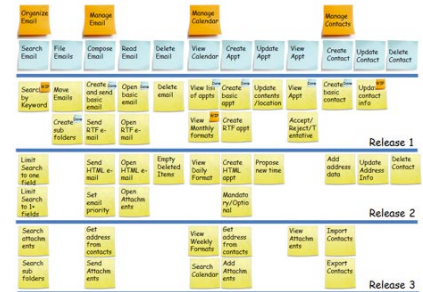
# Summary



# 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.

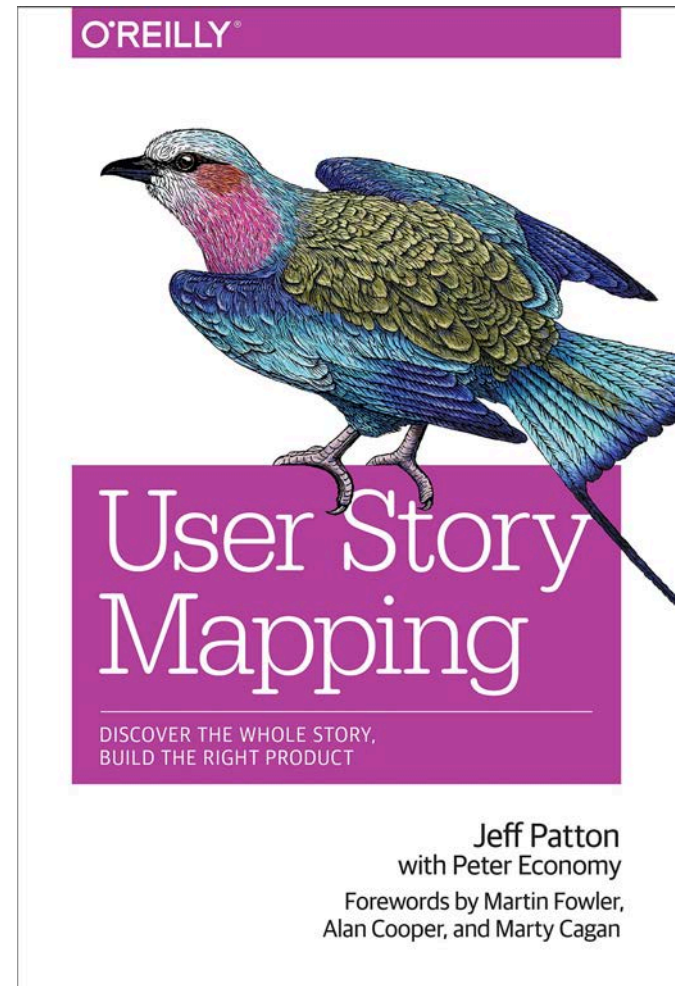
They help keep distributed teams in alignment.



## 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!

# 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](mailto:luke.hohmann@conteneo.co)



# Discussions



Luke Hohmann  
[conteneo.co](http://conteneo.co)



Jeff Patton  
[jpattonassociates.com](http://jpattonassociates.com)

Thank you for attending.

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