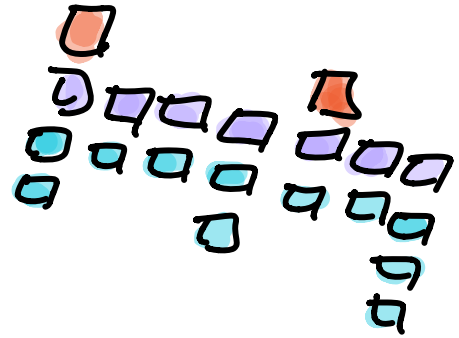


USER STORY MAPPING



A VISUAL GUIDE BY KEVIN CALLAHAN
BASED ON THE BOOK BY SEFF PATTON

Psst! WANT TO
CHANGE SOMEONE'S
WORLD?

AN INTRODUCTION OF SORTS

COMPLEX PROJECTS ARE FRAUGHT WITH RISKS. EVEN WHEN ALL THE STEPS NEEDED TO ACHIEVE AN OUTCOME ARE KNOWN, THE PROVERBIAL "DEVIL IN THE DETAILS" IS ALWAYS LURKING. AND TEND TO MAKE THEMSELVES KNOWN AT THE WORST POSSIBLE TIMES. REGARDLESS OF WHETHER BUILDING SOFTWARE, REMODELING COMMERCIAL BUILDINGS, PLANNING FOR A CORPORATE REORGANIZATION, OR ANY OTHER SLEW OF STEP-WISE WORKFLOWS THAT EXIST TO CREATE VALUE, VISUAL MAPPING APPROACHES CREATE AND MAINTAIN ALIGNMENT AMONG DIVERSE STAKEHOLDERS, RADIATE EXPLICIT INFORMATION THAT IS OTHERWISE HIDDEN IN SILOS, REDUCE OR EVEN ELIMINATE THE COST OF EFFORT STATUS, REVEAL WHERE POCKETS OF RISK ARE HIDING, STREAMLINE COMMUNICATION EFFORTS, AND MUCH, MUCH MORE. ALL OF THIS CAN BE ACHIEVED FOR SMALL INVESTMENTS OF TIME, MONEY, AND CREATIVE CAPACITY.

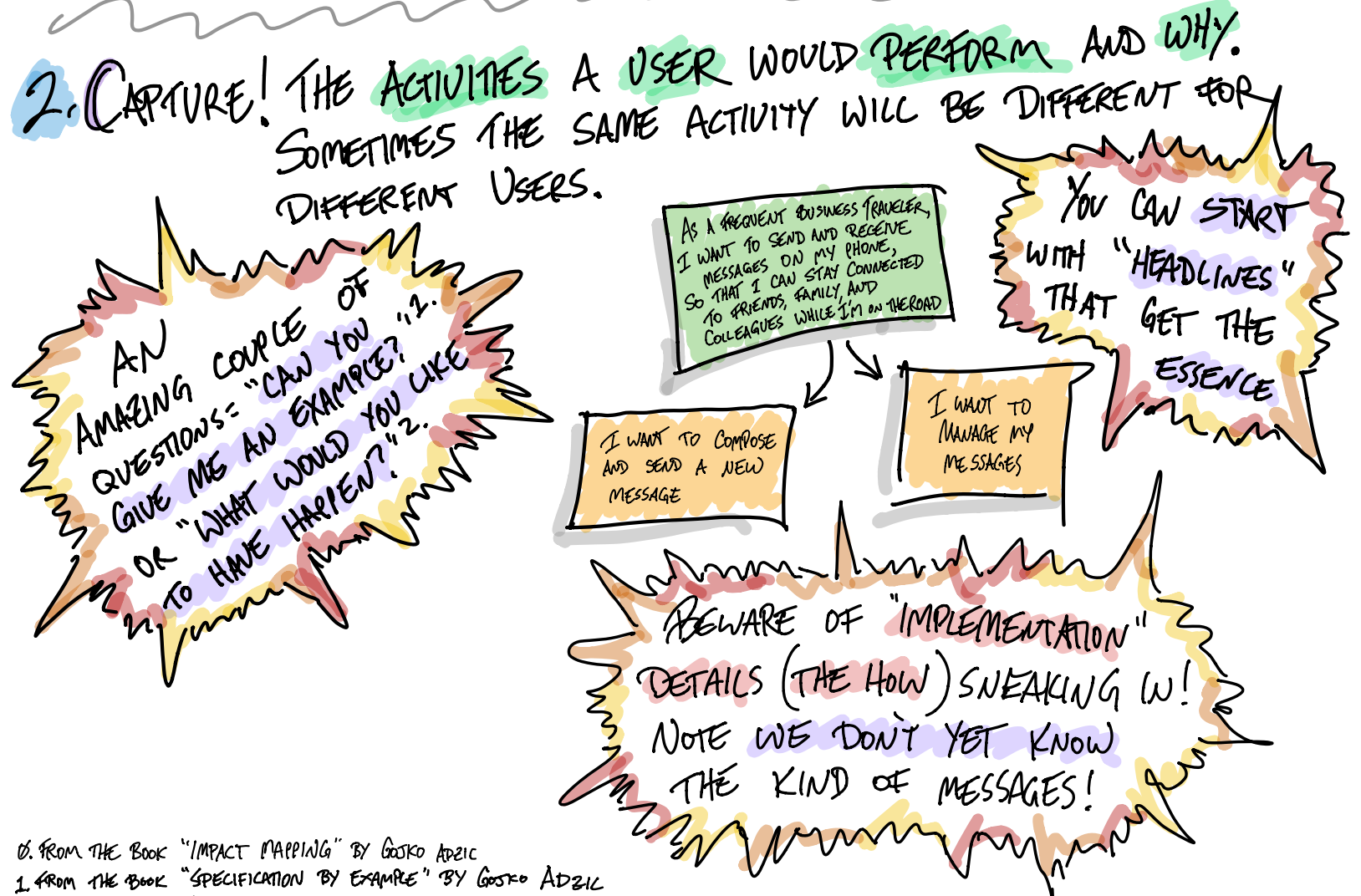
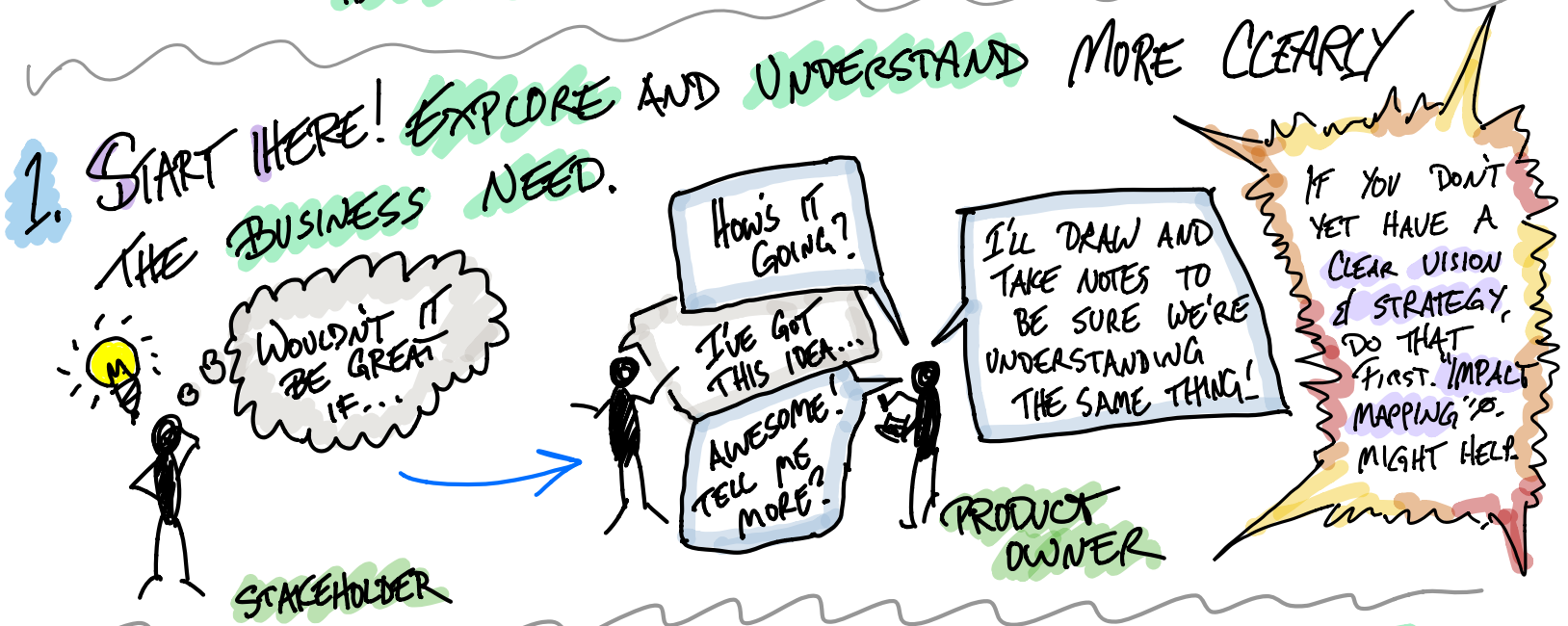
USER STORY MAPPING IS A SPECIFIC COLLECTION OF PATTERNS GATHERED AND FORMALIZED BY JEFF PATTON. HIS BOOK OF THE SAME TITLE IS A SEMINAL VOLUME FOR ANY SERIOUS PRODUCT PROFESSIONAL. THIS GUIDE IS BOTH A SYNTHESIS OF JEFF'S BOOK AND ALSO AN EXTENSION. WHEN I BEGAN LEADING STORY MAPPING SESSIONS BACK IN 2012, THE IDEAS IN THIS GUIDE HAD YET TO FULLY MAKE THEIR WAY INTO THE DOMAIN OF AGILE SOFTWARE DEVELOPMENT. NEARLY A DECADE LATER, YOU GET TO BENEFIT FROM THESE HARD-LEARNED LESSONS, WHICH I'VE REFINED THROUGH AN EMPIRICAL IMPROVEMENT PROCESS OF TESTING AND FEEDBACK IN COUNTLESS SESSIONS MAPPING OUT REAL PRODUCTS.

I WANTED THIS GUIDE TO BE THE INTERSECTION OF: SHORT, CONCISE, VISUALLY APPEALING, AND JUST ENOUGH. ANY ONE OF THE HAND-DRAWN BOXES MAY CONTAIN AN ENTIRE DISCIPLINE OF KNOWLEDGE. PERHAPS IT IS BEST TO CONSIDER THIS GUIDE A MAP OF ITS OWN TO THE TERRITORY OF LEADING STORY MAPPING SESSIONS. JUST AS THE GUIDANCE ANY OTHER MAP GIVES SHOULD NOT BE CONFUSED WITH THE REALITIES OF TRAVELING THE REPRESENTED TERRAIN, THIS GUIDE IS INTENDED TO INFORM THE QUESTIONS YOU SHOULD BE ASKING RATHER THAN ANSWERING THEM. IF YOU NEED MORE SPECIFIC HELP, YOU CAN REACH OUT TO ME FOR SUPPORT; I OFFER PUBLIC AND PRIVATE EXPERIENTIAL TRAINING SESSIONS AND FOLLOW UP COACHING FOR YOUR MAPPING EFFORTS!

THANKS AND HOPE TO HEAR FROM YOU!

-KEVIN

0. WELCOME! TO AN ELEGANT & POWERFUL ANSWER TO THE QUESTION OF "HOW TO TRANSLATE BIG STRATEGIC IDEAS INTO A TACTICAL PLAN, WITHOUT LOSING FOCUS ON THE RIGHT THINGS?" THUS TO MAP, YOU'LL NEED A CLEAR IDEA OF WHO YOU'RE DOING SOMETHING FOR AND WHY!



0. FROM THE BOOK "IMPACT MAPPING" BY GOSKO ADZIC
 1. FROM THE BOOK "SPECIFICATION BY EXAMPLE" BY GOSKO ADZIC
 2. FROM THE BOOK "FROM CONCEPT TO CURIOSITY" BY CATLIN WALKER

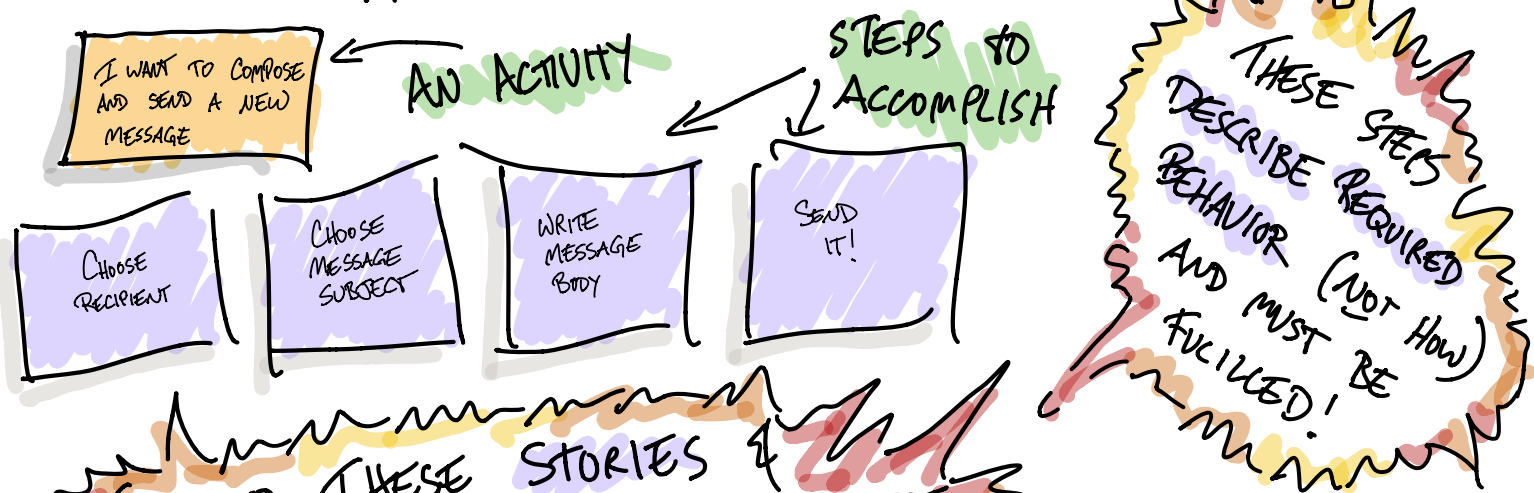
3. BUILD SHARED UNDERSTANDING! DISCOVER & BEGIN TO DECIDE THINGS LIKE=

- * WHAT STEPS MIGHT A USER TAKE TO MEET THEIR NEED?
- * WHAT EXAMPLES DO WE HAVE?
- * WHAT MIGHT IT LOOK LIKE?
- * WHAT OUTPUTS MIGHT WE EXPECT?
- * WHAT OTHER OUTCOMES DO WE WANT TO ACHIEVE?
- * WHAT IS TRYING TO BE ACCOMPLISHED?

ASK QUESTIONS!
DRAW PICTURES!
TELL STORIES!
BRAINSTORM!
EXPLORE ALTERNATIVES!

DISCOVERY TEAM
(GOOD IDEA TO HAVE SOME OR ALL THE PEOPLE WHO WILL BUILD IT HERE!)

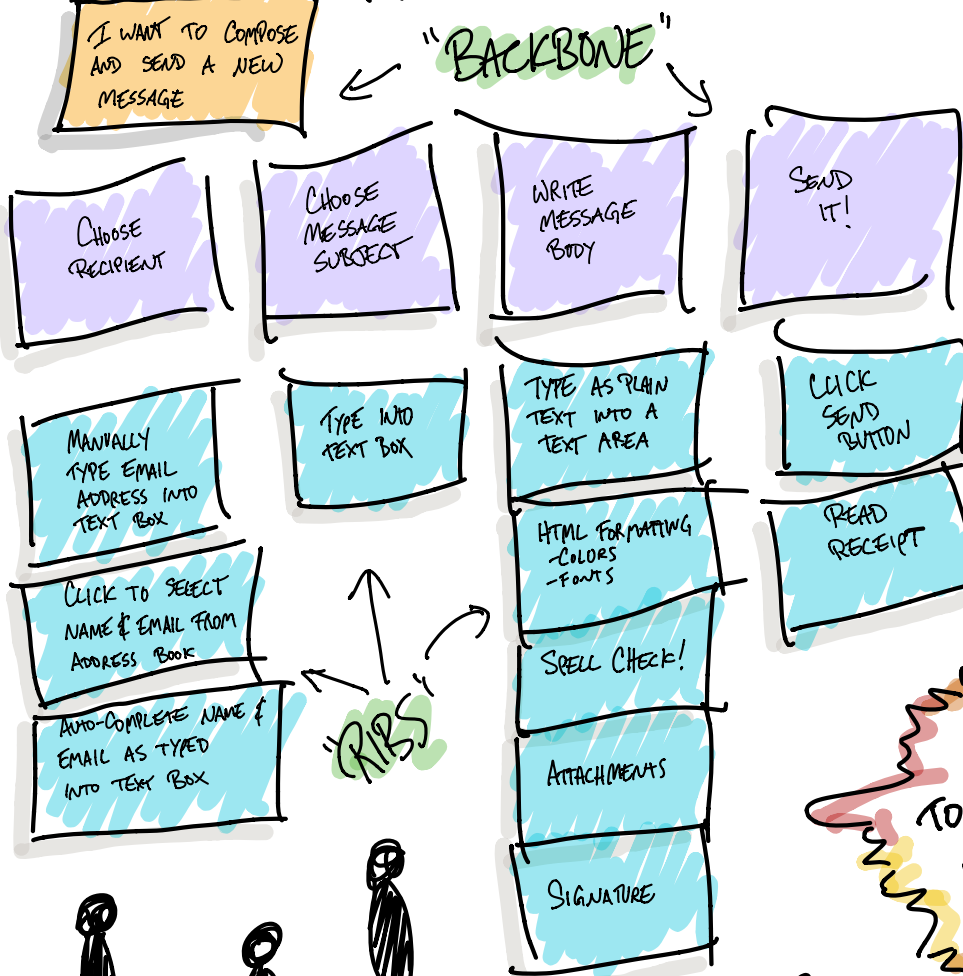
4. CAPTURE! ACTIVITIES, STEPS, & ASSOCIATED MATERIALS AS STORIES, DRAWINGS, ETC.



TOGETHER, THESE STORIES & EXAMPLES CREATE THE SINGLE SOURCE OF TRUTH FOR WHAT A SYSTEM DOES. THEY CAN BE FURTHER LEVERAGED BY BECOMING "EXECUTABLE SPECIFICATIONS" IN A TOOL LIKE CUCUMBER!



5. REFINE! THE STEPS INTO DISCRETE CHUNKS OF FUNCTIONALITY THE TEAM CAN DELIVER QUICKLY.



ORDER IMPLEMENTATION
STORIES VERTICALLY WITH THE TOP BEING MOST IMPORTANT. DO IMPORTANT THINGS FIRST.

"IMPORTANT" MAY BE TO OUR USER, OR TO US IF WE'RE NOT SURE WE CAN BUILD IT OR NEED OTHER VERY FAST FEEDBACK!

THE "3 AMIGOS"³.
PRODUCT, TEST, IMPLEMENTATION

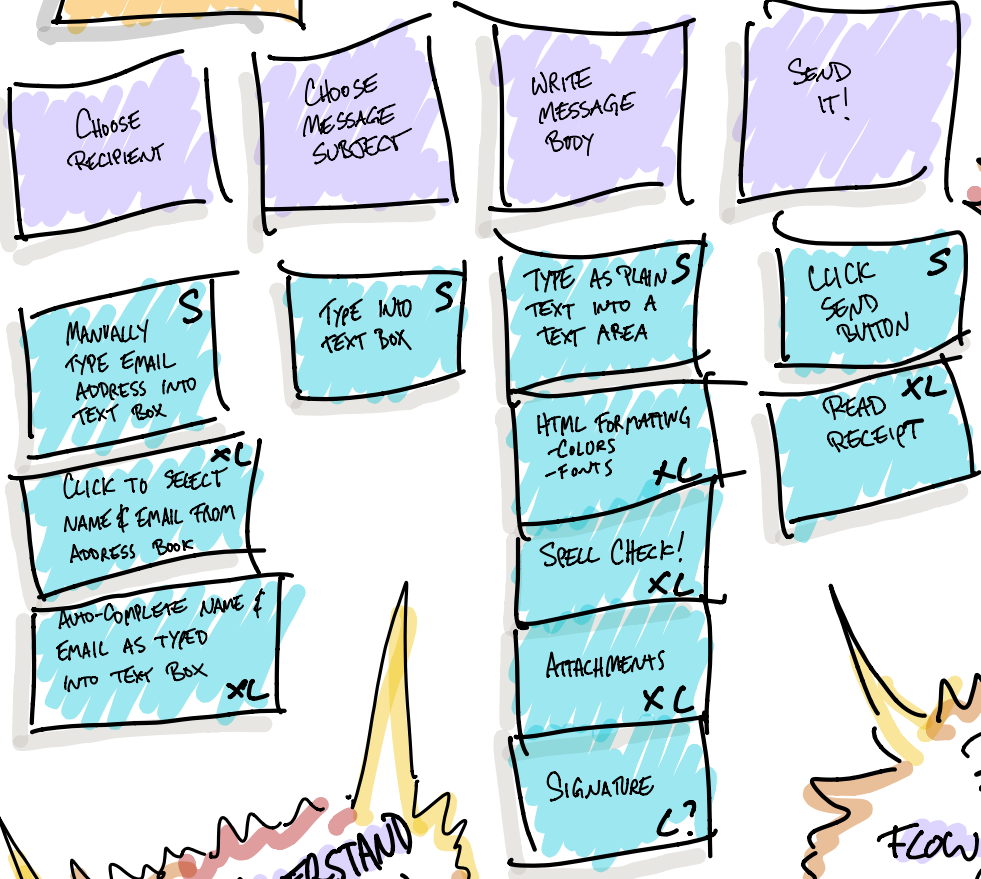
THE "BACKBONE" IS WHAT MUST BE DONE. THE "RIBS" ARE NEGOTIABLE SCOPES OF WORK WITH VARYING LEVELS & KINDS OF RISK!

STORIES ARE CAPTURED IN THE "RIBS" OF THE STORYMAP. ONE WAY IS TO USE 3 AMIGOS TO MAKE SURE STORIES ARE READY TO REVIEW BY THE TEAM & STAKEHOLDERS. SHARED UNDERSTANDING IS CREATED & MAINTAINED. THE MAP CAN BE SLICED A VARIETY OF WAYS BASED ON WHAT IS MOST IMPORTANT.

³. FROM GEORGE DWIGDIE'S ARTICLE "THE THREE AMIGOS" IN THE NOVEMBER/DECEMBER 2011 ISSUE OF BETTER SOFTWARE.

6. FORECAST! STEPS CAN BE BROKEN INTO "HEADLINES" TO GET A QUICK IDEA OF SCOPE. THE MORE DETAILS A FORECAST NEEDS, THE MORE REFINEMENT CAN BE DONE. BE AWARE THAT YOU MAY START TRADING TIME TO MARKET FOR THE COMFORT OF A PLAN THAT MAY NOT ACHIEVE INTENDED OUTCOMES!!!

I WANT TO COMPOSE AND SEND A NEW MESSAGE



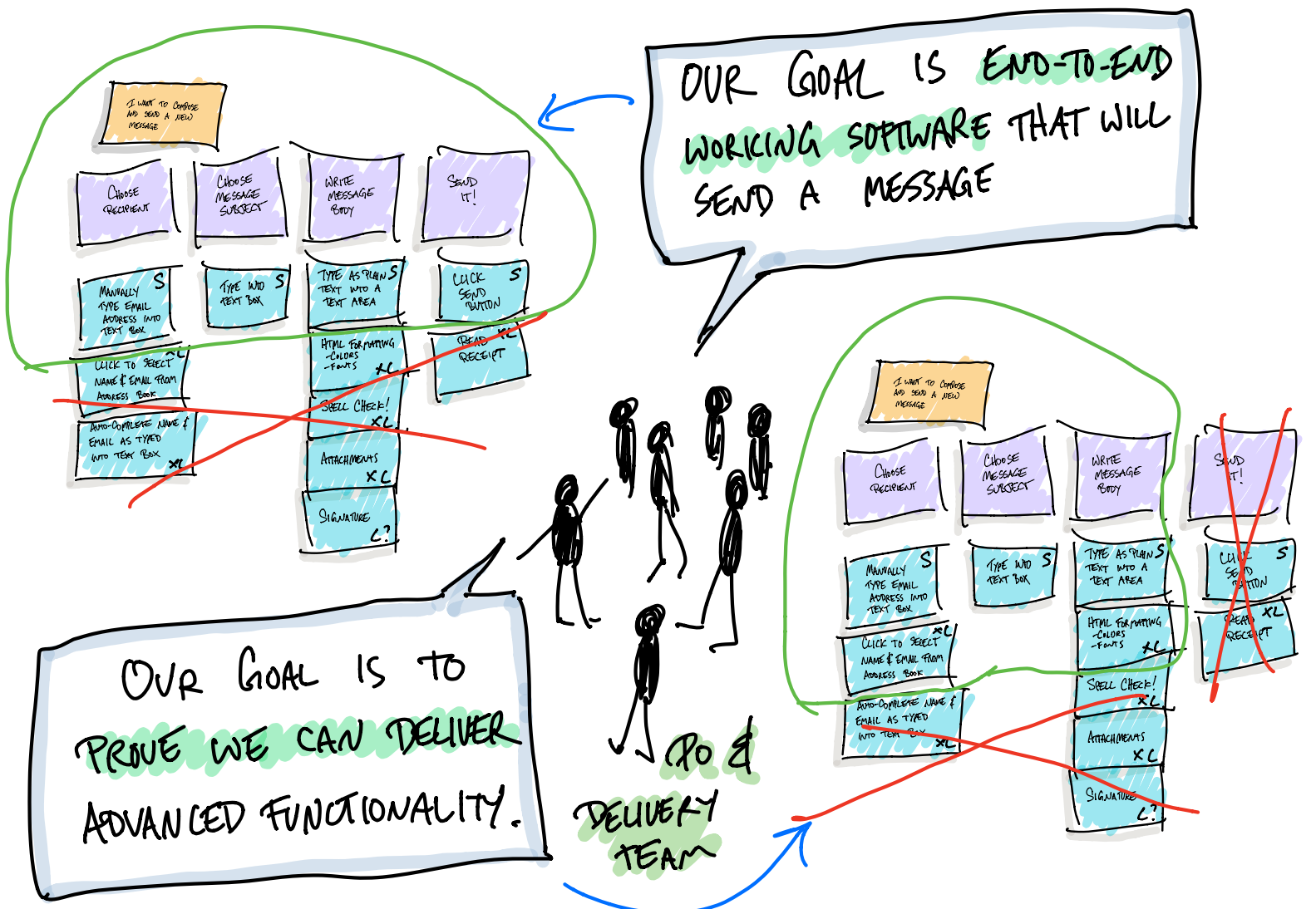
MANAGING FLOW IS THE OFTEN COUNTER-INTUITIVE PRACTICE OF APPLYING QUEUEING THEORY TO PRODUCT DEVELOPMENT. 4. 5.

BY ATTENDING TO FLOW, WE CAN MAKE MORE INFORMED TRADE-OFFS BETWEEN TIME & SCOPE. WE CAN ALSO BEGIN TO ANSWER THE QUESTION "WHEN WILL IT BE DONE?"

THINGS WE UNDERSTAND WELL AND HAVE BROKEN DOWN ARE AT THE TOP & MARKED AS "SMALL". OTHERS ARE LOWER ON THE "- RISKS" AND SIGNAL MUCH MORE EFFORT / UNCERTAINTY!

4. SEE THE BOOK "PRINCIPLES OF PRODUCT DEVELOPMENT FLOW" BY DONALD REBERTSON
 5. SEE THE BOOK "ACTIONABLE AGILE METRICS" BY DANIEL VACAUNT

7. COMMUNICATE! SHORT & LONGER TERM GOALS, DEFINE FOCUS, REFINE FORECASTS AS WE LEARN.



8. SUSTAIN! STORY MAPS CAN BE USED TO TRACK PROGRESS, FLAG IMPEDIMENTS, RAISE DEPENDENCIES, RISKS, & MORE!!! HAVE FUN & GET READY TO CHANGE THE WORLD!