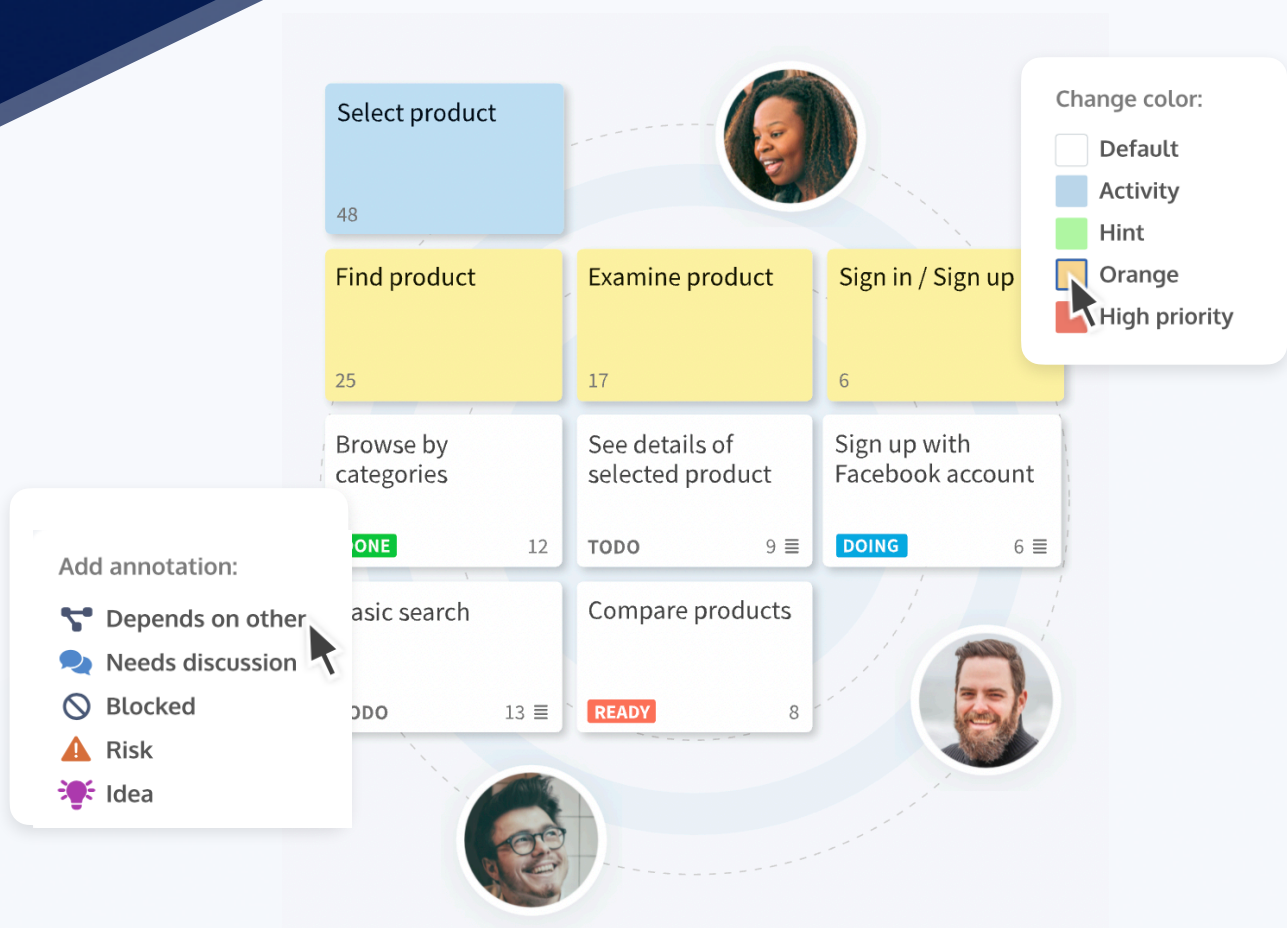# Stories On Board

# USER STORY MAPPING

## How to get started with user story mapping on StoriesOnBoard

www.StoriesOnBoard.com

## Why user story mapping?

User Story Mapping is a way of thinking, a problem-solving technique, and a framework. Originally and most often used by agile software development teams, though it is much more than just another product management tool.

### How can user story mapping help?

→ drives attention to users' goals and keep the focus on them
→ helps to discover and decompress tasks following the path of user goals
→ connects remote teams and bring them on a common platform in order to enhance communication between multi-level stakeholders
→ establishing a shared understanding that everyone can understand and work accordingly with without losing information within different teams

### What is a user story map?

By prioritizing typical user needs, goals, and activities into user stories, the team creates an intuitive, visual backlog that is easy to understand for everyone. This is what we call a user story map.

## User story mapping is perfect for many types of projects

→ **product development projects**
    from product roadmaps to release planning

→ **product design**
    whether it may be a physical or digital product

→ **service design**

→ **agile marketing projects**
    e.g. for creative agencies, with cross-functional teams
    with many stakeholders

→ **planning complex projects**
    with an agile mindset, a diverse team and the basic need for shared understanding

## What is user story mapping used for?

*"Get a visual representation of the backlog. **Everyone understands where we are**, what we've achieved and what is coming"* & *"**To be on the same page with team members** about project outline."*

*"The problem is scoping big features and **visualizing why certain parts are more valuable than others** and what these parts are to other stakeholders"*

*"Minimise release scopes while maximising business value. **Shared understanding of the scope across the team and business"** & Team members keeping in mind user steps flow and priority release schedule"*

*"To define scope and requirements related to a user journey (for software development), and to track the progress of implementations. It **brings shared understanding and alignment between product managers"***

## How to make product development successful?

*"Communication across the team, most important priorities. In a meeting, I can **capture the information and easily reach an agreement** on tasks, priorities and acceptance criteria"*

*"I would consider it a success to be able to work with the **total visibility of the project** and the planning of the different releases"*

*"I am trying to **reduce level of mistakes** while developing any product"* & *"Translate **clear customer process** into user stories"*

*"To clearly lay out the steps and menus needs for our new products. This allows us to clearly see everything that needs to be accomplished before we feed it into Azure DevOps. **Non developers can easily see what we are trying to accomplish quickly"***

## How user story mapping works

| Define product vision | Identify users & goals | Mark steps of journeys | Collect user stories |

### STEP 1   Define product vision

Start talking about your product's vision from a wide perspective and narrow it to define its focus

What do you want to achieve? Who's going to use your product? What are their problems? Will your product help them?

**ACTION:** once your product vision is defined, make sure all the stakeholders within your team know it. You can start story mapping once everyone has a basic understanding of the product's goal.

| Define product vision | Identify users & goals | Mark steps of journeys | Collect user stories |

### STEP 2   Identify users & goals

Elaborate the product vision and identify the users and their goals during the discussion

Who are they? Have you thought of everyone?
Will they feel successful or satisfied if they reach their goals?

**ACTION:** use the blue cards in the top row of you story map to record the Goals. Add the Personas to the story map and relate them with their goals.

Stories **On** Board

## How user story mapping works

Define product vision  >  Identify users & goals  >  **Mark steps of journeys**  >  Collect user stories

**STEP 3**  **Mark steps of journeys**

Define the steps your users need to take to reach the goals want to accomplish

Do the steps make up a user journey? Are the steps in the right order? Are the goals reachable with the defined journeys?

**ACTION:** use the yellow cards in the second row of your story map and record the steps of each journey. Make sure your steps truly allow your users to reach the goals you added to the blue cards previously.

Define product vision  >  Identify users & goals  >  Mark steps of journeys  >  **Collect user stories**

**STEP 4**  **Collect user stories**

Start collecting user stories from your target audience

Do your stories have a clearly defined value?
What will the user gain if you make their story come true?

**ACTION:** record user stories on as many white cards as possible and make sure they're under the relevant step and goal. Each story should reflect the user's need and the value he / she would get if that story was fulfilled.

StoriesOnBoard.com

# User story mapping basics

## User goals & steps in a narrative flow

Story mapping helps you define stories to find out what the schedule is and how the product should be made. This is greatly aided by the narrative flow also known as the backbone, which transforms higher-level goals into a coherent process. Here are the steps the user has to go through in order to achieve their goal in the product.



Goal

User Step

TIME



Goal

Step 1  Step 2

User story 1  User story 2

User story 3  User story 4
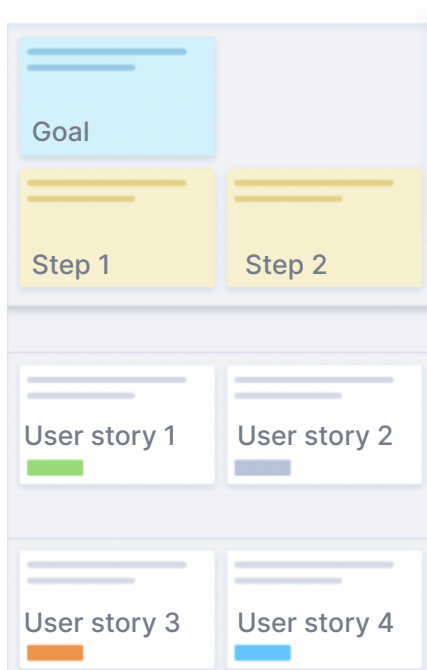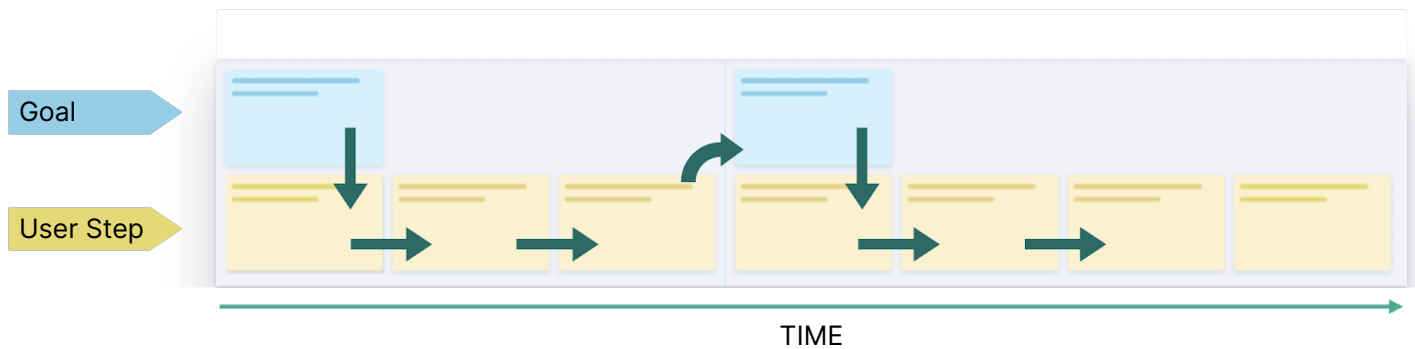
## What is a user story

A user story is a short description of a product feature that has been told from the user perspective.

A user story is an element of the product backlog where these items are collected for execution.

The stories on the top represent priority compare the lower level stories. The lower level stories can be dependent on the higher level stories.

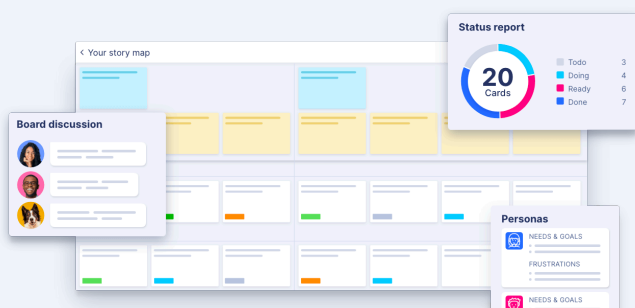## User story mapping basics

**Release planning**

Once we defined the necessary user stories it is a good tactic to tell the user story in a narrative flow to make sure our version is workable.

This will help to think through the release and identify an MVP where we define the most important features which needed to build a workable and functional software.
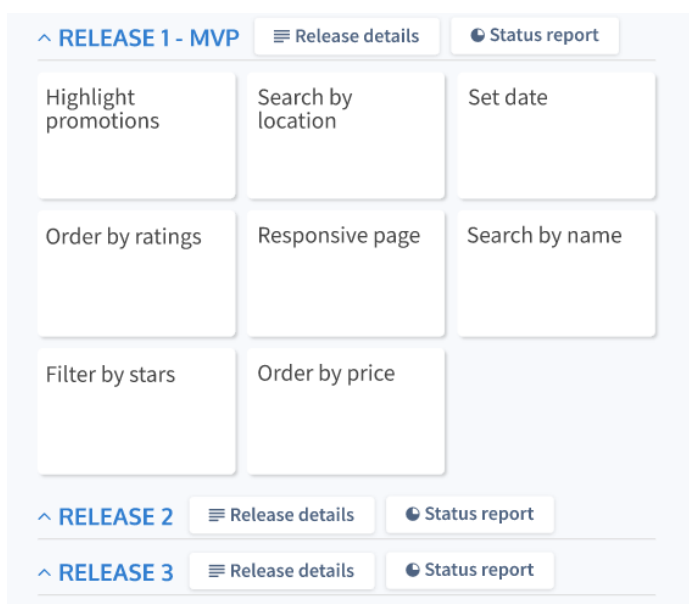


**What is MVP release?**

MVP (minimum viable product) or MVP release is a well thought combination of user stories from various epics, such that will give customers a slice of the product functionality that is simple, yet serves a significant function. MVP also facilitates early feedback from the users.



**You've got a question?**

Let us know and let's discuss what are the best practices.

**Book a demo**

## What is StoriesOnBoard?

### About StoriesOnBoard

Our solution is a digital lightweight project planning tool, which supports User Story Mapping technique by Jeff Patton.

Its primary aim is to visualise the backlog, prioritise and time the priority of user stories and assists the collaboration between the stakeholders.

www.StoriesOnBoard.com

## Benefits of using StoriesOnBoard

✓ helps to capture and understand better the right requirements in details

✓ eliminates the distortion of information in a way where dev team has no need to connect to the end users → ease of communication sharing

✓ lifts heavy processes away from the team members & inspire LEAN thinking

✓ provides a simple visual BIG PICTURE of the project with an up-to-date overview that everyone can understand without even technical knowledge

## Benefits of using StoriesOnBoard

**1** Deliver the right product on time

**2** Laser sharp ost & time estimation

**3** Build what matters to customers

| Effective Product Design | Accurate Estimation | Reach Integration Possibilities | Ease of Implementation |
|---|---|---|---|
| → Intuitive framework for idea creation<br>→ High-level overview of the project | → Accurate budget forecast<br>→ Proper overview of subsequent versions | → Real-time synchronization<br>→ Seamless integration into existing processes | → Personalized onboarding<br>→ No learning curve when implementing |
| **REDUCE WASTE** | **BETTER SCHEDULING & BUDGETING** | **ENHANCED OVERALL PROJECT OVERVIEW** | **IMPROVES EXISTING PROCESSES** |

*"I love how easy it is to build out and arrange/rearrange a story map. The navigation features are very easy to pick up or intuit."*
*-*
*James Child - Scrum Master*

*"StoriesOnBoard filled a gap between the planning meetings and the day to day project execution."*
*-*
*Greg Cole - Product Owner*

### SOME OF OUR TRUSTED PARTNERS

Lufthansa    EA Deloitte.    WARNER BROS. GAMES    BD

SAP    YODEL    Walgreens    TOYOTA    Virgin pulse

## Stories On Board

### Benefits of using StoriesOnBoard

**Personas**

**Nick**
Customer / Last minute shopper

NEEDS & GOALS

FRUSTRATIONS
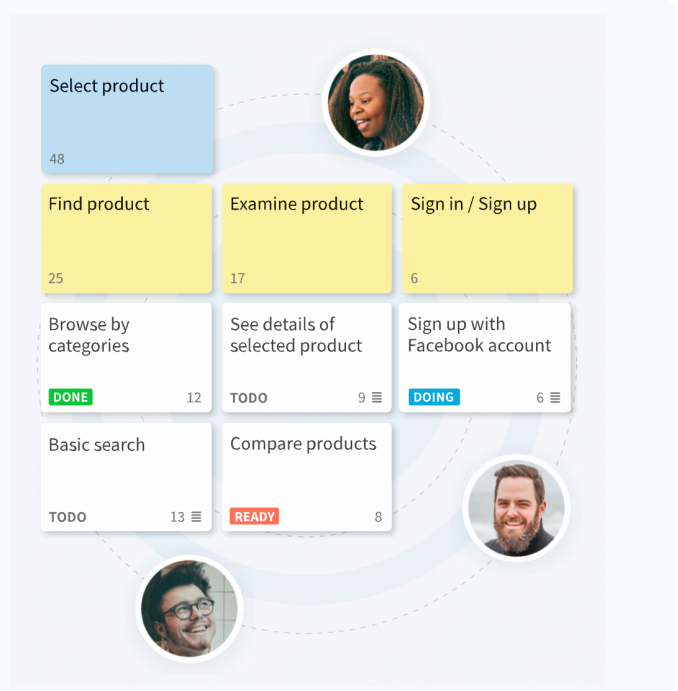
**Alice**
Customer / Discount chaser

**John**
E-commerce website administrator

**Understand** exactly what the customer wants

✓ capture the right requirements

✓ keep customers involved in the whole process

✓ visualize user personas and their goals on a user story map

**Share** your product vision on a user story map

✓ build a backlog that everyone understands

✓ communicate the big picture intuitively
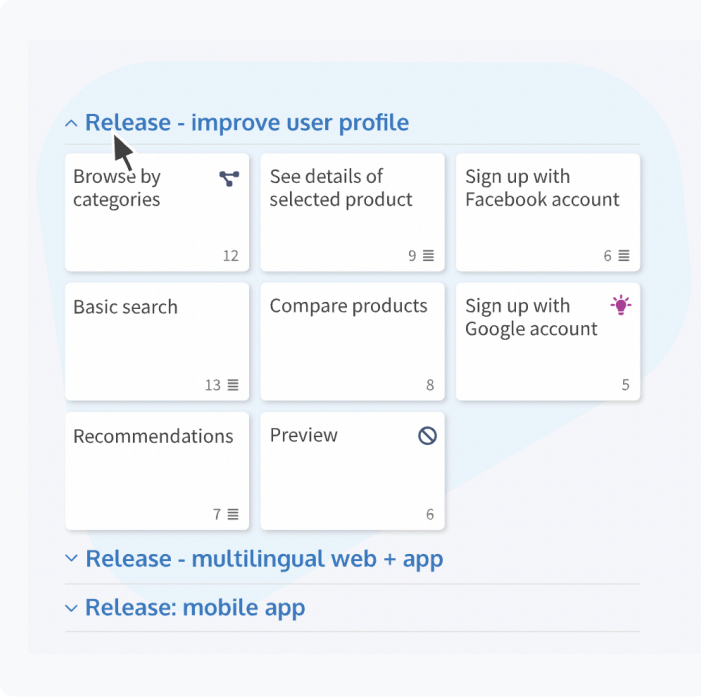
✓ have a 360 degrees view of your feature list

Select product
48

Find product
25

Examine product
17

Sign in / Sign up
6

Browse by categories
**DONE** 12

See details of selected product
TODO 9

Sign up with Facebook account
**DOING** 6

Basic search
TODO 13

Compare products
**READY** 8

**Status report**

Todo 3
Doing 4
Ready 6
Done 7

20 Cards

< Your story map

**Board discussion**

**Personas**

NEEDS & GOALS

FRUSTRATIONS

NEEDS & GOALS

## You've got a question?

Let us know and let's discuss what are the best practices.

**Start FREE Trial**

![Stories On Board logo]

# Benefits of using StoriesOnBoard

## Release - improve user profile

| Browse by categories | See details of selected product | Sign up with Facebook account |
|---|---|---|
| 12 | 9 | 6 |

| Basic search | Compare products | Sign up with Google account |
|---|---|---|
| 13 | 8 | 5 |

| Recommendations | Preview |
|---|---|
| 7 | 6 |

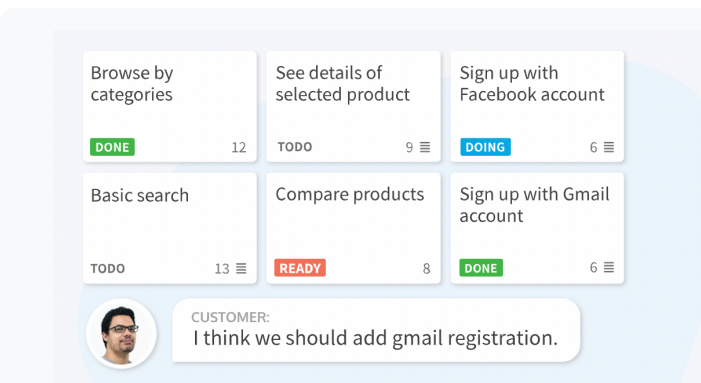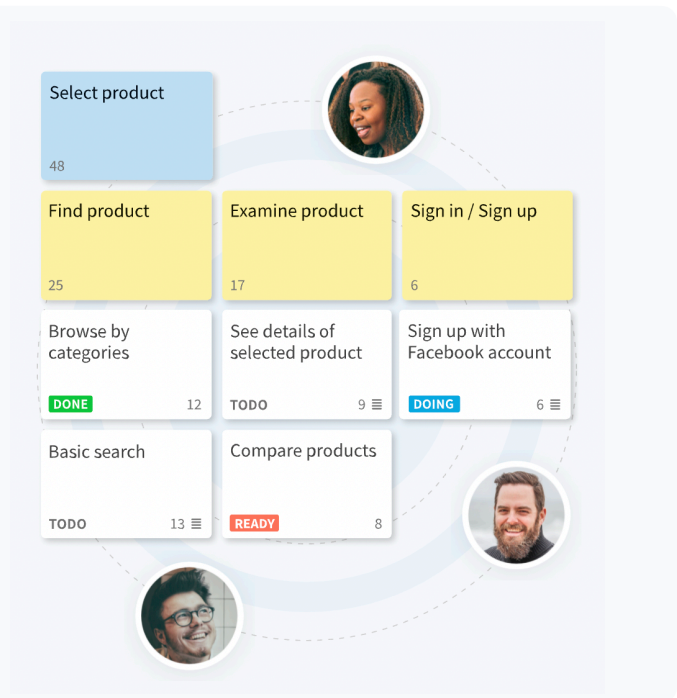## Release - multilingual web + app

## Release: mobile app

**Implement** the right features at the right time

✓ prioritize user stories to make better decisions

✓ focus your whole team effort on the things that matter

✓ release your software as early and often as possible

**Share** your product vision on a user story map

✓ build a backlog that everyone understands

✓ communicate the big picture intuitively

✓ have a 360 degrees view of your feature list

| Select product | | | |
|---|---|---|---|
| 48 | | | |

| Find product | Examine product | Sign in / Sign up |
|---|---|---|
| 25 | 17 | 6 |

| Browse by categories | See details of selected product | Sign up with Facebook account |
|---|---|---|
| DONE 12 | TODO 9 | DOING 6 |

| Basic search | Compare products |
|---|---|
| TODO 13 | READY 8 |

**Collaborate** with stakeholders

| Browse by categories | See details of selected product | Sign up with Facebook account |
|---|---|---|
| DONE 12 | TODO 9 | DOING 6 |

| Basic search | Compare products | Sign up with Gmail account |
|---|---|---|
| TODO 13 | READY 8 | DONE 6 |

CUSTOMER:
I think we should add gmail registration.

✓ keep all the ideas and requests in the same place

✓ manage expectations with ease & highlight product roadmap

![StoriesOnBoard logo]

# Benefits of using StoriesOnBoard

## Product details

**DESCRIPTION**

**OVERVIEW**

**SCENARIOS**

**ATTACHMENTS**
- Requirements.docx
- Screens.jpg

**LINKS**
- User requests

| | |
|---|---|
| Status | Done |
| Estimation | 10 |
| Release | MVP |
| Created by | John |
| Card color | White |

✓ **Capture** the right requirements

---

| STORY 1 💬 | STORY 2 | STORY 3 ⚠️ |
| STORY 4 | STORY 5 | STORY 6 💡 |
| STORY 7 | STORY 8 | |

**Change color:**
- ☐ Default
- 🟦 Activity
- 🟩 Hint
- 🟧 Orange
- 🟥 High priority

**Add annotation:**
- Depends on other
- Needs discussion
- Blocked
- Risk
- Idea

✓ **Provide context** to user stories

---

Find hotels

| Visit main page | Open search panel | Add filter |
| Highlight promotions | Add price range | Set date |
| Order by ratings | ...ons | |

✓ **Make** prioritization easy

---

## Board discussion

**Brigitte** said
Hi guys, I just set up the new iteration.

**Jack** said
@Mark please add estimation to this:

STORY 4

**Mark** said
@Jack Done!

✓ **Discuss** details with everyone

# Benefits of using StoriesOnBoard



GOALS — GOAL 1

USER STEPS — STEP 1, STEP 2, STEP 3

USER STORIES — STORY 1, STORY 2, STORY 3, STORY 4, STORY 5, STORY 6

GOAL 1

STEP 1, STEP 2, STEP 3

STORY 1, STORY 2, STORY 3
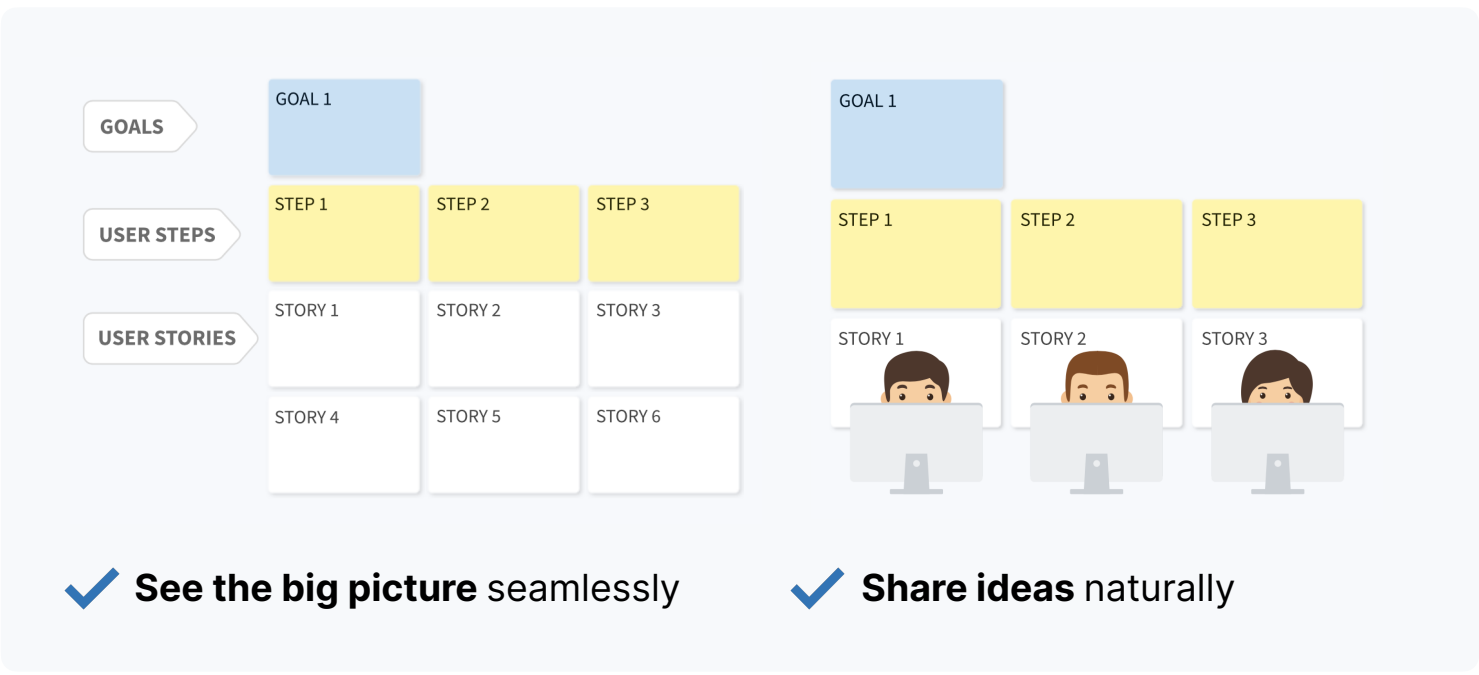
✔ **See the big picture** seamlessly

✔ **Share ideas** naturally

# Benefits of using StoriesOnBoard with integrations

✔ StoriesOnBoard turns your flat backlog into **a visual design** that **everyone can understand**.

✔ StoriesOnBoard supports **two-way, real-time sync**, between your backlog and Jira, Azure DevOps, Trello board and more.



Flat Product Backlog in **Jira**

Visual User Centered Design in **StoriesOnBoard**

# StoriesOnBoard & JIRA backlog management solution



# StoriesOnBoard can integrate with the most popular tools

- Confluence
- Slack
- FlowDock
- Jira Cloud & Jira Server
- Figma
- G Suite
- Trello
- GitHub
- OneLogin
- Azure DevOps & TFS
- GitHub Enterprise
- Pivotal Tracker

StoriesOnBoard.com

## Benefits of using StoriesOnBoard

**50% of unsuccessful projects
encounter two of the following:**

**41%**
of the budget will be consumed by poor requirements

**160%**
of the estimated budget is consumed by unrealistic items

**55%**
of the team members feel that their project's objectives are clear

Stories On Board
**helps to**

**CAPTURE**
Collecting the right requirements reduces waste

**CONNECT**
Accurate estimation keeps the deadline and budget in control

**ACTIVATE**
Better communication speeds up the dev process

**Return Of Investment**
more cost effective | faster delivery | increased communication | higher success rate

✓ **Enabling teams to build lovable products**

StoriesOnBoard was one of the first online user story mapping tools in the digital space and has been a key player ever since.

✓ **Build on a technique used by agile teams worldwide**

User story mapping is a lean and very powerful way to build user-centric products. By following the natural flow of user journeys and defining user goals, story mapper teams can build products that users actually love.

✓ **Equipping product managers with the right tools**

StoriesOnBoard makes user story mapping remotely possible. Users can prioritise product features, slice out releases and create an easy-to-understand backlog at the same time. Our vision is to equip Product Managers with a bundle of tools built on practical methodologies that will enable them to build the best products possible.
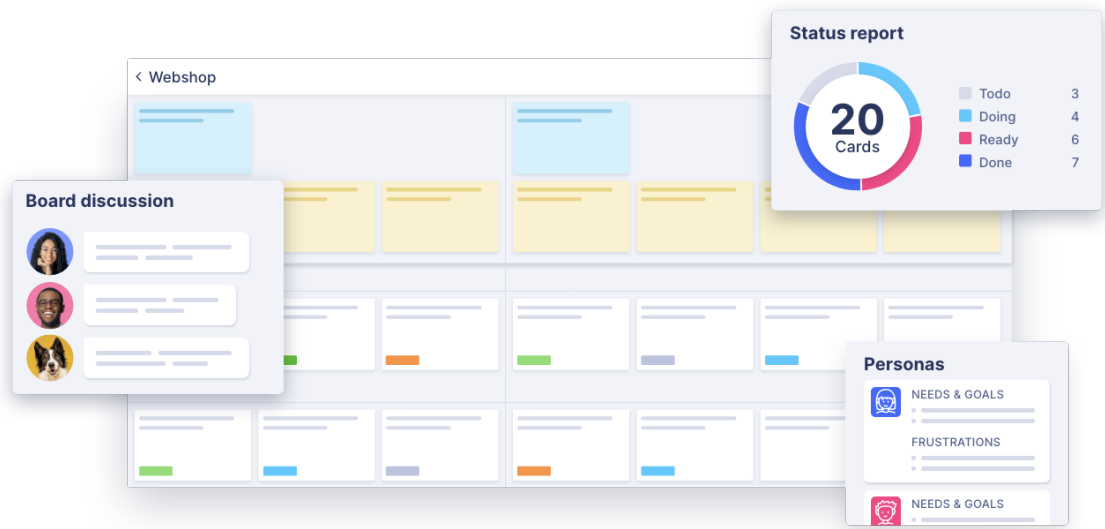
"This application makes story mapping simple and collaborative for distributed teams. The integration with Jira saves a tremendous amount of time and ensures that everyone is kept updated with the latest thinking."

**Michael M.** - *Consultant*

"An excellent tool to build your story mapping. Features I liked : - Shareable - Easy to use - Export file formats (Backlog or story map format) Besides I really enjoyed the online Customer service."

**Nicolas P.** - *Senior Consultant*

"I really liked that the tool is built on a methodology that would help our team keep a user-centric approach. My team is fairly new to agile and StoriesOnBoard helps us greatly to adopt to their new methodology. It was also critical that it has an integration with Jira since almost all our processes rely on Jira."

**Marton S.** - *System Analyst*

# Stories On Board

Try out the hidden tricks of user story mapping.

## Start FREE trial

StoriesOnBoard.com