Dancing in the Dark

Absence of a story map!!!

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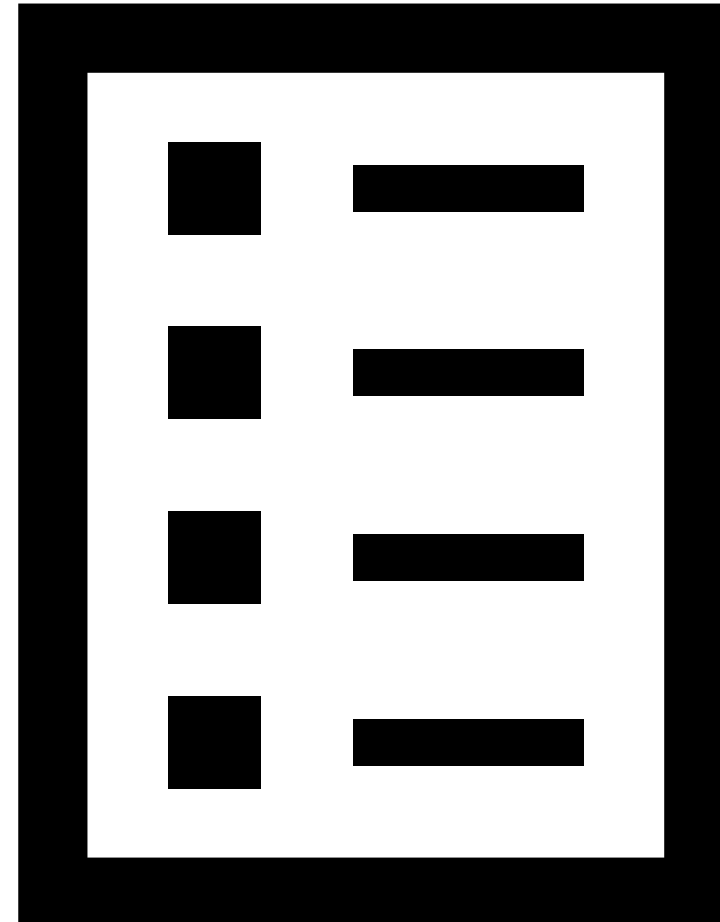
Checking in?

- https://www.menti.com/alicvf3t4out
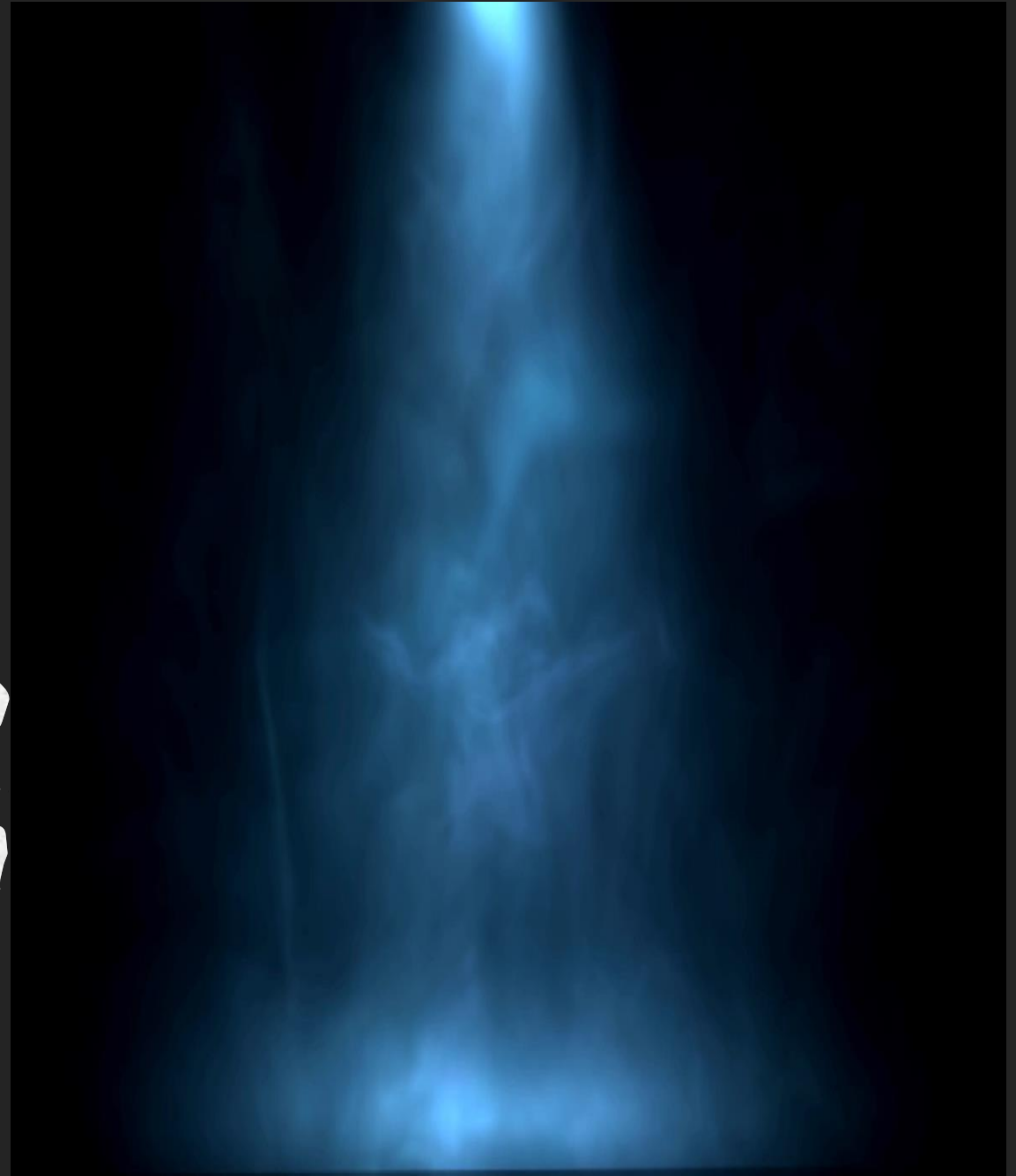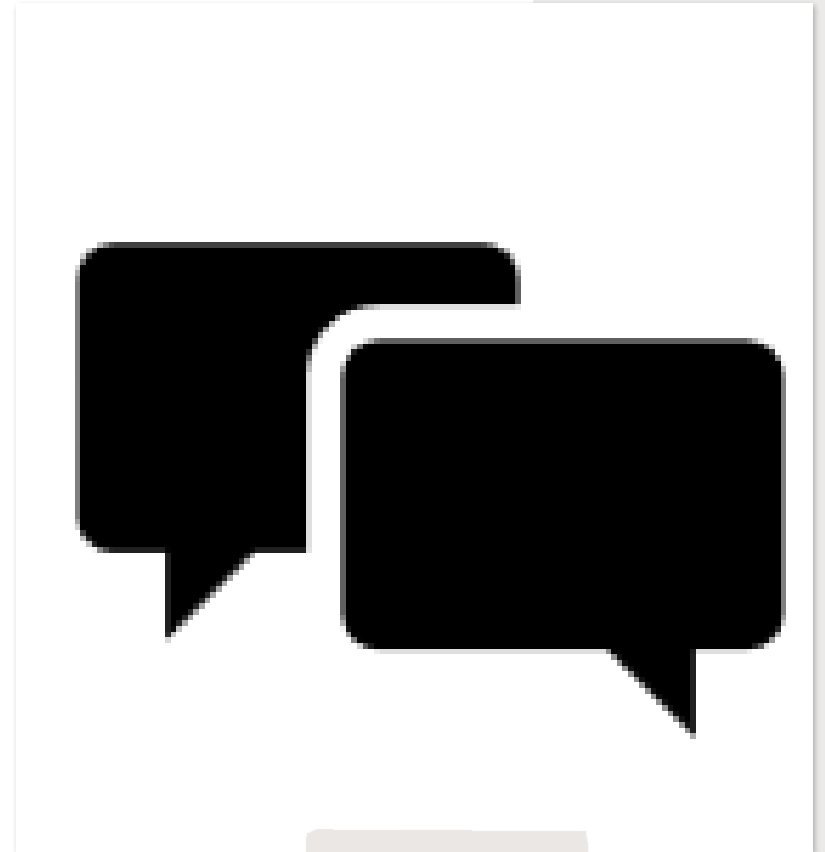
Agenda

- **Concepts of story mapping**

- **Story mapping techniques**

- **Steps involved in building a story map**

- **Best Practice standards**

- **Q & A**

What is story mapping?

- A collaborative practice that guides teams in defining work.

- Visualizes the journey a customer takes with a product.

- Aligns team understanding and prioritizes features.

Key Benefits of Story Mapping

- Provides a user-centric approach to product development.

- Facilitates better release planning and prioritization.

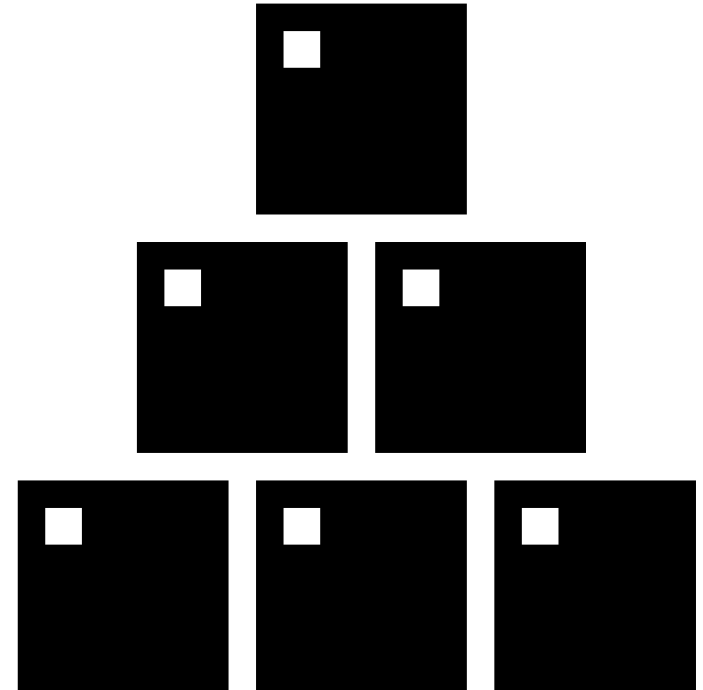- Enhances communication among stakeholders.

Components of a story map?

- It is a now map, not a later map

- Activities form the backbone of a story map

- User tasks are the basic building blocks of a story map

- Slice out tasks to achieve a common outcome

- Maps are organized left to right for a narrative flow

Story Mapping begins with .....

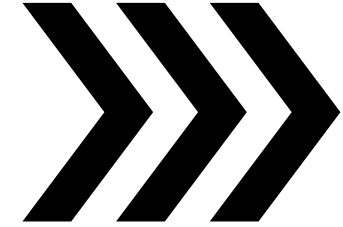**User Interviews:** Gathering user experiences and needs.

Persona Development: Creating detailed user profiles.

User Journey Identification: Mapping out user steps and interactions.

Six Steps to create a story map

Frame

Big story What , who, why?

Map

the user activities.

Explore

Arrange user activities into tasks. Fill the map

Structure

the map by organizing stories and tasks.

Slice out viable releases

Name target outcome for each release

Slice out development strategy

Opening game, mid game, end game

Organize Your Story Map

Use

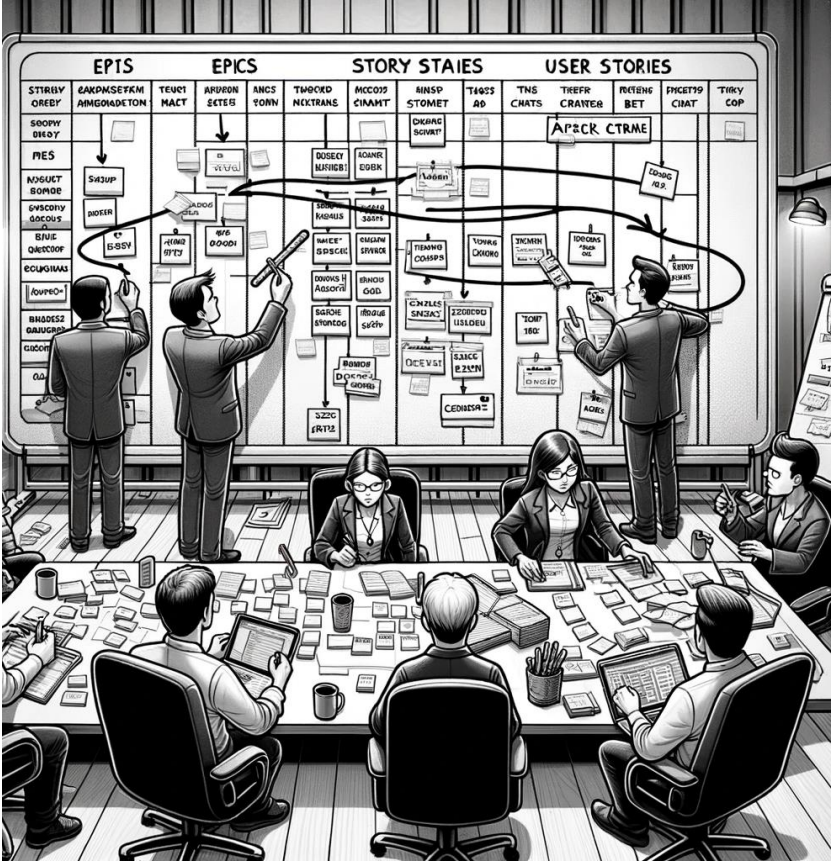Use horizontal swim lanes to represent user tasks or activities.

Prioritize

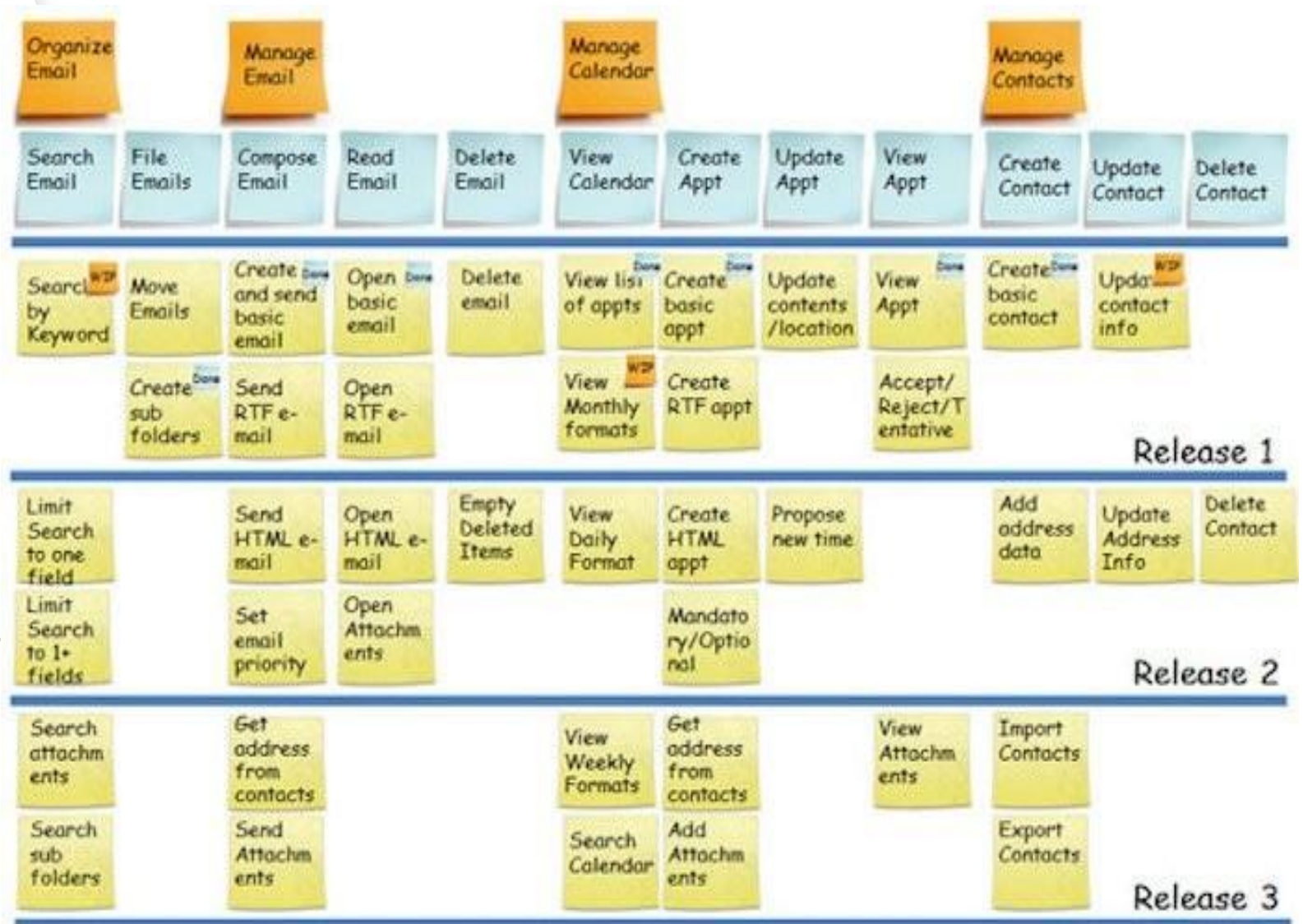Prioritize stories vertically within swimlanes.

Group

Group related stories to form epics or themes.

Example of a story map

Best practices for story mapping

User Goals and Team Involvement

Structure and Collaboration

Prioritization and Accessibility

Communication and Validation

How and what to use ?

- Conduct collaborative Story Mapping Sessions

- Involve cross-functional team members.

- Encourage open discussion and feedback.

- Use physical or digital tools to facilitate collaboration.

- Physical boards with sticky notes.

- Digital tools like JIRA, Trello, Mural or Miro for remote teams, and many more....

Tell a story, not merely script it!!!

References

- User Story mapping: Jeff Patton

- Making work more visible : Dominica DeGrandis

- [Lyft boosts velocity by 20% with digital user story maps | Easy Agile](#)

Thank you

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