

Agile + DevOps **EAST**

A TECHWELL EVENT

AT19

Product Ownership Practices

Thursday, November 7th, 2019 3:30 PM

Build a Healthy Product Backlog with User Story Mapping

Presented by:

Bala Lakshminarayan

Leading Financial Services Company

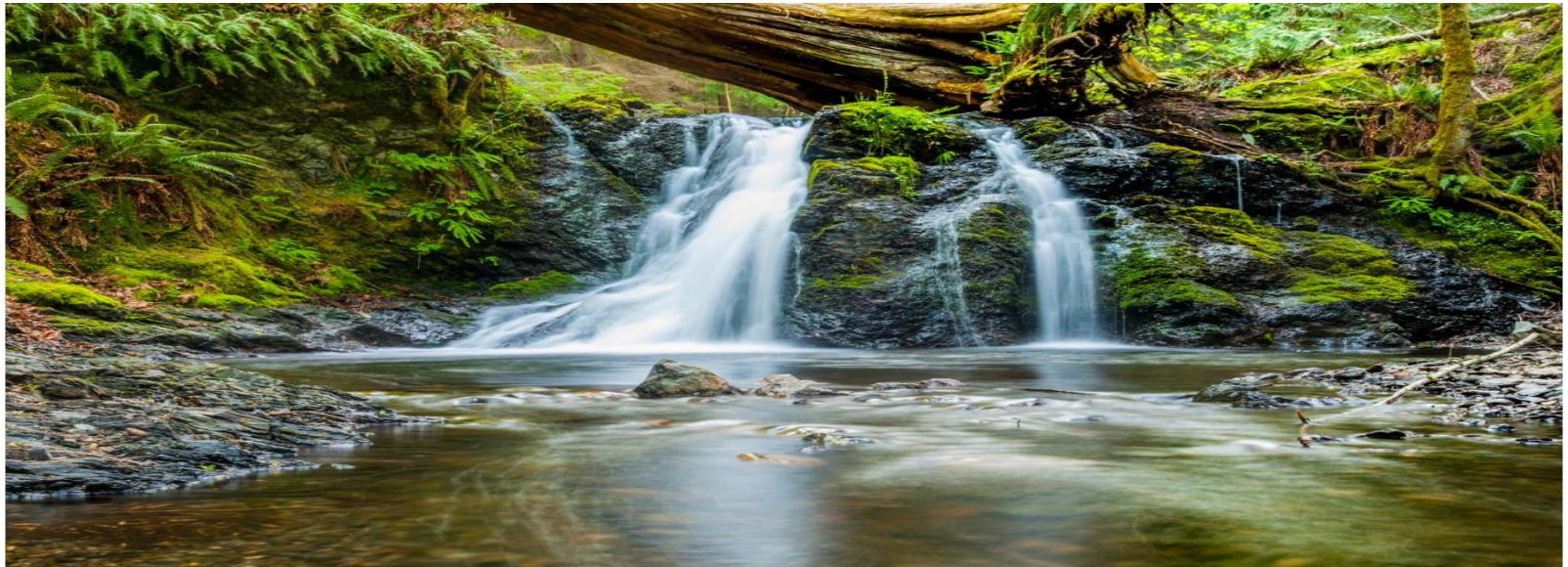
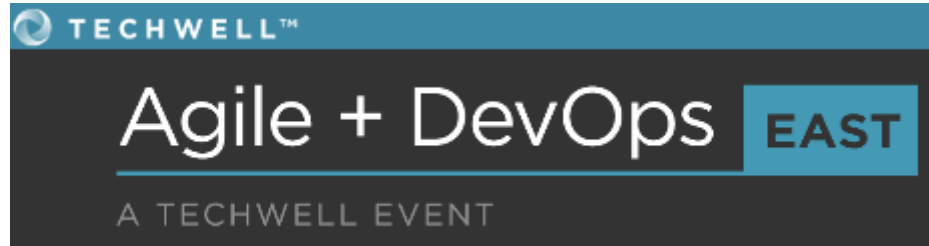
Brought to you by:



888-268-8770 · 904-278-0524 - info@techwell.com
<https://agiledevopseast.techwell.com/>

Bala Lakshminarayan

Bala Lakshminarayan has been working in IT for over thirty years in various roles such as a developer, QA engineer, product owner, manager, and director. Bala has been an agilist for the past eight years and is very passionate about all things agile. Having worked as a Director/Agile Leader in organizations such as Broadvision, Applied Biosystems, Omnicell, Xerox, and Infosys, he enjoys training, mentoring, and coaching team members on agile. Bala is a CSM, CSP, CSPO, and SPC 4.0 and enjoys attending and presenting agile events and learning from other agilists. His hobbies include writing sci-fi, table tennis, and singing



BUILD A HEALTHY PRODUCT BACKLOG WITH USER STORY MAPPING

*Presenter: Bala Lakshminarayan CSM, CSP, CSPO,
SPC4.0*

What is User Story Mapping?

User Story Mapping is a visual exercise that helps product managers and their development teams define the work that creates the best User experience.

- In User Story mapping, teams create a dynamic outline of a representative user's interactions with the product, evaluate which steps have the most benefit for the user, and prioritize what should be built next.
- The following team members participate in Story Mapping exercise: Engineering, UX/Design, Product Management, Sales, Marketing, Customer Support Ops/IT, Finance, Legal.

Benefits of User Story Mapping

- Focus on User Value.
- Prioritizes the right work
- Drives clear, well-sized requirements
- Delivers new value early and often
- Exposes risks and dependencies early
- Builds team consensus.



User Story Mapping – the Steps

- User story mapping starts with a decision about what medium to use for building the story map.
- It can be done with simple physical resources — such as a wall or whiteboard and sticky notes — or with a variety of software tools that are available to create a virtual map.
- Virtual planning may be helpful for distributed teams. Regardless of the medium, teams will want to take the following steps:.



User Story Mapping – the Steps

Step 1: Frame the problem

- What is the problem your product solves for customers, or what job does it help them do?
- Taking a goal-first approach is critical in mapping the work that follows, and teams need to ensure they are mapping the customer's goal. This is true even if teams are building enhancements to an existing product.
- The user story format (As a [type of user], I want to [action] so that [benefit].) with a Clear Acceptance Criteria can be helpful in thinking about product interactions from a user's perspective, although a simpler Story Title description such as 'Search by Keyword' or "Open RTF Mail" will suffice.

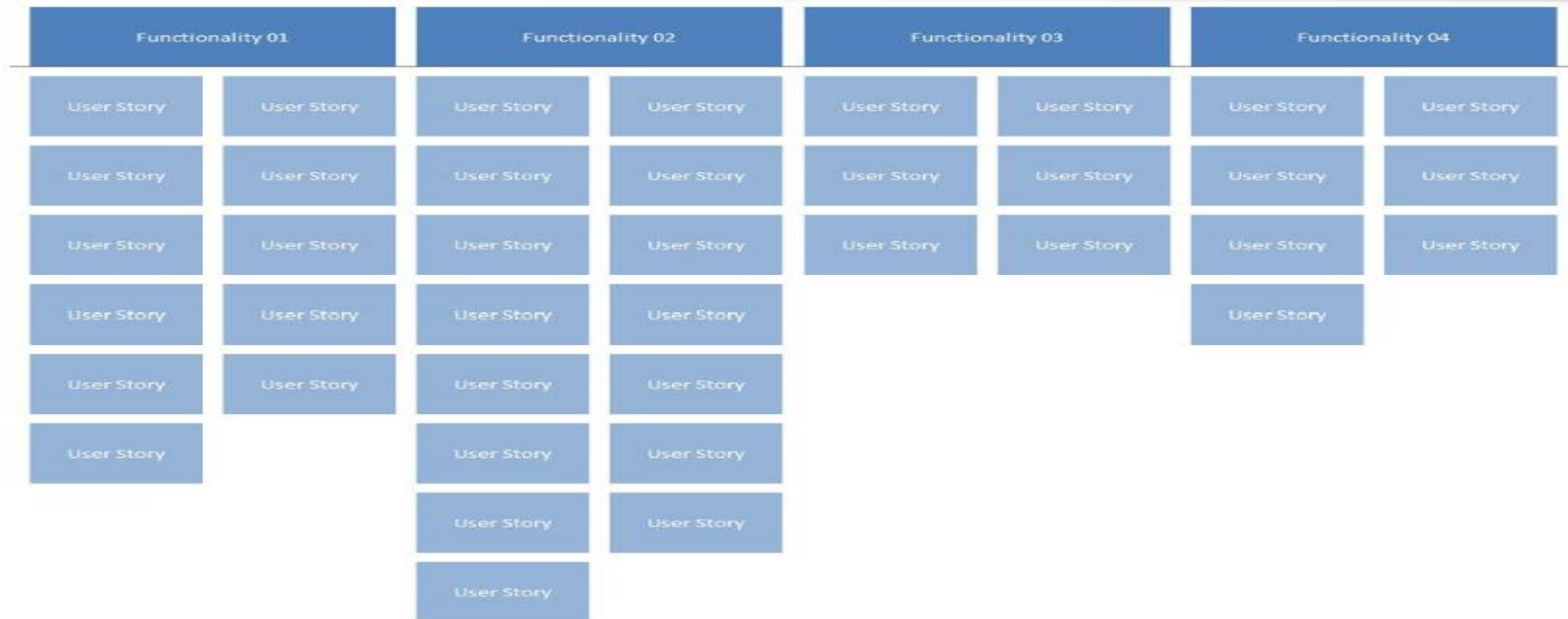
User Story Mapping – the Steps

- Who is the target audience for your product? There is likely more than one. Different audiences can have different goals and ways of interacting with your product.
- Starting this exercise with a set of user [personas](#) can ensure that teams share an understanding of the target audience and build stories from that point of view.
- It also eliminates wasted effort on edge cases that are not a fit with your target audience.

User Story Mapping – the Steps

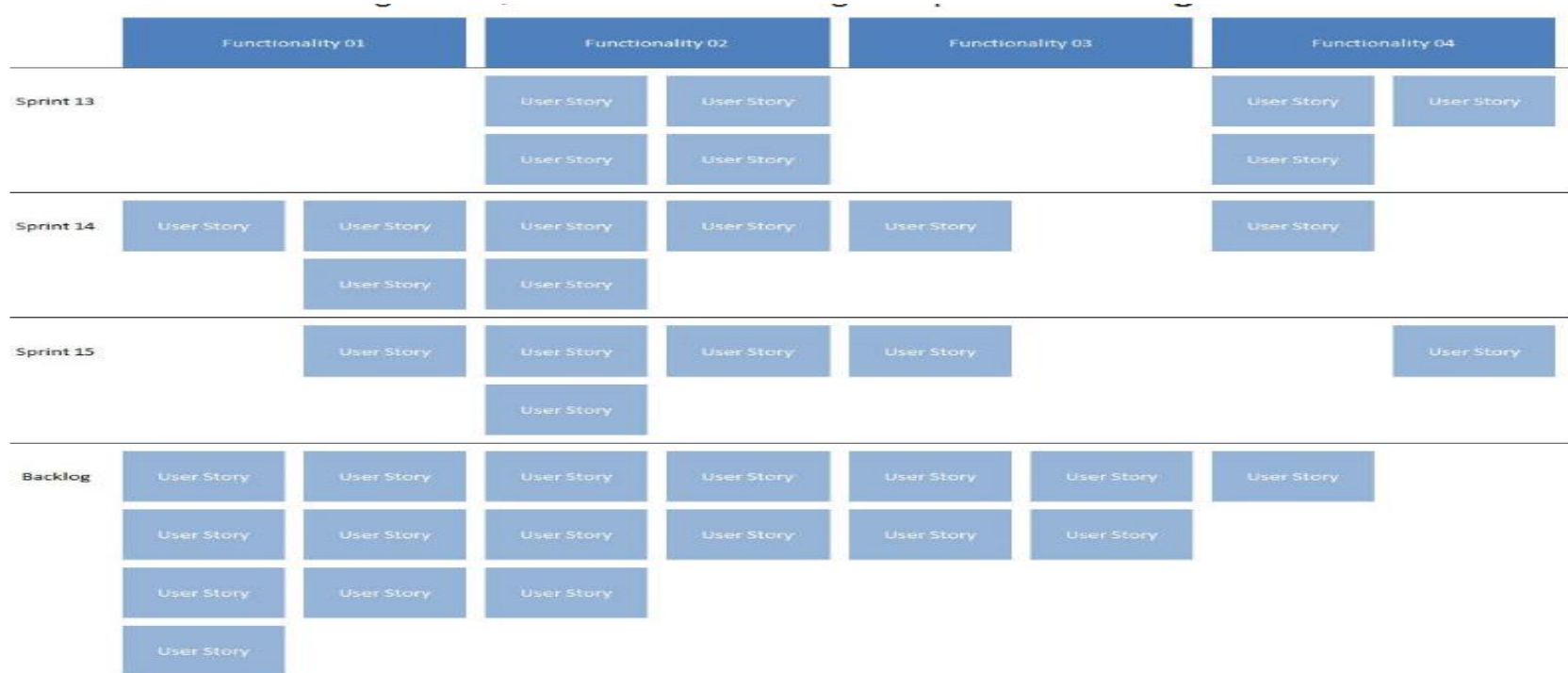
- All users who interact with a product will likely do so through a series of common activities.
- These activities — also referred to as themes or functions — form the backbone of the user story map.
- For example, users of an ecommerce website may want to search items for sale, view items by category, put items into a shopping cart, and complete a purchase.
- These activities will comprise the stories across the top of the map, which the team will then break down into smaller user stories.

User Story Mapping – How to Start



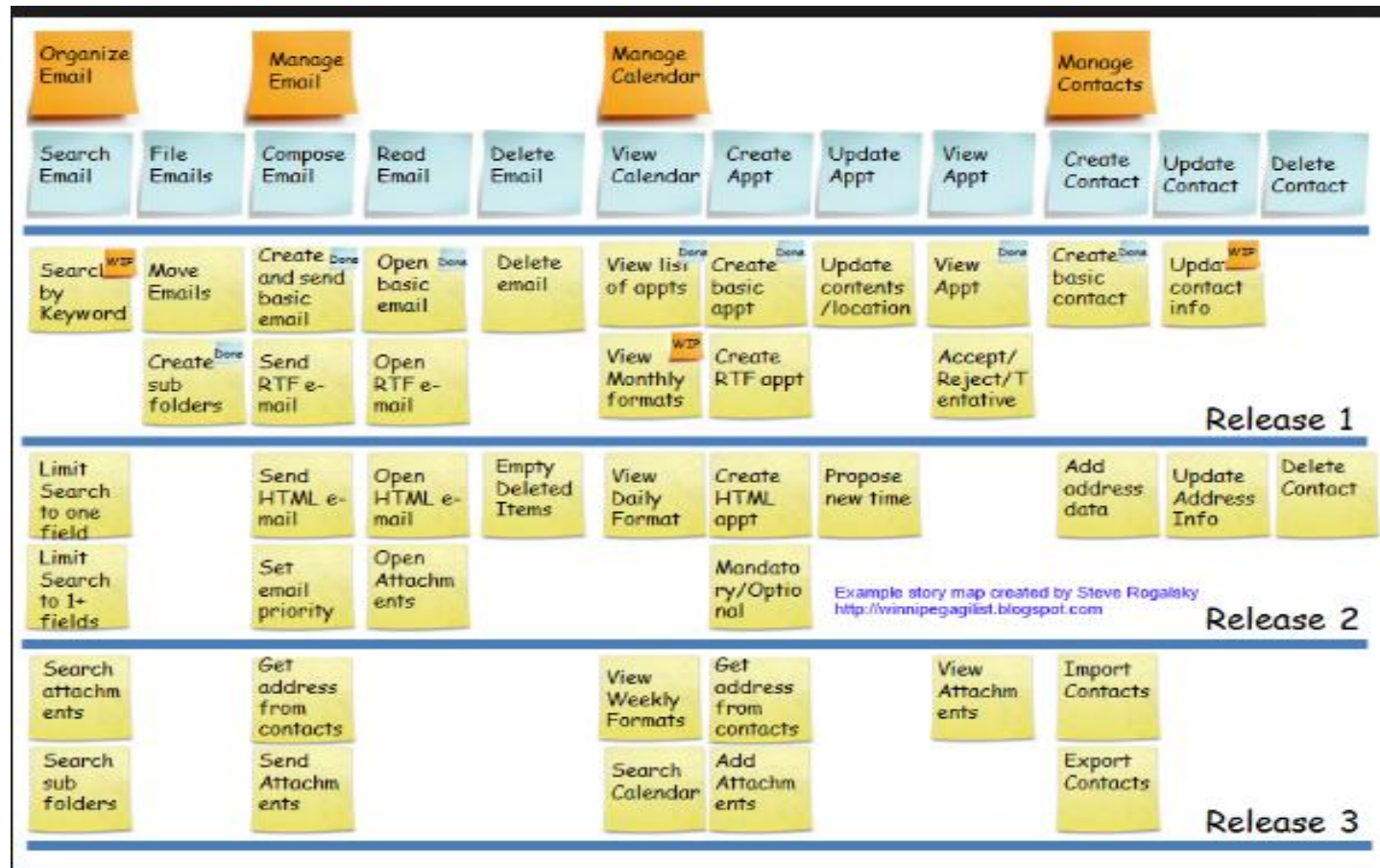
- Horizontally, we can find the title for each grouped functionality; vertically, the main stories/issues are related to each group.
- The functionalities are prioritized from left (more important) to right (less important). Each group will then have the stories prioritized again vertically.

User Story Mapping – Grouping and Prioritization



- Once the stories are organized, we can start the surgical operation: slicing the list!
- Try to have at least 3 Sprints Prioritized.

User Story Mapping – Email application example



Here we can see an example of how an email application was Story Mapped, and allocated to various Releases.

User Story Mapping - Workshop

- XYZ Inc, is a Brick and Mortar Hardware shop.
- Create a Story Map that can enable XYZ Company to build a eCommerce website that will have User Registration, Login capability, Catalog/Price Lists, Search, Shopping cart and allow customers to buy using Credit/Debit cards with checkout capability.



References

- Mike Cohn, *“Succeeding With Agile”, “Agile Estimating and Planning”, “User Stories Applied”*
- Kelly Waters, *“Implementing Scrum”*
- *Kelly Patton: User Story Mapping*
- <http://winnipegagilist.blogspot.com>

Questions?

