

LEAN into Service Delivery with User Story Mapping

#UWSC2019

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CONFERENCE
ORGANIZATIONAL & HUMAN DEVELOPMENT

LEARNING OBJECTIVES

- Express and evaluate “user experience” (User Story Mapping)
- Collaborate and deconstruct a process/service (Teamwork)
- Identify and eliminate waste (LEAN)

Presentation Outline

1. Practice user story mapping
2. Collaborate and define “customer perspective(s)”
3. Evaluate and deconstruct a process
4. Apply LEAN principles
5. Summarize

Presentation Theme



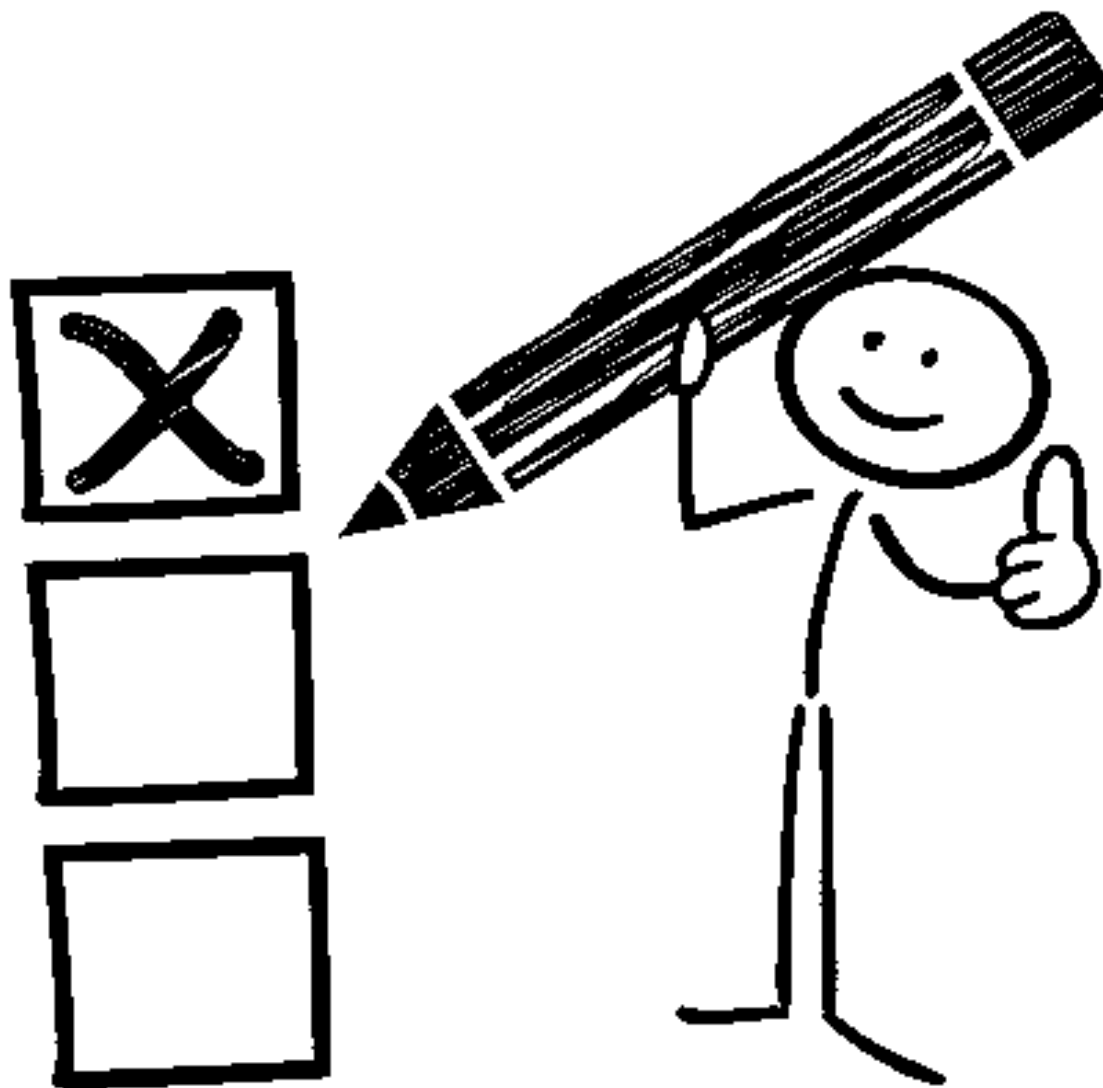
IMAGE CREDIT: [CONFUCIUS](#)

I hear and I forget.

I see and I remember.

I do and I understand.

~ Confucius



Individual Exercise – Document Your Morning

Write out your morning tasks from:

- a) Waking up ... until ... you ...
- b) Arrived at work this morning

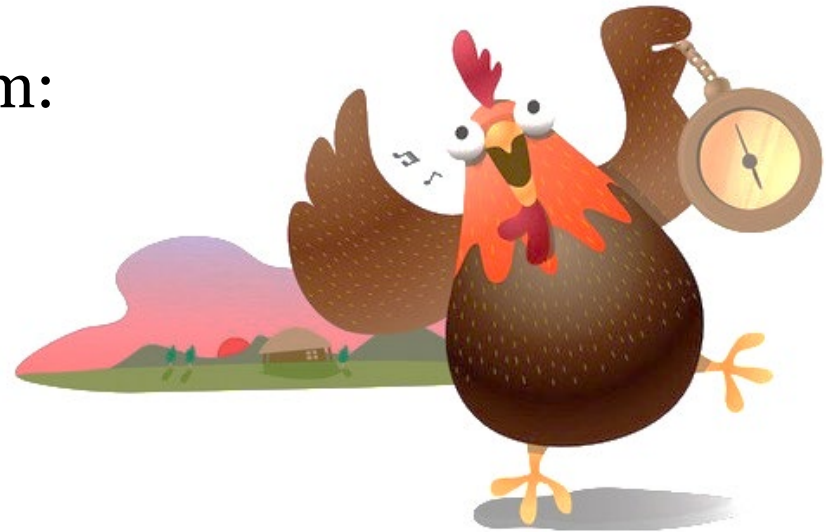


IMAGE CREDIT: [Morning Rooster](#)

Group Exercise – Form Groups

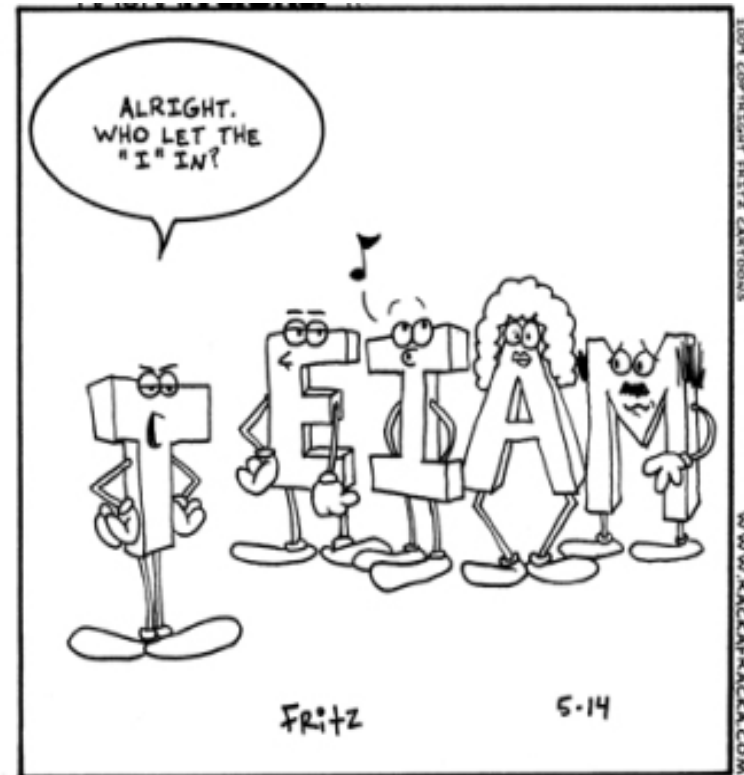


- Self organize into small groups
- Introduce yourself
- Post your sticky notes on the wall

IMAGE CREDIT: [Sticky-Notes](#)

Group Exercise – Organize Collectively

- What does a “collective” morning look like?
- Working left to right build a narrative flow
- Collectively organize post-it notes



THERE IS NO "I"
IN "TEAM."

Group Exercise – Explore Alternative Stories



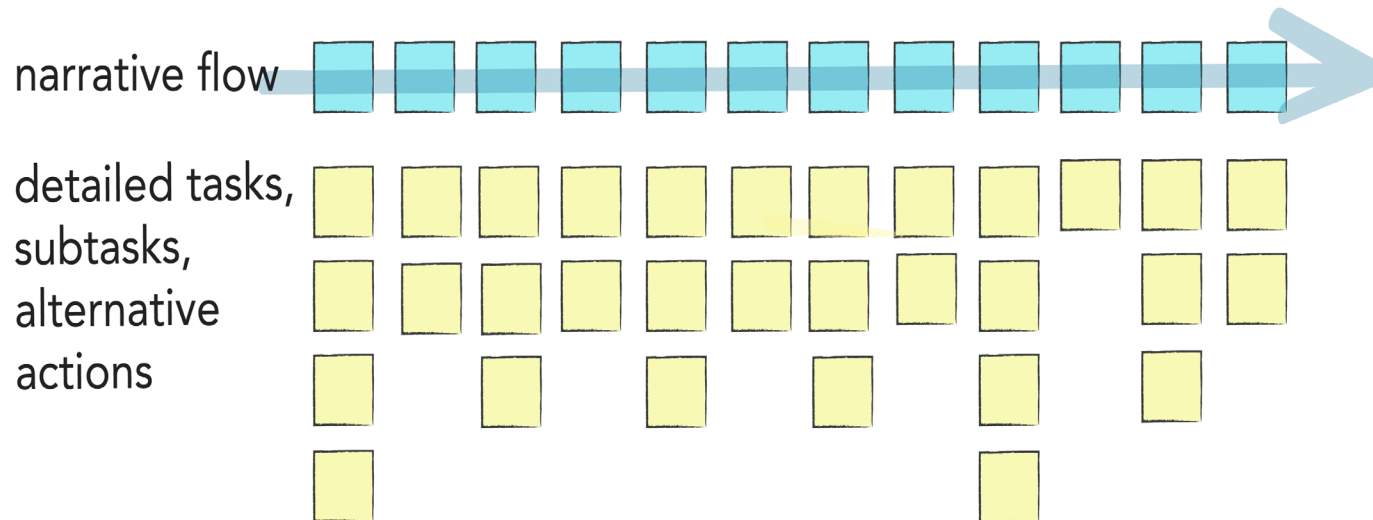
Take Out Garbage

- What did you do yesterday morning?
- Explore alternative stories that occur (shovel? garbage? dentist appt.?)
- Add emotions - associated feelings [+/-]

Group Exercise – Aggregate Tasks into Activities

- Categorize your collection based on activities (backbone)
- What are the common goals?

User Story Map



You Slept in Now You Are Late ...

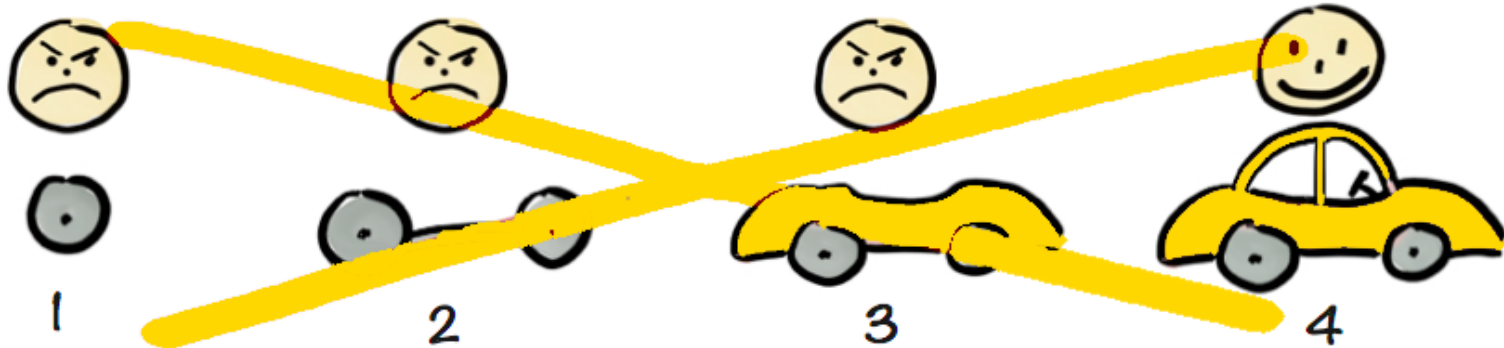
- Streamline your process
- Place essential tasks under the line



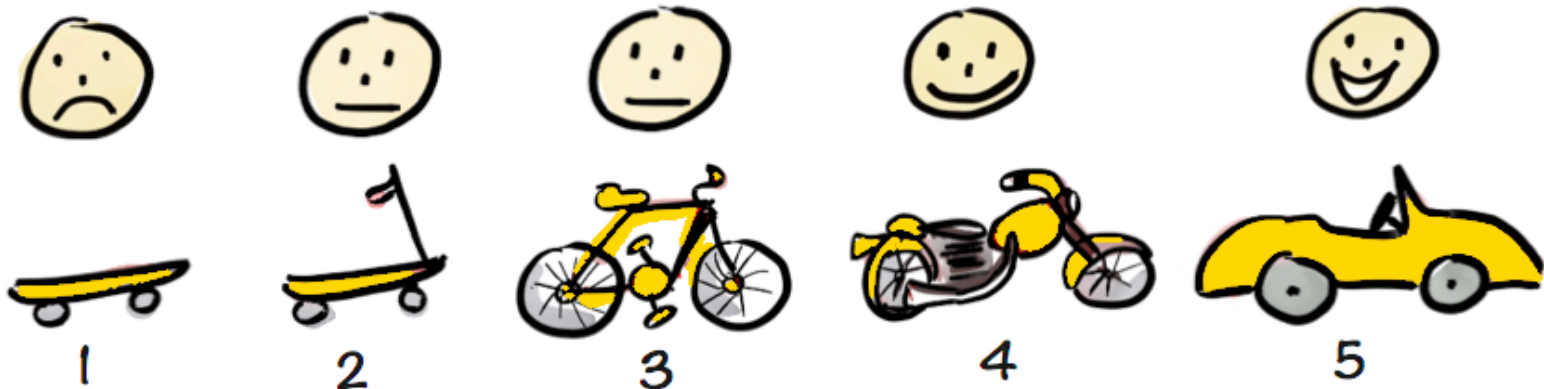
IMAGE CREDIT: [Running Late](#)

Minimal Viable Service – Process - Product

Not like this....



Like this!



by Henrik Kniberg

Shared understanding and alignment are the objectives of collaborative work



* Credit for this illustration goes to ThoughtWorks' Luke Barret. Jeff Patton drew these illustrations based on Luke's. Luke doesn't recall where he first saw this cartoon.

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Summarized Our Activities and Outcomes

1. Used User Story Mapping

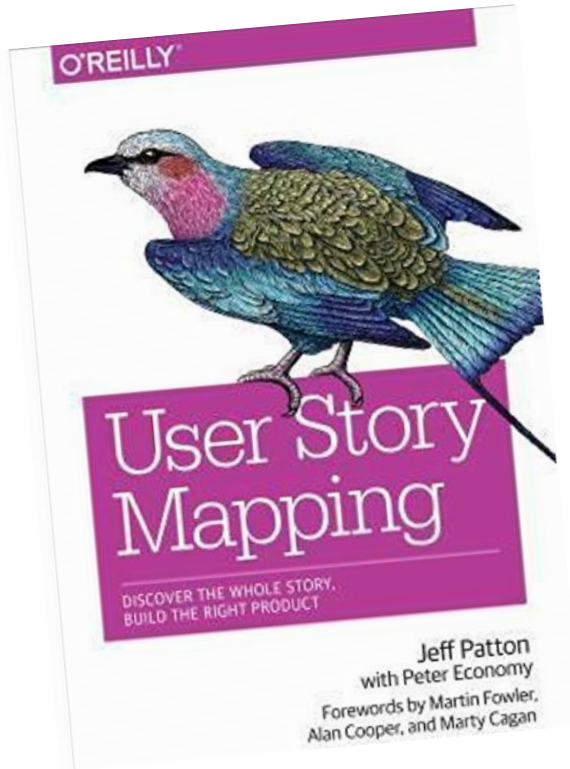
1. Provided a customer perspective (Voice of Customer) example
2. Arranged – a collective customer experience - as a group
3. Deconstructed this collective experience

2. Applied LEAN practices

1. Identified essential elements, eliminated waste, used VoC

3. Streamlined a process - constructed MVP

Acknowledgements & Resources



Questions?



IMAGE CREDIT: [Post-It Note](#)



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PLEASE REMEMBER TO FILL OUT YOUR SURVEY

Link located on the Portal App!