

Z

hdk

Zürcher Hochschule der Künste
Zentrum für Weiterbildung

User Story Mapping

Service Design | 16th of May 2018

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–
user stories

who? what? why?

„As a {type of user} I want to {perform some action} so that I {can achieve some goal/
result/value}.“

–
user stories

As an

potential exhibition visitor

I want to

buy tickets through my phone or computer

so that I

don't have to stand in line once I arrive at the exhibition

– user stories

The **actor** makes sure you're thinking about who will use this feature. If there isn't an identifiable customer for the feature, you should reconsider whether you need it.

The **action** describes what will happen, but not **how** it will happen (so in the case above, not 'I want to pick an option from a list of three possibilities, using a radio button display'). User stories are designed to start a conversation within the team about the best way to make this feature.

The **achievement** describes the ultimate purpose of the feature. If you can't think of an achievement, that's a signal that you should reconsider whether the feature you're trying to describe is actually important.

—
prioritize

80 / 20

Which **20%** of features hold **80%** of the value?
These 20% form my **MVP** (minimal viable product)

-
user story map

EPICS
(backbone)



**USER
STORIES**



-
user story map - prioritize

EPICS

(backbone)



USER

MVP / MEP

STORIES



Release 2



Release 3



—
user story map - example of epics

EPICS

(backbone)

**PURCHASE
TICKET**

**COMMUTE TO
EXHIBITION**

**NAVIGATE TO
BOOTH**



-
user story map - example of a user story

EPICS

(backbone)

**PURCHASE
TICKET**

**COMMUTE TO
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**NAVIGATE TO
BOOTH**

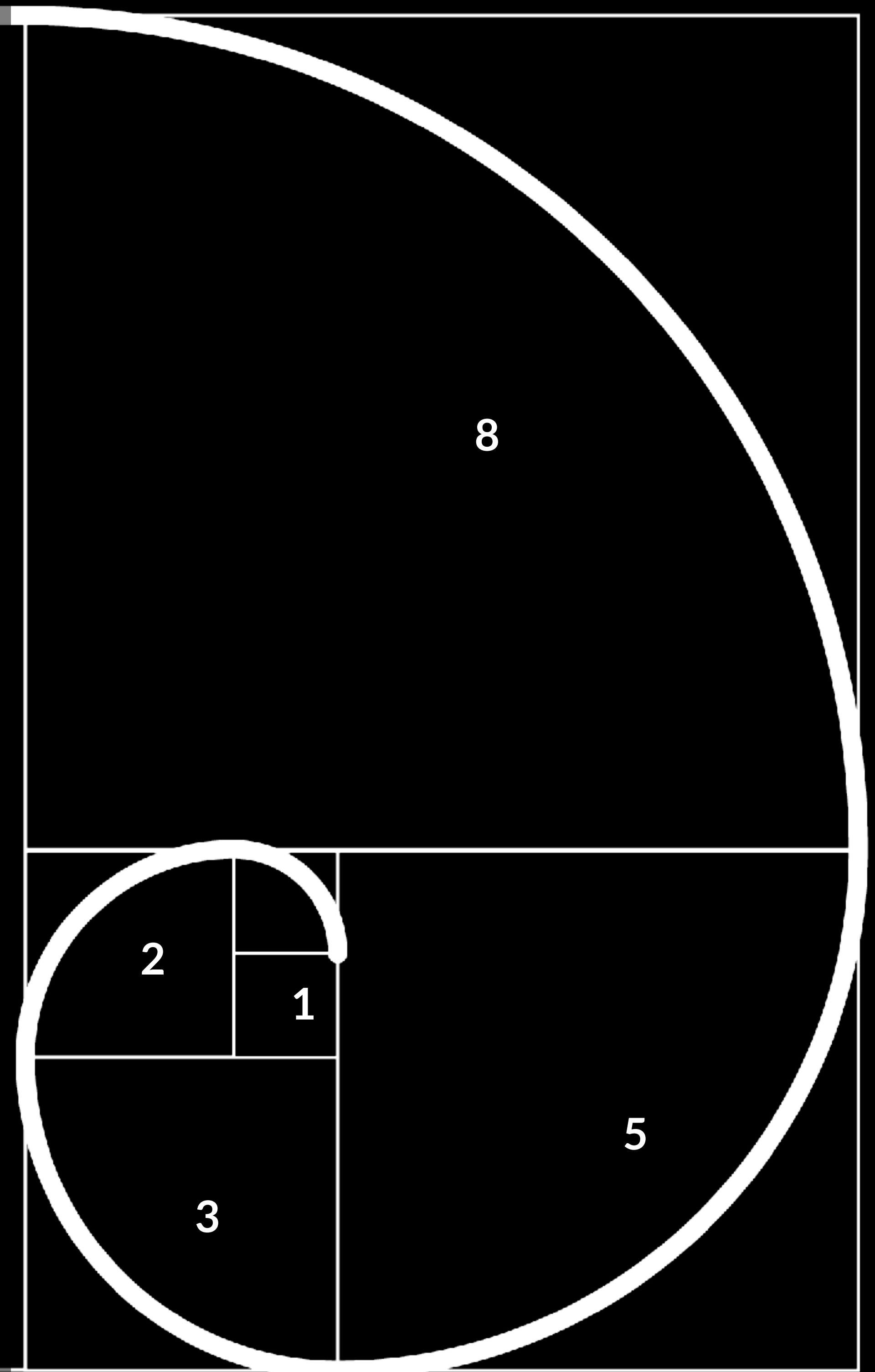
**USER
STORIES**

-
As a potential exhibition visitor
I want to buy tickets through my
phone or computer
so that I don't have to stand in
line once I arrive at the
exhibition

– Estimate the size of each story

1 2 3 5 8 13

Assign task-sizes according to the
fibonacci sequence.



Thank you!

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