

**Z**

hdk

Zürcher Hochschule der Künste  
Zentrum für Weiterbildung

# User Story Mapping

Service Design | 14th of May 2019

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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

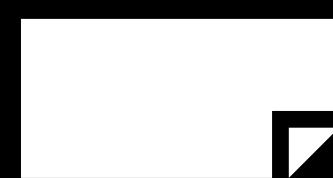
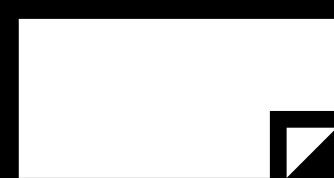
Which **20%** of features hold **80%** of the value?  
These 20% form my **MVP** (minimal viable product)

-  
user story map

**EPICS**  
(backbone)



**USER  
STORIES**





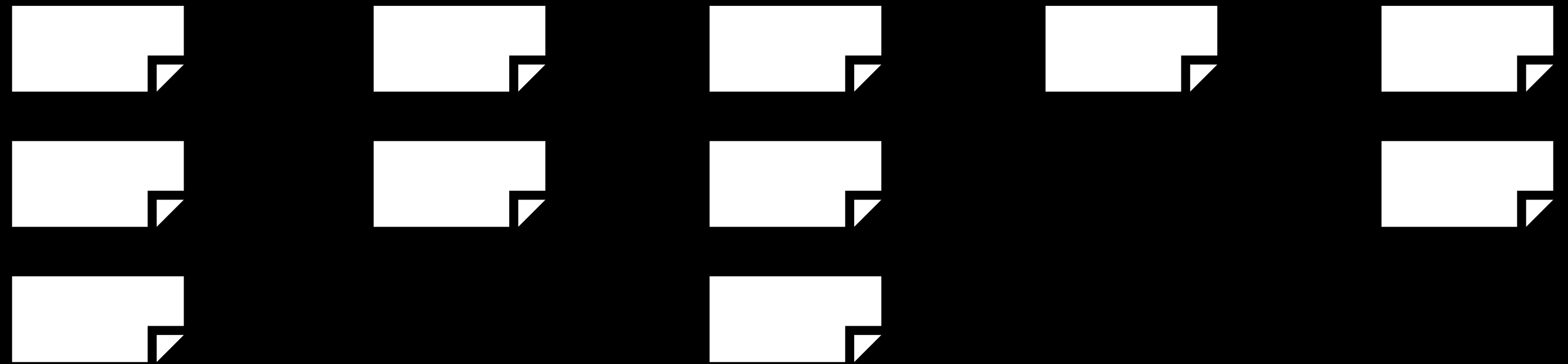
-  
user story map - prioritize

**EPICS**  
(backbone)

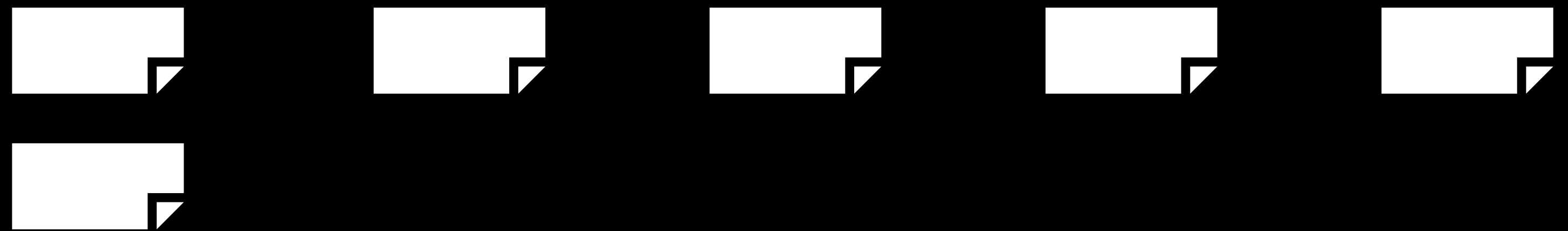


**USER  
STORIES**

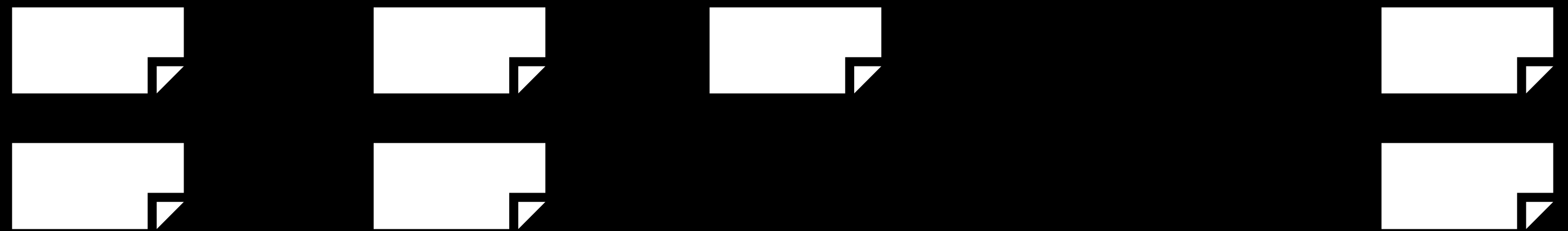
**MVP / MEP**



**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  
EXHIBITION**

**NAVIGATE TO  
BOOTH**

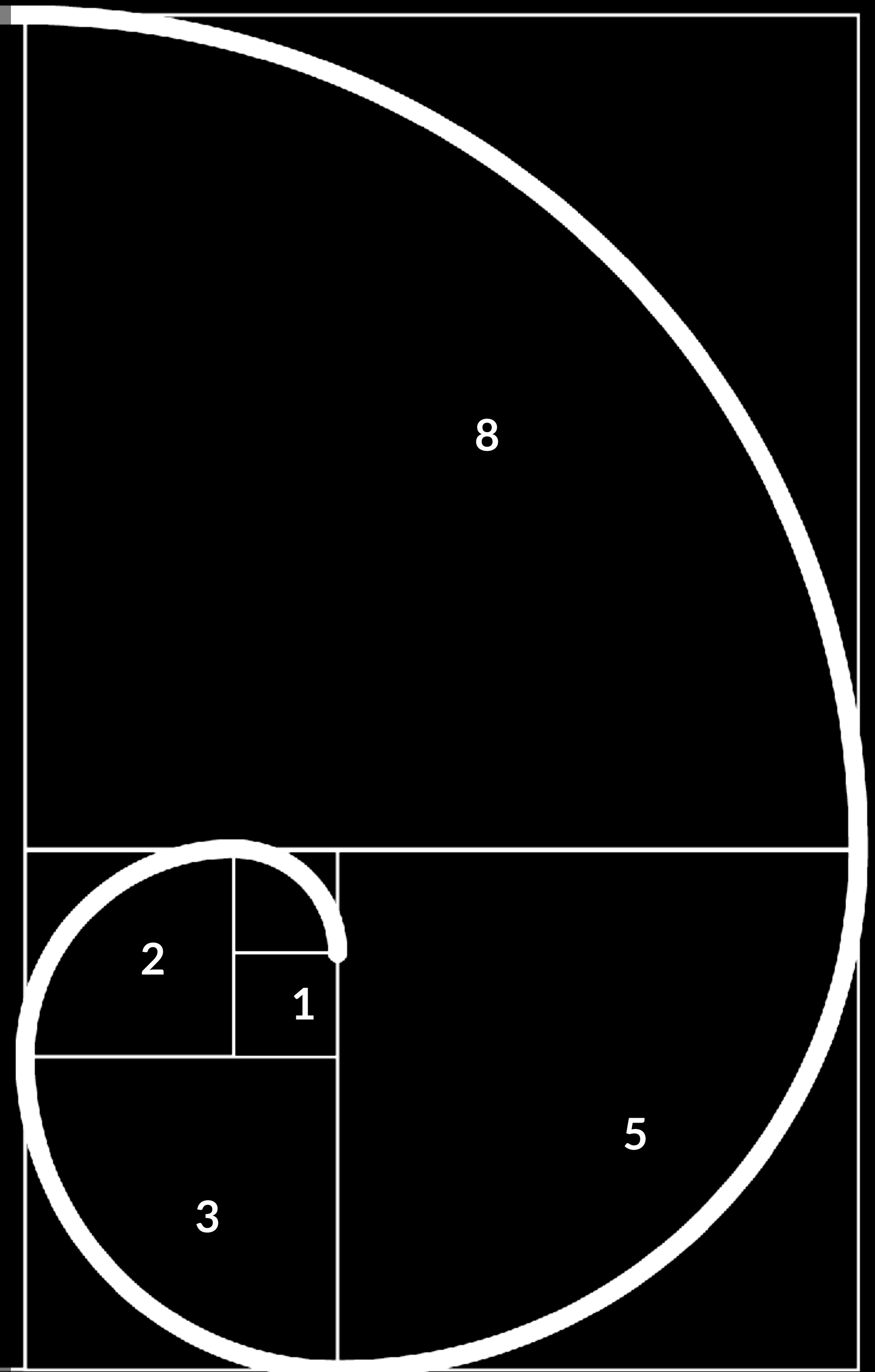
**USER  
STORIES**

-  
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**.



# **Align your Team**





**Process Competence**

# Team Canvas Basic

Most important things to agree on to kick off effective team project and get members to know each other better

Team name

Date

<p> <b>GOALS</b></p> <p>What we want to achieve as a group? What are our key goals that are feasible, measurable and time-bounded?</p>    <p>What are our individual personal goals?</p>	<p> <b>ROLES &amp; SKILLS</b></p> <p>What are our names? What skills and strengths do we have on board of our group? What composition of roles would help us get where we want to be?</p>    <p>What are we called as a group?</p>
<p> <b>VALUES</b></p> <p>What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team?</p>	<p> <b>RULES &amp; ACTIVITIES</b></p> <p>What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do?</p>

**PURPOSE**

Why we are doing what we are doing in the first place?

Team Canvas Basic by theteamcanvas.com. Created by Alexey Ivanov, Dmitry Voloshchuk  
Team Canvas is inspired by Business Model Canvas by Strategyzer.

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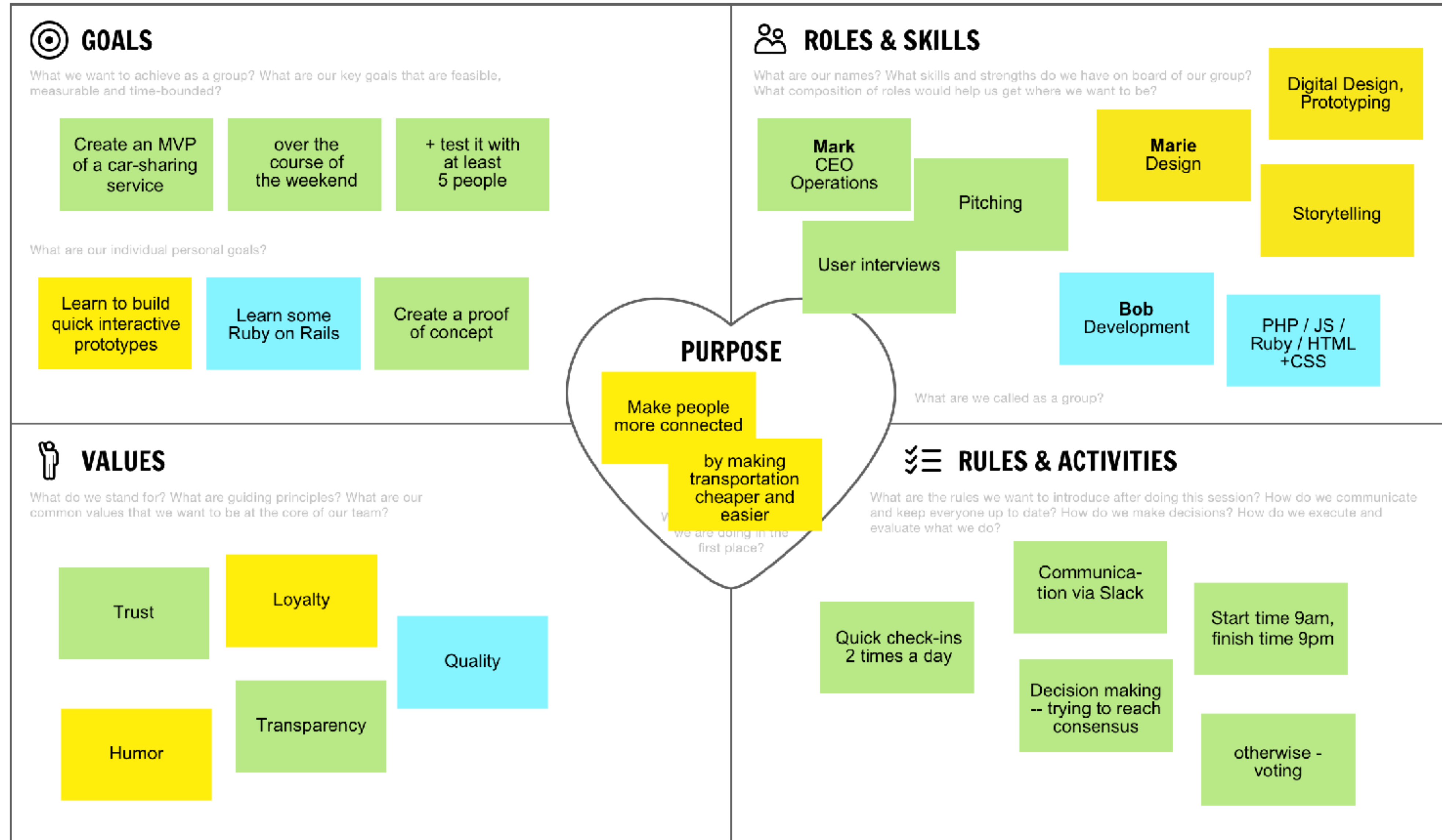
# Team Canvas Basic

Most important things to agree on to kick off effective team project and get members to know each other better

Team name

Bold Car

Date



# Thank you!

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