



Story Mapping on Speed

with Fred Mastropasqua

CUSTOM
WEB & MOBILE
CLOUD DEVELOPMENT
& AGILE TRAINING



Fred Mastropasqua, CSP, PMI-ACP,

CSD, CSM, CSPO, MCSE

With over 20 years of experience with Windows Networking and Software Development, Fred Mastropasqua has held roles such as Agile Coach & Trainer, Scrum Master, Network Engineer, .NET Developer, IT Manager, Software Engineer, Senior IT Manager of Applications and Director of Application Development. Making him a very well rounded IT individual. With understanding across the board of IT disciplines.



FMastro@ClearlyAgileInc.Com



<http://www.ClearlyAgileInc.Com>



<http://Blog.ClearlyAgileInc.Com>



[#clearlyagileinc](https://twitter.com/clearlyagileinc)

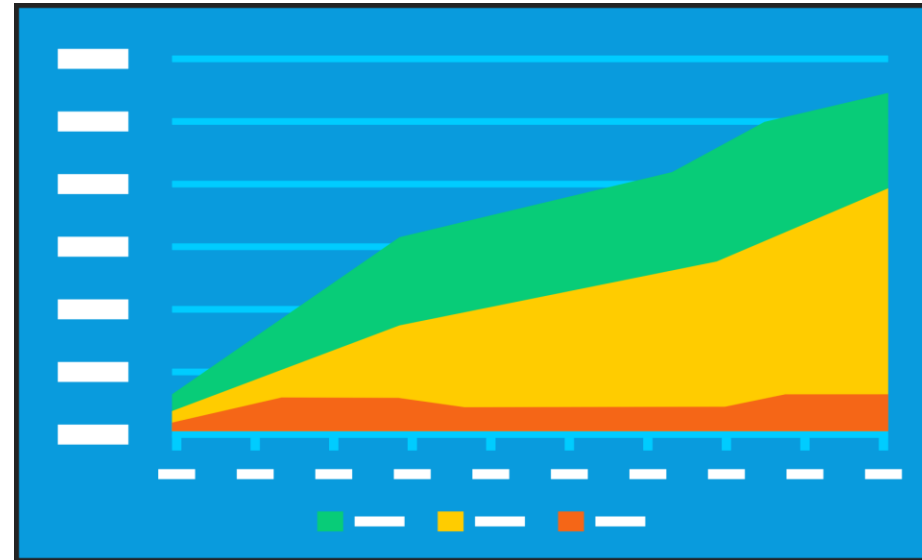


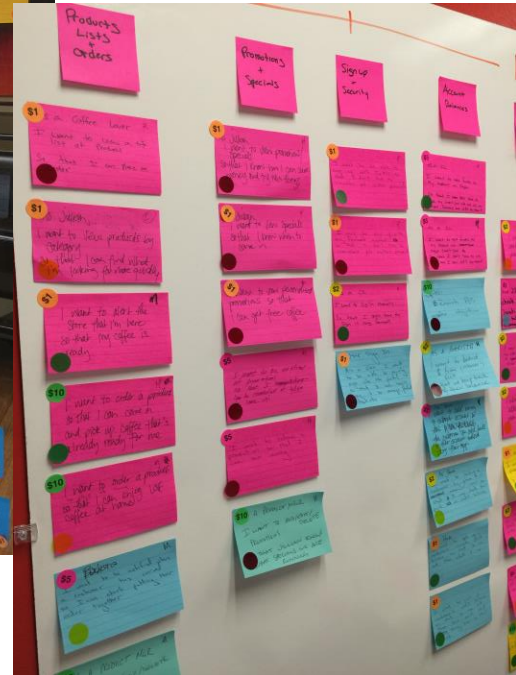
- Overview

- This is a hands on workshop where we will break into teams and guide everyone along each step of the process. We will discuss different methods but then show you one. You will create a story mapping on the walls and layout your user stories with priorities and business values to then determine your first Release.

The goal of user story mapping

- Create a shared understanding
- Assign business value
- Size Effort
- Prioritize features
- Create a release plan





Outline Of Workshop

- 5 Minutes: Overview (Completed)
- 5 Minutes: Break Into Teams
- 10 Minutes: Read Vision Statements for your Team's Product and Discuss, Place Personas On Wall with Workflow/Activities
- 20 Minutes: Write User Stories for Each Activity (Not Focused on "Good" User Stories)
- 5 Minutes (Optional): Identify Features, or Modules
- 10 Minutes: Mark Cards with Business Values, We will provide "Effort"
- 10 Minutes: Discuss and assign Priority (MoSCoW)
- 10 Minutes: Determine Release 1

5 Minutes: Break Into Teams

- Break into teams of 5 to 9 people
- Teams choose a Product Owner
- Product Owner picks up product vision statement and personas

5 Minutes: Read Vision Statements for your Team's Product and Discuss

A decorative graphic on the left side of the slide, consisting of a large, light blue arrow pointing upwards and to the right, with a smaller, darker blue arrow pointing upwards and to the right, partially overlapping the larger one.

5 Minutes (Optional): Identify Features, or Modules

High-Level Features



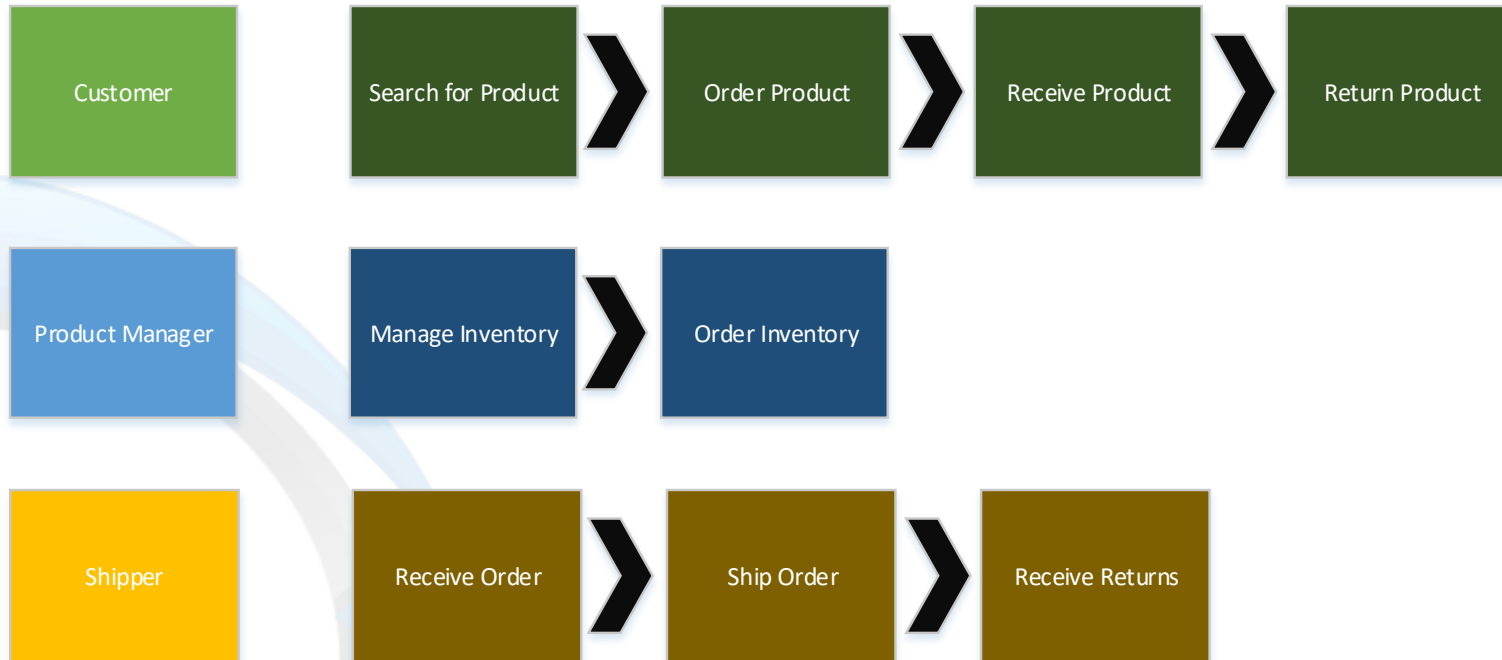
Products

Orders

Shipping and
Tracking

Recommendations

10 Minutes: Place Personas On Wall, Write User Activities and Create Workflows

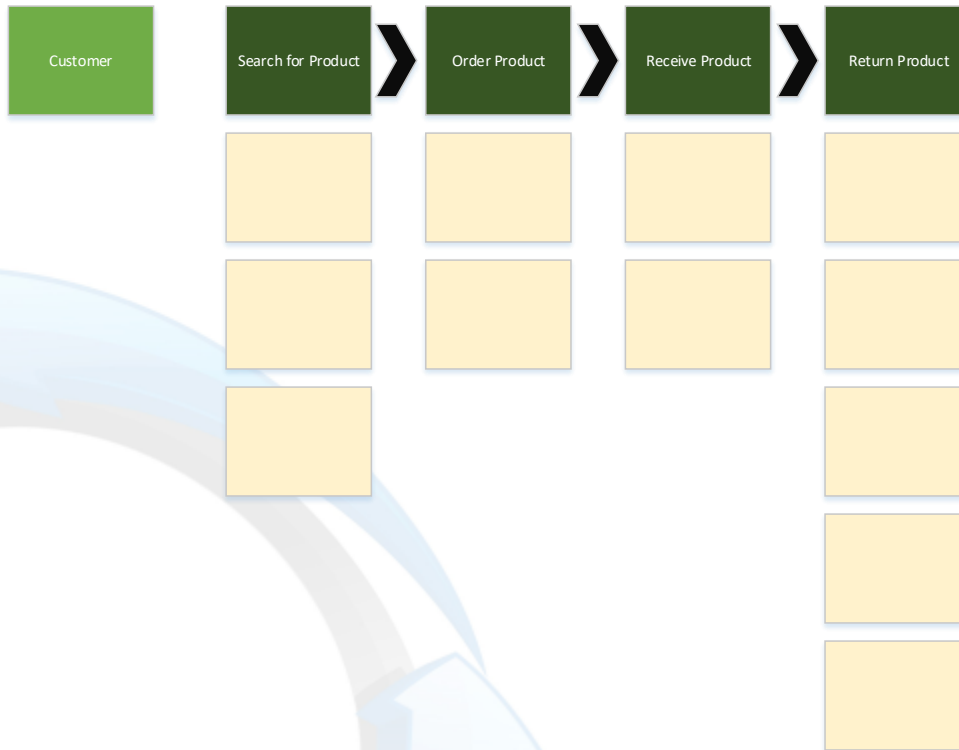


Example



20 Minutes: Create User Stories

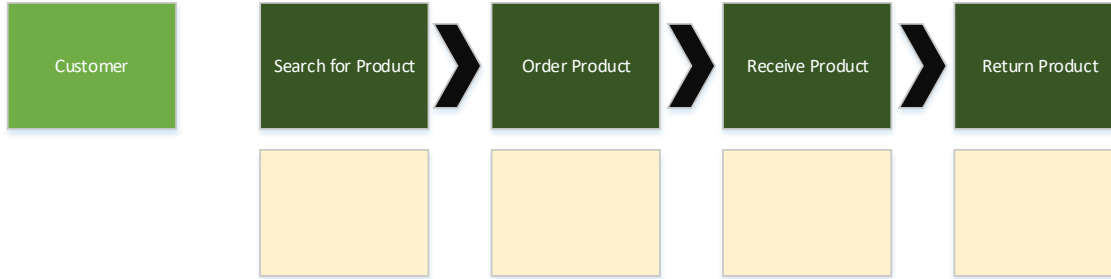
for each User Activity/Epic



As a <Persona/Who>
I want to <Need/What>
So that <Reason, Why>

Better to build horizontally then super deep. Then iterate and add more

Good



VS

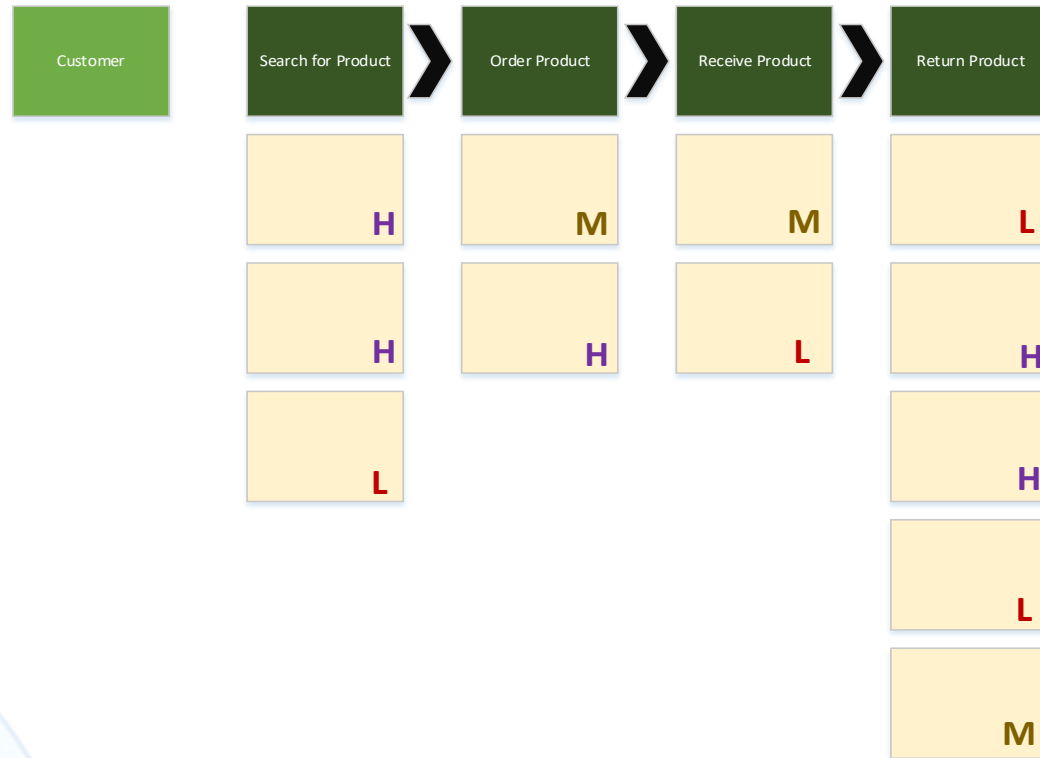
Not as Good



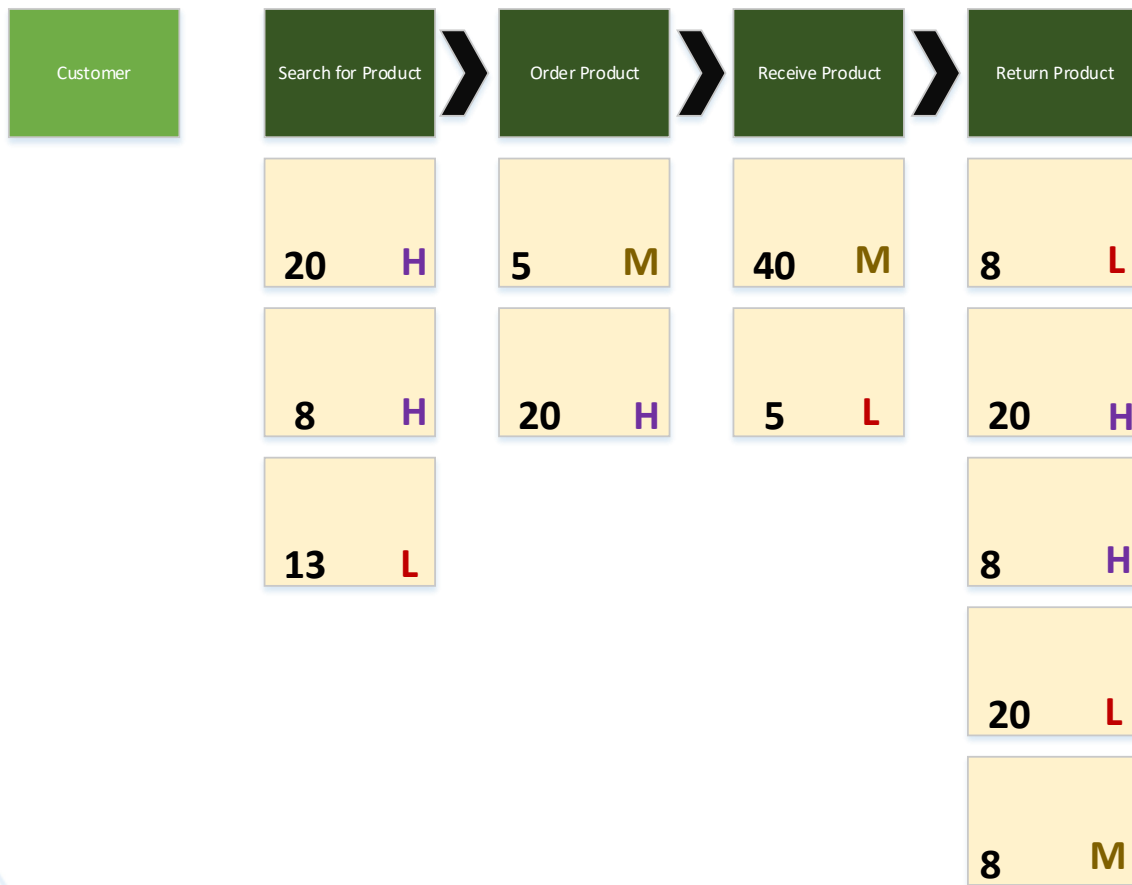
10 Minutes: Mark Cards with Business Value

Value

High
Medium
Low



With “Effort”



T-Shirt Sizes:
Small, Medium Large

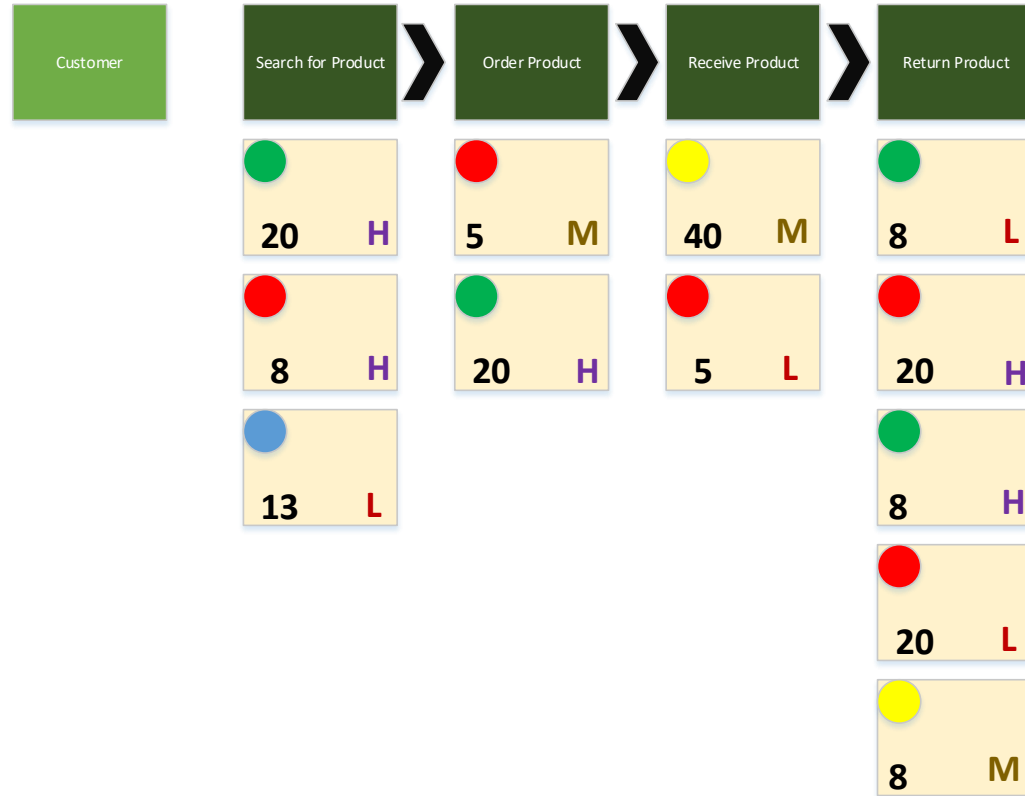
Fibonacci:
1,2,3,5,8,13,21,40,100

Garage Sale Stickers:
\$0.50, \$1, \$2, \$10, \$20

10 Minutes: Discuss and assign

Priority (MoSCoW)

- Must Have**
- Should Have**
- Could Have**
- Won't have, would like**



Break Down Now? Or Later?



As a Shopper
I want to purchase my product with a
major credit card
So that I make the payment without
having to mail a check

40 **H**



As a Shopper
I want to purchase my product with a
VISA Card

13 **H**



As a Shopper
I want to purchase my product with a
Discover Card

8 **H**



As a Shopper
I want to purchase my product with a
MasterCard

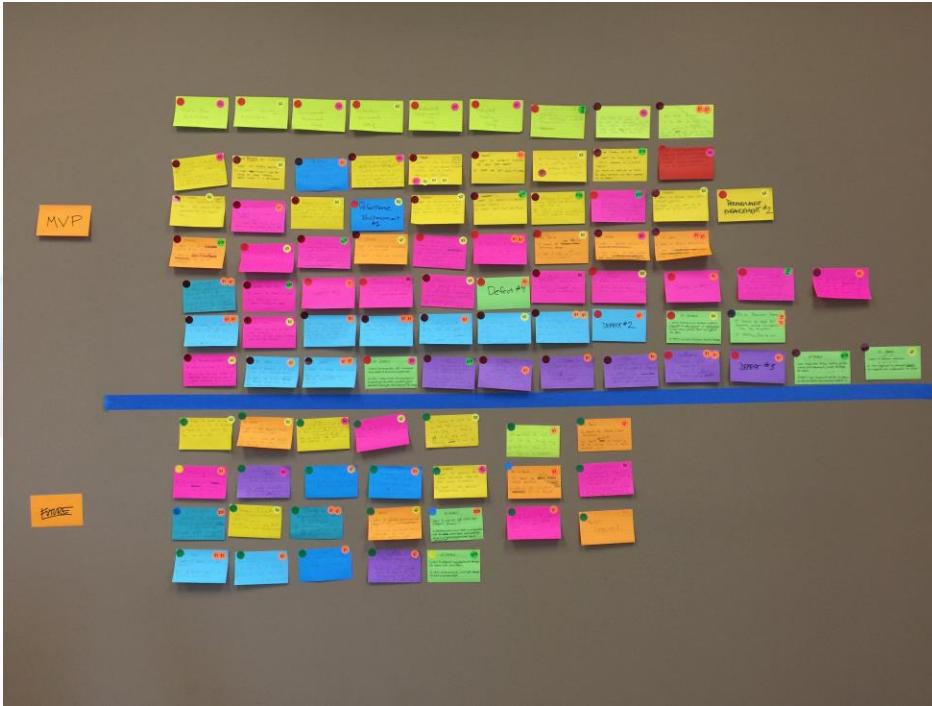
5 **H**







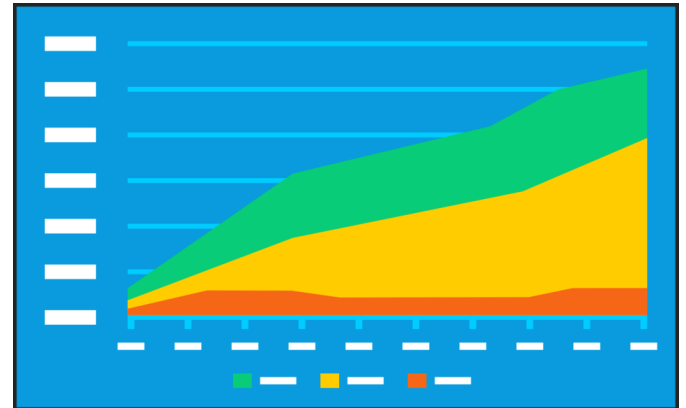
As a Shopper
I want to purchase my product with an
American Express Card

8 **H**

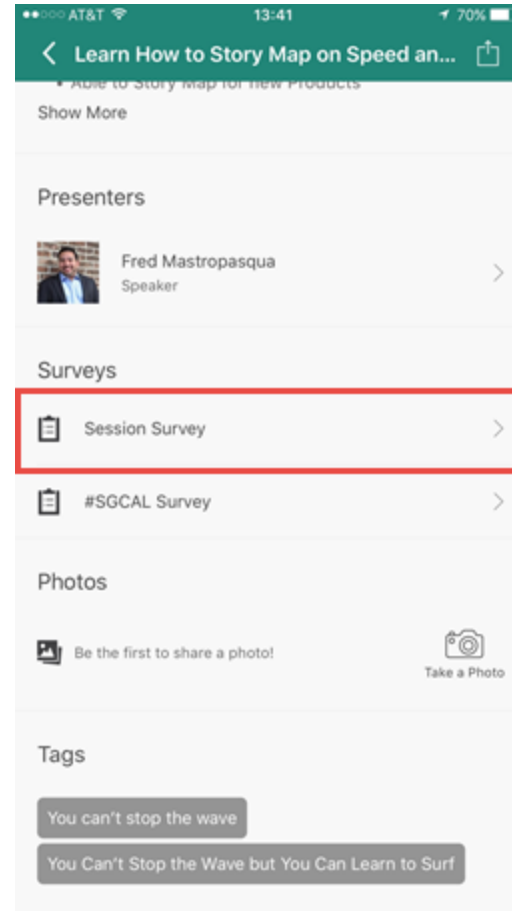
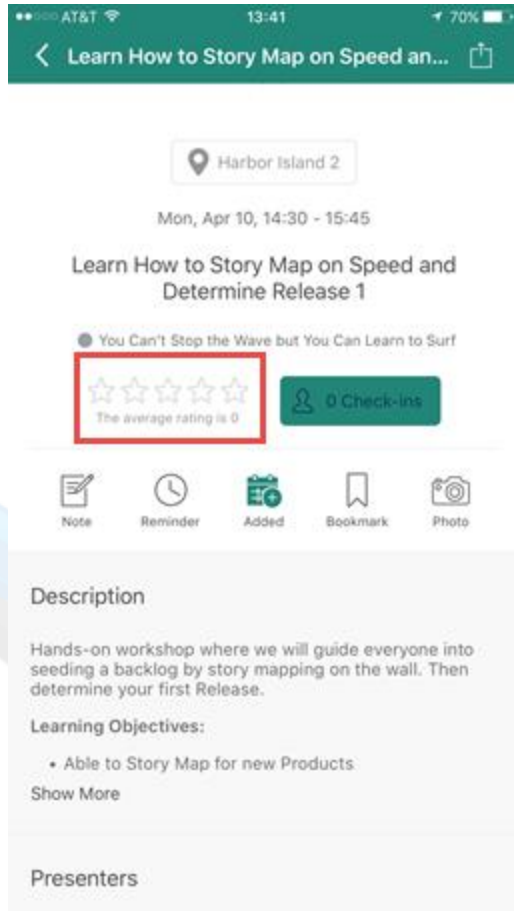
10 Minutes: Determine Release 1, MVP (Minimal Viable Product)



-  Must Have
-  Should Have
-  Could Have
-  Won't have, would like



Leave Feedback



Contact Us



Fred Mastropasqua

Fmastro@ClearlyAgileInc.Com

www.ClearlyAgileInc.Com

<https://www.clearlyagileinc.com/blog>

@ClearlyAgileInc

@FredMastro

Cell: 813-527-4438