



Deliver Better Software Faster



BigVisible  
Empowering Agility



Agile 2010  
CONFERENCE

---

## Is It Time to Ditch Your Product Backlog?

### Using Story Maps to Visualize Backlogs

Agile 2010 Conference – August 11, 2010  
Paul Hodgetts, Agile Logic [www.AgileLogic.com](http://www.AgileLogic.com)

Rev 100806


## Is It Time to Ditch Your Product Backlog? Using Story Maps to Visualize Backlogs

---


**This is a very hands-on session, and you will be busy throughout.**

**Please do not put anything on the tables – we will need all the table space for the exercises.**


**Thanks!**



Deliver Better Software Faster



BigVisible  
Empowering Agility



Agile 2010  
CONFERENCE

Copyright © 2002-2010, Agile Logic. All Rights Reserved

## Introductions

---

- **Who's the guy up front?**
  - Paul Hodgetts, Agile Coach with Agile Logic & BigVisible
  
- **Who are those folks you're sitting with?**
  - Introduce yourself!
  
- **What are we doing today?**

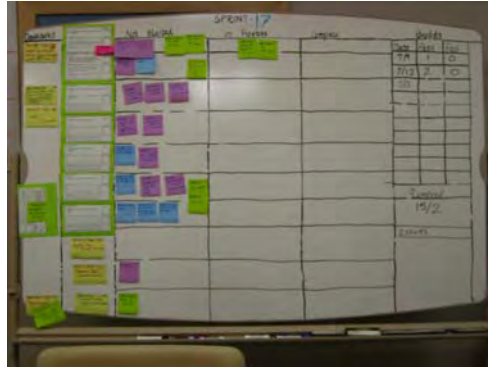


## A Little Background...

## Which Is Clearer – 1 or 2?



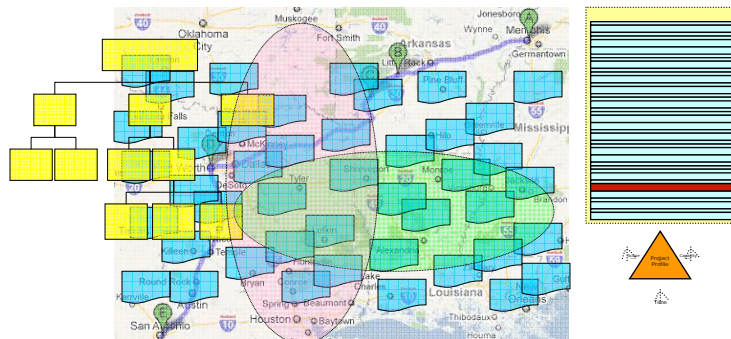
Task ID	Task Description	Priority	Estimate	Target Sprint
1.1	Customer can browse catalog categories with basic navigation.	H	5.0	1
1.2	Customer can select a category and browse products with basic navigation.	H	3.0	1
1.3	Sales can add products with category and basic information.	H	5.0	1
2.1	Customer can create a new profile with basic information.	H	5.0	2
2.2	Customer with profile can log into the site.	H	2.0	2
3.1	Customer can add a product to their shopping cart.	H	3.0	2
3.2	Customer can view the contents of their shopping cart.	H	3.0	2
4.1	Customer sees special offers based on previous shopping history.	L	20.0	
5.1	Support Rep can view customer's current order and get shipment status.	L	10.0	



## Backlog Lists are One Dimensional

Product Area	Description	Priority	Initial Estimate	Planned Estimate	Target Sprint
Catalog	Customer can browse catalog categories with basic navigation.	H		5.0	1
Catalog	Customer can select a category and browse products with basic navigation.	H		3.0	1
Catalog	Sales can add products with category and basic information.	H		5.0	1
Profile	Customer can create a new profile with basic information.	H		5.0	2
Log In	Customer with profile can log into the site.	H		2.0	2
Shopping Cart	Customer can add a product to their shopping cart.	H		3.0	2
Shopping Cart	Customer can view the contents of their shopping cart.	H		3.0	2
Catalog	Customer sees special offers based on previous shopping history.	L	20.0		
Customer Support	Support Rep can view customer's current order and get shipment status.	L	10.0		

## Backlogs Are Multi-Dimensional



## Story Maps

- A visualization tool for product backlogs 
  - A map of our travels through our project
  - A diagram of various aspects of interest
- Richer, more multi-dimensional than a list
- An excellent collaboration tool
  - Associated with the activity of generating the stories and backlog - "Story Mapping"
- Named & popularized by Jeff Patton ~ 2005
  - See [www.agileproductdesign.com](http://www.agileproductdesign.com)

## Preparing a Story Map

- Same kind of activities as preparing a backlog:
  - Identify target stakeholders (e.g. users)
  - Identify their value propositions
  - Identify product elements that can fill those
  - Map user goals and task flows
  - Identify significant interests and risks
    - Architectural, Ux, data, integrations, etc.
  - Generate initial story set
  - Identify initial milestones

## Dimensions of a Story Map

## Story Map Dimensions

- **Story Information**
  - Target user, title, ID, size, owner, etc.
- **Story Hierarchy**
  - Features / epics to child stories
- **Story Status**
  - Not started, completed, cancelled, etc.
- **Story Type**
  - New feature, enhancement, bug fix, etc.

## Story Map Dimensions

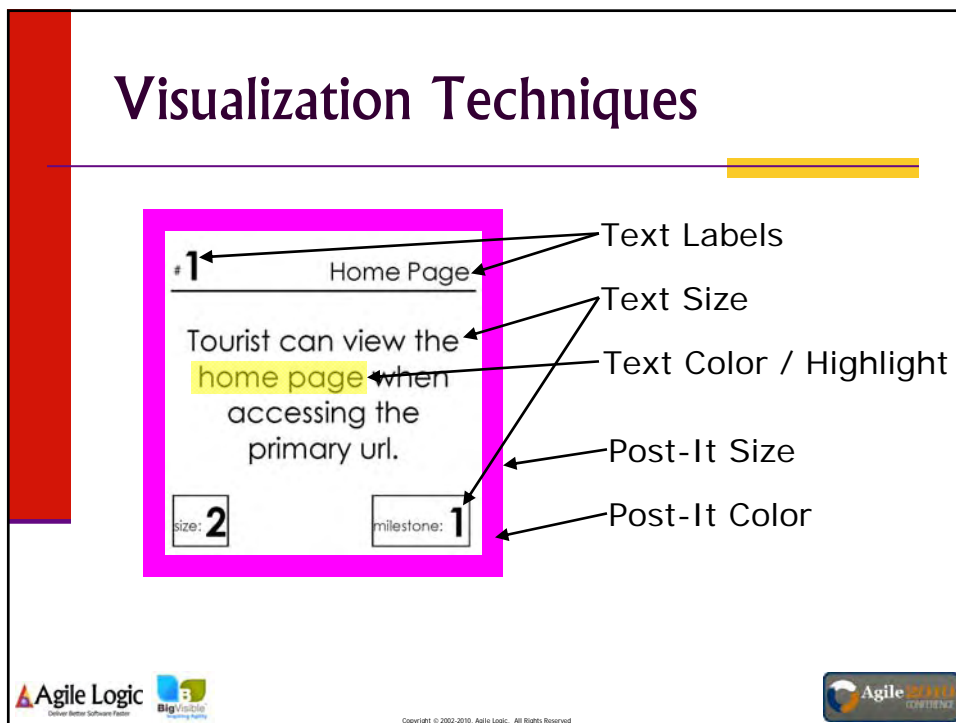
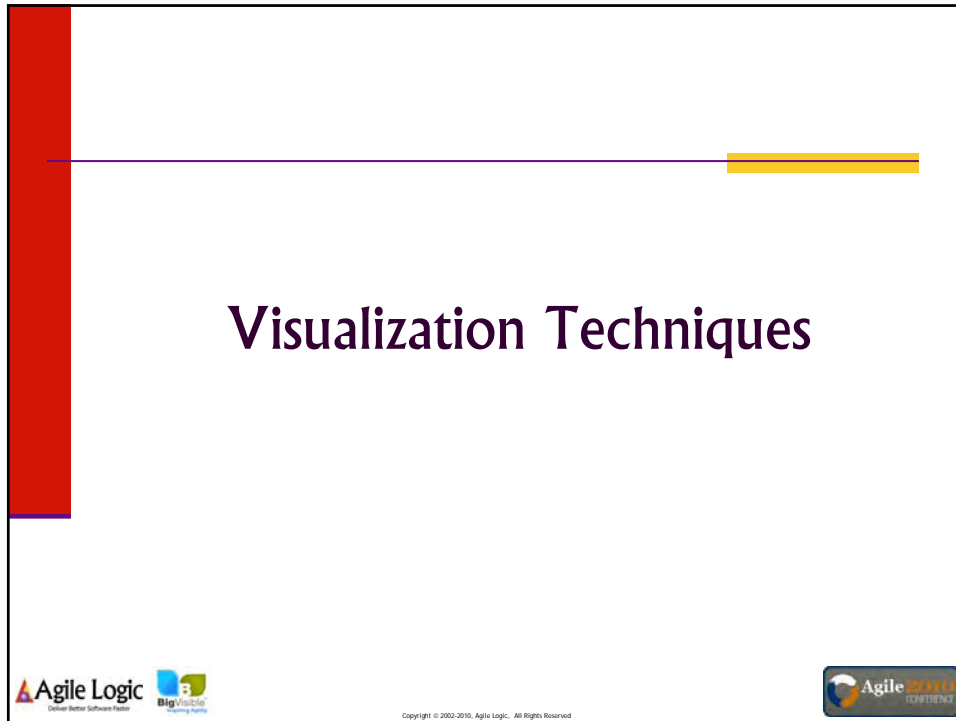
- **Story Value Proposition**
  - Value rating
- **Story Priority**
  - Priority rating, rank ordering
- **Target Milestone / Release**
  - Incremental build out plan

## Story Map Dimensions

- **Functional Area**
- **User Task Flow & Steps**
- **Risk & Significance**
  - Architectural, UI, Data Model, etc.
- **Dependencies**
  - Iterative refinement

## Story Map Dimensions

- **Story's work flow**
  - Activities required
- **Resourcing**
  - Need for specialists
  - Coordination with external teams
- **Service level expectations**





## Visualization Techniques

**Relative Positioning**  
Horizontal / Vertical / Regions

**Sectioning**  
Columns / Rows / Areas / Boards

**Path Positioning**  
On Lines, Curves, Shapes

**Composition**  
Layered, Post-Its on Post-Its

**Connectors**

Agile Logic Deliver Better Software Faster | Copyright © 2002-2010, Agile Logic. All Rights Reserved | Agile 2010 CONFERENCE

## Visualization Techniques

**Marks**  
Check Marks, Crossed Out, etc.

**Symbols**  
Colored Dots, Stickers, Push Pins

**Temporary Tags**  
Flags, Tabs, Smaller Post-Its

Agile Logic Deliver Better Software Faster | Copyright © 2002-2010, Agile Logic. All Rights Reserved | Agile 2010 CONFERENCE

## Exercise 1: Building a Basic Map

## Exercise 1

1. Look at your list-format product backlog
2. Decide what dimension you will use Post-It color to represent
3. Attach all the corresponding story cards to the Post-Its
4. Think a little about the overall arrangement
5. Do a first-pass arrangement of the Post-Its onto the large flip chart sheet(s)

## Exercise 2: Organizing Scope

## Exercise 2

1. Decide what you will use the horizontal axis for
  - What story dimensions help organize best?
  - Are there major columns or regions?
  - Try adding the user task flow from handout
2. Leave the vertical dimension available for now

## Exercise 3: Build-Out & Milestones

## Exercise 3

1. Using the “milestone” column in the backlog, arrange the stories in a build-out order
2. Decide how you will indicate the milestones
3. Within each milestone, how will you show the incremental build out of each feature/section?
4. Bonus: What “release planning” information can you get from the map at this point?

## Exercise 4: Richer Communications

## Exercise 4

1. Decide how you will show the significant stories (marked in the “significance” column of the backlog)
2. Decide how you will show the stories with external dependencies (the “external” column)
3. Decide if you want to show epic/child relationships, and if so, how?
4. Bonus: You have been assigned the lead on all the promotions stories – how will you show you are the go-to person for those?

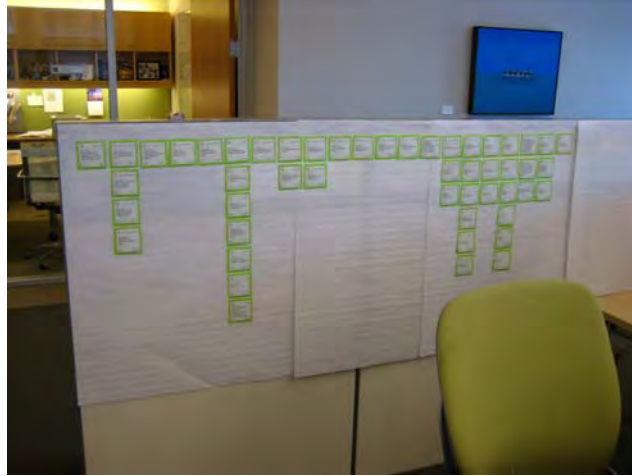
## Examples



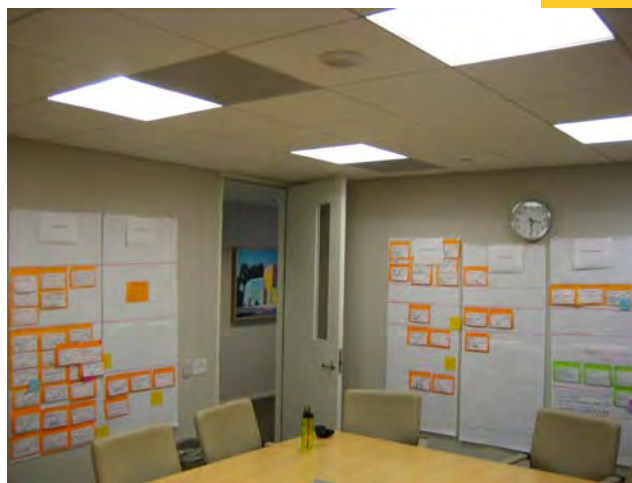
## Examples



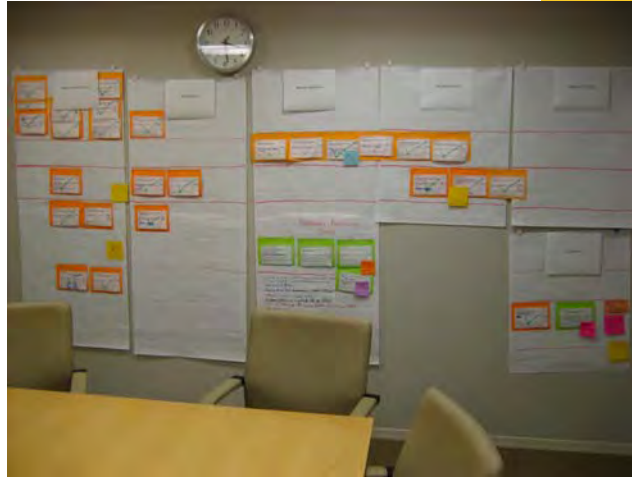
## Examples



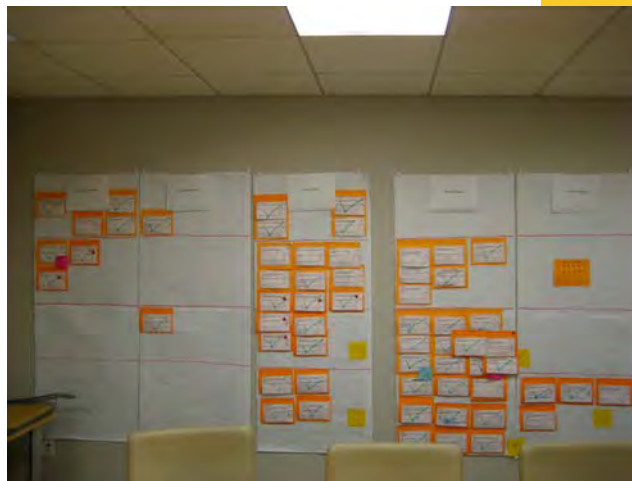
## Examples



## Examples



## Examples

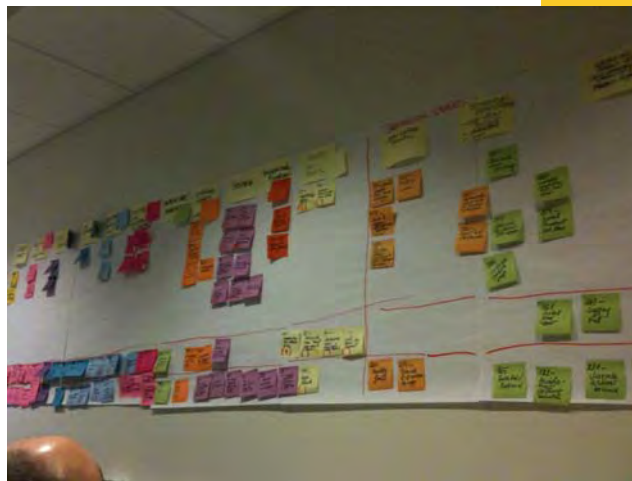




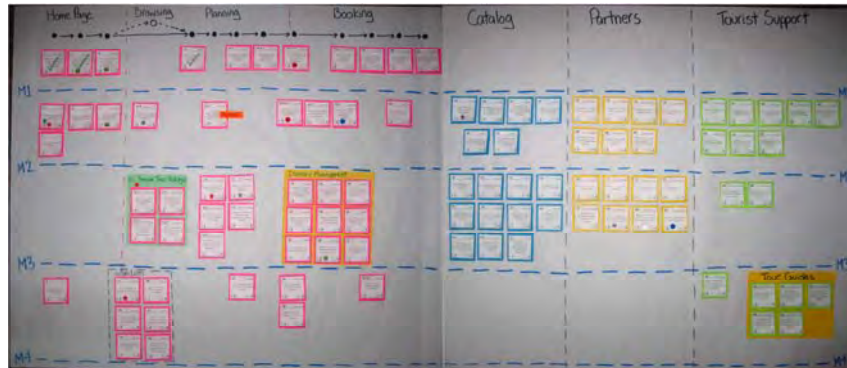
## Examples



## Examples



## Examples



Copyright © 2002-2010, Agile Logic. All Rights Reserved



Copyright © 2002-2010, Agile Logic. All Rights Reserved





---

## Thank You For Attending!

Enjoy the rest of the Conference!

Paul Hodgetts  
Agile Logic  
[www.agilelogic.com](http://www.agilelogic.com)  
[phodgetts@agilelogic.com](mailto:phodgetts@agilelogic.com)  
(714) 577-5795

Materials will be posted at [www.agilelogic.com](http://www.agilelogic.com)

Enterprise coaching from BigVisible: [www.bigvisible.com](http://www.bigvisible.com)



Copyright © 2002-2010, Agile Logic. All Rights Reserved

ID	Role	Capability	Size	Milestone	Feature Area	Significance	External
1	Tourist	view the home page when accessing the primary url	2	1	Home Page	Ux	
2	Tourist	see the current promotions on the home page (fixed)	2	1	Promotions		
3	Tourist	see the current promotions on the home page (from database)	3	5	Promotions	Arch	
4	Tourist	view a featured tour package promotional info	2	1	Promotions		
5	Tourist	create my profile	3	2	Profile	Arch, Ux	
6	Tourist	edit my profile information	1	2	Profile		
7	Tourist	add an additional tourist to my profile	1	4	Profile		
8	Tourist	subscribe to marketing newsletters, tips, announcements, etc.	1	5	Profile		
9	Tourist	delete my profile	1	2	Profile		
10	Tourist	browse, search, sort and filter tour packages [by various criteria]	10		Tour Browsing	Arch, Ux	
10.1	Tourist	browse tour packages by region	2	3	Tour Browsing		
10.2	Tourist	browse tour packages by included activity type	2	3	Tour Browsing		
10.3	Tourist	browse tour packages by included attraction/point of interest name	2	3	Tour Browsing		
10.4	Tourist	view the master tour package calendar	3	2	Tour Browsing	Ux	
10.5	Tourist	filter the master tour package calendar [by various criteria]	5	3	Tour Browsing		
11	Tourist	view a tour package promotional info	1	2	Promotions		
12	Tourist	one click book a tour package	2	1	Booking		
13	Tourist	create a new proposed itinerary from a tour package	5	3	Planning		
14	Tourist	browse, search, sort and filter activity catalog [by various criteria]	10		Activity Browsing	Arch, Ux	
14.1	Tourist	browse activity catalog by region	2	3	Activity Browsing		
14.2	Tourist	browse activity catalog by activity type	2	3	Activity Browsing		
14.3	Tourist	browse activity catalog by attraction/point of interest name	2	3	Activity Browsing		
15	Tourist	view the master activity calendar	3	3	Activity Browsing	Ux	
16	Tourist	filter the master activity calendar [by various criteria]	5	3	Activity Browsing		
17	Tourist	add an activity to my wish list	5	4	Planning	Arch, Ux	
18	Tourist	view, search, sort and filter wish list activities	3	4	Planning		
19	Tourist	remove an activity from my wish list	1	4	Planning		
20	Tourist	view a wish list activity details	1	4	Planning		
21	Tourist	view a calendar of a wish list activity schedules	3	4	Planning		
22	Tourist	add a wish list activity to a proposed itinerary from calendar	2	4	Planning		
23	Tourist	create a new proposed itinerary	5	3	Planning	Arch, Ux	
24	Tourist	remove a proposed itinerary	1	3	Planning		
25	Tourist	view the list of my proposed itineraries	2	3	Planning		
26	Tourist	add an activity to a proposed itinerary	3	3	Planning		
27	Tourist	add a tourist to a proposed itinerary	2	4	Planning		
28	Tourist	select and edit activity & service options	3	3	Planning	Ux	
29	Tourist	remove an activity from a proposed itinerary	1	3	Planning		
30	Tourist	view a proposed itinerary summary	2	3	Planning	Ux	
31	Tourist	view a proposed itinerary schedule	2	3	Planning		
32	Tourist	view a proposed itinerary activity details	2	3	Planning		
33	Tourist	view proposed itinerary conflicts	3	4	Planning		
34	Tourist	resolve a proposed itinerary conflict	5	4	Planning	Ux	
35	Tourist	book a proposed itinerary	15		Booking	Ux	
35.1	Tourist	review & confirm proposed itinerary	3	1	Booking		
35.2	Tourist	automatically cross-book partner services for an itinerary	10	2	Booking	Arch	

35.3	Tourist	reserve partner services for an itinerary	5	2	Booking		Partner
35.4	Tourist	pay for a booking [various payment methods]	10		Booking		
35.4.1	Tourist	enter credit card information	2	1	Booking		
35.4.2	Tourist	process credit card payment	5		Booking		
35.4.2.1	Tourist	process VISA/MC/Discover payment via gateway 1	3	1	Booking	Arch	Pay Process
35.4.2.2	Tourist	process AMEX payment via gateway 2	3	2	Booking	Arch	Pay Process
35.4.3	Tourist	enter check payment information	2	4	Booking		
35.5	Tourist	confirm partner services booking for an itinerary	5	2	Booking		Partner
35.6	Tourist	view booking confirmation	3	1	Booking	Ux	
36	Tourist	view my list of bookings	2	2	Booking	Ux	
37	Tourist	view & print a booking summary	1	1	Booking		
38	Tourist	view & print a booking schedule	1	1	Booking		
39	Tourist	view & print booking activity info	1	1	Booking		
40	Tourist	subscribe to booking reminders	2	5	Booking		
41	Tourist	subscribe to activity reminders	2	5	Booking		
42	Agent	search for a tourist	1	2	Tourist Support		
43	Agent	view a tourist's profile	2	2	Tourist Support		
44	Agent	maintain a tourist's profile	1	2	Tourist Support		
45	Agent	search for a tourist's proposed itineraries	3	3	Tourist Support		
46	Agent	maintain a tourist's itinerary	5	3	Tourist Support		
47	Agent	search for a tourist's bookings	2	2	Tourist Support		
48	Agent	search for bookings by activity and date	2	2	Tourist Support		
49	Agent	maintain a tourist's booking	3	2	Tourist Support		
50	Agent	view the status of a tourist's booking payment(s)	3	2	Tourist Support		
51	Agent	manually process a credit card payment	3	2	Tourist Support		
52	Agent	register a manual payment (e.g., a mailed check payment)	2	4	Tourist Support		
53	Coordinator	create a new activity	3	3	Catalog	Arch, Ux	
54	Coordinator	edit an activity	1	3	Catalog		
55	Coordinator	delete an activity	1	3	Catalog		
56	Coordinator	publish an activity	1	3	Catalog		
57	Coordinator	create a new service option	2	3	Catalog	Arch, Ux	
58	Coordinator	edit a service option	1	3	Catalog		
59	Coordinator	delete a service options	1	3	Catalog		
60	Coordinator	associate a service option with an activity	1	3	Catalog		
61	Coordinator	insert an activity into the activity catalog	2	3	Catalog		
62	Coordinator	remove an activity from the activity catalog	1	3	Catalog		
63	Coordinator	create a new tour package	5	2	Catalog	Arch, Ux	
64	Coordinator	add an activity to a tour package itinerary	2	2	Catalog		
65	Coordinator	remove an activity from a tour package itinerary	1	2	Catalog		
66	Coordinator	edit a tour package	2	2	Catalog		
67	Coordinator	configure tour package pricing options and conditions	3	3	Catalog		
68	Coordinator	insert a tour package into the tour catalog	2	2	Catalog		
69	Coordinator	remove a tour package from the tour catalog	1	2	Catalog		
70	Partner	create a new activity	5	3	Partner Catalog		
71	Partner	edit an activity	2	3	Partner Catalog		
72	Partner	delete an activity	1	3	Partner Catalog		

73	Partner	publish an activity	2	3	Partner Catalog		
74	Partner	create a new service option	2	2	Partner Catalog		
75	Partner	edit a service option	1	2	Partner Catalog		
76	Partner	delete a service options	1	2	Partner Catalog		
77	Partner	associate a service option with an activity	1	3	Partner Catalog		
78	Partner	publish a service option	1	2	Partner Catalog		
79	Partner	search for activity bookings [by various criteria]	3	3	Partner Booking	Ux	
80	Partner	view & print list of activity bookings [by various criteria]	3	3	Partner Booking	Ux	
81	Partner	confirm an activity booking	2	3	Partner Booking		Partner
82	Partner	search for service option bookings [by various criteria]	3	2	Partner Booking		
83	Partner	confirm a service option booking	2	2	Partner Booking		
84	Partner	view & print list of service option bookings [by various criteria]	3	2	Partner Booking		
85	Tour Guide	view tourist's profile information	2	4	Tour Guide Booking		
86	Tour Guide	search for activity bookings [by various criteria]	3	4	Tour Guide Booking	Ux	
87	Tour Guide	view & print list of activity bookings [by various criteria]	3	4	Tour Guide Booking	Ux	
88	Tour Guide	search for service option bookings [by various criteria]	3	4	Tour Guide Booking	Ux	
89	Tour Guide	view & print list of service bookings [by various criteria]	3	4	Tour Guide Booking	Ux	
90	Marketing	set up home page site promotions	5	5	Promotions	Arch, Ux	
91	Marketing	edit promotional content items	2	5	Promotions		
92	Marketing	send promotional emails to subscribed tourists	10	5	Promotions	Arch	
93	Business	view & print booking summary report	2	5	Business Reports	Ux	
94	Business	view & print revenue report	3	5	Business Reports	Ux	

#1 Home Page

Tourist can view the home page when accessing the primary url.

size: 2

milestone: 1

#2 Promotions

Tourist can see the current promotions on the home page (fixed).

size: 2

milestone: 1

#3 Promotions

Tourist can see the current promotions on the home page (from database).

size: 3

milestone: 5

#4 Promotions

Tourist can view a featured tour package promotional info.

size: 2

milestone: 1

#5 Profile

Tourist can create my profile.

size: 3

milestone: 2

#6 Profile

Tourist can edit my profile information.

size: 1

milestone: 2

#7 Profile

Tourist can add an additional tourist to my profile.

size: 1

milestone: 4

#8 Profile

Tourist can subscribe to marketing newsletters, tips, announcements, etc..

size: 1

milestone: 5

#9 Profile

Tourist can delete my profile.

size: 1

milestone: 2

#10 Tour Browsing

Tourist can browse, search, sort and filter tour packages [by various criteria].

size: 10

milestone:

#10.1 Tour Browsing

Tourist can browse tour packages by region.

size: 2

milestone: 3

#10.2 Tour Browsing

Tourist can browse tour packages by included activity type.

size: 2

milestone: 3

#10.3 Tour Browsing

Tourist can browse tour packages by included attraction/point of interest name.

size: 2

milestone: 3

#10.4 Tour Browsing

Tourist can view the master tour package calendar.

size: 3

milestone: 2

#10.5 Tour Browsing

Tourist can filter the master tour package calendar [by various criteria].

size: 5

milestone: 3

#11 Promotions

Tourist can view a tour package promotional info.

size: 1

milestone: 2

#12 Booking

Tourist can one click book a tour package.

size: 2

milestone: 1

#13 Planning

Tourist can create a new proposed itinerary from a tour package.

size: 5

milestone: 3

#14 Activity Browsing

Tourist can browse, search, sort and filter activity catalog [by various criteria].

size: 10

milestone:

#14.1 Activity Browsing

Tourist can browse activity catalog by region.

size: 2

milestone: 3

#14.2 Activity Browsing

Tourist can browse activity catalog by activity type.

size: 2

milestone: 3

#14.3 Activity Browsing

Tourist can browse activity catalog by attraction/point of interest name.

size: 2

milestone: 3

#15 Activity Browsing

Tourist can view the master activity calendar.

size: 3

milestone: 3

#16 Activity Browsing

Tourist can filter the master activity calendar [by various criteria].

size: 5

milestone: 3

#17 Planning

Tourist can add an activity to my wish list.

size: 5 milestone: 4

#18 Planning

Tourist can view, search, sort and filter wish list activities.

size: 3 milestone: 4

#19 Planning

Tourist can remove an activity from my wish list.

size: 1 milestone: 4

#20 Planning

Tourist can view a wish list activity details.

size: 1 milestone: 4

#21 Planning

Tourist can view a calendar of a wish list activity schedules.

size: 3 milestone: 4

#22 Planning

Tourist can add a wish list activity to a proposed itinerary from calendar.

size: 2 milestone: 4

#23 Planning

Tourist can create a new proposed itinerary.

size: 5 milestone: 3

#24 Planning

Tourist can remove a proposed itinerary.

size: 1 milestone: 3

#25 Planning

Tourist can view the list of my proposed itineraries.

size: 2 milestone: 3

#26 Planning

Tourist can add an activity to a proposed itinerary.

size: 3 milestone: 3

#27 Planning

Tourist can add a tourist to a proposed itinerary.

size: 2 milestone: 4

#28 Planning

Tourist can select and edit activity & service options.

size: 3 milestone: 3

#29 Planning

Tourist can remove an activity from a proposed itinerary.

size: 1 milestone: 3

#30 Planning

Tourist can view a proposed itinerary summary.

size: 2 milestone: 3

#31 Planning

Tourist can view a proposed itinerary schedule.

size: 2 milestone: 3

#32 Planning

Tourist can view a proposed itinerary activity details.

size: 2 milestone: 3

#33 Planning

Tourist can view proposed itinerary conflicts.

size: 3 milestone: 4

#34 Planning

Tourist can resolve a proposed itinerary conflict.

size: 5 milestone: 4

#35 Booking

Tourist can book a proposed itinerary.

size: 15 milestone:

#35.1 Booking

Tourist can review & confirm proposed itinerary.

size: 3 milestone: 1

#35.2 Booking

Tourist can automatically cross-book partner services for an itinerary.

size: 10 milestone: 2

#35.3 Booking

Tourist can reserve partner services for an itinerary.

size: 5 milestone: 2

#35.4 Booking

Tourist can pay for a booking [various payment methods].

size: 10 milestone:

#35.4.1 Booking

Tourist can enter credit card information.

size: 2 milestone: 1



#35.4.2 Booking

Tourist can process credit card payment.

size: 5 milestone: 1

#35.4.2.1 Booking

Tourist can process VISA/MC/Discover payment via gateway 1.

size: 3 milestone: 1

#35.4.2.2 Booking

Tourist can process AMEX payment via gateway 2.

size: 3 milestone: 2

#35.4.3 Booking

Tourist can enter check payment information.

size: 2 milestone: 4

#35.5 Booking

Tourist can confirm partner services booking for an itinerary.

size: 5 milestone: 2

#35.6 Booking

Tourist can view booking confirmation.

size: 3 milestone: 1

#36 Booking

Tourist can view my list of bookings.

size: 2 milestone: 2

#37 Booking

Tourist can view & print a booking summary.

size: 1 milestone: 1

#38 Booking

Tourist can view & print a booking schedule.

size: 1 milestone: 1

#39 Booking

Tourist can view & print booking activity info.

size: 1 milestone: 1

#40 Booking

Tourist can subscribe to booking reminders.

size: 2 milestone: 5

#41 Booking

Tourist can subscribe to activity reminders.

size: 2 milestone: 5

#42 Tourist Support

Agent can search for a tourist.

size: 1 milestone: 2

#43 Tourist Support

Agent can view a tourist's profile.

size: 2 milestone: 2

#44 Tourist Support

Agent can maintain a tourist's profile.

size: 1 milestone: 2

#45 Tourist Support

Agent can search for a tourist's proposed itineraries.

size: 3 milestone: 3

#46 Tourist Support

Agent can maintain a tourist's itinerary.

size: 5 milestone: 3

#47 Tourist Support

Agent can search for a tourist's bookings.

size: 2 milestone: 2

#48 Tourist Support

Agent can search for bookings by activity and date.

size: 2 milestone: 2

#49 Tourist Support

Agent can maintain a tourist's booking.

size: 3 milestone: 2

#50 Tourist Support

Agent can view the status of a tourist's booking payment(s).

size: 3 milestone: 2

#51 Tourist Support

Agent can manually process a credit card payment.

size: 3 milestone: 2

#52 Tourist Support

Agent can register a manual payment (e.g., a mailed check payment).

size: 2 milestone: 4

#53 Catalog

Coordinator can create a new activity.

size: 3 milestone: 3

#54 Catalog

Coordinator can edit an activity.

size: 1 milestone: 3

#55 Catalog

Coordinator can delete an activity.

size: 1 milestone: 3

#56 Catalog

Coordinator can publish an activity.

size: 1 milestone: 3

#57 Catalog

Coordinator can create a new service option.

size: 2 milestone: 3

#58 Catalog

Coordinator can edit a service option.

size: 1 milestone: 3

#59 Catalog

Coordinator can delete a service options.

size: 1 milestone: 3

#60 Catalog

Coordinator can associate a service option with an activity.

size: 1 milestone: 3

#61 Catalog

Coordinator can insert an activity into the activity catalog.

size: 2 milestone: 3

#62 Catalog

Coordinator can remove an activity from the activity catalog.

size: 1 milestone: 3

#63 Catalog

Coordinator can create a new tour package.

size: 5 milestone: 2

#64 Catalog

Coordinator can add an activity to a tour package itinerary.

size: 2 milestone: 2

#65 Catalog

Coordinator can remove an activity from a tour package itinerary.

size: 1 milestone: 2

#66 Catalog

Coordinator can edit a tour package.

size: 2 milestone: 2

#67 Catalog

Coordinator can configure tour package pricing options and conditions.

size: 3 milestone: 3

#68 Catalog

Coordinator can insert a tour package into the tour catalog.

size: 2 milestone: 2

#69 Catalog

Coordinator can remove a tour package from the tour catalog.

size: 1 milestone: 2

#70 Partner Catalog

Partner can create a new activity.

size: 5 milestone: 3

#71 Partner Catalog

Partner can edit an activity.

size: 2 milestone: 3

#72 Partner Catalog

Partner can delete an activity.

size: 1 milestone: 3

#73 Partner Catalog

Partner can publish an activity.

size: 2 milestone: 3

#74 Partner Catalog

Partner can create a new service option.

size: 2 milestone: 2

#75 Partner Catalog

Partner can edit a service option.

size: 1 milestone: 2

#76 Partner Catalog

Partner can delete a service options.

size: 1 milestone: 2

#77 Partner Catalog

Partner can associate a service option with an activity.

size: 1 milestone: 3

#78 Partner Catalog

Partner can publish a service option.

size: 1 milestone: 2

#79 Partner Booking

Partner can search for activity bookings [by various criteria].

size: 3 milestone: 3

#80 Partner Booking

Partner can view & print list of activity bookings [by various criteria].

size: 3 milestone: 3

#81 Partner Booking

Partner can confirm an activity booking.

size: 2 milestone: 3

#82 Partner Booking

Partner can search for service option bookings [by various criteria].

size: 3 milestone: 2

#83 Partner Booking

Partner can confirm a service option booking.

size: 2 milestone: 2

#84 Partner Booking

Partner can view & print list of service option bookings [by various criteria].

size: 3 milestone: 2

#85 Tour Guide Booking

Tour Guide can view tourist's profile information.

size: 2 milestone: 4

#86 Tour Guide Booking

Tour Guide can search for activity bookings [by various criteria].

size: 3 milestone: 4

#87 Tour Guide Booking

Tour Guide can view & print list of activity bookings [by various criteria].

size: 3 milestone: 4

#88 Tour Guide Booking

Tour Guide can search for service option bookings [by various criteria].

size: 3 milestone: 4

#89 Tour Guide Booking

Tour Guide can view & print list of service bookings [by various criteria].

size: 3 milestone: 4

#90 Promotions

Marketing can set up home page site promotions.

size: 5 milestone: 5

#91 Promotions

Marketing can edit promotional content items.

size: 2 milestone: 5

#92 Promotions

Marketing can send promotional emails to subscribed tourists.

size: 10 milestone: 5

#93 Business Reports

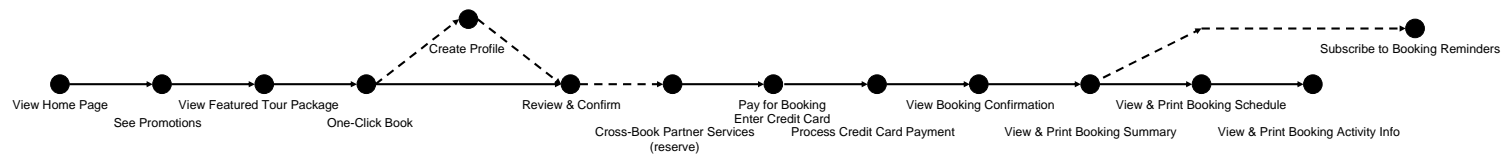
Business can view & print booking summary report.

size: 2 milestone: 5

#94 Business Reports

Business can view & print revenue report.

size: 3 milestone: 5



# Story Mapping

## Workshop Agenda

- Introduction
- Overview
  - The Case for Ditching the Backlog
  - Story Maps as the BVC for the Backlog
  - The Dimensions of Organizing Stories
- Visualization Techniques
- Preparing a Story Map
  - Exercise 1: Building a Basic Map
  - Exercise 2: Organizing & Verifying Scope
  - Exercise 3: Mapping Build Out & Milestones
  - Exercise 4: Richer Communication
- Final Debrief and Q&A

## Preparing a Story Map

- Identify Target Stakeholders
- Identify Value Propositions
- Identify Product Elements
- Map User Goals & Task Flows
- Identify Significant Interests
  - Architectural
  - User Interface
  - Others (Data Model, External Systems, etc.)
- Generate Initial Story Set
- Identify Initial Milestones

## Map Dimensions

- Story Info
  - Title, Story ID, Size, Owner, Etc.
- Story Hierarchy
  - Epics / Themes to Child Stories
- Status
  - Not Started, Completed, Cancelled, Etc.
- Value Proposition
  - Value Rating
- Priority
  - Priority Rating
  - Linear Ranking
- Target Milestone / Release
  - Incremental Build-Out
- Functional Area
- User Task Flow & Steps
- Story Type
  - New Feature, Bug Fix, Etc.
- Risk
  - Risk Rating
- Significance
  - Architectural, UI, Data Model, Integrations, etc.
- Dependencies
  - Iterative Refinement
- Story Work Flow
  - Activities Required
- Resourcing
  - Need for Specialists
  - Coordinate with External Teams
- Service Level Expectations

## Visualization Techniques

- Relative Positioning
  - Horizontal/Vertical
  - In Regions
- Text Labels
- Color
  - Post-It Color
  - Text Color / Highlighting
- Size
  - Post-It Size
  - Text Size
- Composition
  - Post-Its on Post-Its
- Sectioning
  - Columns / Rows / Areas
  - Using Lines
  - Using Map Areas - Big Post-Its, Boards, etc.
- Path Positioning
  - On Lines, Curves, Shapes
- Marks
  - Done Check Marks, X-ed Out, Etc.
- Symbol Labels
  - Colored Dots
  - Shaped Stickers
  - Push Pins
- Connectors
  - Drawn Lines
  - Tape, Strings