



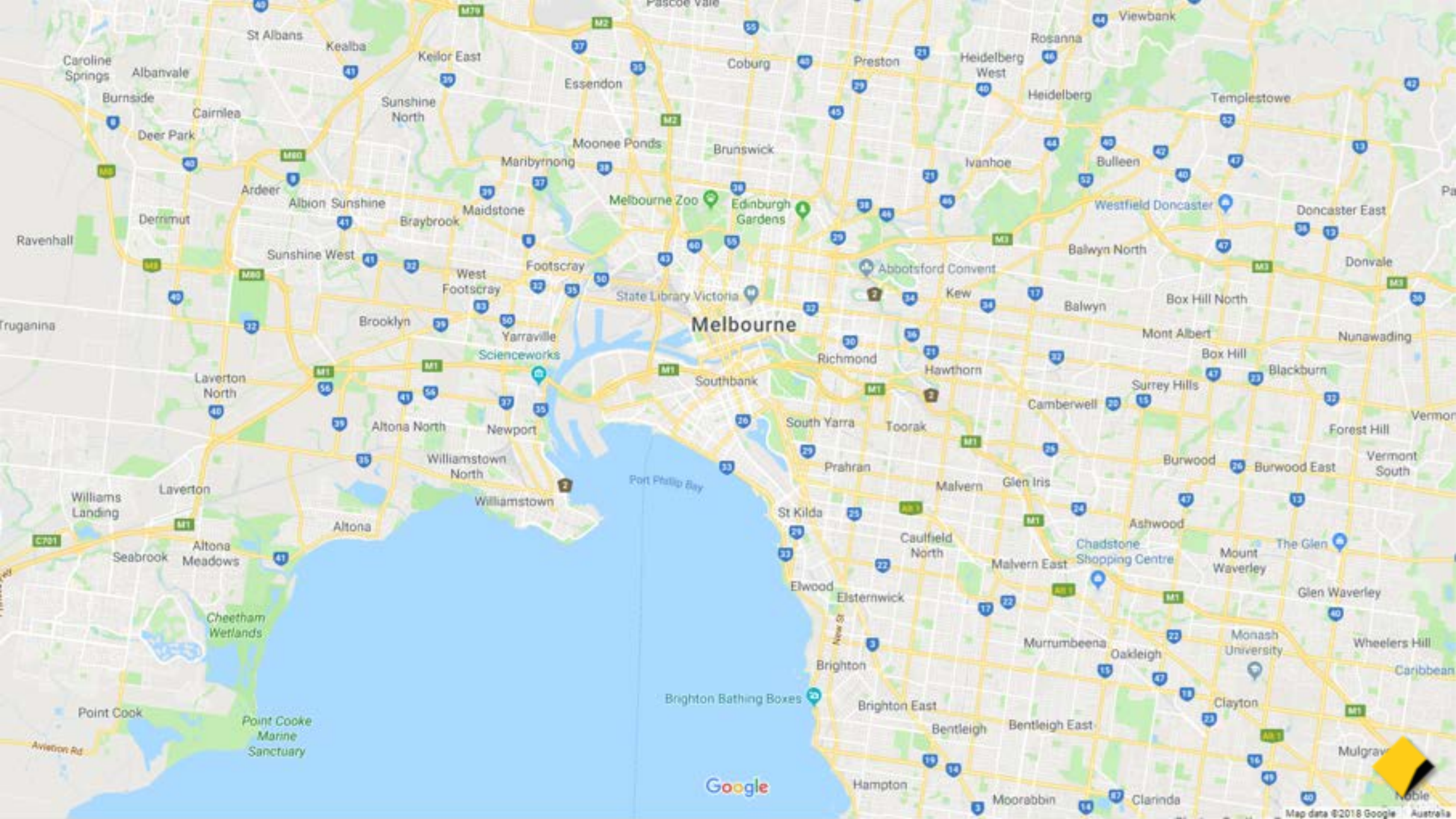
Agile Australia 2018

# Outcomes Driven User Story Mapping

Sharjeel Aleemullah & Sylvia Yanto

# BEWARE OF MAPS











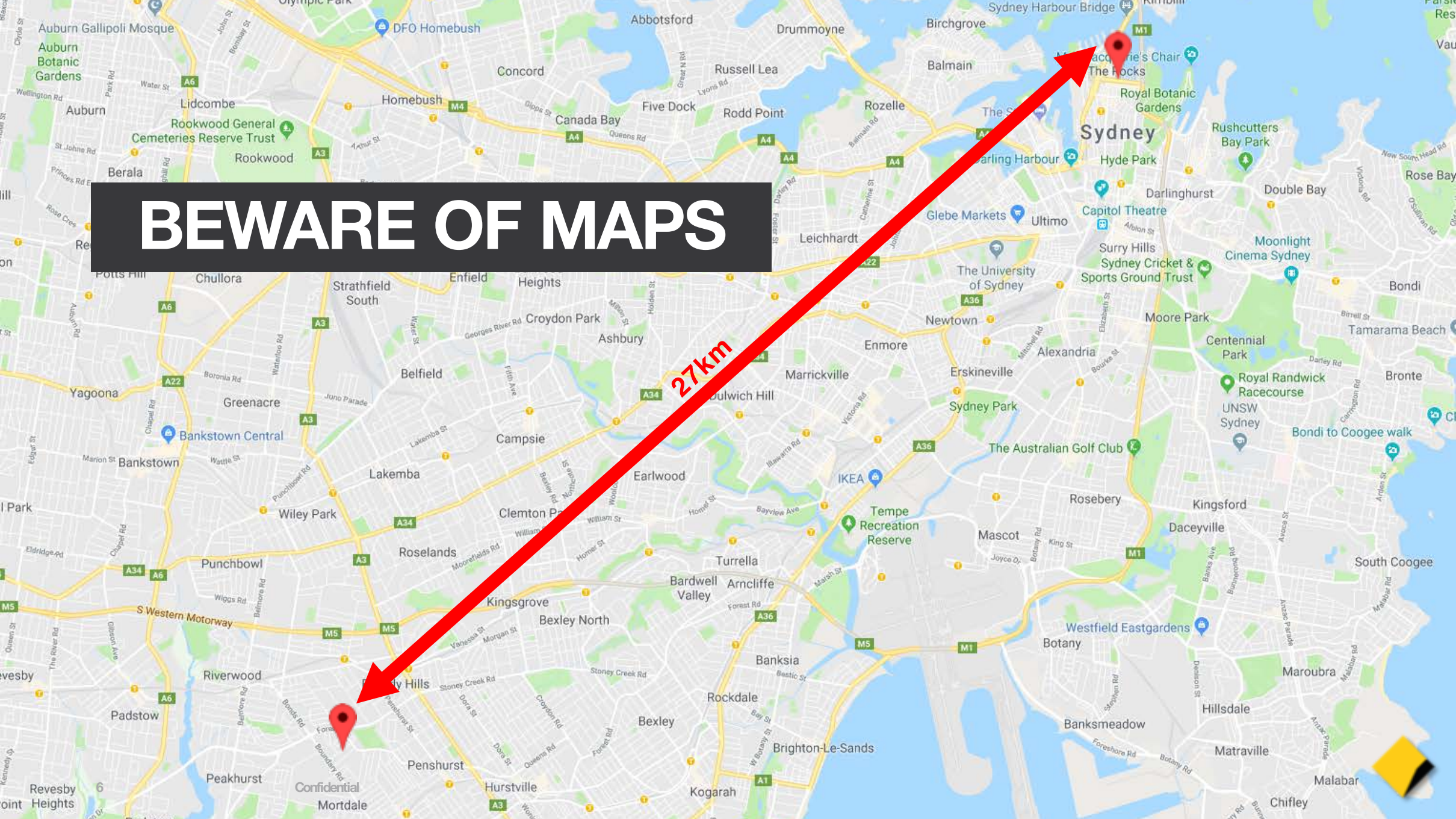


Martin Pl



# BEWARE OF MAPS

27km









O'REILLY

## User Story Mapping

User story mapping is a valuable tool for software development, since you understand who and how to use it. The integrated book examines how the often-misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features.

Author Jeff Patton shows you how chargeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why.

- Get a high-level view of story mapping, with an exercise to learn key concepts quickly
- Understand how stories really work, and how they come to life in Agile and Lean projects
- Dive into a story's lifecycle, starting with opportunities and moving deeper into discovery
- Prepare your stories, pay attention while they're built, and learn from those you commit to working software

Jeff Patton is an independent consultant, with decades of product design, product, and service experience. He's also a frequent speaker at Agile conferences and has worked on several successful product launches.

Get more details

or email



Twitter: @jeffpatton  
Facebook: jeffpatton

"I have not only a few Agile experts whom I consider qualified to actually help a team product team come to grips with the level of complexity needed and necessary. Jeff Patton is one of them."

—Barry Timp

User Story Mapping

Patton

O'REILLY

O'REILLY



## User Story Mapping

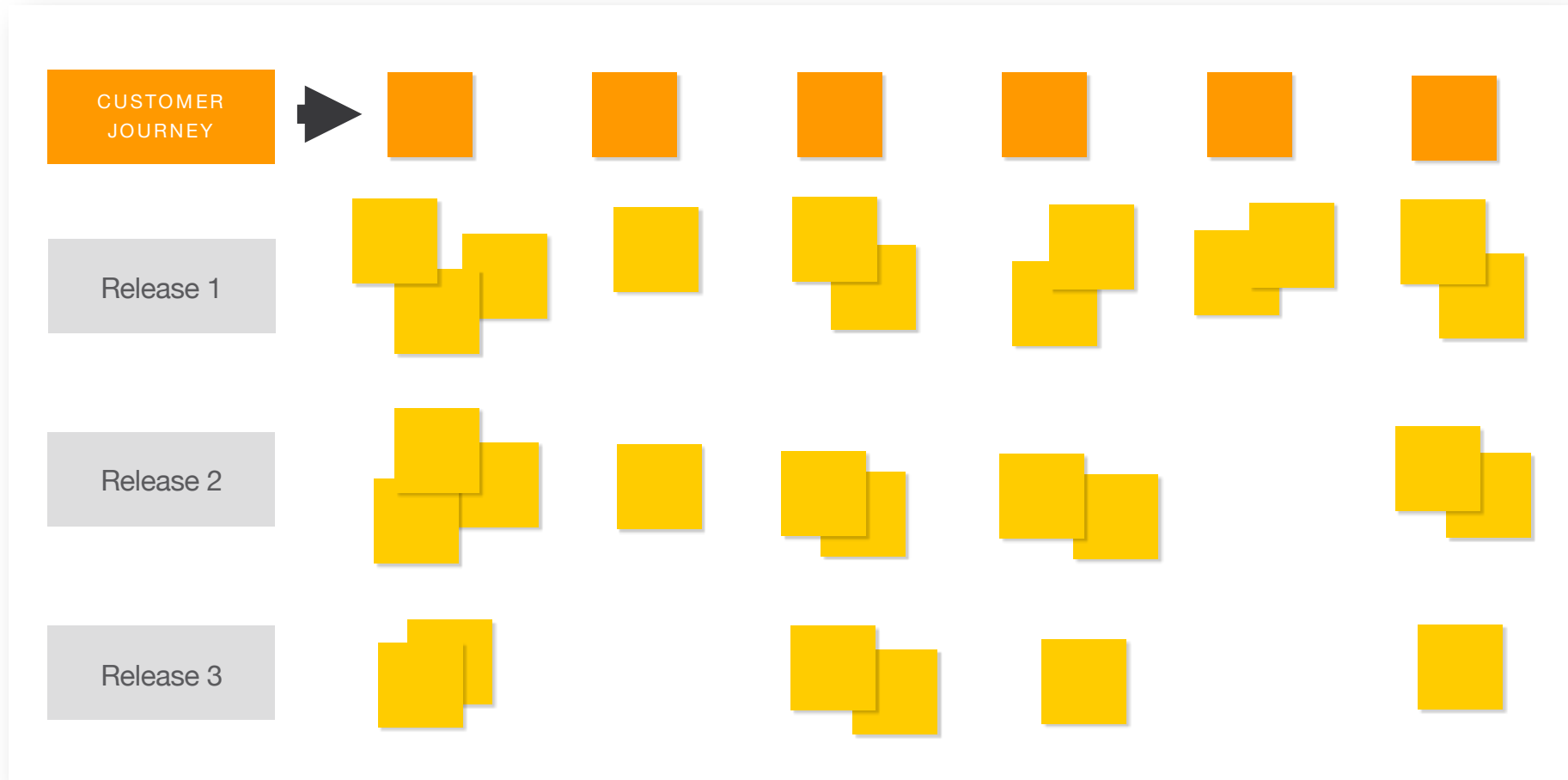
DISCOVER THE WHOLE STORY.  
BUILD THE RIGHT PRODUCT.

Jeff Patton  
with Peter Economy

Foreword by  
Alan C.



## Basic User Story Map







MISSION ACCOMPLISHED





## Basic User Story Map







- 1. Tricentis
- 2. AGL
- 3. ThoughtWorks
- 4. ANZ
- 5. Elabor8
- 6. AgileCraft
- 7. Micro Focus

- 8. Oakton coffee cart
- 9. Atlassian
- 10. AgileAus19 coffee cart
- 11. Hypothesis Consulting
- 12. Pretty Agile
- 13. EPiC Agile
- 14. AgileAus19 coffee cart

☑ Charge bar  
📷 Photo booth

🖱 Interactive workshop wall  
♿ Restroom





**“Minimize output, and maximize  
outcome and impact”**

Jeff Patton





# Digital@CBA

**57** scrum teams

**6** million digitally active customers

CommBank App

NetBank

CommBank.com.au



**Sharjeel Aleemullah | Agile Coach**

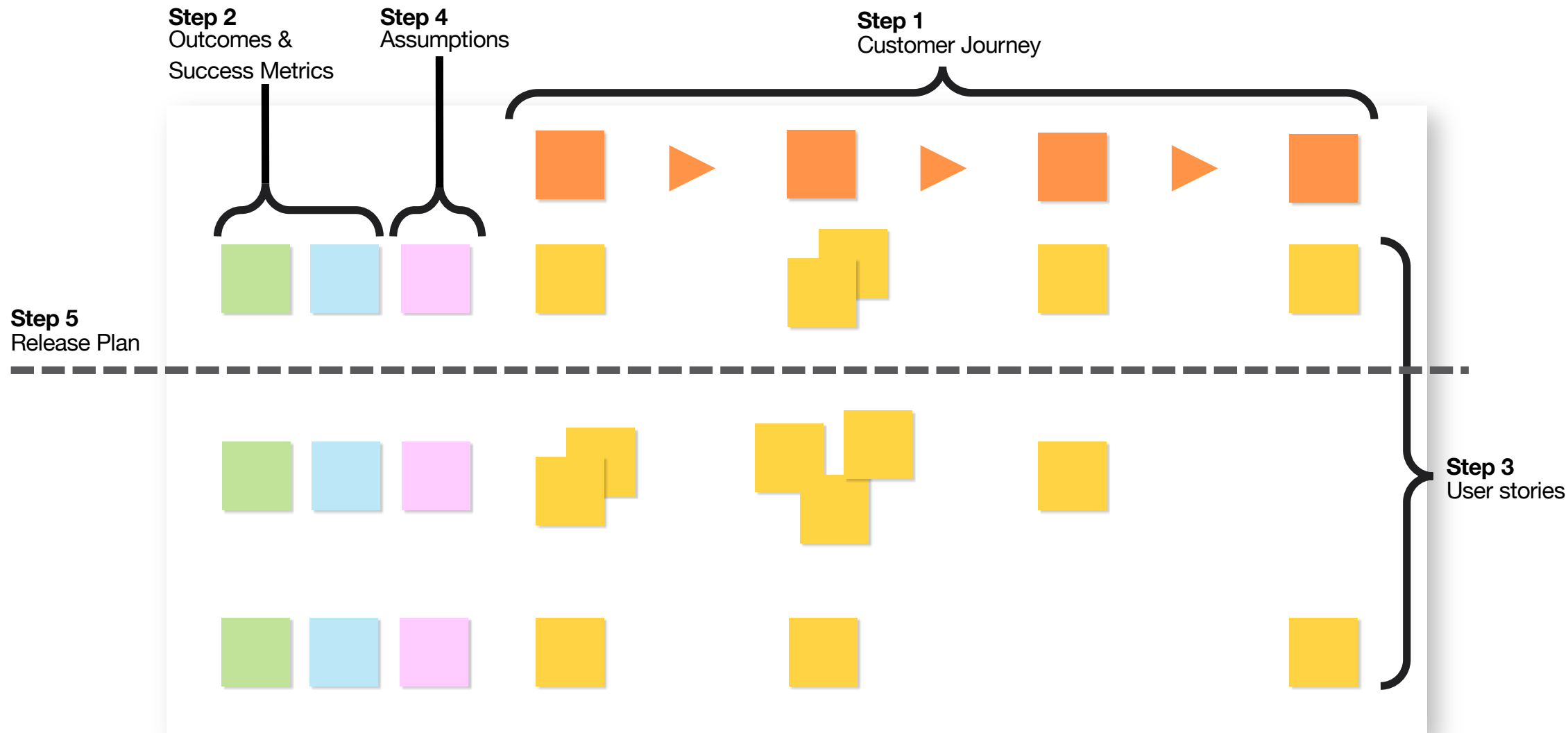
 **SharjAleem**



**Sylvia Yanto | Product Owner**

 **SylviaYanto**





**Outcomes Driven User Story Mapping**





# Find Your Way App

## Our Vision

“Get people to the right place  
at the right time”





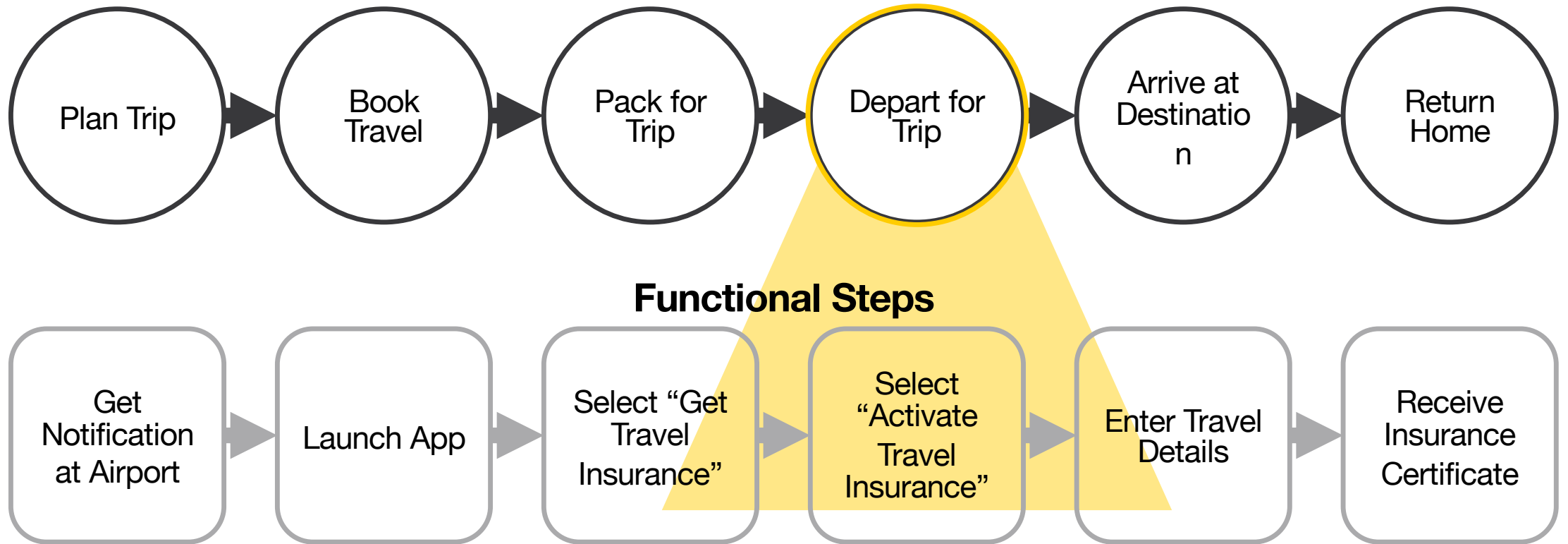
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# Step 1 Customer Journey

Embed voice of the customer  
with customer journeys



# Overseas Travel Customer Journey









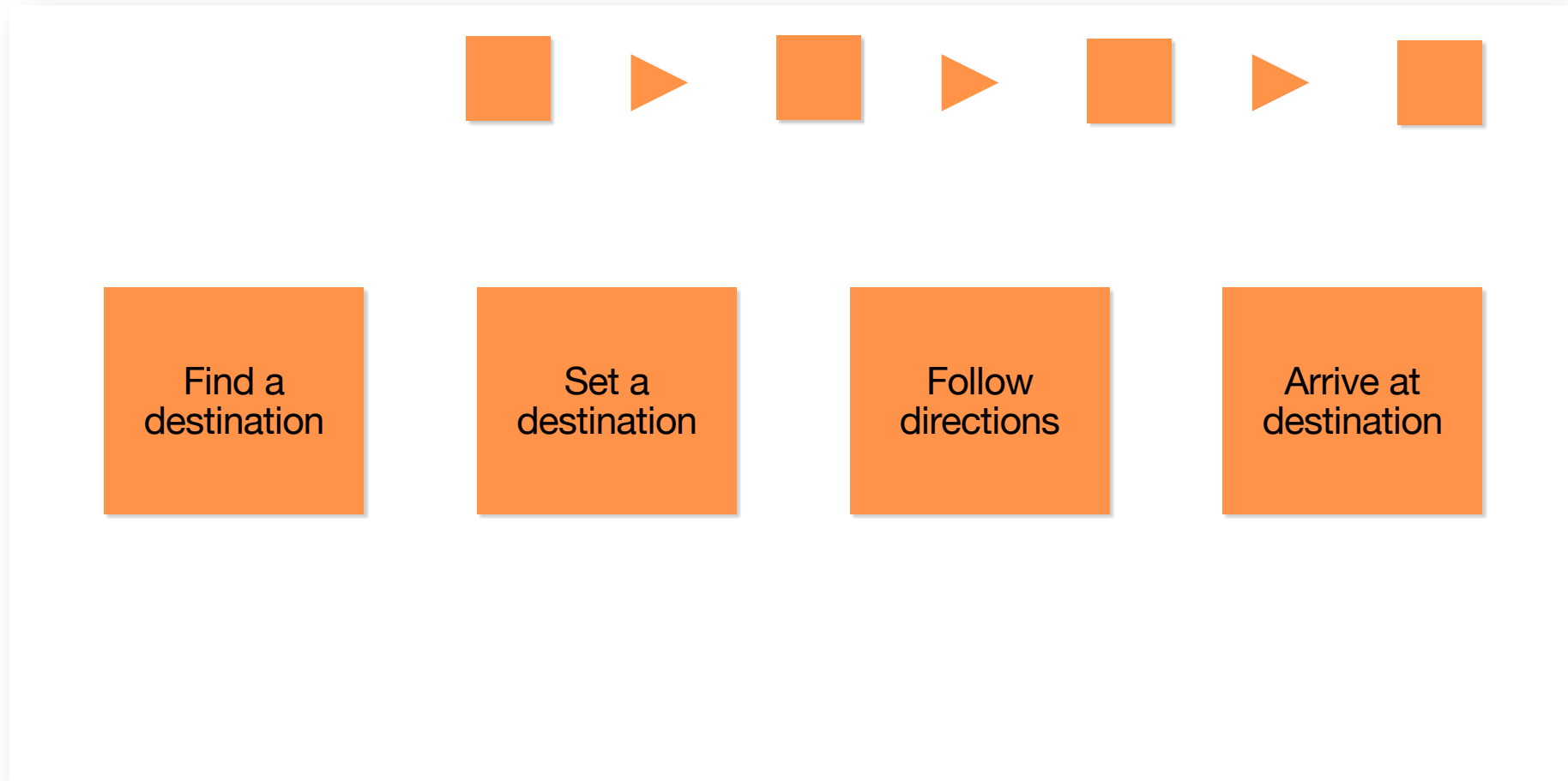
**Claire**

## Persona characteristics

- Not good with directions
- Heavily dependent on maps
- Would prefer to be taken to her intended destination







**Step 1**  
Customer Journey





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# **Step 2**

# **Outcomes and**

# **Success Metrics**

Motivate and focus teams by defining  
outcomes & success metrics



# OUTCOMES

*“Reduce time to apply  
without requiring assistance”*

- Contributes to overall product vision
- Customer benefit
- Achievement orientated

# OVER

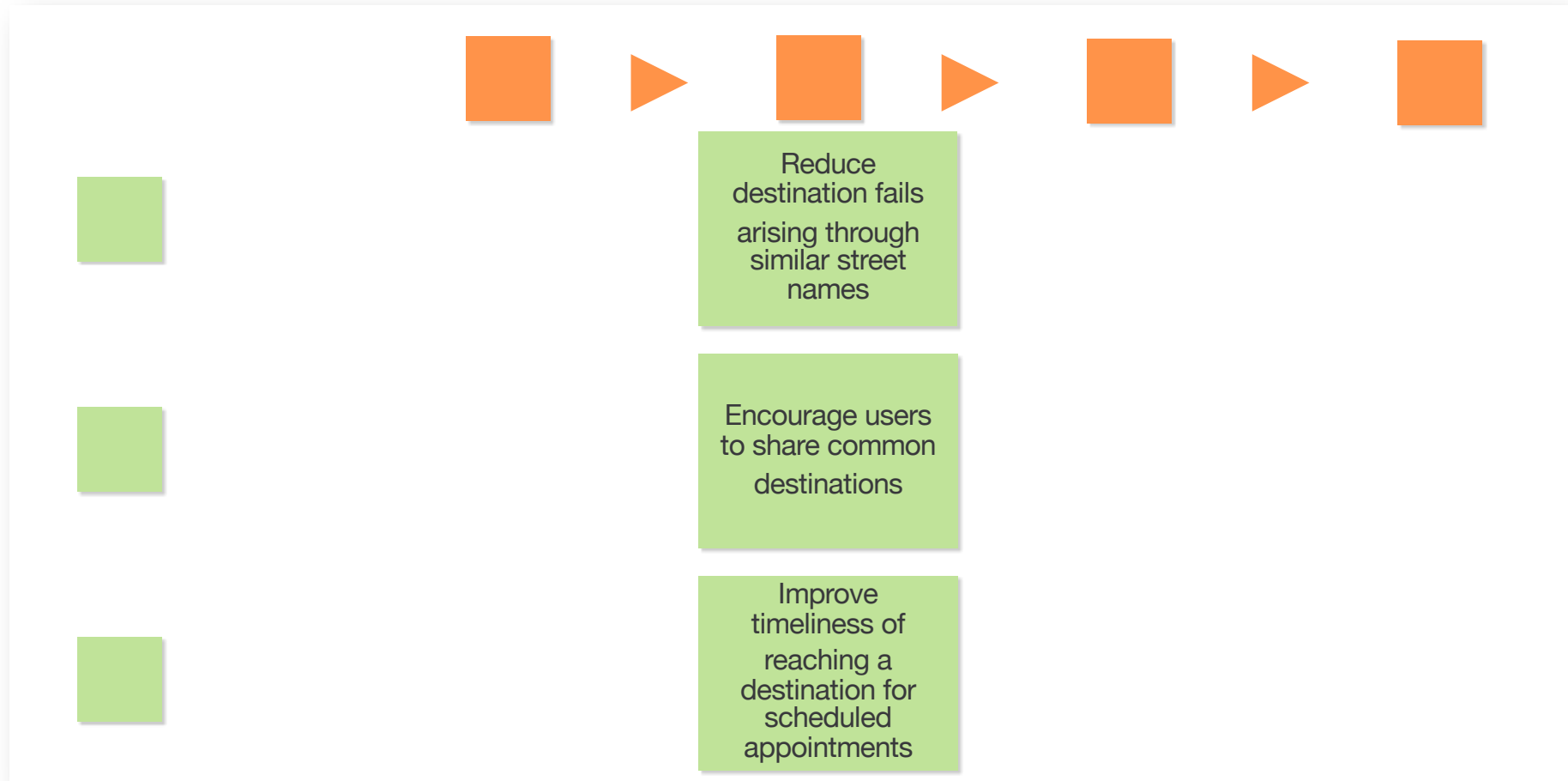
# OUTPUTS

*“Allow customers to submit  
application form”*

- Functionality
- Features
- Requirement
- Solutions
- Tasks
- Activities











Setting **clear, specific** and reasonably challenging goals consistently leads to **higher performance** than **vague** “try your best” goals

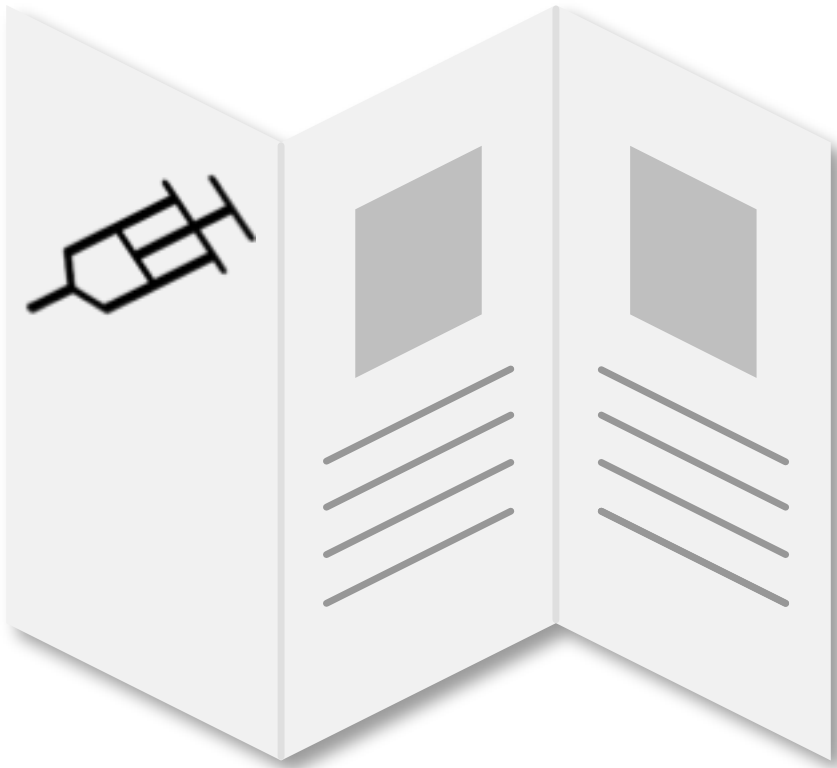
Locke, Shaw, Saari & Latham, 1981



**Yale Experiment** by Howard Leventhal, 1965

**Outcome:** Get as many students vaccinated for tetanus

**Leaflet 1**



**Leaflet 2**





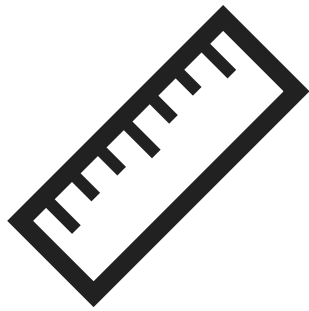


# Success Metrics

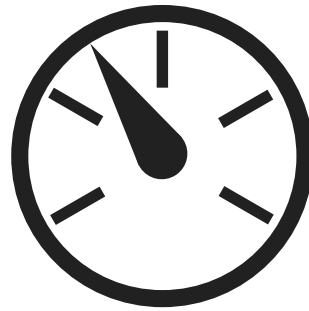
Directional



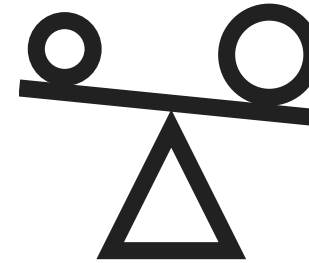
Magnitude



Rate or ratio



Comparable



Timebound



Reduce destination  
fails arising through  
similar street names

**Reduce** “wrong  
destination” email  
complaints from **50**  
**per day** to **10 per**  
**day** over **2 months**



**Step 2**  
Outcomes &  
Success Metrics





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# Step 3

# User Stories

Minimise user stories required to start achieving outcomes





**Brainstorm  
everything**

**vs**



**Focused  
thinking**

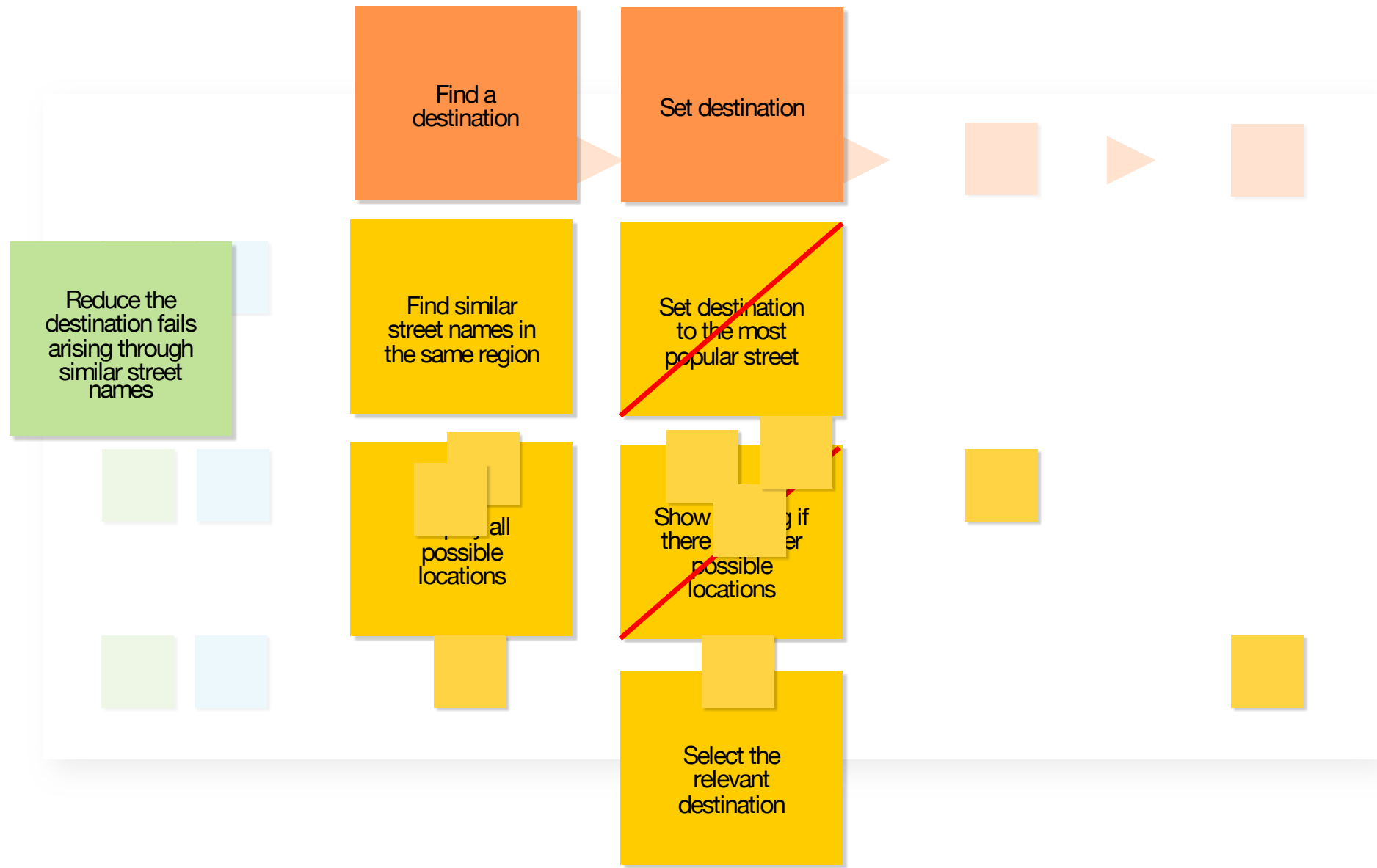


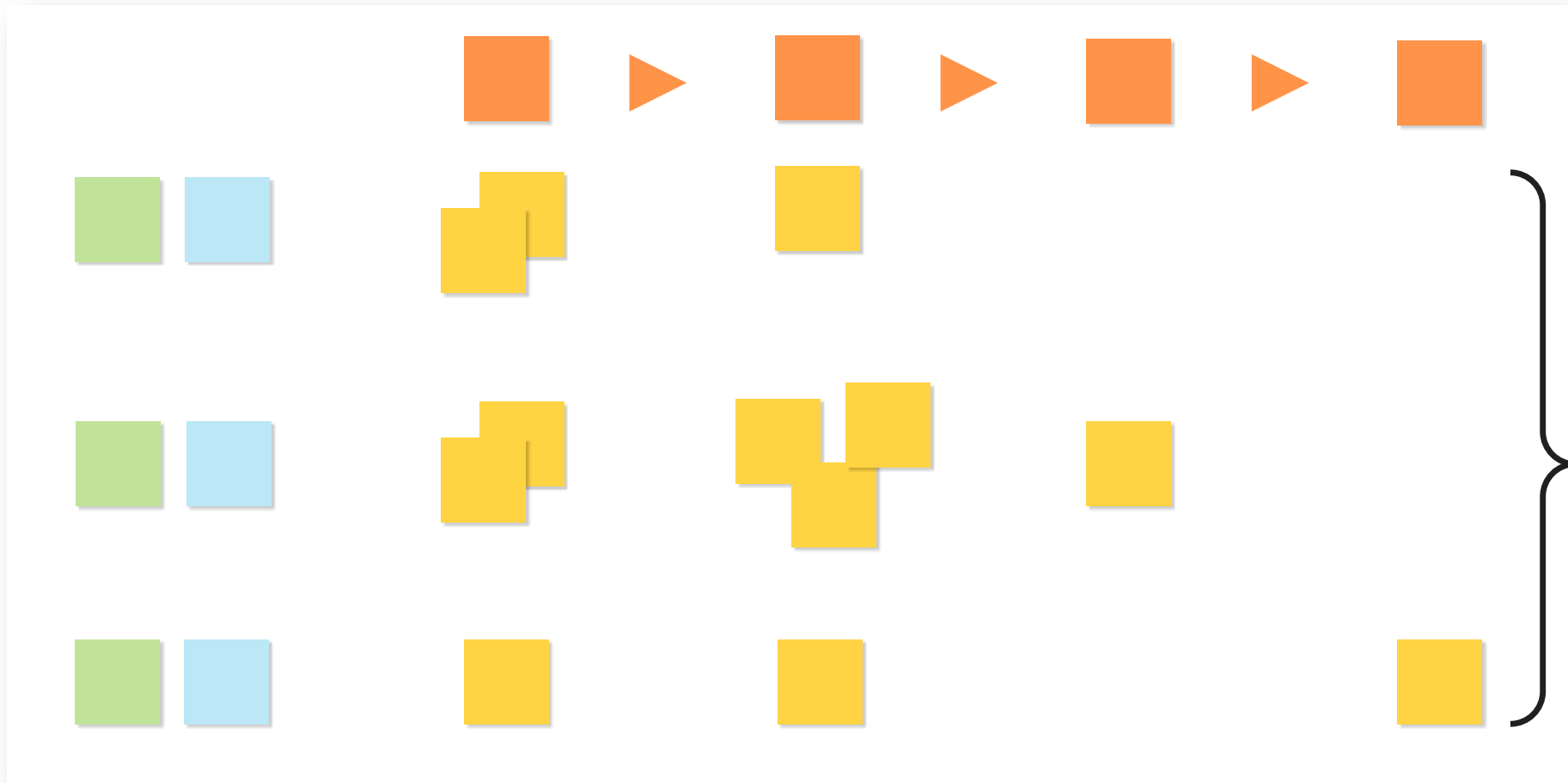
**“A user story is a promise  
for a conversation”**

Alistair Cockburn









**Step 3**  
User stories









## **Assumption (noun)**

Something that is accepted as true or as certain to happen, without actually having proof.



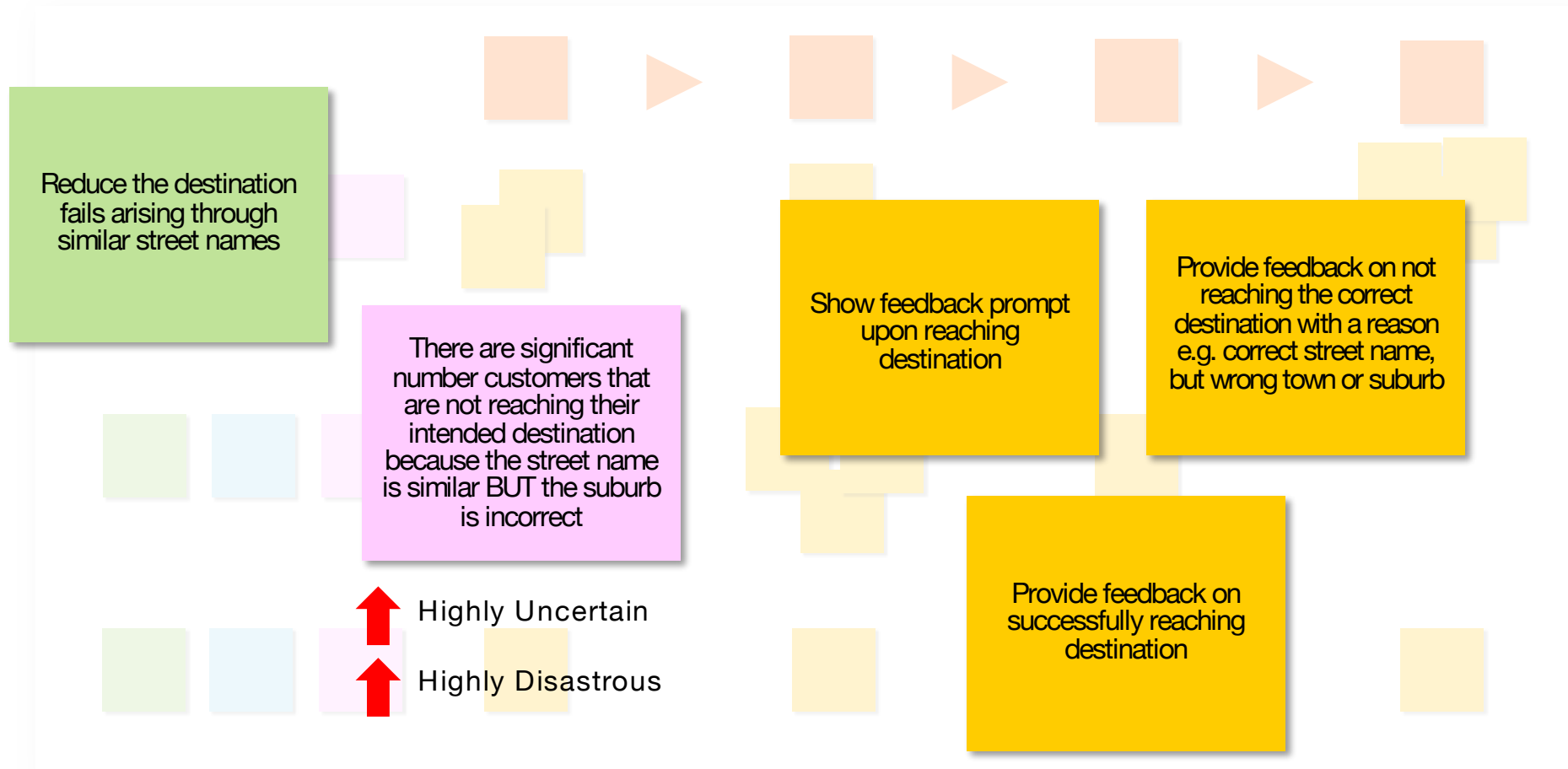
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# Step 4

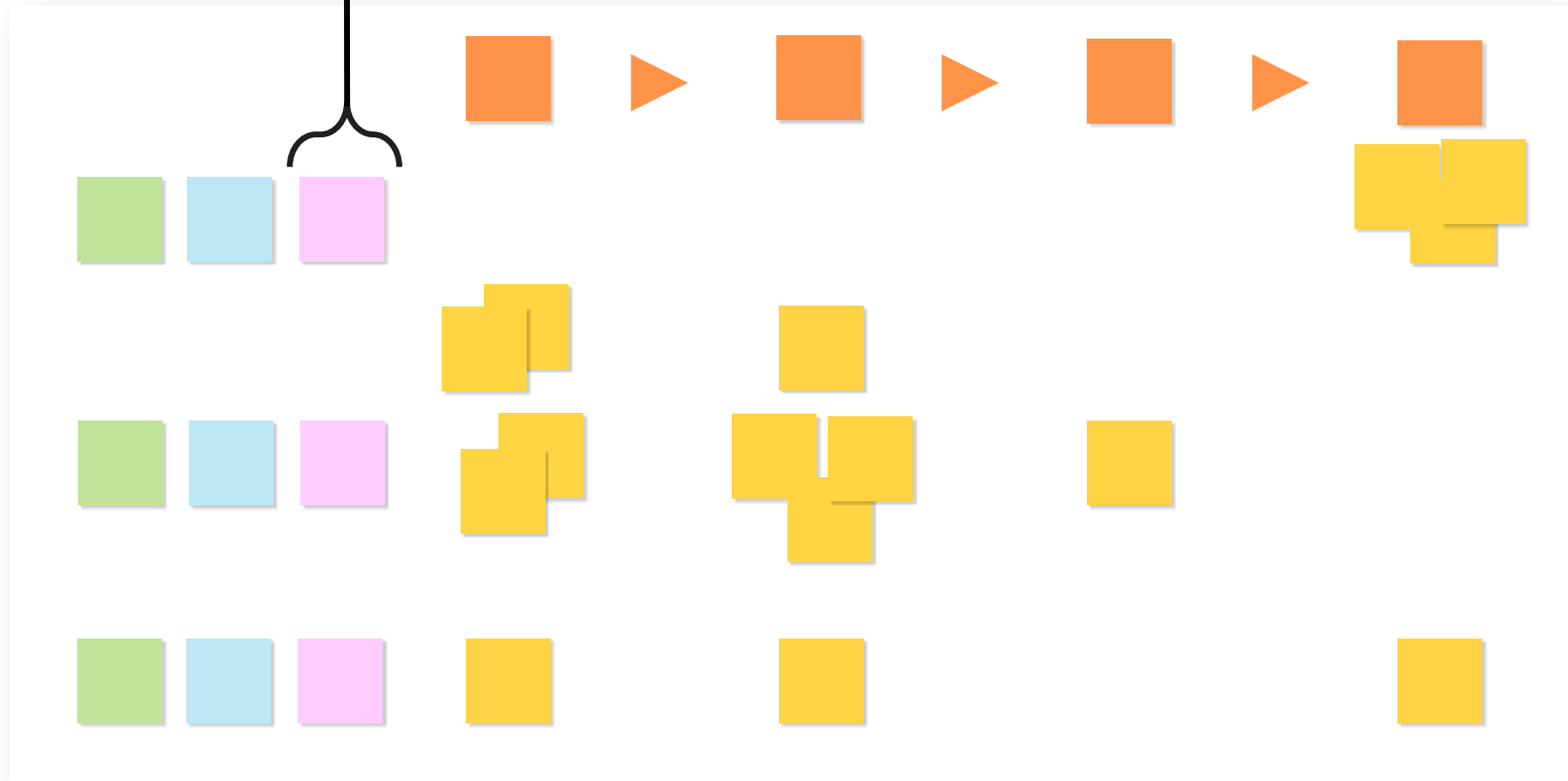
# Assumptions

Identify and validate riskiest assumptions





**Step 4**  
Assumptions





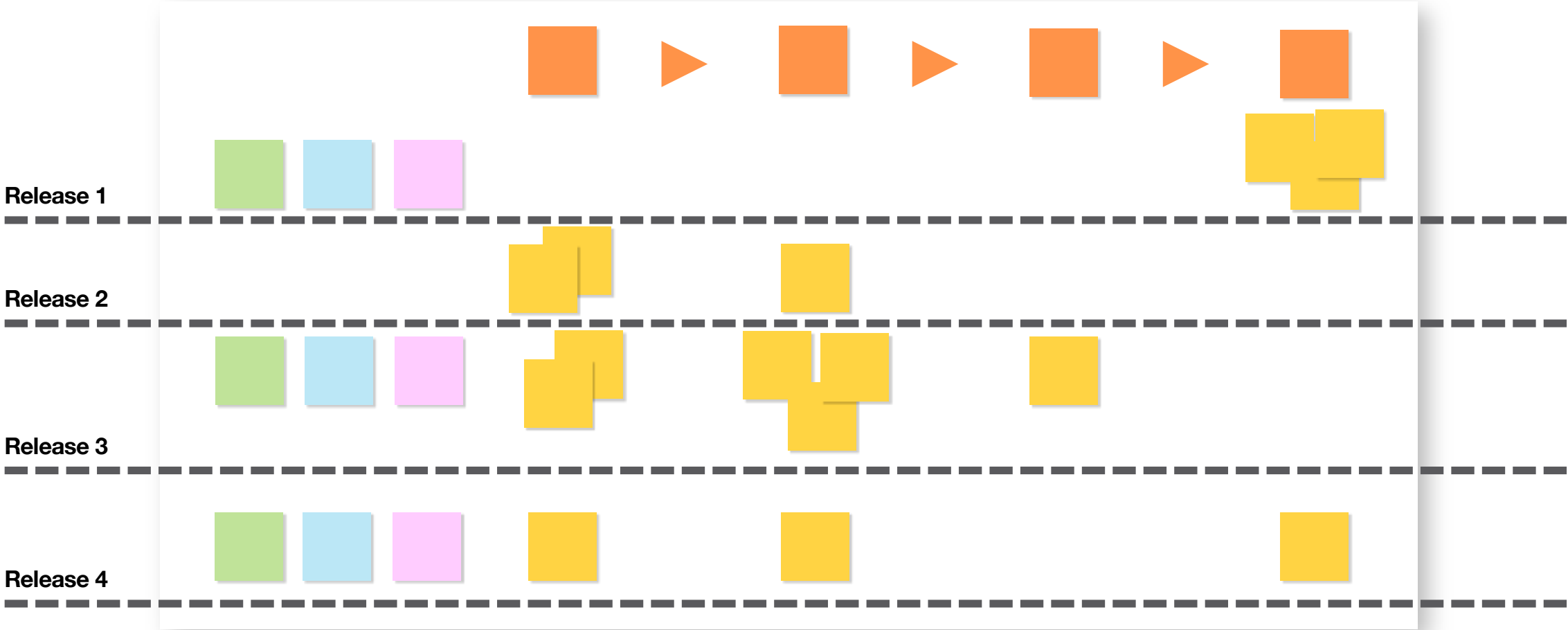
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# Step 5

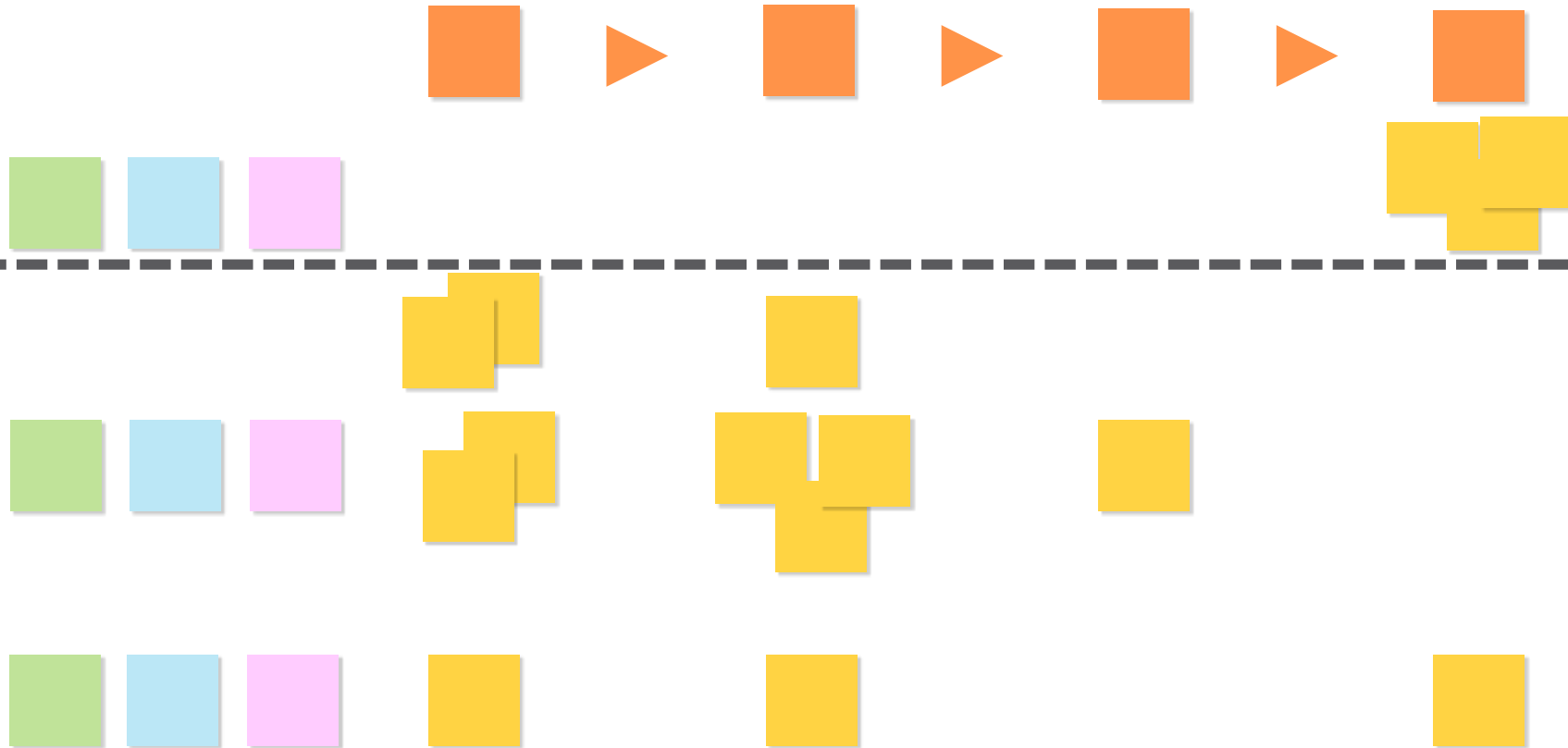
## Release Planning

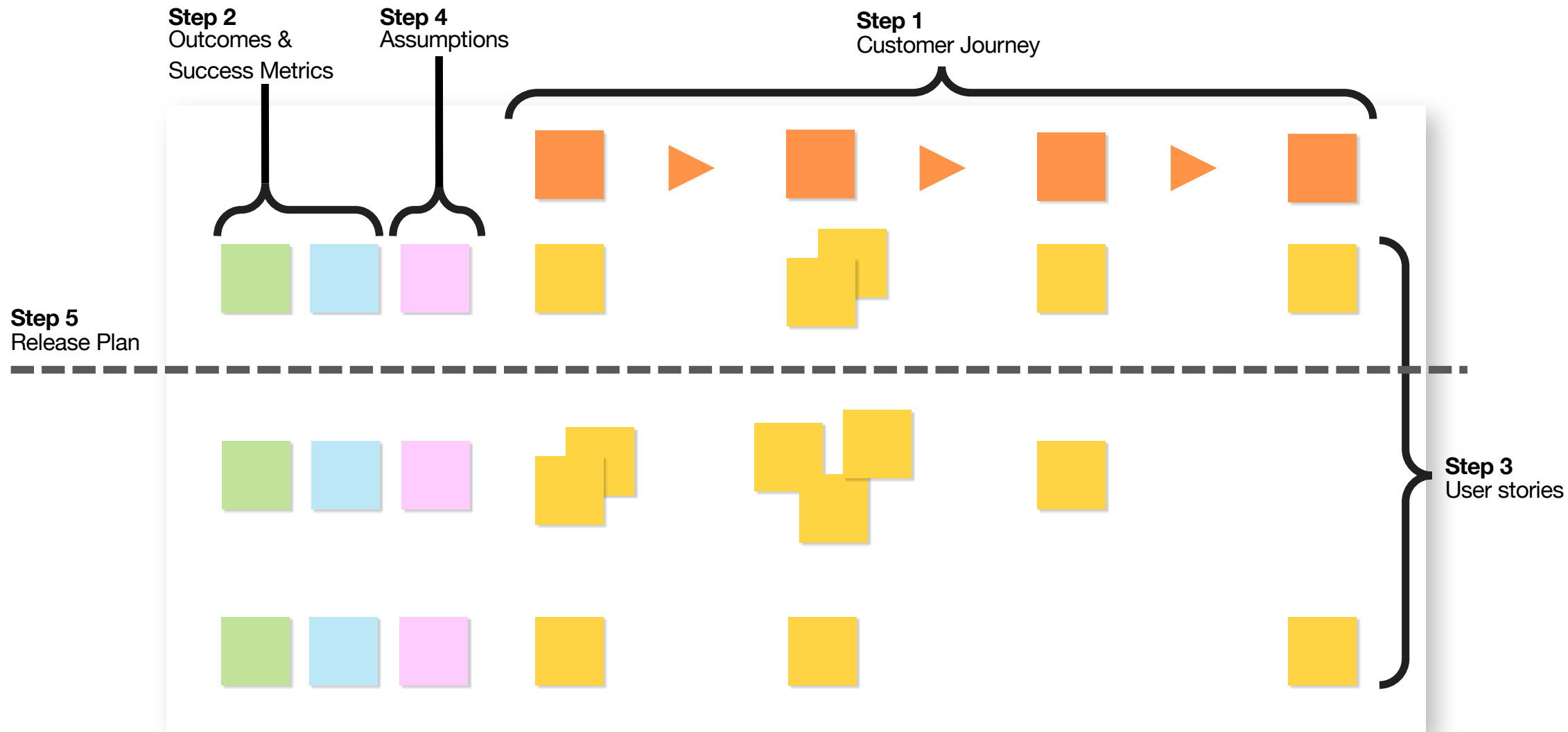
Plan smaller and more frequent releases





**Step 5**  
Release Plan





**Outcomes Driven User Story Mapping**





## Our Heroes







# Thank you!



**Sharjeel Aleemullah | Agile Coach**

 **SharjAleem**



**Sylvia Yanto | Product Owner**

 **SylviaYanto**

