

# User Story Mapping

## The User Story Map as the center of PM - UX Design collaboration

Collaboration between PM and UX is essential great designs as both skill sets strengthen each other. We rather have close collaboration between these roles than a lot of back and forth that costs a lot of time. Even with both roles collaborating closely, UX is still responsible for the usability and visual aspect of designs and PM for the functional aspect (what should the app do).

A great tool for close collaboration between both roles is the User Story map (see example below). The user story map:

- Shows the **Steps in the User journey** from left to right in the chronological order for new users (grouped by Activities). Compared to a the user story list in the backlog this makes it easier to understand the **context** of the stories.
- The steps are broken up into User stories **per Version** (the horizontal bands), with the most important stories on top. This allows for **better prioritization**: For the first version only those stories are chosen that **provide the absolute minimum functionality** to achieve the goal of the Activity or User Journey.
- By adding the **Designs** (for the next version) also to the board as they are created **everything comes together**: The overall user journey, the designs and the stories. (you won't find this in any story map examples online, but it's a very valuable addition).
- Optionally also comments and issues can be added to the map, to be processed later.

## Day to day process

During the Design sprint the PM and UX designer(s) work closely together on story map. Updating the map as they go and updating each other during meetings on their progress. During meetings draft items (i.e. (virtual) stickies) are placed on the board that are then worked on after the meeting in the respective tools (i.e. Jira, Sketch, Trello, etc).

## Tools for creating a user Story Map

Unfortunately no single tool exists that is able to automatically together designs from Sketch and User Stories from Jira and that allows all design team members to edit the map. The three recommended tooling options are:

- **Confluence** is able to include both Jira stories and show Invision prototypes using a confluence plugin. See this example at the bottom of this page.. (recommended option)
- A **physical wall**, where everybody manually adds their Designs and Stories. This can be a physical wall or a online wall like Realtimeboard. This might seem like a lot of work, but as this is an iterative process it's very doable. Both Stories and Designs should have a unique identifier above them so the team can always open the latest version in Jira/Invision.
- Same as above but **wall is drawn in Sketch** (or similar design tools like Figma). This will make life a bit easier for the designer. For the PM this will still require duplicating stories to the Design tool (and a license for that tool).
- **Two tools**. The Designer Steps and Designs in the design tool (i.e. **sketch**), and the PM has the Steps and Stories in a story mapping tool like **FeatureMap** that syncs with Jira. Upside is no data duplication/updates, except for syncing the Steps. Downside is having to look in two different tools instead of one overview. Also any commenting will now happen in two tools.

## User Story Map example

For a ready to copy confluence template that I use myself, see this page:

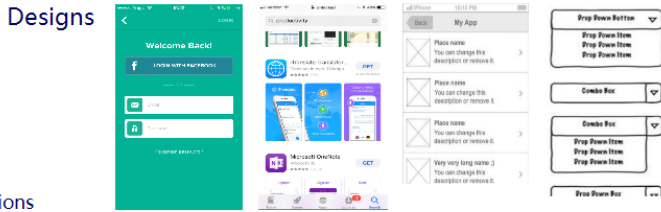
User Story Map template.

## Further User Story Map examples

Below you will find additional examples story map formats. For the **best and recommended format please see this example/template page**.

Activities **MANAGE MY DVD COLLECTION** **GET MOVIES RECOMMENDATIONS** **GO SOCIAL**

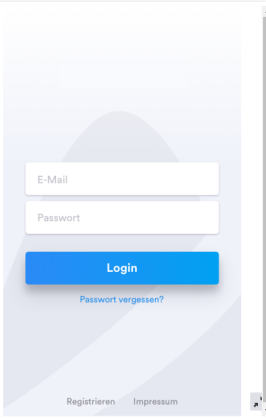
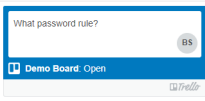
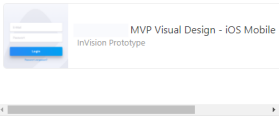
Steps **Add a DVD to my collection** **Browse DVDs in collection** **Find a DVD in collection** **View/Edit DVD info** + **View recommended movies** **Manage favorite movie genres** **Manage favorite directors/actors** + **Find friends**

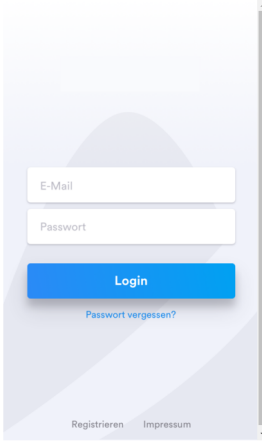
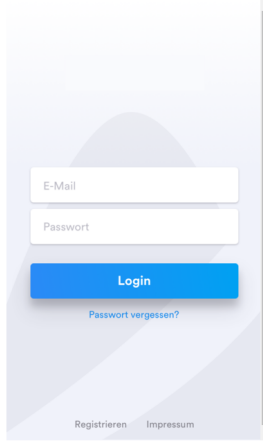
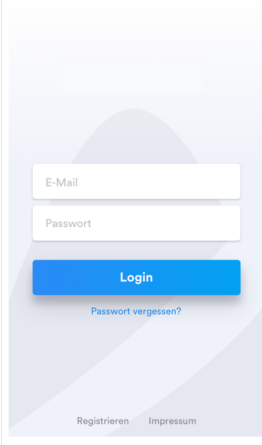
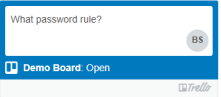


Versions

Sprint 1	Enter DVD info manually 4 pts	View flat list of all DVDs 0/2 2 pts	Search DVDs by title 1 pts	View registered info for a DVD 1 pts	+	+	+	+
			Search DVDs by year 1 pts	Edit registered DVD info 2 pts				
				Remove DVD from collection 1 pts				
Sprint 2	Set picture of DVD cover 3 pts	View DVD cover thumbnails in results	Search DVDs by cast 0/2	+	Get movie ratings from IMDB	Mark/Unmark movie genre as favorite	+	+


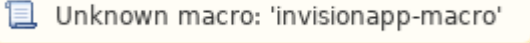

## Layouts - Demo images

Activities (Epics)	Steps	Stories - Sprint 1	Design - Sprint 1	Stories - Sprint 2	Stories - Later	Issues
1 Find Book	Browse Categories					
2	View Book					
3	Search Book					
4 Register & Login	Register					
5	Verify email					
6	Login	HG-3 - Login		Facebook Login		
7		Login using Google				
8 Checkout	Add / Select Address					
9	Select Payment Method					
10 Check Order Status	View Orders					
11	View Order					

Activities	Find Book			Register & Login		
Steps	Browse Categories	View Book	Search Book	Register	Verify email	Login
Designs - Sprint 1						
Stories - Sprint 1						HG-3 - Login
Stories - Later						Login using Google
Issues						






## Vertical Layout Template

Activities (Epics)	Steps	Stories - Sprint 1	Design - Sprint 1	Stories - Sprint 2	Stories - Later	Issues
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1	Find Book	Browse Categories				
2		View Book				
3		Search Book				
4	Register & Login	Register				
5		Verify email				
6		Login	 	Facebook Login		
7	Checkout	Add / Select Address				
8		Payment	Pay by Creditcard			
9			Pay using Paypal			
10			By by Invoice			
11	Check Order Status	View Orders				
12		View Order				
13	Return Order	Request return				
14		Get return label				
15						
16						

### Horizontal Layout Template

Activities	Find Book	Register & Login
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Steps	B r o w s e r C a t e g o r i e s	V i e w B o o k	S e a r c h B o o k	Register	Verify email	Log
Designs - Sprint 1				 Unknown macro: 'invisionapp-macro'	 Unknown macro: 'invisionapp-macro'	
Stories - Sprint 1						
Stories - Later						Logi
Issues						

**Error rendering macro  
'excerpt-include'**

User 'null' does not have  
permission to view the page.