

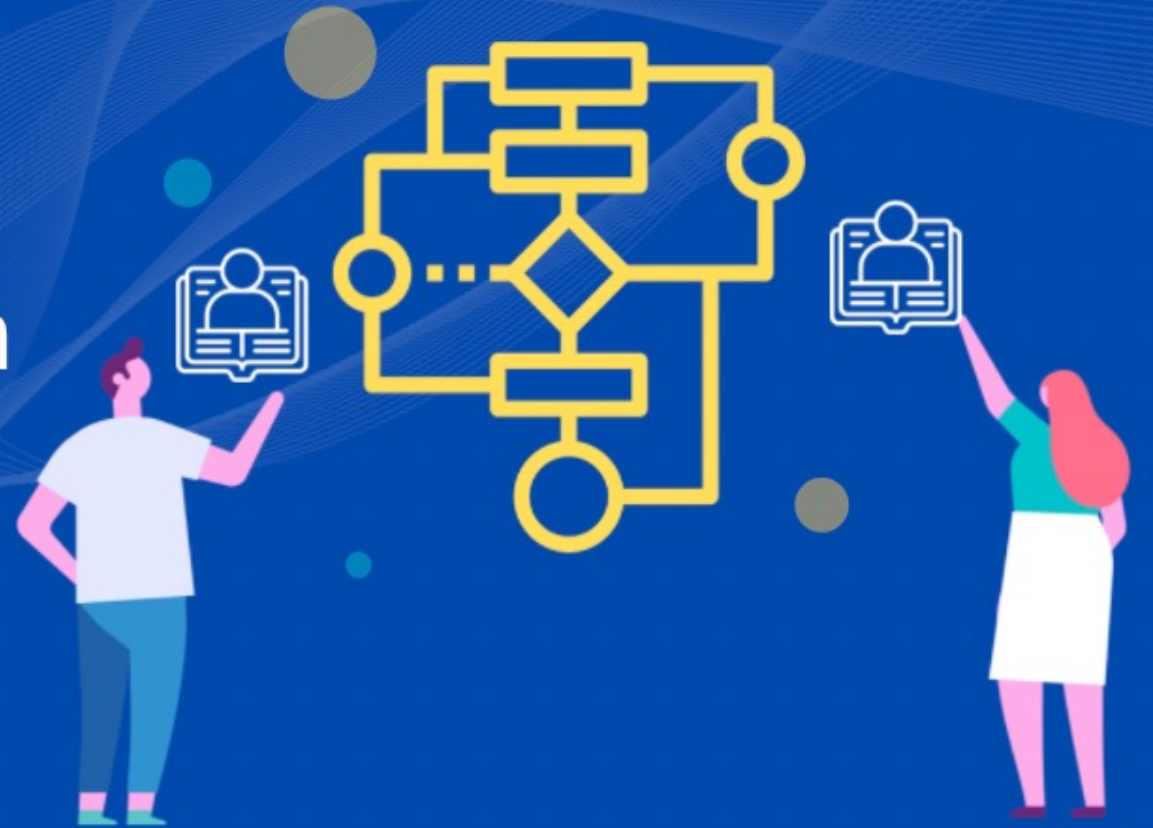


# Webinar

## User Story Mapping: A Process-driven Approach

### Welcome

September | 2021





WELCOME



# Your Hosts



Katherine Franco Rey  
Marketing Coordinator



David Mainville  
CEO, Co-founder



# Housekeeping

- ✓ Please confirm you can hear us and see our screen
- ✓ We want to keep today's session as interactive as possible
- ✓ Everyone is muted by default, please submit questions using the chat box
- ✓ We will do our best to answer questions as they come up
- ✓ We will take additional questions at the end of the session
- ✓ The slides, and the recording, will be sent to everyone after the session





# Hi Everyone!



David Mainville  
CEO, Co-founder

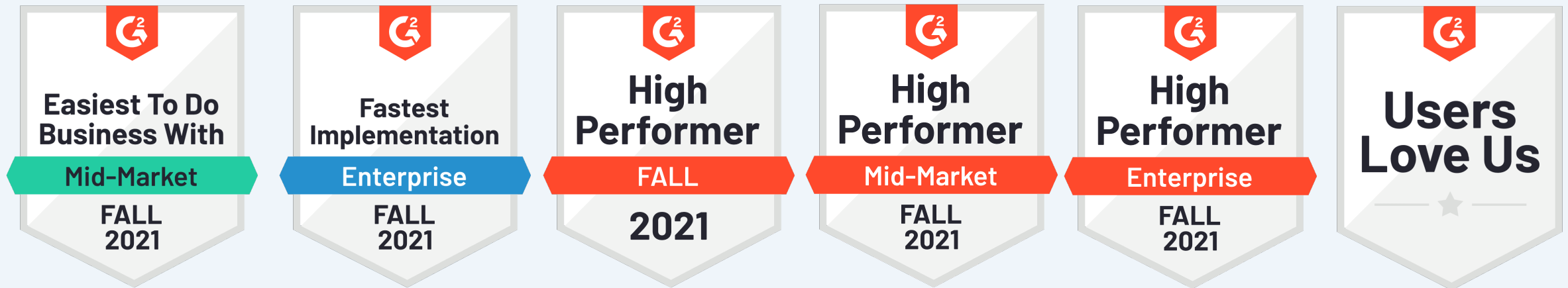
David has over 35 years of Information Technology and Business Process Management experience.

As co-founder of Navvia, he drove the company's Digital Transformation from a "brick and mortar" process improvement consultancy to a software company delivering an innovative SaaS-based business process analysis tool.





# Accelerates Digital Transformation in any Business



Read our reviews on [G2.com](https://www.g2.com)



## Poll Question

What is your level of experience in respect to User Story Mapping?



Storytelling is universal and is  
as ancient as humankind



Source: [National Geographic](#)





Before there was writing, there  
was storytelling



Source: [National Geographic](#)



It occurs in every culture and from every age... to entertain & to inform



Source: [National Geographic](#)



Stories help pass on customs,  
knowledge, & ideas





So, what does this have to do with  
User Stories?





# User Stories are the key to unlocking understanding





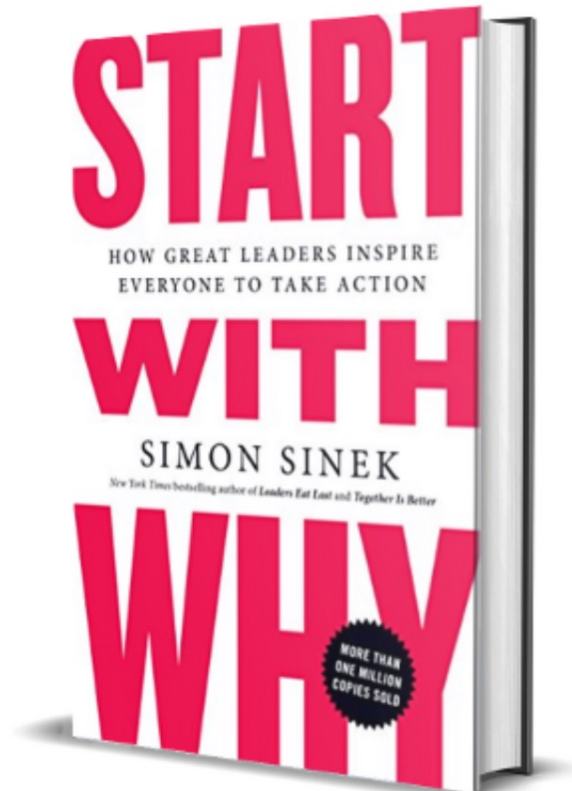
User Stories



Technical Requirements



## Start with the why (not the how)



**TED Speaker**

**Leadership Expert**



[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)



User Story Mapping: *a Process-Driven Approach*

What is the first word that comes to  
mind when you think User Stories?  
(feel free to share in the chat)





# Empathy



## See things from the user's perspective






# Understanding personas

## Vera Cruz | Recruiter

**Age** 28  
**Education** Human Resource Management  
**Level** Associate  
**Department** HR

assertive    extravert    ambitious



**Typical workweek**

Job interviews	30%
Career events	30%
Online research	35%
Advise Teamleads	3%
Write vacancy texts	2%

**Goals**

- Great collaboration
- Doing valuable work
- Being appreciated within the company
- Get more responsibilities
- Great work-life balance

**Frustrations**

- Bad communication
- Bad service
- Lack of engagement
- Working without a clear goal
- Technology

**Characteristics**

IT beginner    IT expert  
Practical    Theoretical  
Emotional    Rational

**Ready to make a difference**

After gaining a few years of work experience, I'm ready to make a difference for an organization with a clear purpose. I like contributing to the growth of an organization, while maintaining a great company culture. I believe work should be as fun as your spare time - in which I run, do yoga and cook five-course meals with friends.

**Quote:** "I'd like to get up and running ASAP so I can start helping my colleagues."

Source: [Top Desk Blog – customer Journey Mapping Toolkit](#)



# Standard Structure of a User Story

As a **<Persona>** I can **<capability>**, so that **<receive benefit>**

As a **<Valued Client>**, I want **<the most inconvenient and complex method of placing an order>**, because I have plenty of **<time to waste>**

## Acceptance Criteria





## Real life example

Government Website to download proof of vaccination



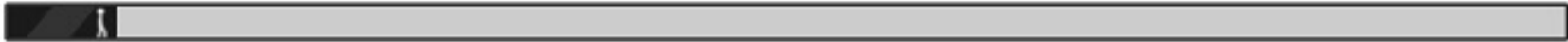
## Real life example

A PDF is being prepared for you to download

We are using a virtual queue to limit the number of people using the website at the same time. This is to give you the best online experience possible.

Thank you for your patience.

---



Your number in line: **183224**  
Number of users in line ahead of you: **20961**  
Expected arrival time on the website: **10:57 AM EST**  
Your estimated wait time is: **11 minutes**

Status last updated: 10:46:06 AM EST



## Real life example

**Sorry, something went wrong**

Sorry for the inconvenience. We're working on it.



## Real life example

But wait, there's more...



## Real life example

### COVID-19 vaccination

#### We'll be back soon!

This service is currently down for maintenance.

We apologize for any inconvenience. Thank you for your understanding. Please visit us again.

The COVID-19 vaccination website provincial online vaccine booking system may be unavailable each week for maintenance from:

- 11 pm Tuesday to 8 am Wednesday
- 11 pm Saturday to 9 am Sunday

#### We will be back soon!

This service is currently unavailable for maintenance.

We apologize for any inconvenience. Thank you for your understanding. Please visit us again.

The website of the provincial COVID-19 vaccine appointment booking system may be unavailable weekly for maintenance:

- Tuesday at 11 p.m. until Wednesday at 8 a.m.
- from Saturday at 11 p.m. until Sunday at 9 a.m.



## Real life example



How would you rate this experience?





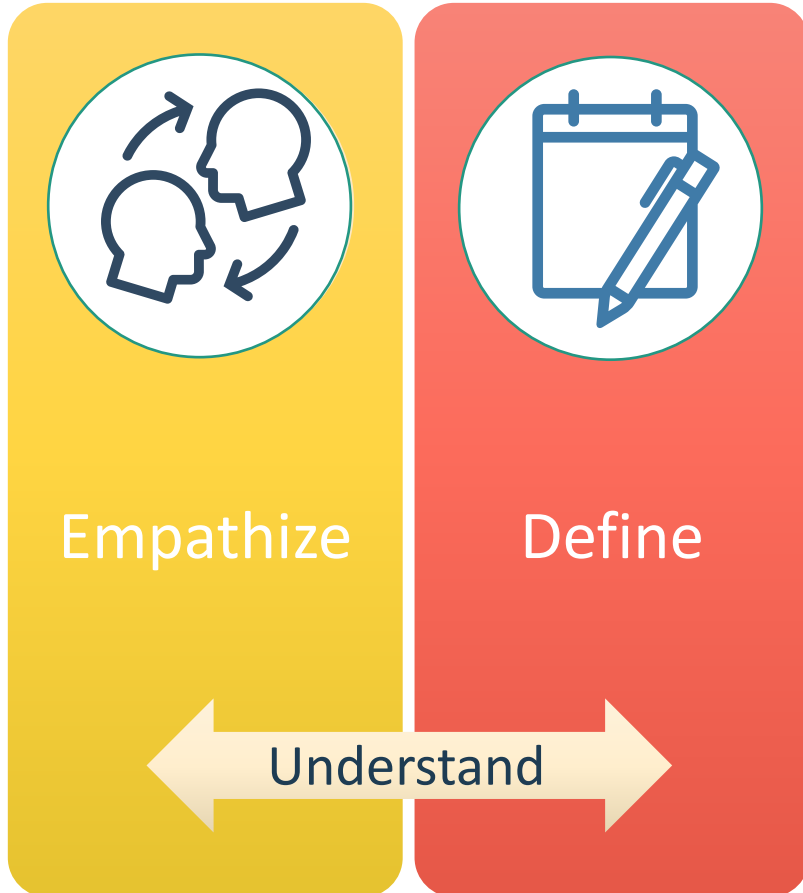


# Design Thinking

Understand, Explore and Materialize



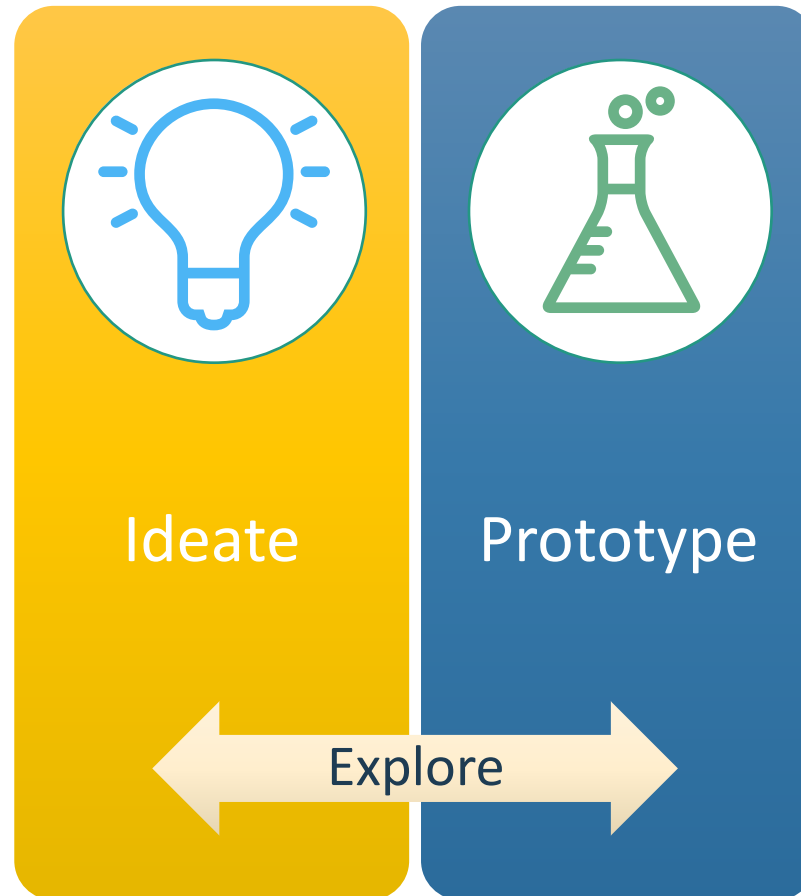
## Design Thinking



The dialogue fostered through User Stories helps promote understanding



## Design Thinking

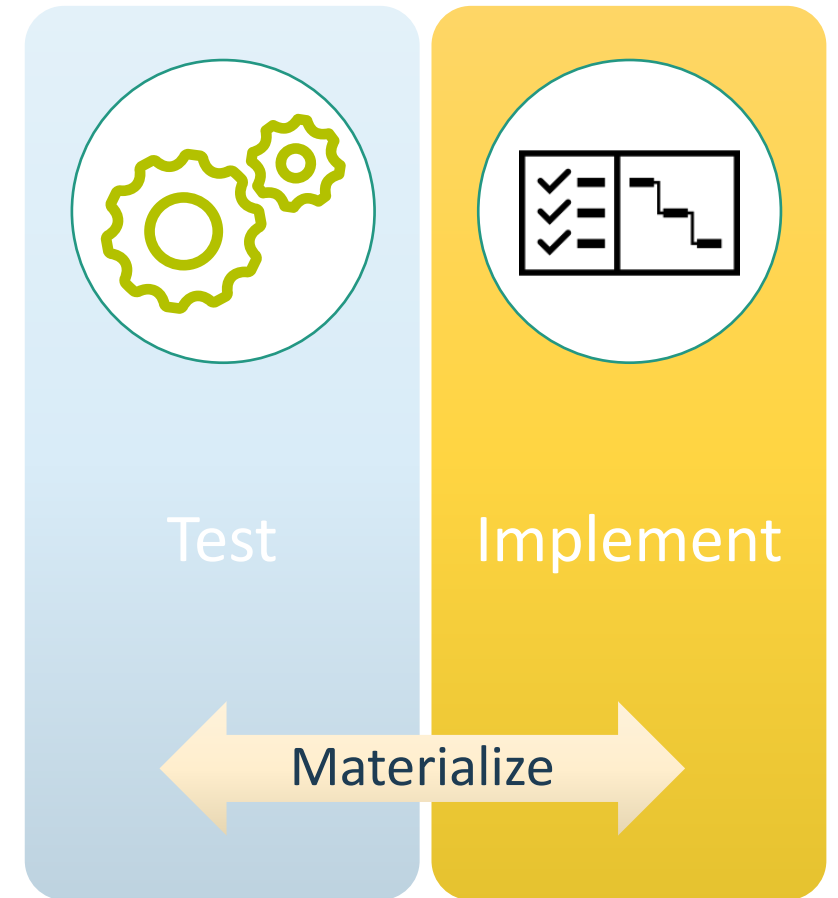


User Stories can be refined throughout the explore phase

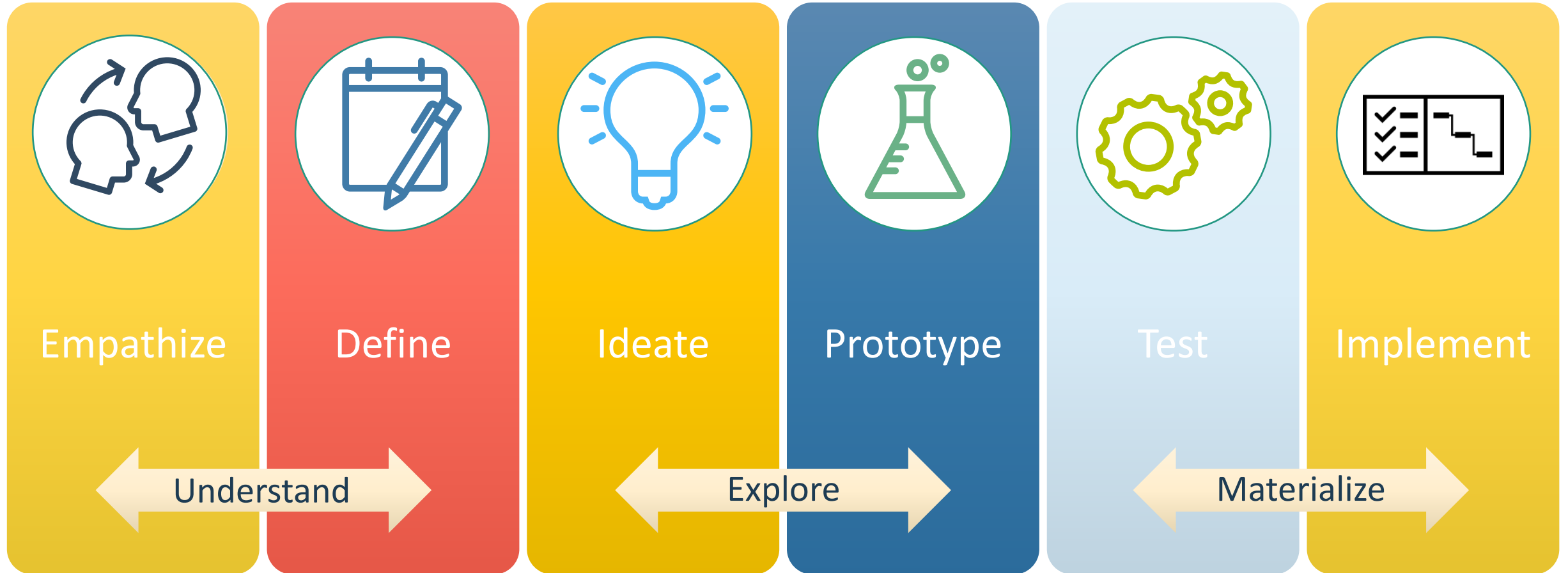



## Design Thinking

The User Stories, and associated **acceptance criteria**, are critical throughout the materialization phase



# Design Thinking





Now that we've discussed User Stories, what is User Story Mapping?





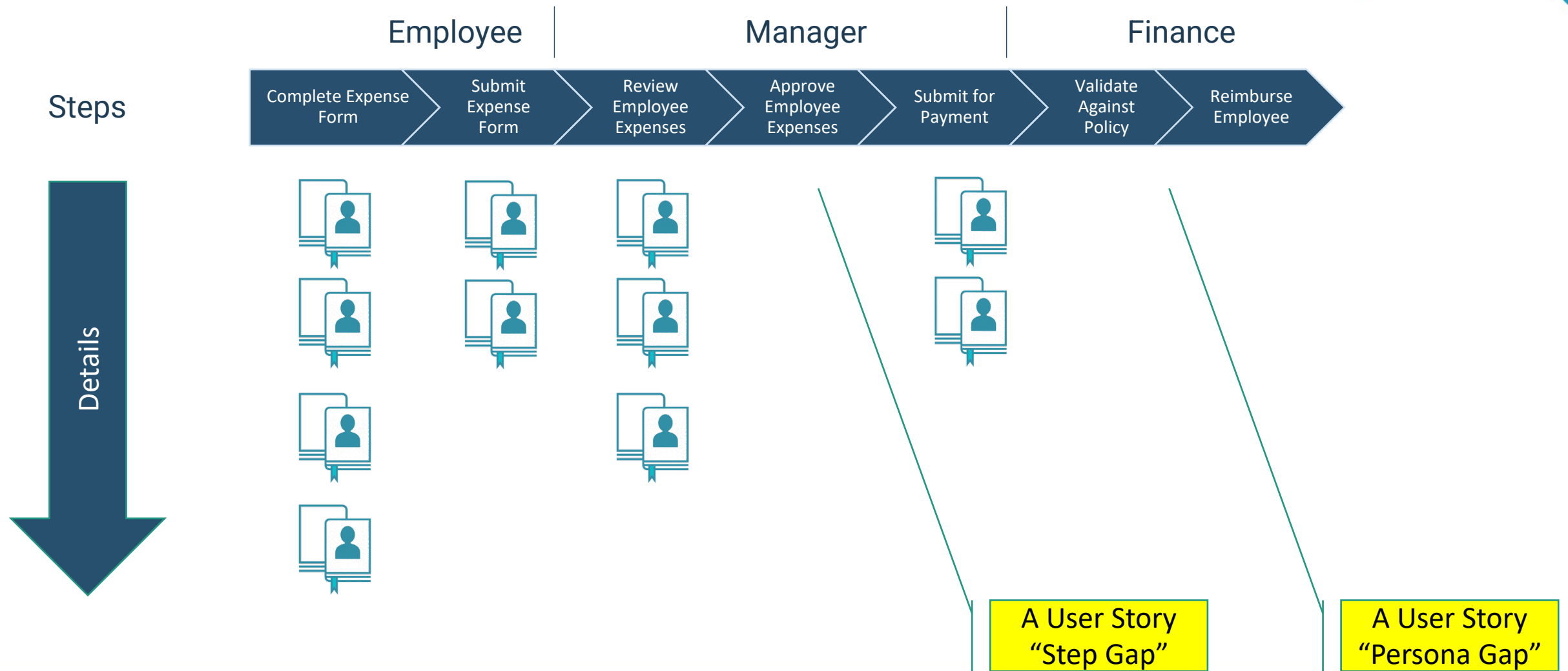
# User Story Mapping



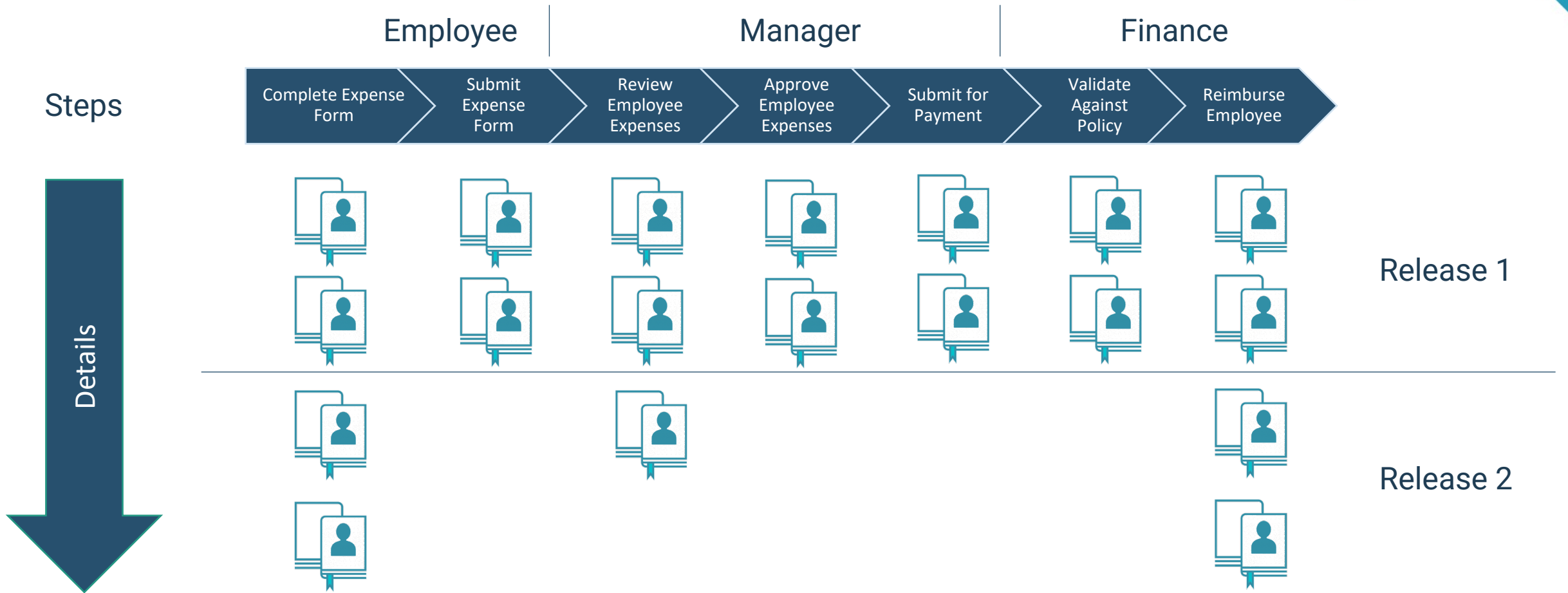
Source: [User Story Mapping, Jeff Patton & Peter Economy](#)



# User Story Mapping: Employee Expense Application



# User Story Mapping: Employee Expense Application









## Strings & Things (Circa 2006)



# What if we combined User Story Mapping with Business Process Mapping to drive Technical Requirements





# A Better Approach



Business Outcomes



Process Design



User Stories



Technical Implementation



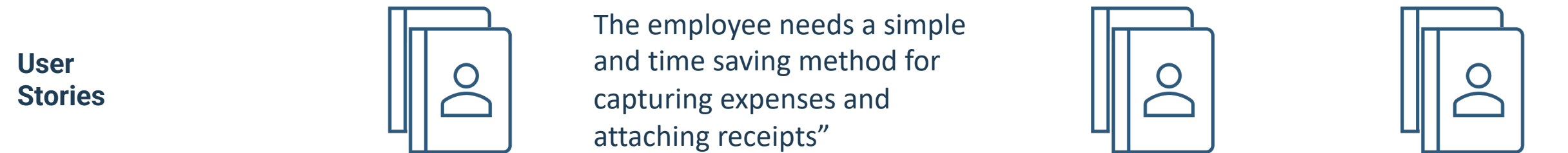
# A Better Approach



Process-Driven User Stories



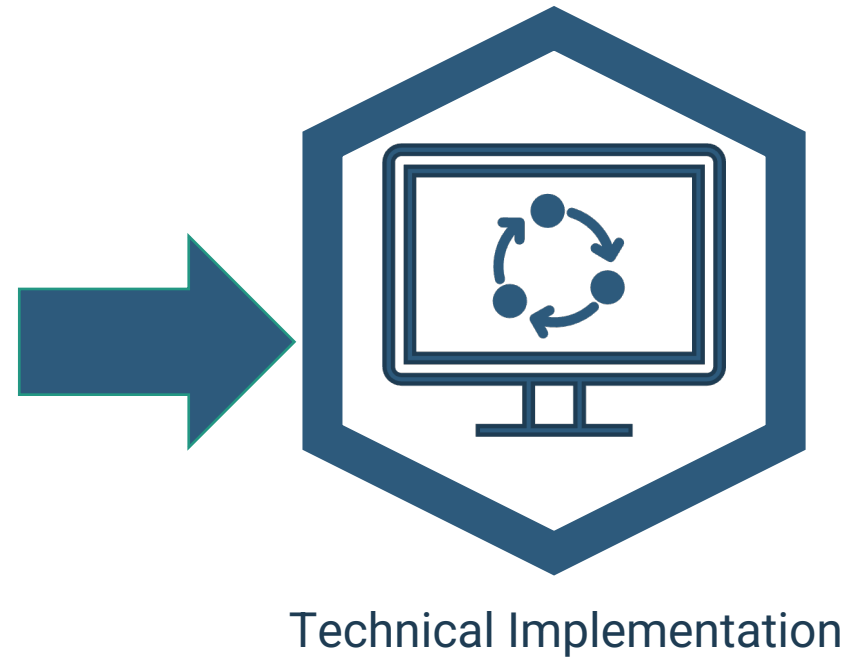
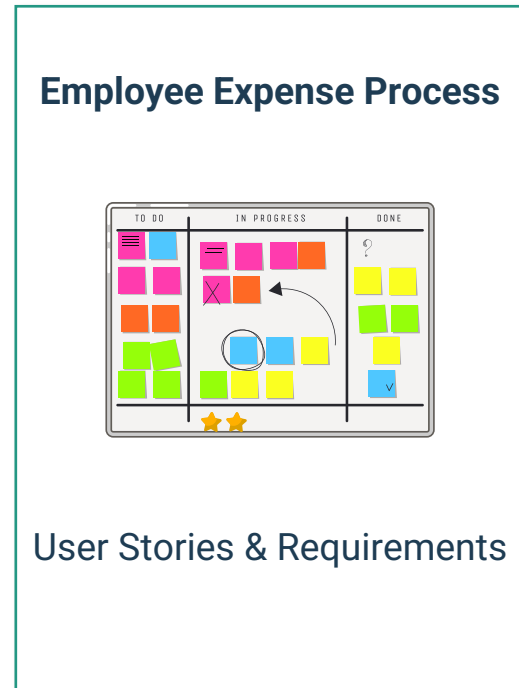
# User Story Mapping & IT Initiatives



- Technical Requirements**
- Scan receipts into image file and attach to expense form
  - Place these specific fields on expense form
  - Create expense report #
  - Send notification to manager once submitted
  - Change status to submitted



# The Benefit



## The Benefit – real life example



Deploying new Bank Technology



Conducted discovery & process workshops



Delivered Process & requirements docs





## The Benefit – real life example

Customer gave us a high satisfaction rating!



## The Benefit – real life example

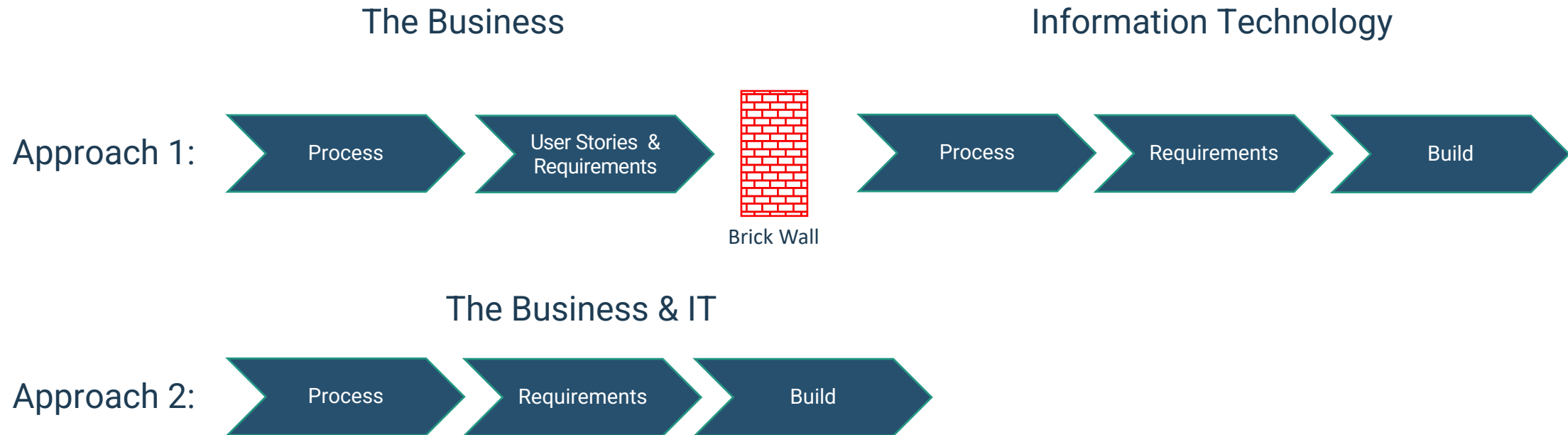


## The Benefit – real life example

The age old disconnect between IT  
and the Business



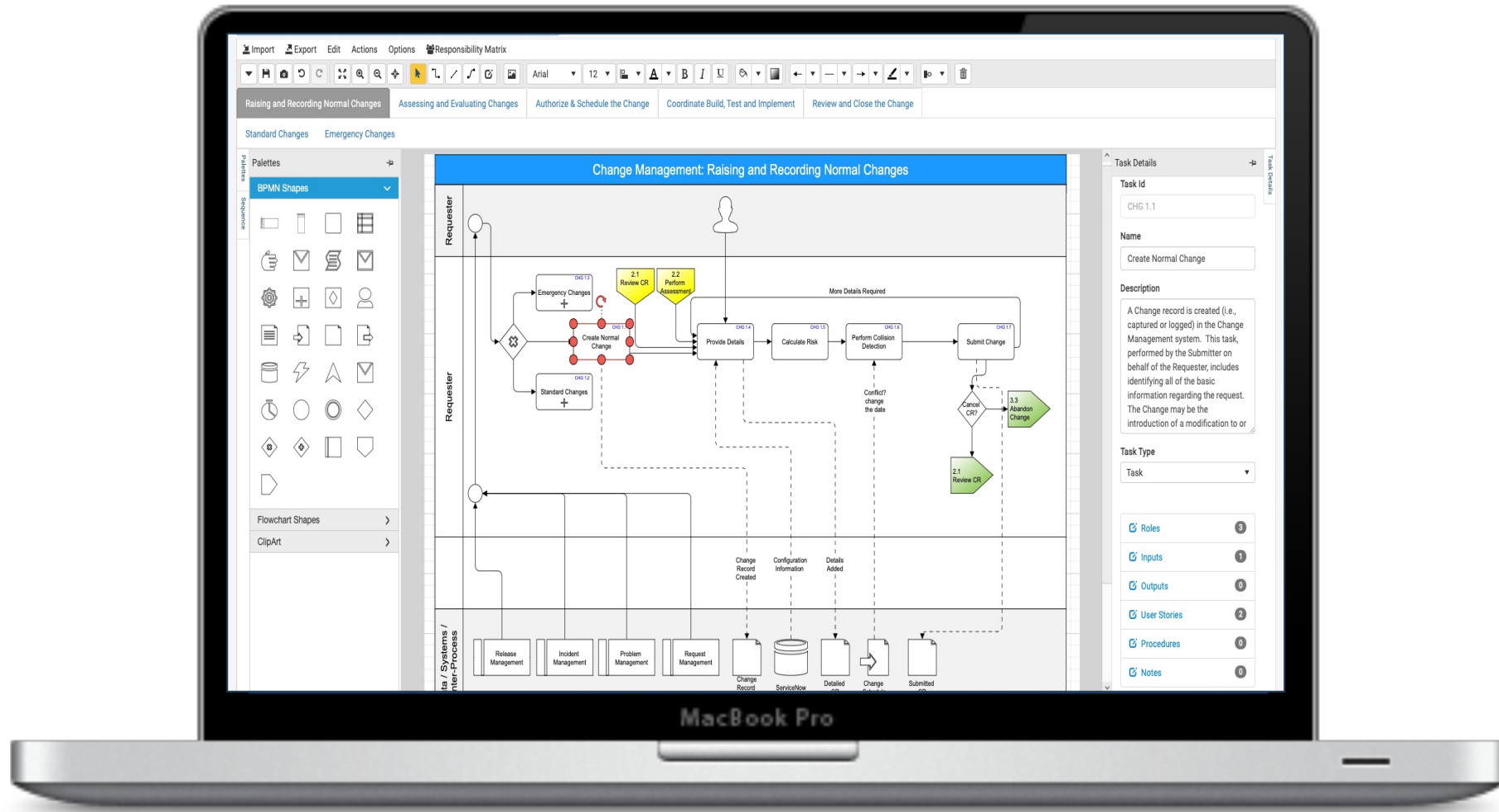
## The Benefit – real life example



Bottom Line: Faster deployments, better alignment with business objectives



# Putting theory into practice



## Takeaways

- User Stories are an opportunity to open a dialogue and foster understanding
- User Stories help you empathize with the users to deliver superior products
- Users Stories are integral to Design Thinking
- User Stories are not Technical Requirements
- User Story Mapping lets you break down user stories by “steps” in the flow
- Mapping lets you quickly identify User Story & requirements gaps
- There is a relationship between Business Process Mapping and User Story Mapping
- Process-driven User Stories lead to better IT & Business alignment, less waste, lower cost





▶ Thank you for Attending

To learn more about Process-driven User Stories &  
The Navvia Process Designer

<https://navvia.com/contact>



