

Designing Agility with Personas and Story Maps



Or, if I introduced my company
as a product, I might say ...

“DevJam Ain’t No Jelly!”



Who Are You?

- introduce yourself as if you were your product -

The State of the State of Agile Product Planning

Coaching Observations

Product road maps are missing in action

Process over value

< product owner > < epic stories >

Sentence reading over story telling

“As a ____ I need to ____ so that ____”

A Process and a Template

“As _____ I need to _____ so that I can _____”

user

story

value

As _____ I need to _____ so that _____

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An Evolution

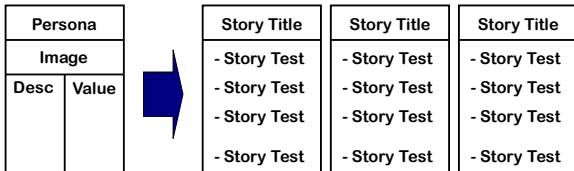
“As _____ I need to _____ so that I can _____”

persona

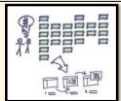
user task

test

A Refactoring

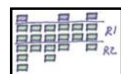


DevJam Agility



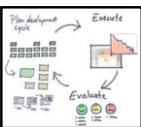
Creating Community and Common Vision

- Form Communities (Chartering)
- Compose Product(s) (Personas – Story Maps – Design)
- Create an Eco-System (Iteration 0 – Common Workspace)



Prioritizing and Planning

- Product Releases (Releases - Priorities - Estimates)
- Iterative Delivery (Iterations – Stories/Tasks - Estimates)



Iterative Delivery and Tuning

- Staying Connected (Daily Standup – Common Workspace)
- Tracking Progress (Task Wall - Burnchart - Velocity)
- Technical Agility (Continuous Integration – Test Driven)
- Delivering Value (Acceptance Test - Story Sign Off)

Tuning and Improving

- Validating Progress (Review / Product Presentation)
- Reflect and Improve (Retrospective)

Who are the product composers?

Composers are ...

- | | |
|-----------------|------------------------|
| informed | (domain knowledge) |
| inspired | (direction and vision) |
| decision makers | (product ownership) |
| builders | (dev – design - test) |

Who are your composers?

- The informed (end users - domain experts)
- The passionate (product visionaries - sponsors)
- The deciders (product owners - investors)

- Who are they in your community?
 - Sponsors / Investors
 - Business Leads / Analysts
 - Designers (Interaction, Visual, etc)
 - Domain Experts / Users
 - Developers / Testers
 - Architects / Managers
 - Support / Documentation



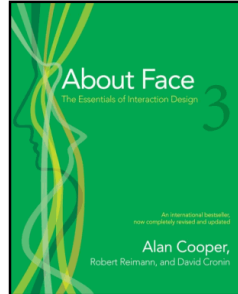
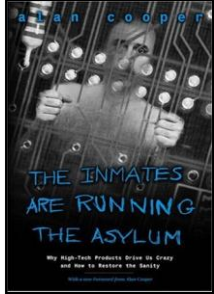
Composing Products (redesigning agility)

The Tasks and the Tools

- 1) **Why** are you building? (charter)
- 2) **Who** is buying (in)? (personas)
- 3) **What** do they want? (story maps)
- 4) **Which** (to build) first? (planning)
- 5) **When** is there value? (story tests)



Pragmatic Personas Differ a Bit



< the focus is on creating **discussion starters** >

Chartering (the **project story**)

Create a Point of Sale application

10 local stores

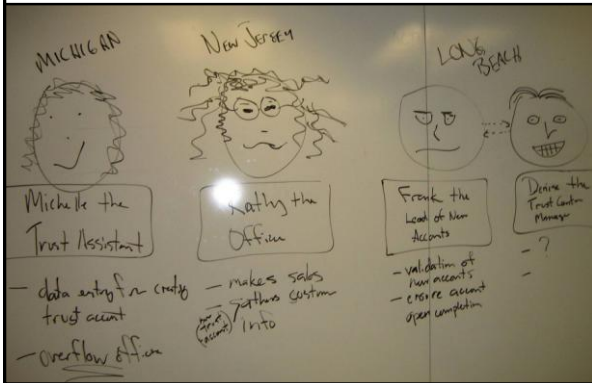
Application runs only on registers

Registers are new, running Tomcat & MySQL

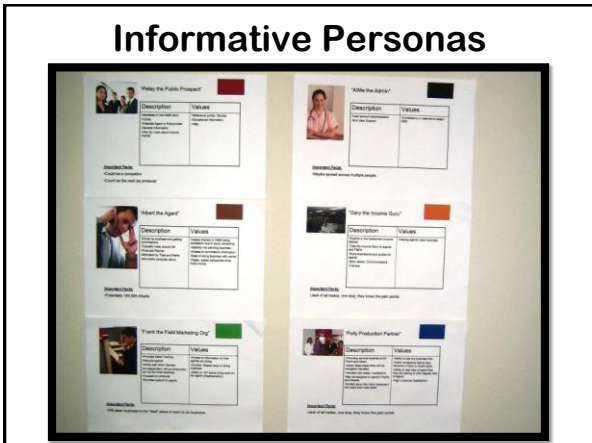
Another system provides item price & description

Who are the POS Personas

Emergent Personas



Informative Personas



Creating Your Personas

Choose a name *(sticky name – alliteration helps)*

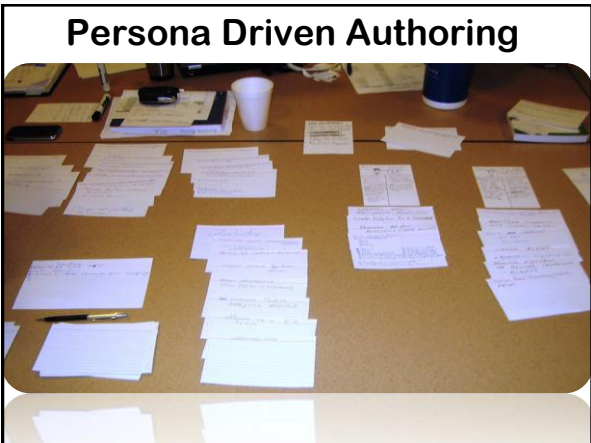
Add an image *(a conversation starter)*

Add a description
(who is this person?)
 - time at job
 - knowledge of domain
 - FT / PT
 - incentives
 - level of engagement

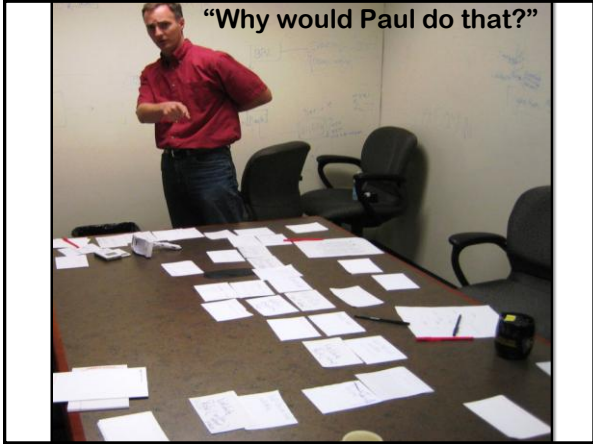
Value from product
(what is our sell?)
 - financial benefit?
 - increased productivity?
 - fewer steps?
 - more fun?
 - easier to use?

Story Maps

(what's **needed**; what's **wanted**?)



- ### Goals, Tasks and Story Telling
- ✓ Discuss a persona's activities and goals?
("what do you do at work?")
scenarios
 - ✓ Walk a day in the life for each activity
("what are the tasks?")
user stories
 - ✓ Back up and re-tell the experience
("are there any variations or dead ends?")

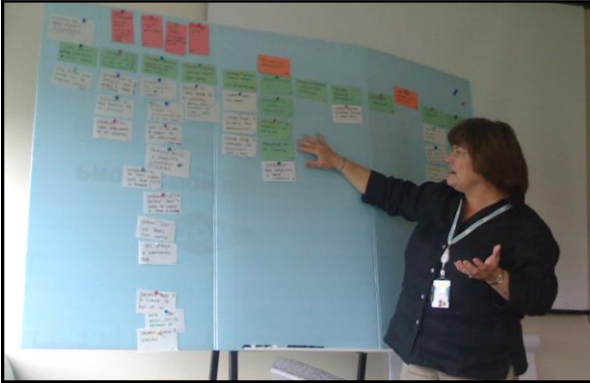




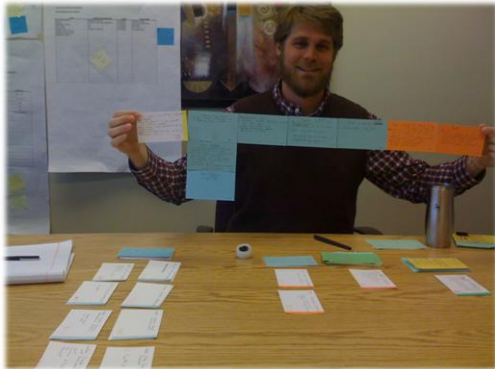
Let's Map the Point of Sale

Make Sales	Sketch Item	Calc Tax	Calc Total	Take Payment	Print Receipt
Open / Close Register	Key In Item			Take Cash	Print GiftRcpt
Take Returns				Take Credit	Add Survey
				Take Coupon	
				Take Check	

Story Maps Foster Story Telling



A Clever Composer

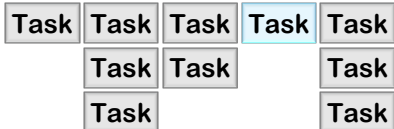


What are your story maps?

Activity



Activity



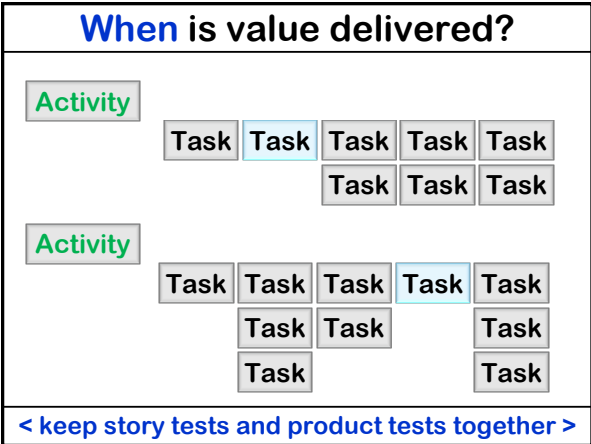
- Back up and find **variations** & **dead ends**

Variations and Value

Mapping Variations

Empty box for mapping variations.

When is value delivered?



**A now, for something
completely different ...**

What do you think of pragmatic personas?

Where do development and design overlap?

**What challenges face the design community
and how do you see agile methods helping?**

Questions

DevJam

Coaching and Developing Agility

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