



SCRUM Product Owner Schulung

Story Map

Story Mapping

Story mapping is an engaging activity where all participants are involved in the process of building the product backlog on a wall, versus writing a dull 100-page requirement document.

Story mapping was invented by Jeff Patton

Build a story map

Story mapping is a [top-down approach](#) of requirement gathering and is represented as a tree.

Story mapping starts from an overarching [vision](#). A vision is achieved via [goals](#).

Goals are reached by completing [features](#).

And to complete an feature, users needs to perform [epics](#).

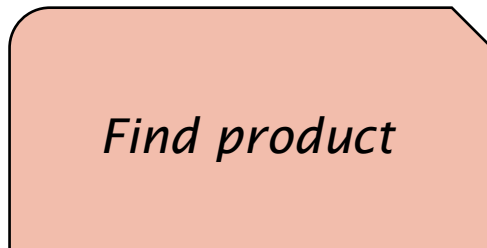
And these epics can be transformed into user stories for software development.

Story Map Structure:

Goals > Feature> Epic > Stories

Build a story map - an example

Lets take an example of an **online store application's** one of the goal '*Find product*' and build a branch of a story map to understand it better:



<https://www.thoughtworks.com/insights/blog/story-mapping-visual-way-building-product-backlog>

Build a story map - an example

To achieve goal '*Find product*' there are multiple ways such as:

Browse through product category tree

Free text search

Promoted products

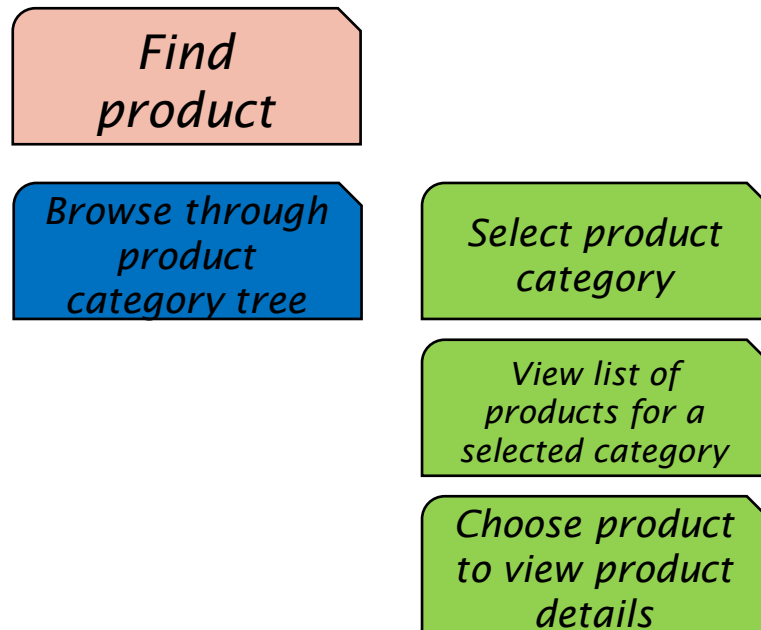
Lets take one approach '*Browse through product category tree*' to build our story map,



<https://www.thoughtworks.com/insights/blog/story-mapping-visual-way-building-product-backlog>

Build a story map - an example

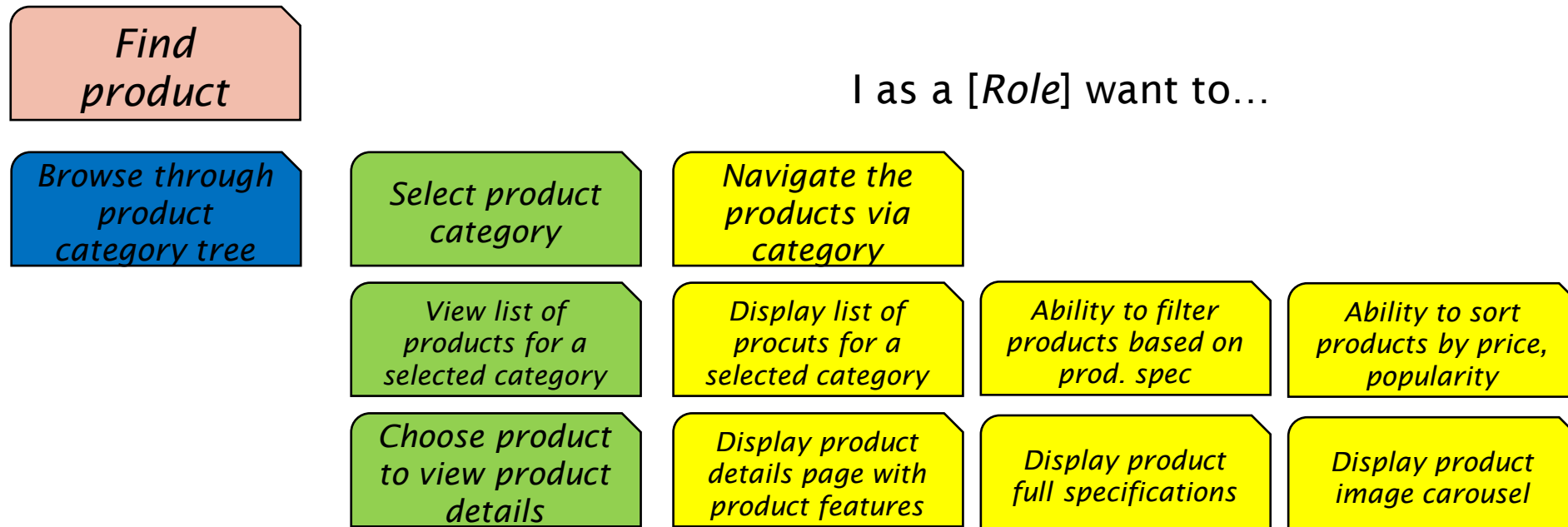
now to complete feature of reaching a required product, user needs to do perform certain epics,



<https://www.thoughtworks.com/insights/blog/story-mapping-visual-way-building-product-backlog>

Build a story map - an example

now this epics can be converted to user stories for software development,

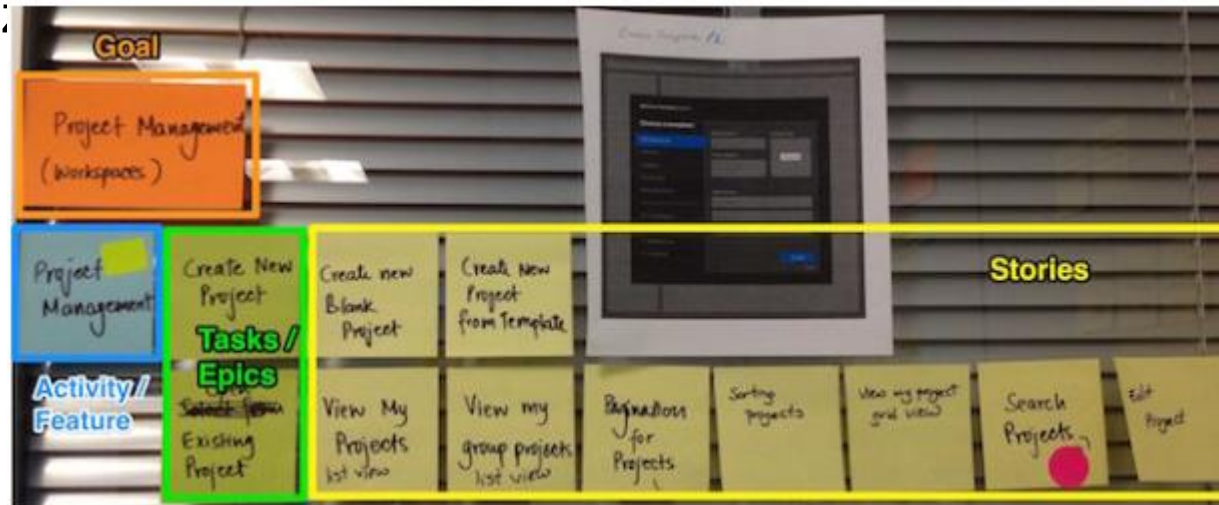


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Build a story map

like this continue to **deep dive each branch** of the story map **starting** from **goals** and build the whole story map.

Building full story map takes from 2 days to 2 weeks based on project size.



<https://www.thoughtworks.com/insights/blog/story-mapping-visual-way-building-product-backlog>

Build a story map

and full story map after 5 days of activities looked like following,



<https://www.thoughtworks.com/insights/blog/story-mapping-visual-way-building-product-backlog>

Build a story map - benefits

Visual [presentation of the product backlog](#) (big picture) brings all the stakeholders on same page, in terms of scope and complexity. It also indirectly provides a view of project size.

Requirements captured in a physical format fosters [collaboration](#) and builds [shared understanding](#).

Since inception is usually a time boxed activity, the story map approach helps to deep dive and focus on important features of the application. [Marking 'nice to have' features as 'out of scope' during deep dive sessions, helps the team save time.](#)

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Build a story map - benefits

Interestingly, having all stories laid out on the wall assists the team to perform relative sizing of the stories quickly.

Story map structure **helps with prioritisation** and allows for easy slicing of the backlog into releases and carve out MVP. **Slicing can be done vertically or horizontally**, such as few features or more features with MVP in each feature.

Story map can be transformed to agile project management tools as product backlog.

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