User Story Mapping

User Stories: What Does the User Really Need?

- A **user story** captures a feature that delivers **real value to the user**

- It represents a **small, user-focused piece of functionality**

- Helps developers see the system **from the user's point of view**

➡️ Stories can be grouped and structured using **User Story Mapping**

What is User Story Mapping?

- A **visual method** to organize user stories
- Shows the **user journey** as a series of activities and tasks
- Helps teams **understand needs** and **prioritize features**
- Reflects the **user's workflow** in a clear, time-ordered way
- Encourages **shared understanding** among team members

Step 1: Identify Activities

What is an Activity?

- A **meaningful goal-oriented action** performed by the user
- Represents a **high-level step** in the user journey
- In user story mapping:
  → Appears as a **top-level horizontal row**

> One activity = several related user stories

Activities vs Related Terms

Term	Level	Description
Use Case	Large	Complete interaction between user and system
Scenario	Mid	Specific flow within a use case
Activity	Mid	A user's meaningful step toward a goal
User Story	Small	A piece of functionality that adds value

How to Identify Activities

1. **Understand the user's goal**

2. **Describe the user's action scenario**

3. **Break it into meaningful steps**

4. **Arrange steps in time order**

5. **Adjust the granularity for planning and release**

Example: Tic-Tac-Toe

User goal: Play and enjoy the game

Activities:

- Start a new game
- Place a mark
- Check win/loss
- Display the result
- Restart the game

Common Mistakes: What Activities Are Not

Example	Problem
"Click a button"	Too small; low-level action
"Draw a screen"	Focuses on UI, not the user
"Log data"	Internal; not user-driven

Step 2: Write User Stories

What is a User Story?

- A **short, clear description** of what the user wants
- Written from the **user's perspective**
- Explains **what the user wants to do** and **why it matters**
- Guides development with a **focus on user value**
- Small enough to be **developed and tested quickly**

User Story Template

- Format:
  "As a [user], I want to [do something], so that [achieve value]."

- Focus on:

  - **Who** is the user?
  - **What** do they want to do?
  - **Why** is it important?

Example:
"There is a problem, so enabling what leads to customer value."
「Who が What をできるようにする。Problem という課題があり、What をできるようにすることで、Customer Value が得られる」

Example Stories

Activity: Place a Mark

> **As a player, I want to place a mark (◯ or ✕) on the board, so that I can take my turn in the game.**

Activity: Judge Result

> **As a player, I want the game to determine if I have won or lost, so that I can know the outcome.**

Step 3: Arrange User Stories

How to Organize User Stories

- Place user stories in **horizontal rows** under each activity
- The **top row** shows key activities (user goals)
- The **second row** shows related user stories
- The **third row (optional)** shows technical tasks or sub-tasks
- This layout helps visualize the **user journey** and **workflow**

Example: Tic-Tac-Toe User Story Map

Activity	Place a Mark	Judge Result	Start New Game	View Current State
User Story	US1: Place ○ or ✕	US2: Determine win/lose	US3: Restart the game	US4: Show board state
Tasks / Sub-tasks	• Click empty cell	• Check win condition	• Reset board	• Highlight current turn
	• Prevent overwrite	• Show winner/loser	• Reset turn counter	• Show all placed marks

This map helps teams see what the user does, what features they need, and what tasks must be built.

Step 4: Prioritize and Release

How to Prioritize User Stories

- Focus on stories that are **critical for the user experience**
- Consider **dependencies** between stories
- Group stories into **releases** based on value and dependencies
- Each release should deliver a **meaningful outcome** to the user

Example: Tic-Tac-Toe Releases

Release	Included Stories	User Value
Release 1	US1	Users can place marks (○ or ✕)
Release 2	US1 + US2	Users can play and see win/loss
Release 3	US1 + US2 + US3	Users can restart the game
Release 4	US1 + US2 + US3 + US4	Full gameplay experience

You don't always need to follow story order.

For example: US1 + US2 + US4 can be released together if they have **no dependencies**.

Summary

- **User story mapping** is a powerful way to visualize user needs and plan development.

- It helps teams understand the **user journey** and structure stories around real goals.

- By identifying **activities**, writing **user stories**, arranging them, and **planning releases**, teams can build software that delivers real value to users.