


# Product Development Planning Flow

## Start With:

- Deep clear understanding of **USER PERSONAS (WHO)**
- Deep, clear understanding of **THEIR NEEDS (WHY)** i.e. NOT a "faster horse"
- An idea of what high-level **ACTIVITIES (WHAT)** they might do with our software to meet their needs. These tell a story over time; they are captured in **EPICS**.

## Storymap




activities are sequential, there may be several user/activity workflows to express a solution...

## Story Mapping: Begin building shared understanding of business needs. Initial pass at **USER BEHAVIORS** in a narrative flow

- **What:** High-level conversation to understand the input WHO, WHAT, and WHY
- **Who:** Stakeholders, product owner, user experience, test, development
- **Outputs:** Refined epics, user actions in a narrative flow, examples, mocks, sketches, photos of whiteboards/flipcharts/napkin drawings, etc.; they are captured in **FEATURES**.

## Storymap




time and work flow this way in a series of steps the user(s) will complete toward their desired outcomes...

Before 3 Amigos: PO confirms actions with all stakeholders

## 3 Amigos: Slice **USER BEHAVIORS** into **SCOPES OF WORK** that begin a conversation about initial design and priorities

- **What:** High-level specifics of small stories that deliver value toward the epics and features above. Send unready stories back upstream.
- **Who:** Product owner, user experience (if needed), test, development (opt-in)
- **Outputs:** Stories ready for the team: clear who, why, what, and acceptance criteria; executable specifications; captured in **USER STORIES**.

## Storymap



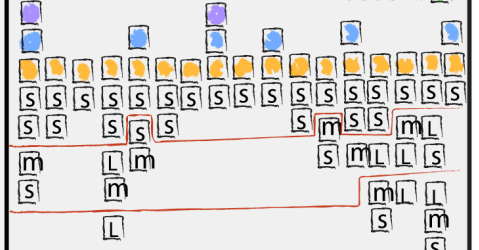
time flows downward to express implementation order and priority

Before Story Time: PO confirms priority with all stakeholders, pre-planning

## Story Time: Build understanding in entire delivery team of upcoming work, estimate stories, form upcoming sprint goal

- **What:** Stories' context and content; confirm acceptance criteria, possible solutions, required expertise. Send unready stories back upstream..
- **Who:** Product owner, user experience/DBA/etc (if needed), test, development
- **Outputs:** **Sprint Goal**, accounting for vacations or other capacity variations, prioritized backlog.

## Storymap



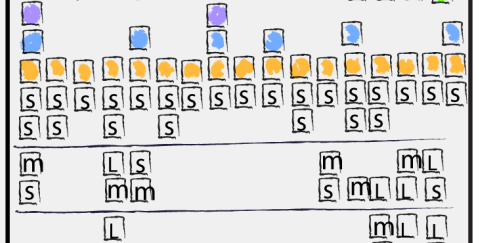
estimates enable early planning of iterations and releases

Before Sprint Planning: PO reprioritizes against estimates

## Sprint Planning: Forecast volume of work to meet the sprint goal. Ensure shared understanding of work; who starts what

- **What:** Top priority **USER STORIES** that will meet the **Sprint Goal**.
- **Who:** Product owner, user experience (if needed), test, development, tech writer
- **Outputs:** Prioritized **Sprint Backlog** with rough idea of who will take leads on what, implementation plans such as swarming and pairing, etc.

## Storymap



sprint goal could be wide and shallow, or narrow and deep