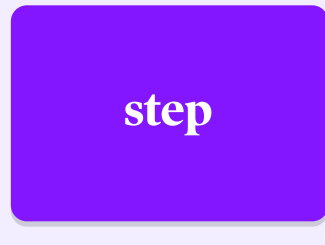


user story map — an anatomy

types of cards



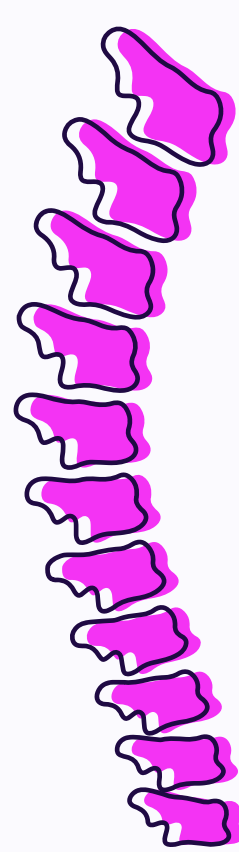
JOURNEY
Describes a core user journey. Also known as “activity” or “goal”
—
example – purchase materials



STEP
Describes a user's step within a user journey
—
example – search for materials

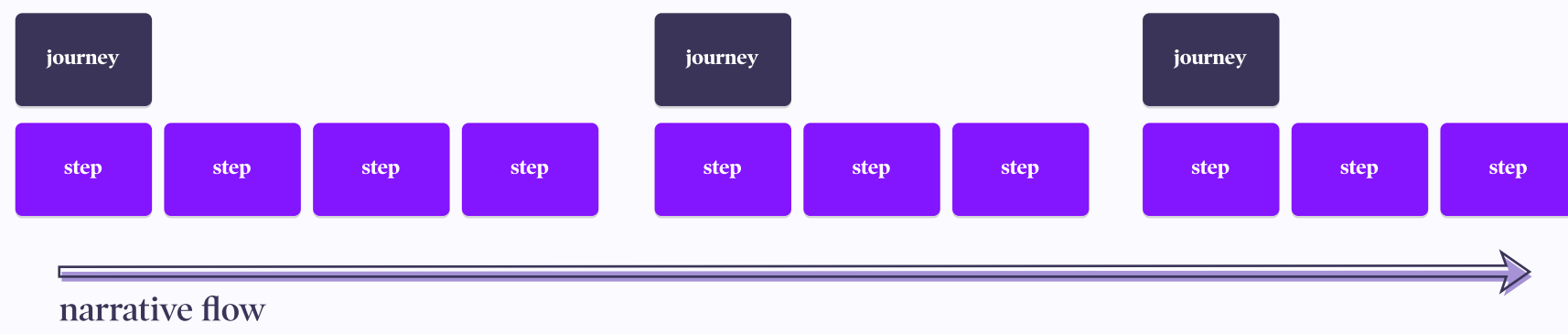


STORY
Describes the feature in question. Written from the user's perspective
—
example – add materials to my basket



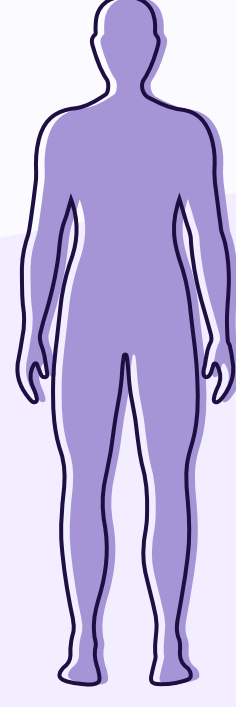
backbone

Describes the narrative flow of your user journeys from left to right. Contains journeys and steps.



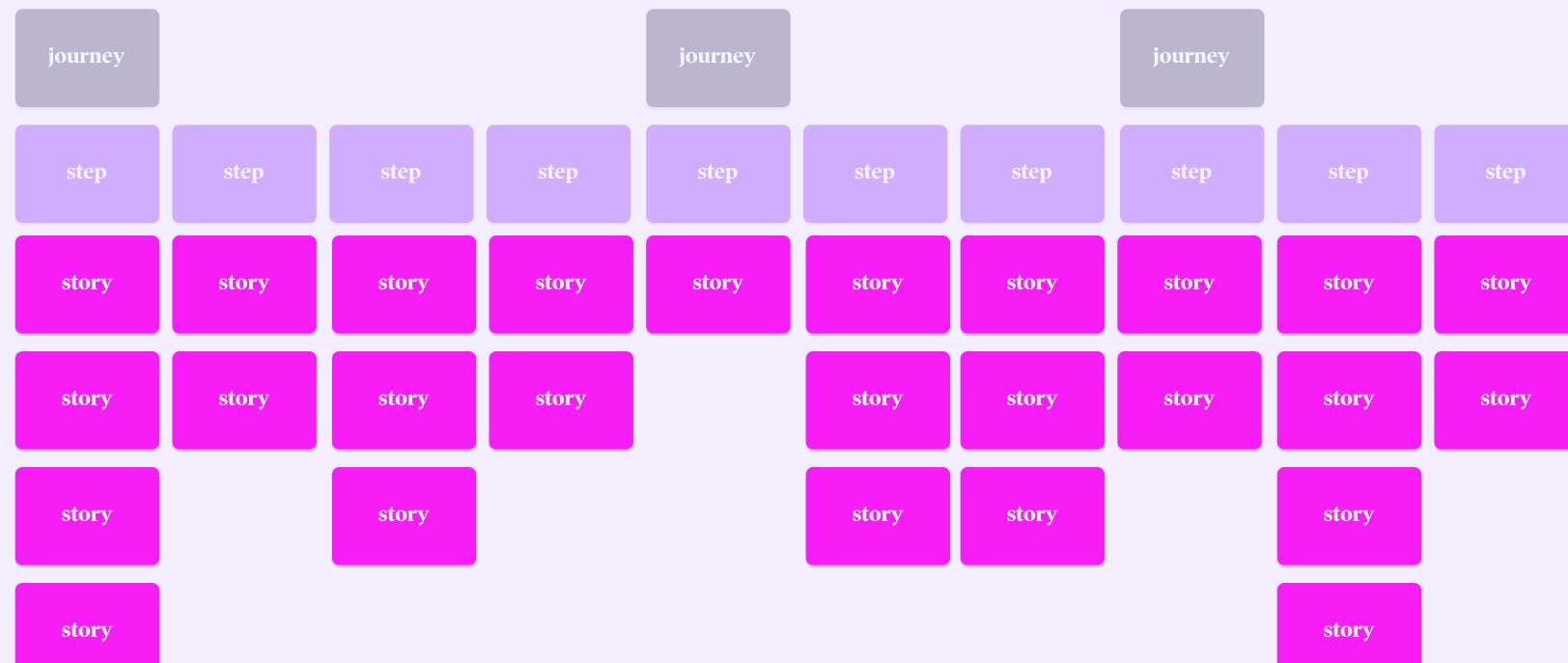
“Focus on the breadth of the story before diving into the depth”

—JEFF PATTON



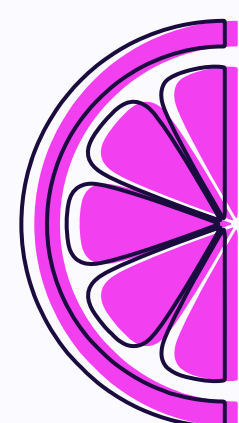
body

Describes the finer details of the user journeys. Contains stories.



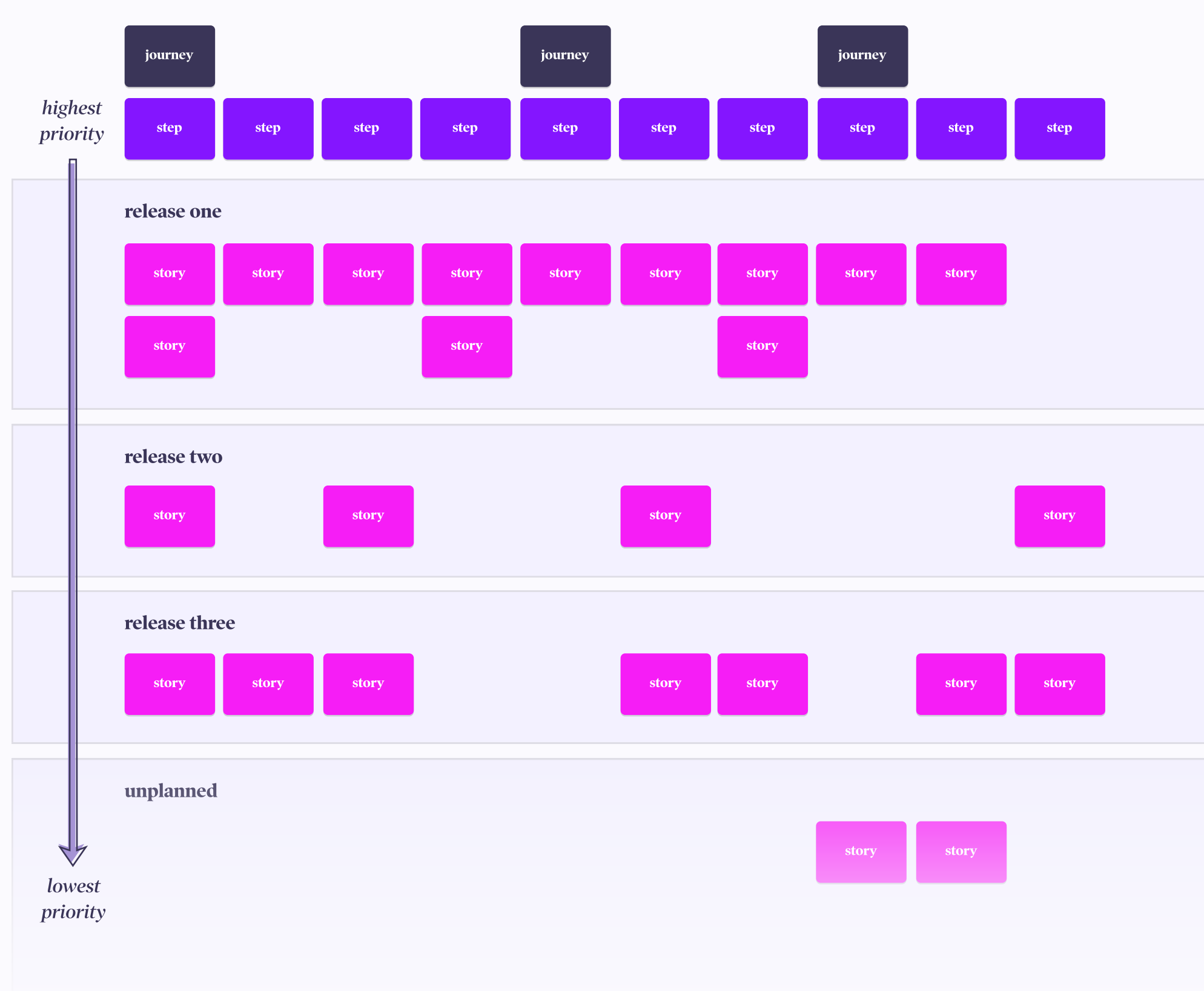
“The best estimates come from developers who really understand what they’re estimating.”

—JEFF PATTON



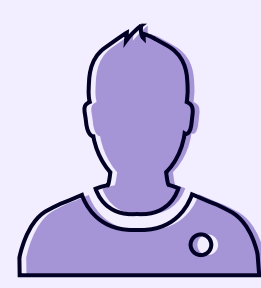
releases

Describes a horizontal “slice” across a story map that groups stories. The vertical order of releases dictates priority.



“Map for a product release across multiple teams to visualize dependencies”

—JEFF PATTON



personas

Describes the typical characteristics and behaviours of your key users. Decorate your story map with personas to add further context.

