

User Stories that Improve User Experience

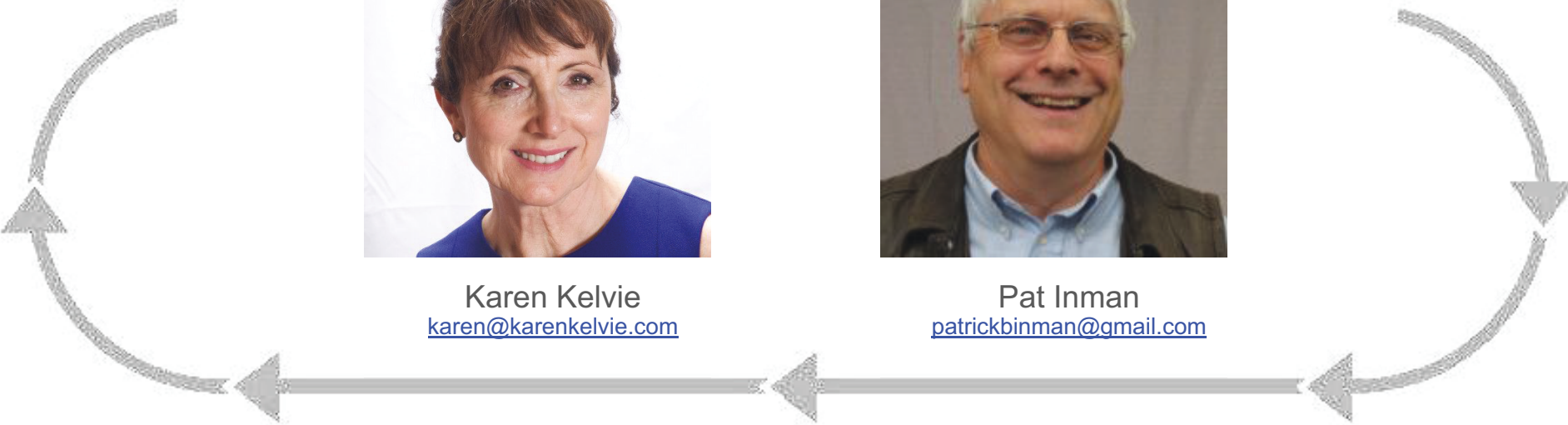
How does actual UX drive our next story?



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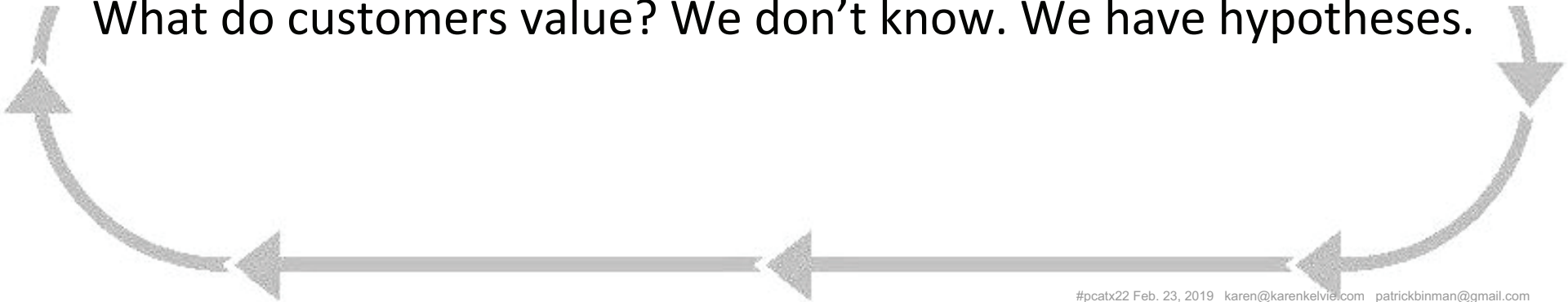
Prime Directive

Deliver value to customer quickly

NOT “Deliver features to customer quickly”

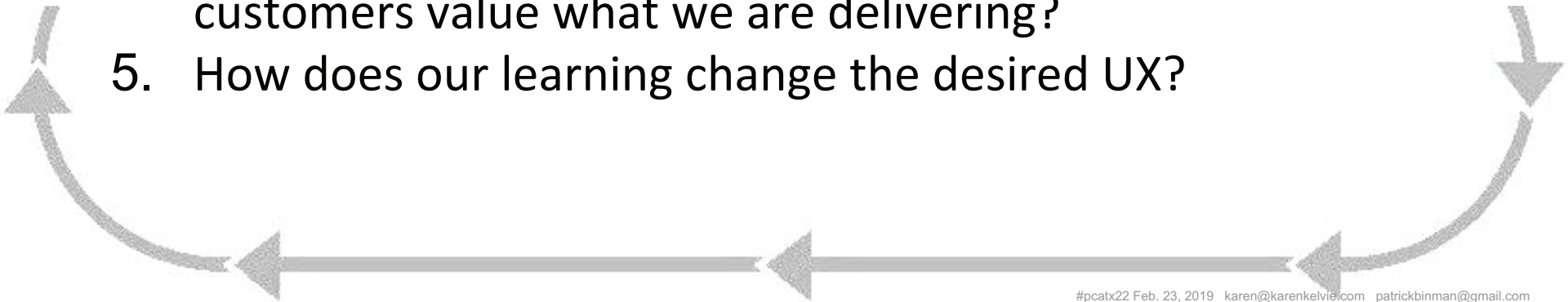
Businesses measure value in terms of revenue and retention.

What do customers value? We don't know. We have hypotheses.



To deliver value quickly, Learn quickly what the Customer values

1. What do we hypothesize about actual user experience (UX)?
2. What do we hypothesize about desired user UX?
3. What can we deliver to approach desired UX?
4. How do we efficiently, immediately learn how customers value what we are delivering?
5. How does our learning change the desired UX?



How do you add more value in fewer sprints?

1. Improve user stories:
 - a. Identify desired UX.
 - b. Identify what we need to learn next about actual UX.
 - c. Write user story to support desired UX and learning.
[Engineering sizes it to be deliverable.]
2. Collect user feedback, learn from it!



As we learn, understanding of desired and actual UX evolves.
We want new understanding to drive the next sprint.

A standard User Story checklist: INVEST

Independent – can be developed in any sequence

Negotiable – team can adjust how much of story to implement

Valuable – users get value from the story*

Estimable – can be estimated and used for planning

Small – can be designed, coded, and tested in one iteration

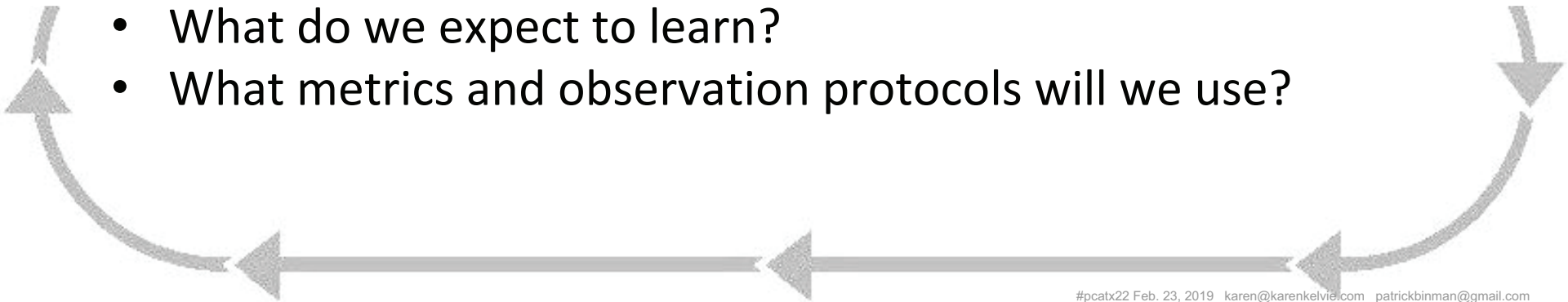
Testable – acceptance criteria and metrics* are documented
in concrete terms; “done” is clearly defined

*Value and metrics are complicated so we are discussing both today.

User Story formula

As a <persona>, I want <some goal>, so that <some reason>.

- What are the acceptance criteria?
- What is the definition of done?
- What UX hypotheses are we testing?
- What do we expect to learn?
- What metrics and observation protocols will we use?



User Stories (interactive discussion)



User Stories reworked using User Experience (interactive discussion)



Do Not

- Use too much detail
- Fail to have working software at the end of the sprint
- Fail to have acceptance criteria conversation
- Fail to have “how do we learn from this” conversation
- Fail to include stakeholders
- Fail to gather and process user feedback within each sprint
- Fail to review user feedback from the last sprint

Takeaways: For this product, this sprint ...

What do I need to learn? How can I learn it?

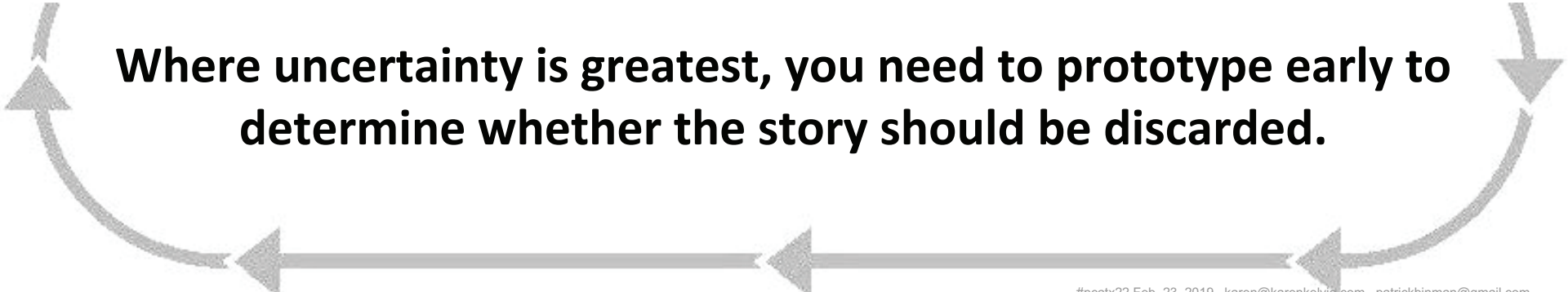
Who defines the desired UX?

How can I test whether customers value what I am delivering?

Who do I consult when the learning contradicts the desired UX?

What can we change so that more can be learned in less time?

Where uncertainty is greatest, you need to prototype early to determine whether the story should be discarded.



Books and articles that informed this workshop

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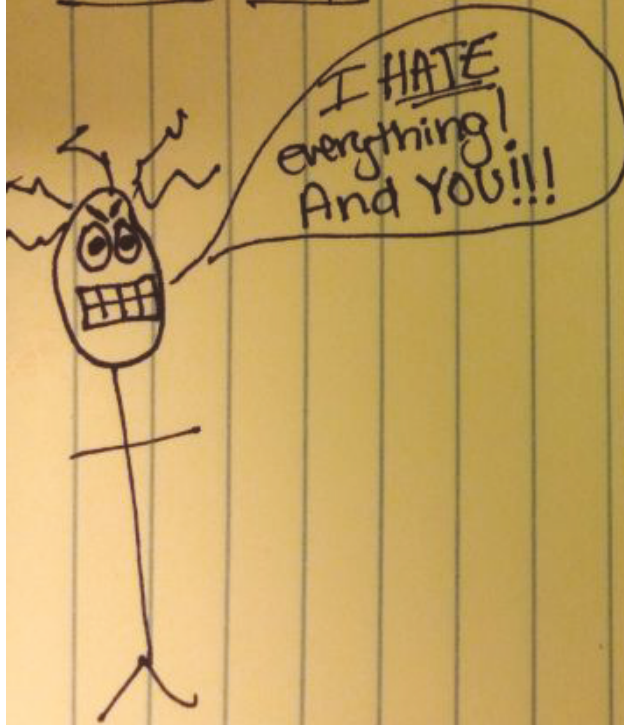
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Bad UX



Great UX



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