Story Mapping Evolved: How to Tie Architecture to User Experience Design Using Annotated Journeys

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Metaphor

Can create new realities

Knowledge Sharing?
Knowledge Transfer?

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“Effective story conversations are about building shared understanding.”
Point of Sale System Example

Persona

- Image
- Name
- Demographics
- Value

Ken the Cashier

16-24
- tech savvy
- part-time
- hates bad tech
- low engagement

- wants no friction
- no errors
- fast
- easy to use
Goal

What they do

- Persons
- Goal
- Exchange Item
- Return Item

Do something "verb noun"
User Task

List the steps they take to accomplish the goal
Tell the Story

What do they do next?
Show Alternatives

Put different ways of accomplishing the same task in the same column.
System Tasks

Sometimes the “system” does something in the background
A Simple Map

- Ring Up A Sale
  - Scan Item
  - Scan Coupon
  - Total Order
  - Calc Subtotal
  - Apply Coupon
  - Calc Tax
  - Calc Total
- Take Payment
  - Print Receipt
  - Take Cash Payment
  - Take Card Payment
  - Take Bitcoin Payment
  - Email Receipt
  - Print and Email Receipt

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Real Example

Sizing stories with the maps for reference
Journey

A Journey is a pathway through the map (some journeys may skip tasks)
Annotated Journey

Add sketches and tests to the journey
Annotated Journey

Sketch in the architecture - this one may not be useful:)
Annotated Journey

Ports and Adapters example

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Annotated Journey

Make testing strategies explicit
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Maps drive discussions defining bounded contexts for microservices
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Make dependencies explicit
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Maybe you don’t really need what you thought you needed?
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Visualization helps with validation
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Good idea?

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How about this one?
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Refactoring the monolith

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Annotated Journey

Visualizing a “Strangler” strategy

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Avoid Release Train Wrecks

Deliver whole journeys across teams

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Externalize Memory

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Thank You

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