

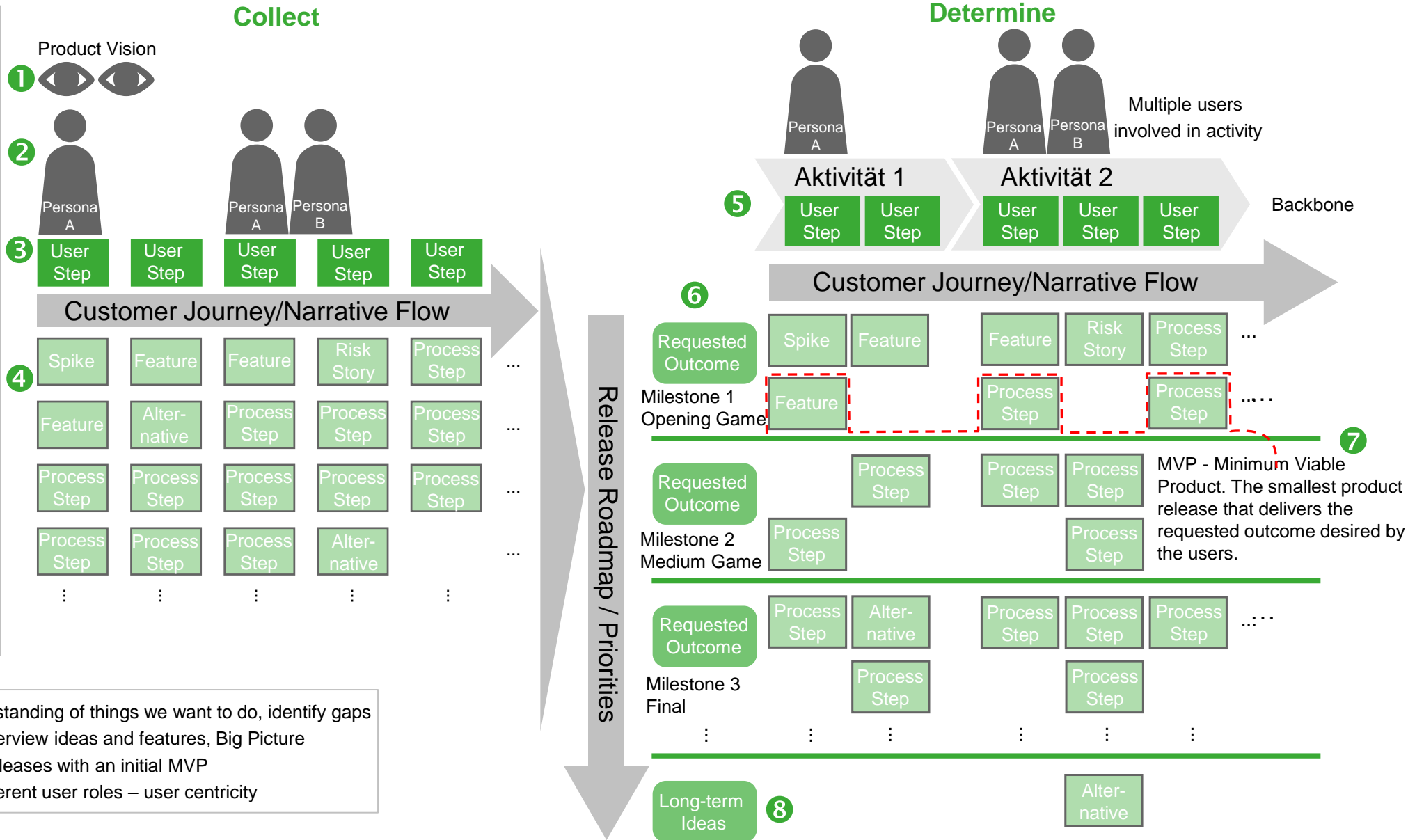
## The way to a Story Map:

### Collect

- 1 Clarify what the user wants to achieve (goal) + which problem has to be solved with our product.
- 2 The most important user/s, that will use the product, will be identified.
- 3 The flow of use is captured in a narrative flow from left to right – the Customer Journey – with the user's separate steps.
- 4 The separate steps of the user are split in detailed individual steps of suitable size. (Also possible alternatives, risk stories...)

### Determine

- 5 Summarize user steps, that relate to a common goal, into activities.
- 6 Schedule into releases/milestones with reasonable distribution of more detailed steps according to the requested outcome. Not every release has to be delivered.
- 7 Maybe define a Minimum viable product (MVP).
- 8 Long-term ideas and possibilities of the product.



## Advantages:

- Common understanding of things we want to do, identify gaps
- Develop and overview ideas and features, Big Picture
- Plan possible releases with an initial MVP
- Overview of different user roles – user centricity