

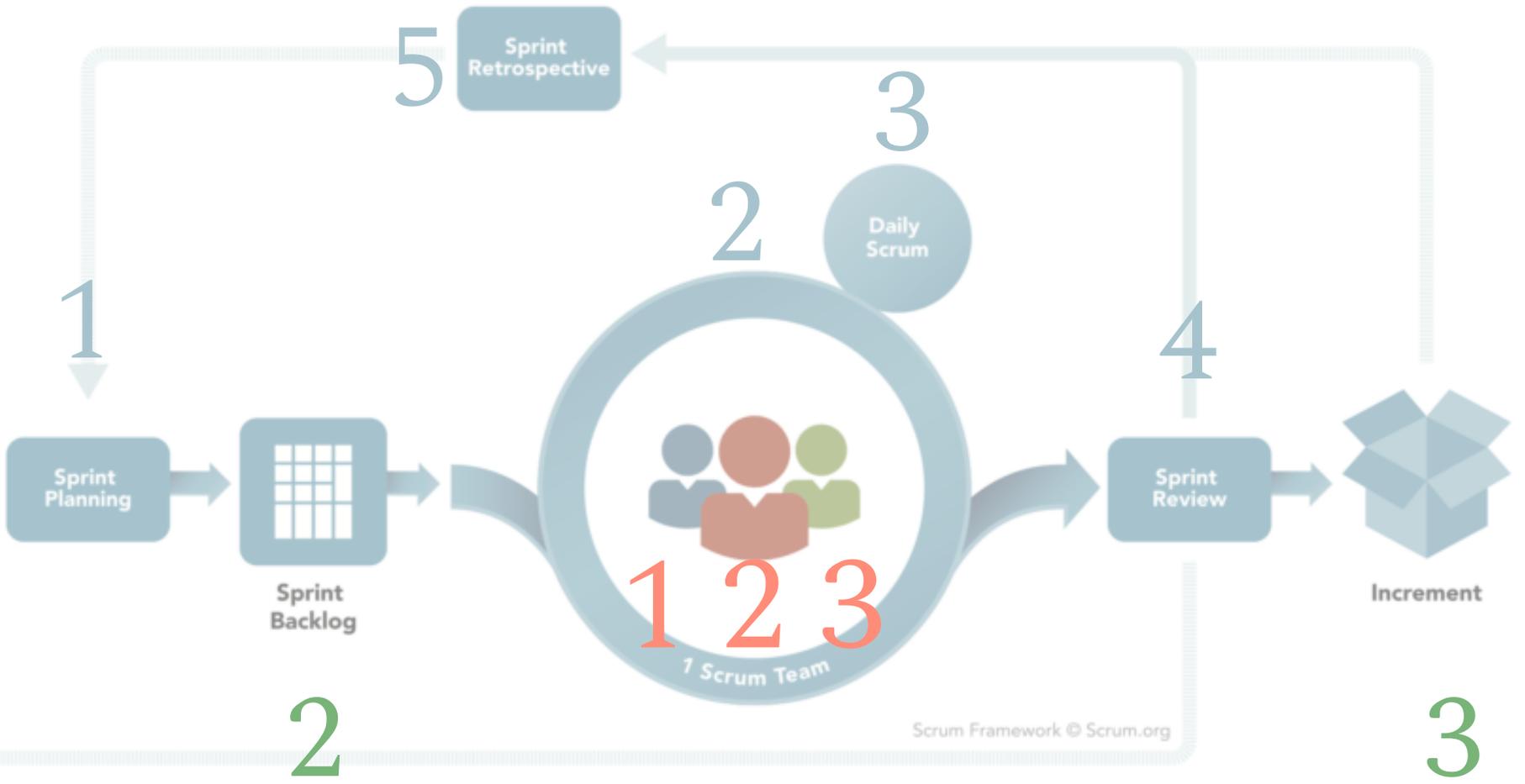
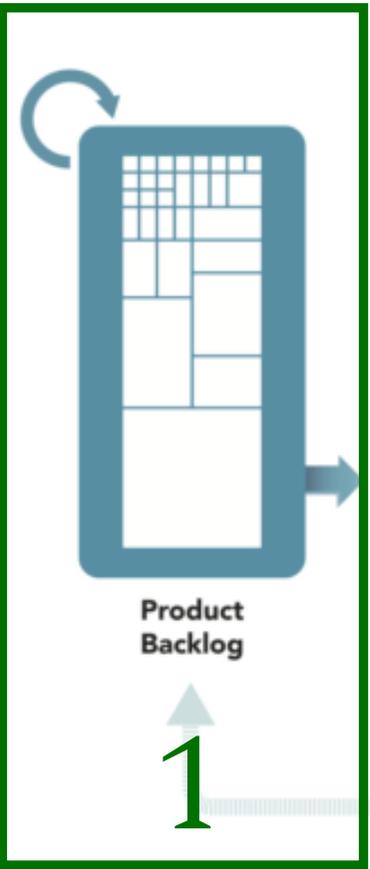
EP03

SCRUM FRAMEWORK

3

3

5



First:
Product Goal
&
ToDoList
product backlog

Lyft customer



Epic

Find and install the Lyft app

In progress

Create an account (if you don't have one already)

...

Enter payment information

Sign in

Enter the address of where you want to go

User picks Lyft level of service (XL, Black, Lua)

End of experience

User Story

Search the app store or google play store

Enter full name

0

Done

...

Enter credit card

Done

Sign in with email and password

Use keyboard to start typing address (auto-complete)



Show user different cost for each level of service

Rate driver

...

Enter email

Sign in with Facebook

Use current location for pick up point

2

...

Show the arrival time for each level of service

Receive receipt

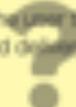
RELEASE 1 (Total Estimate: 7)

Enter mobile phone number

Use map to pick destination

User confirms their ride

Show the user the new Lyft food delivery app



Create a secure password

Enter a different location of where I want to be picked up

7

Show important info about their ride:
- arrival time
- driver name

EPIC / User Story for persona

EPIC : large user stories

User Story : pain point for personas
solved by user features

backlog = epic + user story

Jean-Luc



« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne. Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

Quel est le problème de Jean-Luc ?
Quelle est la frustration de Jean-Luc ?
Quels sont les besoins et attentes de Jean-Luc ?
Pourquoi n'est-il pas satisfait des solutions existantes ?

Revenus



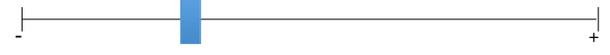
Ville



Fréquences



Niveau Technique



Usage mobile



Know How



John



« QUOTE : happy to be an entrepreneur in IOT »

Description: funder of an IOT company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live With

Education

Resumé

Company 2012...2020

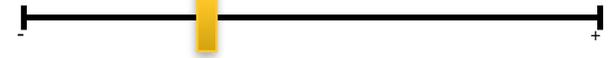
Products

PAIN POINTS

...

...

Revenues



Type of city



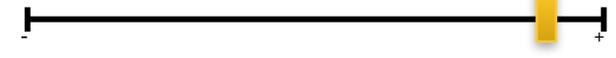
Frequency



Technical level



Mobile friendly



Know How





FATOU

37 ans, 2 enfants, citadine
Particulier, Joinville-le-Pont

“

J'opte pour des mensualités
plutôt que d'investir dans une voiture.”

”

PAINS

- frais d'entretien
- panne : que faire ?
- je ne connais pas très bien les modèles de voiture
- je n'arrive pas à évaluer les km
- revente de véhicule long et coûteux
- je n'ai pas envie de perdre du temps à choisir une voiture

GAINS

- fiabilité et sécurité
- j'ai besoin d'être accompagnée pour l'achat d'une voiture
- j'estime une mensualité max adaptée à mes besoins

Besoins pour expérience ++

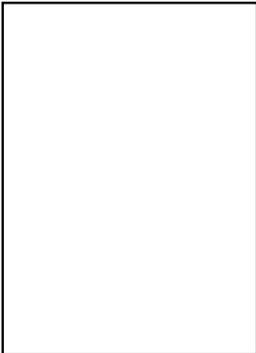
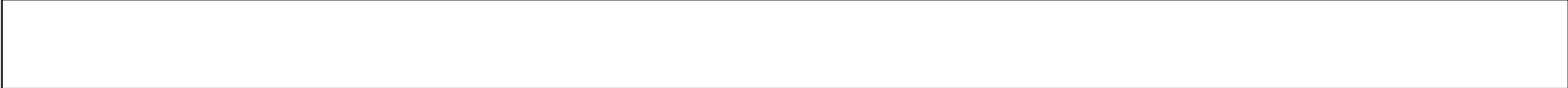
- explication des différences entre les véhicules
- explication du choix de financement
- simulateur km annuel et simulateur accord de principe

Expertise auto



Expertise digitale





Nom
Age
Vie à
Avec
Enfant
JOB
Education

CV

Passionné par

Pain Point / Point de friction / Problème



Surnom

Age

Vit à

Vit avec

Enfant

JOB

Education

CV

Passionné par

Problème / Besoin / Attentes / Frustration /
insatisfaction / pain point

- +

- +

- +

- +

- +

- +

- +

Millennials

Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

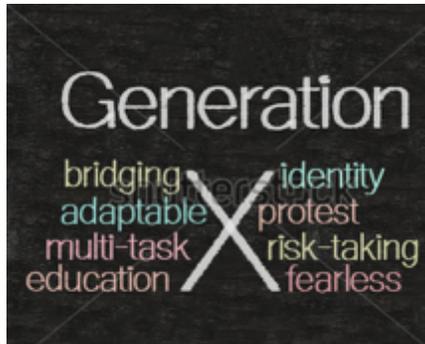
GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGEN ? = 2008 - 2020 ?

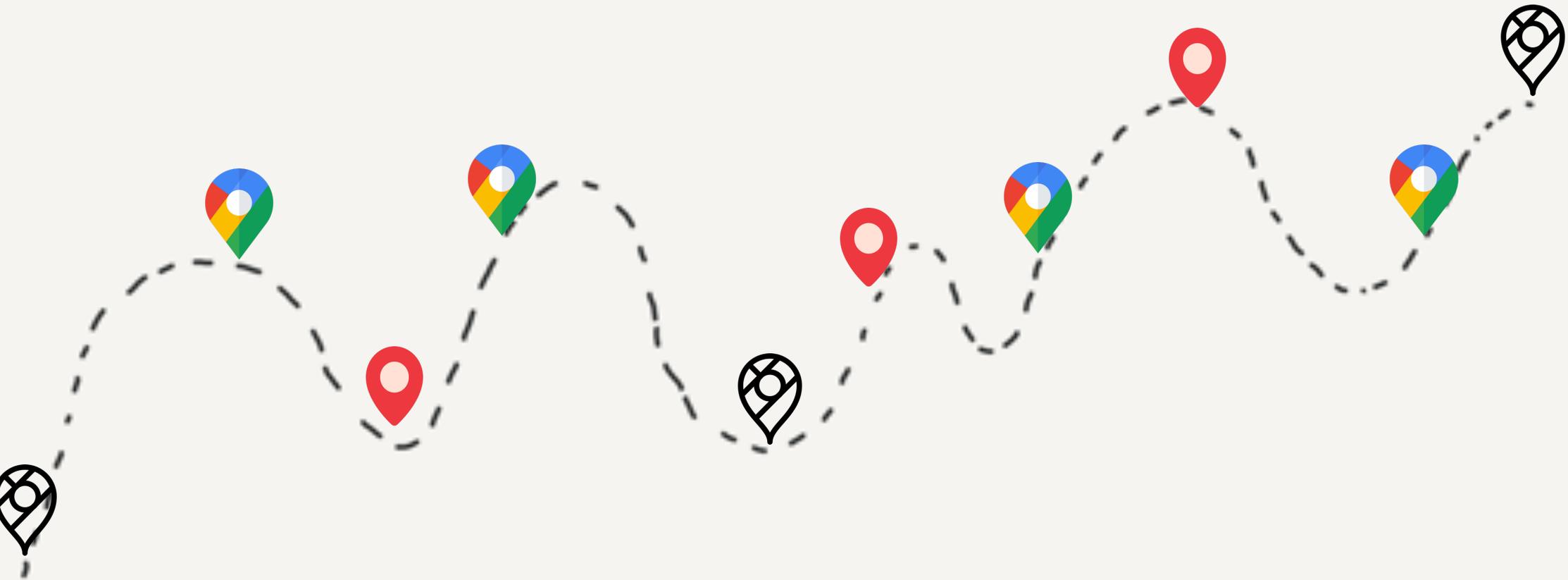
SingularityGeneration ?? 2018 - 2030



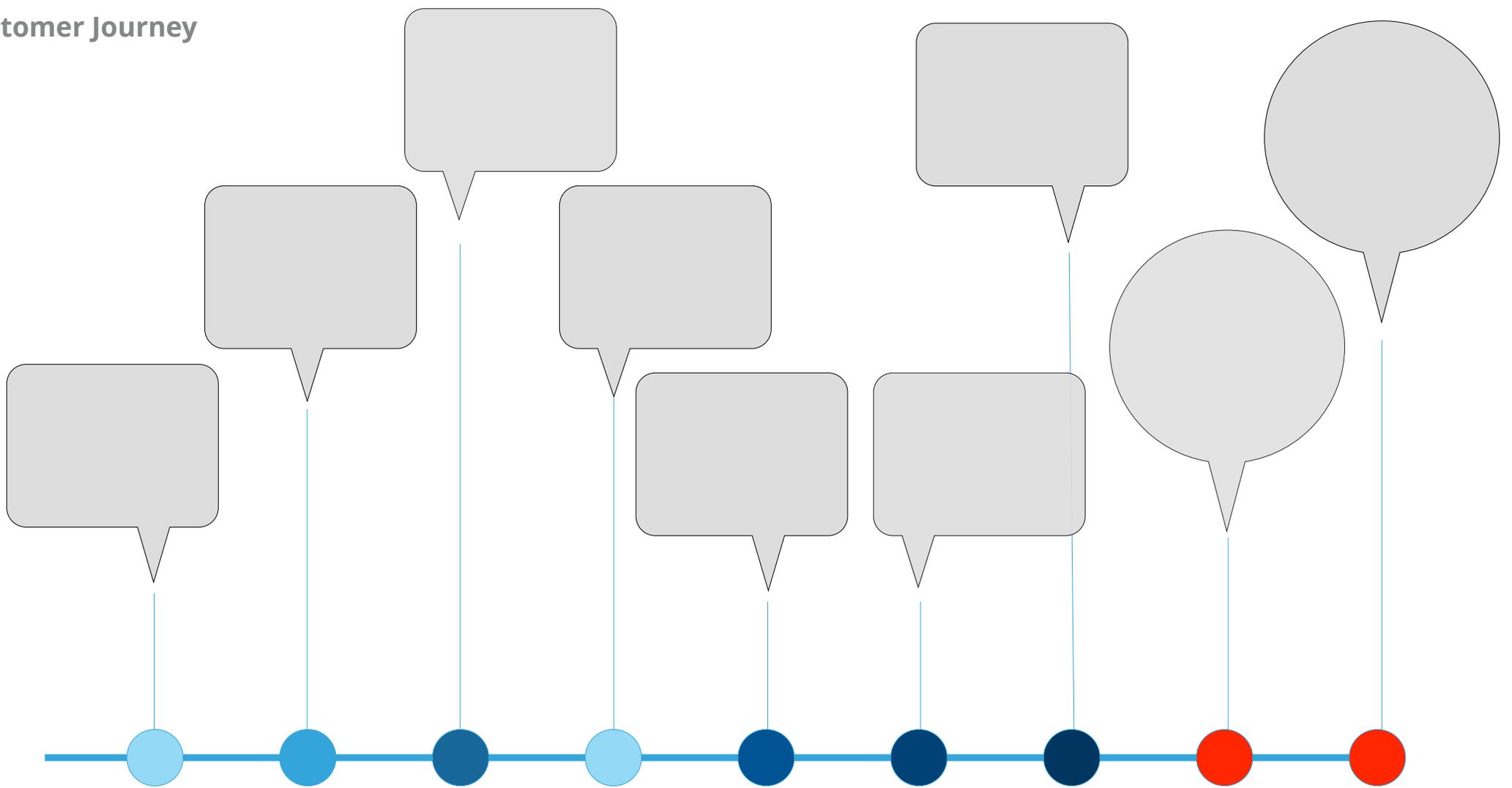
GENERATION Z:
CONNECTED FROM BIRTH.

Born mid-1990s to 2010.





Customer Journey



...

Nom du Touchpoint /
Point de contact

1

2

3

4

5

6

7

Channel / Canal

Interaction du client

Interaction de la marque

Avis du client perçu par le client

Décalage avec le
positionnement voulu

Customer Journey Map

Journey Map Title

Touchpoints

Title of touchpoint

CHANNELS

Channels over which the touchpoint happens (e.g. phone, email etc.)

CLIENT INTERACTION

How/why the client becomes involved regarding the touchpoint.

COMPANY INTERACTION

How/why the company responds or initiates the client interaction during the touchpoint.

THEY FEEL

What the client is feeling at this specific touchpoint (e.g. confused, frustrated, surprised, excited etc.)

SHOULD FEEL

How the company wants the client to feel during this specific touchpoint.

SOLUTIONS/
OPPORTUNITIES

What are possible solutions or opportunities that could improve the interaction and benefit the client during this specific touchpoint.

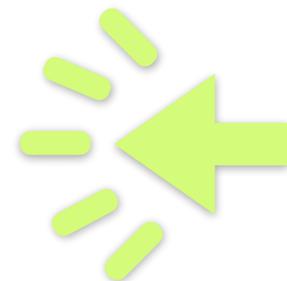
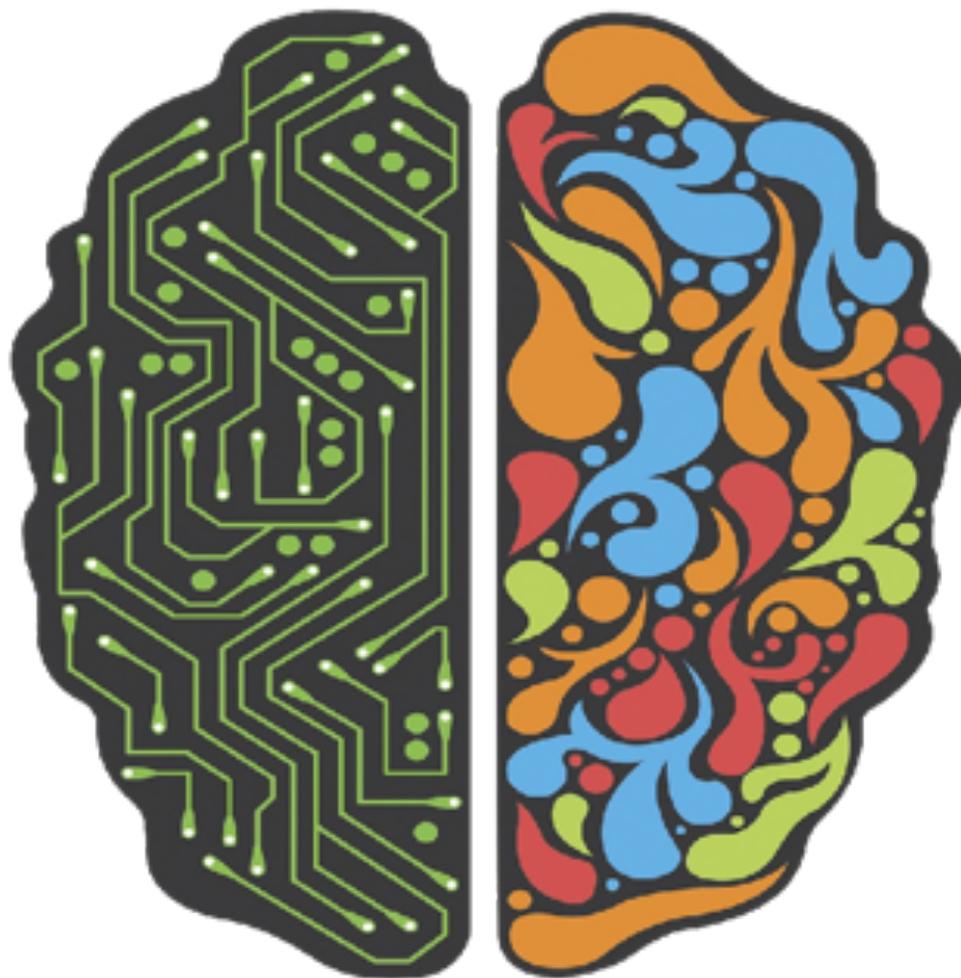
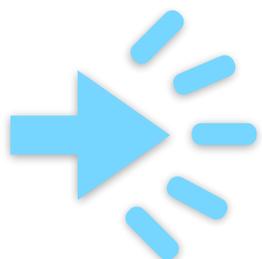
Title of touchpoint							
CHANNELS							
CLIENT INTERACTION							
COMPANY INTERACTION							
THEY FEEL							
SHOULD FEEL							
SOLUTIONS/ OPPORTUNITIES							

Numéro du touchpoint Point de contact	1	2	3	4	5	6	7	8	9
									
Type de canal (online offline web APP KI stream conversation influence fan display email video SEO nativead OOOO)									
Nom du canal / channel (FB, Instagram, Google, TWT, Blog, article, livre blanc, WeChat, YouTube, média, Pinterest, Amazon...)									
Interaction client (Comment et pourquoi le client utilise ce point de contact ? Quelles informations a-t-il reçu ?)									
Interaction marque (Comment et pourquoi le marque est présente ? Outils digitaux utilisés ?)									
Avis / perception du client 									
Décalage avec positionnement voulu (image ou actions souhaitées par l'entreprise : mémorisation, téléchargement, commande...)									
Solutions et propositions d'amélioration (indant si parcours futur ou proposé, sinon quelles sont les pistes d'amélioration d'un parcours constaté ou souhaité)									



**CARTE
EMPATHIE**

l'utilisateur ne nous dit pas tout



HEY, WIZO-WIZENERS!
SAY AHOY TRUDY TROOPIC
BUNDED TOONS - SOMEONE
BUNDED TRUDERS WITH
AN HORN, A LONG TINY NOSE
WITH A LONG TINY TAIL,
A SLICE ATTACHMENT, A MAN,
WITHIN PICKETABLE!



TO:
WIZO-WIZENERS
OVER THE MOON,
THE WILD WEST
NOW

United States
Postage

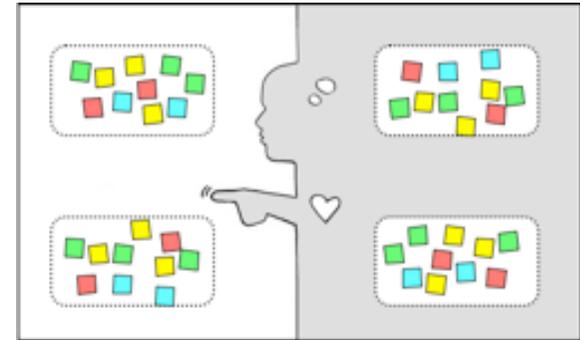




Liu Bolin



METHOD EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

SAY: What are some quotes and defining words your user said?

DO: What actions and behaviors did you notice?

THINK: What might your user be thinking? What does this tell you about his or her beliefs?

FEEL: What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: “Needs” are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself “Why?” when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture “tensions” and “contradictions” as you work.



SAY

THINK



DO

FEEL

Empathy Map Canvas

Designed for

Designed by

Date

Version

The diagram is a large envelope-shaped frame containing a profile of a person's head. The head is divided into several sections for notes:

- GOAL** (top of the head)
- THINK and FEEL** (inside the head, split into **PAINS** and **GAINS**)
- SEE** (eye area)
- SAY** (mouth area)
- DO** (bottom of the head)
- HEAR** (ear area)

Below the head, there is a horizontal line with the text: "What other thoughts and feelings might motivate their behavior?"

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Perspective Client

Qu'est-ce que
PENSE et RESSENT ?

Quelles sont ses perceptions, ses émotions,
ses aspirations, ses peurs.

Qu'est-ce qu'il
ENTEND ?

Quelles sont ses idées, ses rêves,
ses espoirs, ses craintes, ses
doutes, ses influences, ses besoins.

Qu'est-ce qu'il
VOIT ?

Environnement
dans
lequel il évolue, ses modèles.

Qu'est-ce qu'il
DIT ET FAIT ?

Attitudes, paroles,
actions,
compromis, ses rapports aux autres.

PROBLEMES

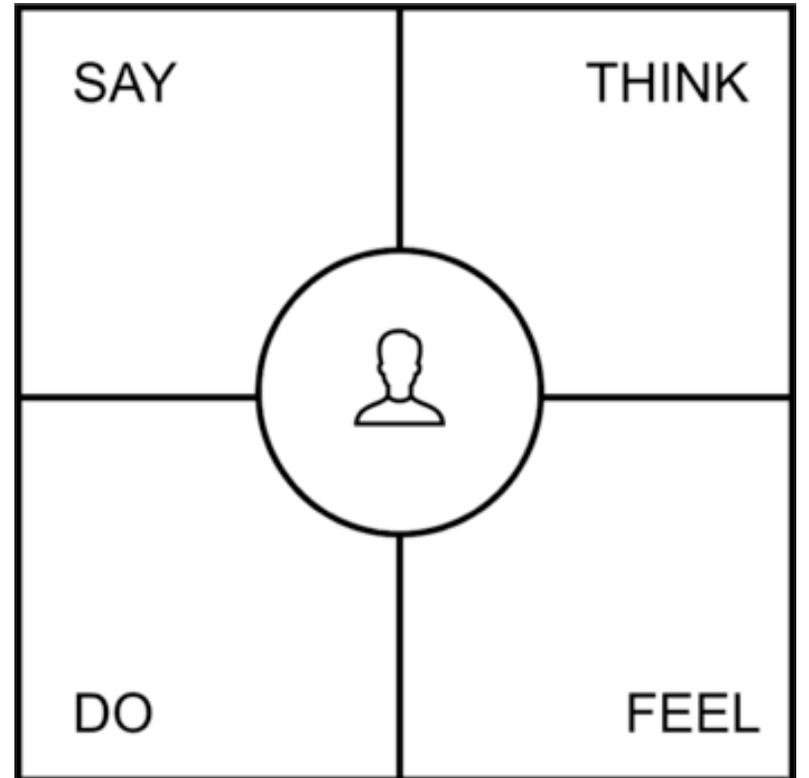
Peurs, Frustrations, Obstacles

BESOINS

Enjeux
Comment il mesure le succès

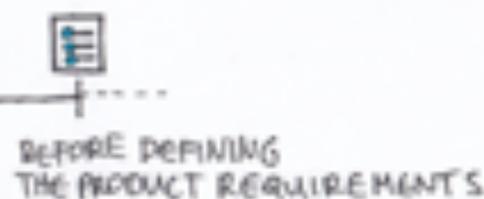
EMPATHY

MAP





- GREAT TEAM EXERCISE
- VISUALIZE USERS' NEEDS
- GOOD STARTING POINT
- QUICK & COST-EFFICIENT



THERE ARE DIFFERENT TEMPLATES

OTHER ASPECTS /WORDING FOR EXAMPLE:

- TASKS
- INFLUENCES
- QUOTES
- GOALS



PREREQUISITES:

- UX RESEARCH DATA
- PERSONAS



DON'T FORGET TO DOCUMENT THE SESSION!



PARTICIPANTS OF THE MAPPING

- ↳ CORE TEAM MEMBERS
- ↳ OPTIONAL: STAKEHOLDERS



TOOLS FOR THE MAPPING SESSION

- ↳ WHITEBOARD OR PRINTED OUT MAPS
- ↳ STICKY NOTES & PENS/MARKERS



PREPARE THE DATA YOU'VE COLLECTED FROM THE RESEARCH (E.G. USER INTERVIEWS, CONTEXTUAL INQUIRY, ONLINE SURVEY, TESTIMONIALS & OTHER FEEDBACK)

1/

*marketing de
l'offre*

Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

Persona

Carte empathie

Problèmes réels

Value proposition

Offre

(solution qui résout le problème)

Distribution

2/

*marketing de la
demande*



From

To

**MAKING
PEOPLE
WANT
THINGS**



**MAKING
THINGS
PEOPLE
WANT**



TIM BROWN



Iman from CardBoard



Welcome, kratiroff!

We're going to show you how to get the most out of CardBoard!

If you're new to User Story Mapping check out our blog [User Story Mapping for Beginners](#).

User Story
Mapping
For
Beginners



US

Perfect Onboarding

Perfect place for user story mapping: cardboardit.com

Famous for LIFT example

Free sign-in

<https://cardboardit.com/2018/10/user-story-mapping-for-beginners/>



1 of 10

Next

Lyft customer



Epic

Find and install the Lyft app <small>in progress</small>	Create an account (if you don't have one already) <small>...</small>	Enter payment information	Sign in	Enter the address of where you want to go	User picks Lyft level of service (XL, Black, Lua)	End of experience
---	---	---------------------------	---------	---	---	-------------------

User Story

Search the app store or google play store	Enter full name <small>done</small>	Enter credit card <small>done</small>	Sign in with email and password	Use keyboard to start typing address (auto-complete)	Show user different cost for each level of service	Rate driver <small>...</small>
	Enter email		Sign in with Facebook	Use current location for pick up point <small>2</small>	Show the arrival time for each level of service	Receive receipt

RELEASE 1 (Total Estimate: 7)

Enter mobile phone number	Use map to pick destination	User confirms their ride	Show the user the new Lyft food delivery app
Create a secure password	Enter a different location of where I want to be picked up <small>7</small>	Show important info about their ride: - arrival time - driver name	

user stories / use cases

MUST

As ...
I Want ...
For ...

En tant que
En tant que
En tant que
As ...
I Want ...
For ...

SHOULD

As ...
I Want ...
For...

En tant que
En tant que
En tant que
As ...
I Want ...
For...

COULD

As ...
I Want ...
For...

En tant que
En tant que
En tant que
As ...
I Want ...
For...

Exemple de user stories

MUST

En tant que...

Je veux ...

Pour ...

En tant que
En tant que...

Je veux ...

Pour ...

SHOULD

En tant que...

Je veux ...

Pour ...

En tant que
En tant que...

Je veux ...

Pour ...

COULD

En tant que...

Je veux ...

Pour ...

En tant que
En tant que
En tant que
En tant que
En tant que...

Je veux ...

Pour ...



Cargo Cult

https://fr.wikipedia.org/wiki/Culte_du_cargo

Cargo cult

From Wikipedia, the free encyclopedia

For other uses, see [Cargo cult \(disambiguation\)](#).

A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the Second World War.

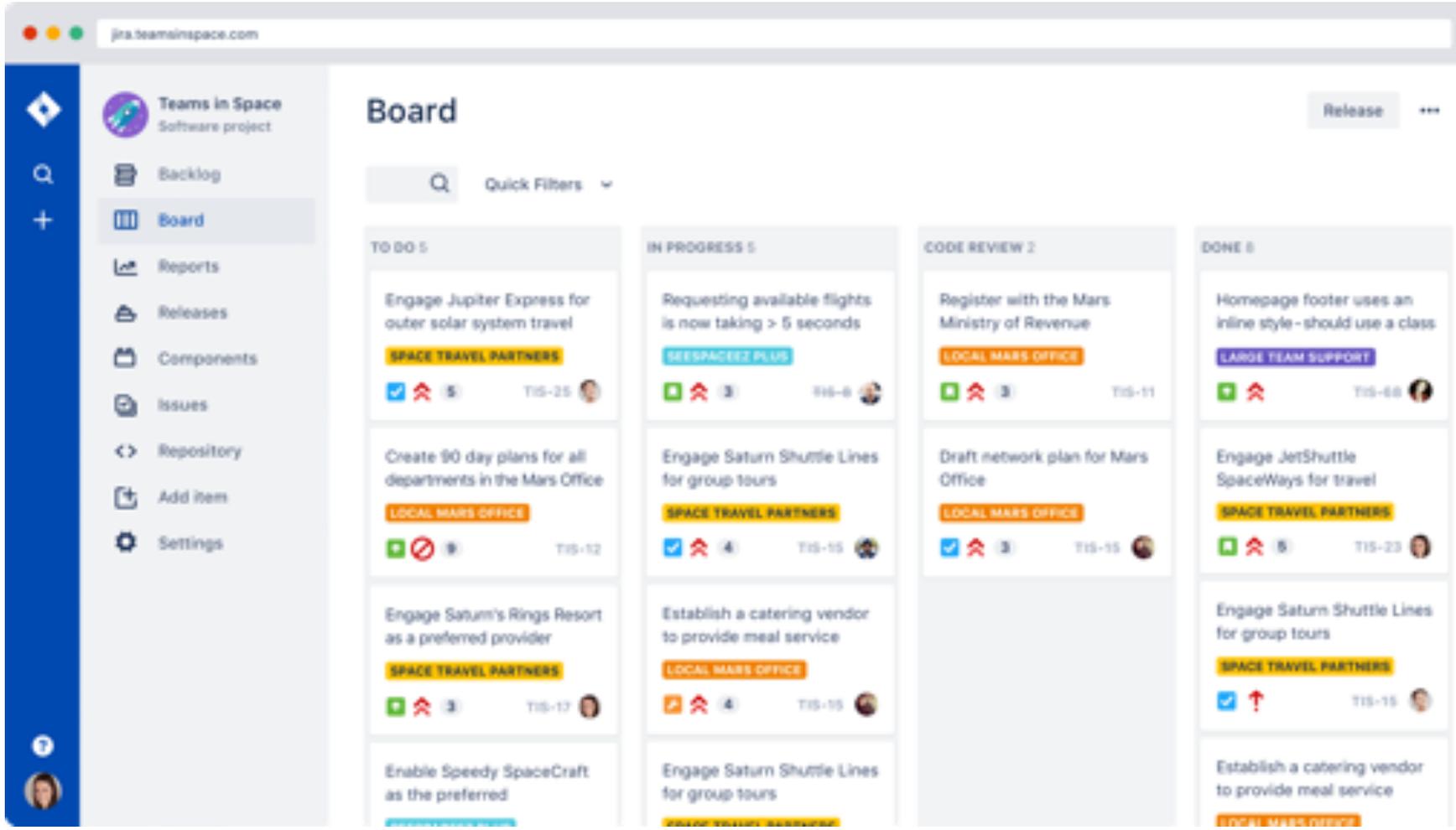


Ceremonial cross of John Frum cargo cult, Tanna island, New Hebrides (now Vanuatu), 1967



 Jira Software

 Jira



The screenshot shows the Jira Software interface for a project named "Teams in Space". The left sidebar contains navigation options: Backlog, Board (selected), Reports, Releases, Components, Issues, Repository, Add item, and Settings. The main area displays a Kanban board with four columns: TO DO (5 items), IN PROGRESS (5 items), CODE REVIEW (2 items), and DONE (5 items). Each item card includes a title, a label (e.g., "SPACE TRAVEL PARTNERS", "LOCAL MARS OFFICE"), a status icon, a priority icon, a count, a due date, and an assignee icon. The board is titled "Board" and has a "Release" button in the top right corner.

 Trello

Définition / Ordre / Dépendance / Schéma

Task

User Story

Persona

EPIC

Pain Point

Ticket

Issue

Feature (fonctionnalité)



PROBLÈME



SOLUTION



DISTRIBU-
TION



Recette du succès des startups

PROBLÈME.

Il y a une situation pour un persona (interne ou client ou utilisateur) qui lui pose un problème. C'est un point de friction (pain point) ou un irritant.



SOLUTION.

Vous avez une solution qui résout 20% à 80% du problème pour plus de 50% de la population.

Le PFH ne se résout pas
Hubert REEVES



DISTRIBUTION.

Si vous avez la solution à un problème : vous êtes un sauveur,
... si vous le distribuez : vous êtes riches

hk



Recette du succès des startups

MVP

minimum viable product

première version visible et distribuable
d'un produit

utile pour les tests et choix des
fonctionnalités à ajouter / enlever

utile pour pivoter

POC : proof of concept

MVP



Cycle ou sprint ou itération mensuel

=

CD : continuous delivery

CI : continuous integration

DevOps

=

la solution ou MVP avance réellement



1



2



3



4



1



2



3



4



5

HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT



1



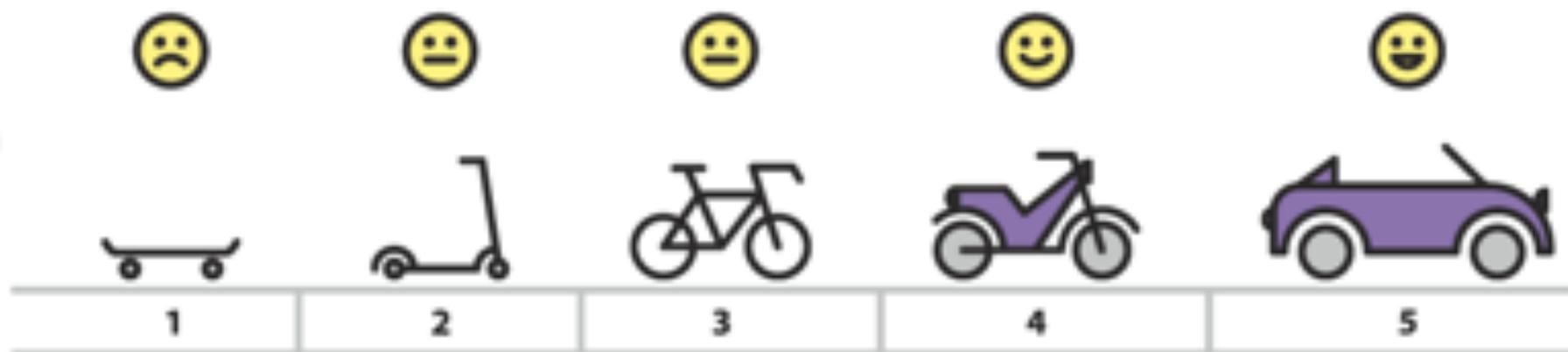
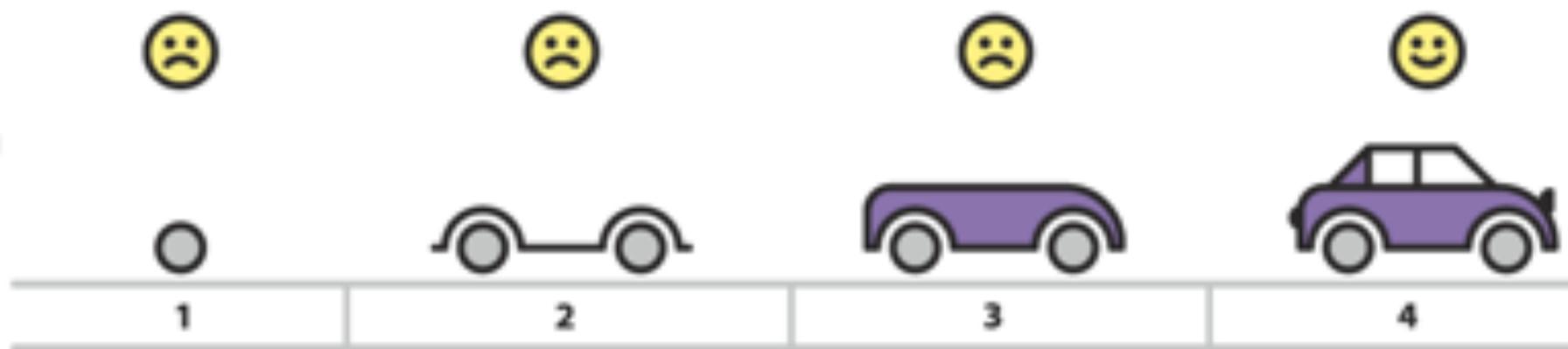
2

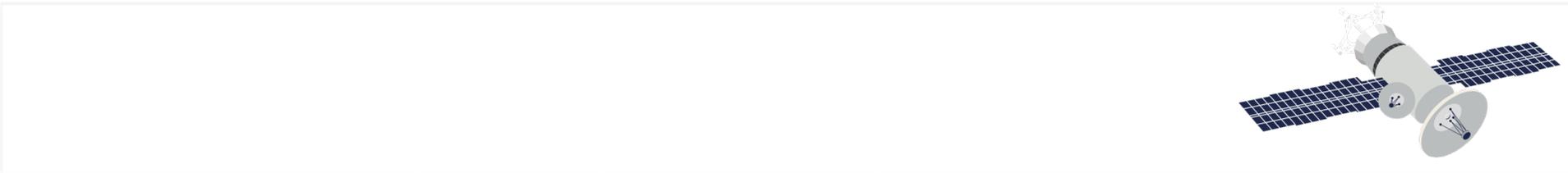


3



4





1

2

3

4



1

2

3

4

5

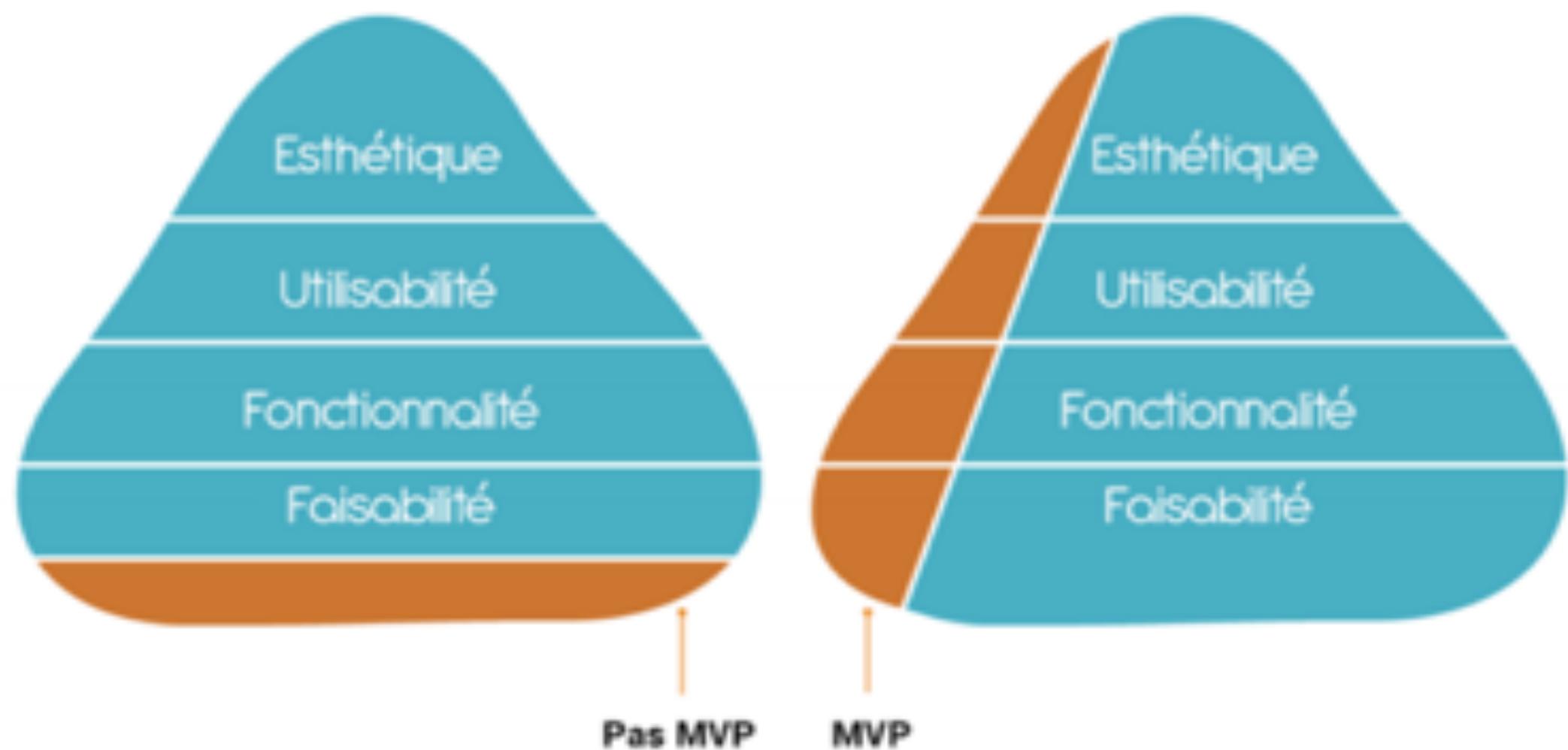


<https://ree.auto/>



<https://ree.auto/>

PRODUIT MINIMUM VIABLE



PMF

A confirmed business model that can make the company real money

Viability

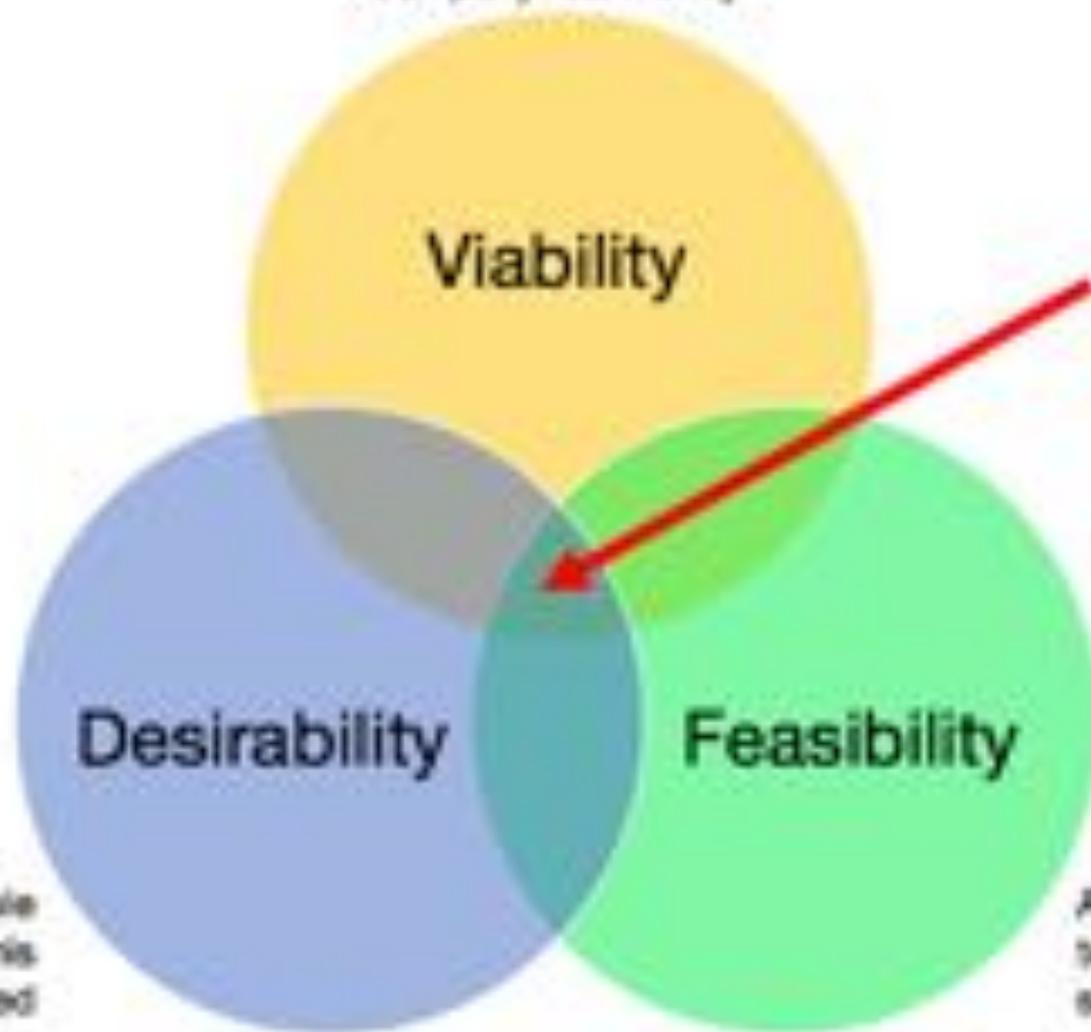
Product/Market Fit

Desirability

Feasibility

Large market of people who really need this problem solved

A product that you've been able to actually build that properly solves the problem



Définition / Ordre / Dépendance / Schéma

Prototype

MVP

PMF

Pivot

Scalable

POC

Pilot

Démonstrateur

Use case (cas d'usage)