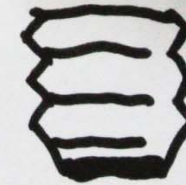




# Winning a tender with Story Mapping



Szabolcs Dobra

# About me



Chief Product Owner



**ERICSSON**

Since 2006

# STORY MAPPING



LEAD-TIME



clear SCOPE and PRIORITIES



**FUTURE ROADMAP**



TRANSPARENCY



**RELEASE**





# THE STORY

A photograph of a city skyline viewed through a window covered in raindrops. The raindrops are of various sizes and are scattered across the entire frame, creating a textured, out-of-focus effect. The city skyline in the background is blurred, with a prominent white rectangular building in the center. The overall color palette is muted, with greys, blues, and whites.

LATE NOVEMBER





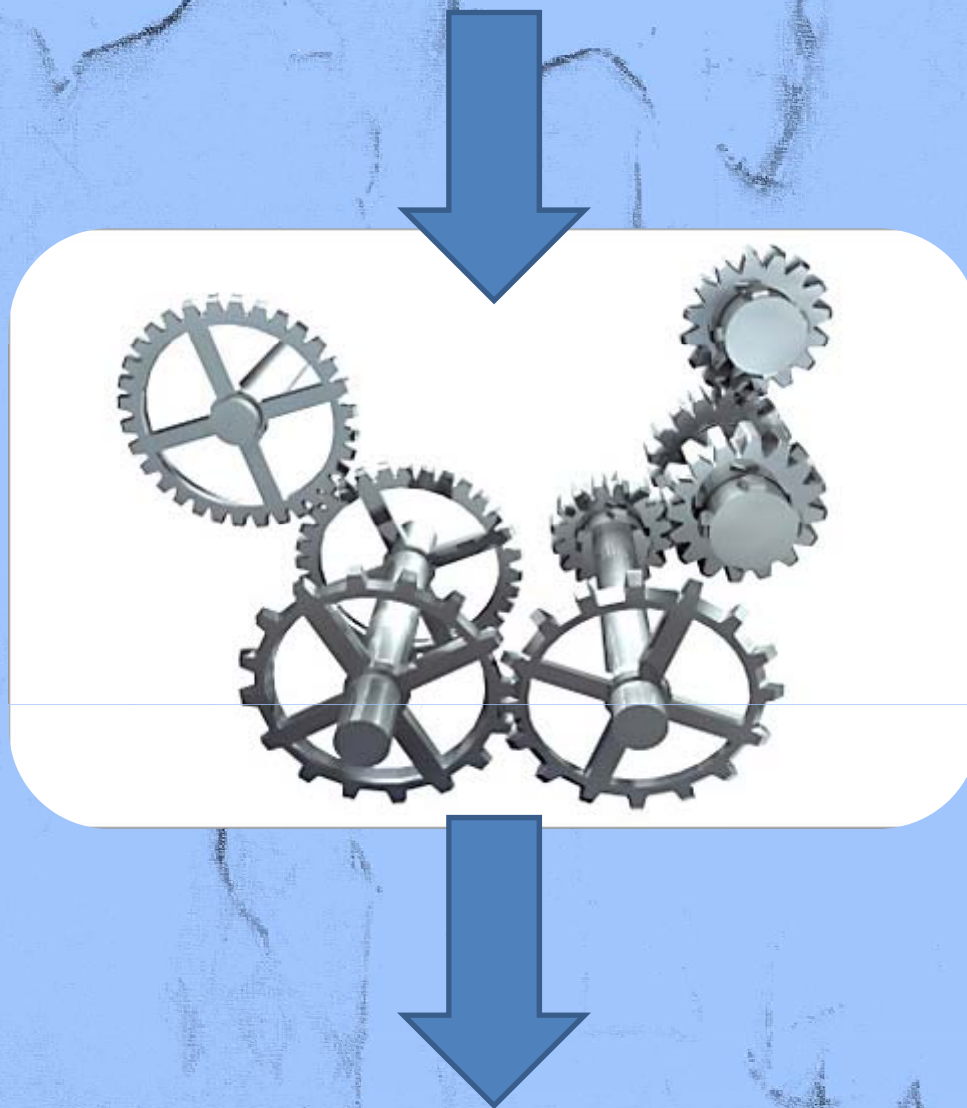


NEED AN IDEA

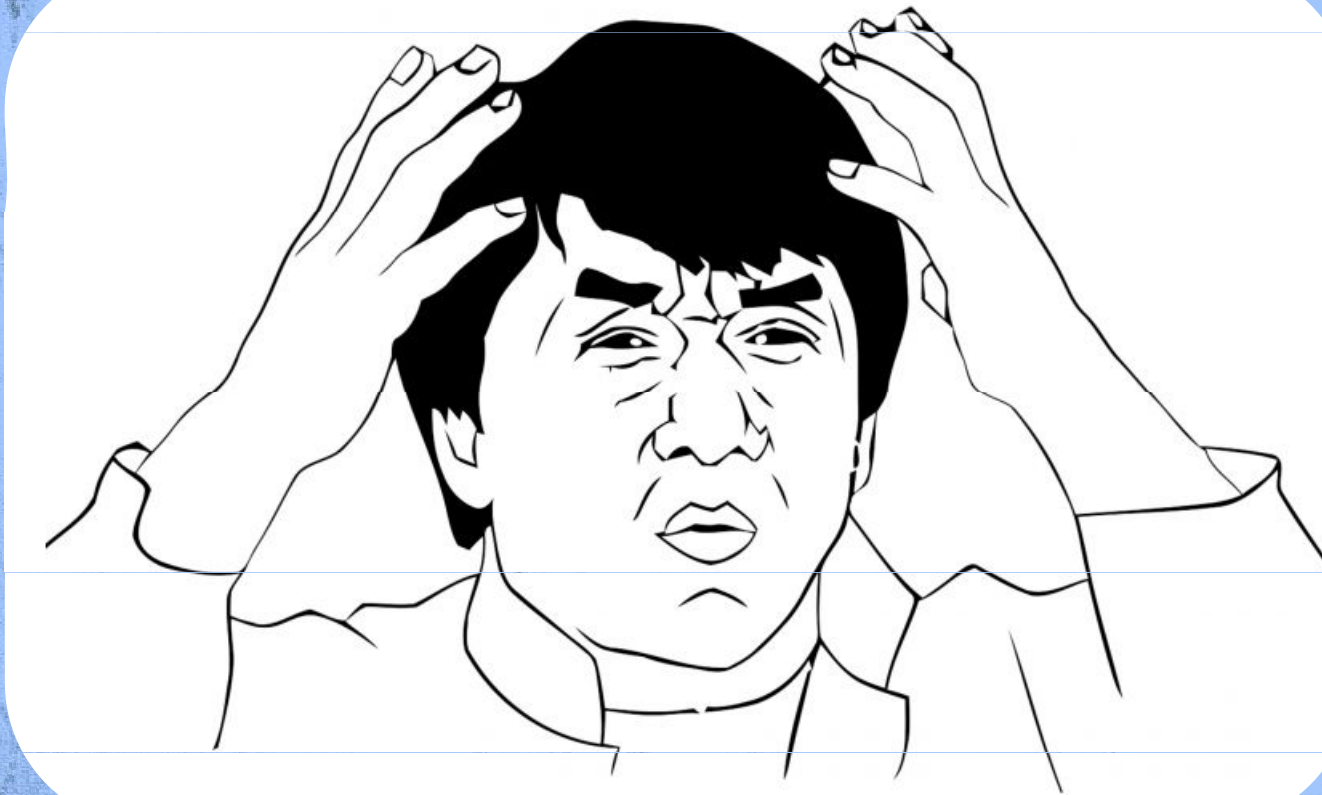
IT'S ALL GOOD!  
MY FOLKS WILL DO  
IT IN NO TIME...





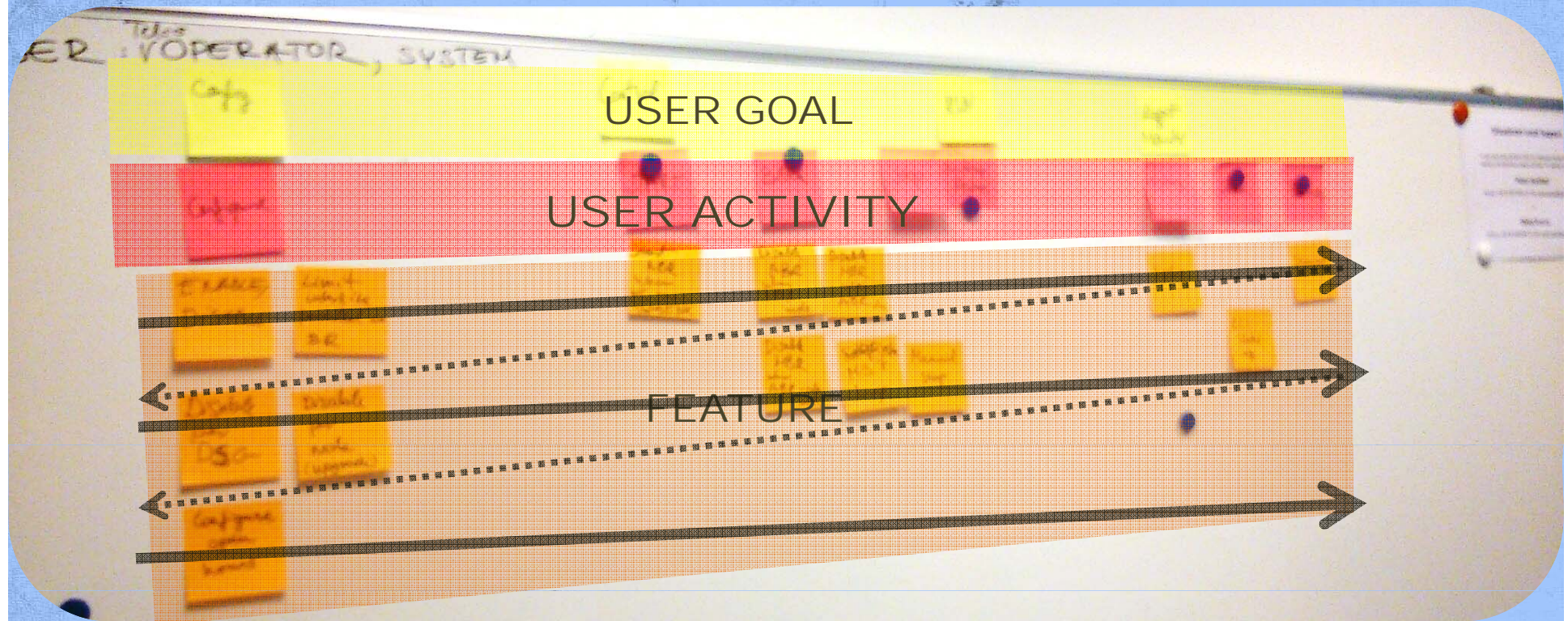


YOU KIDDING?!  
HOW SO LONG?





# STORY MAP



LET ME  
EXPLAIN





BIG  
WALL

# BACKLOG



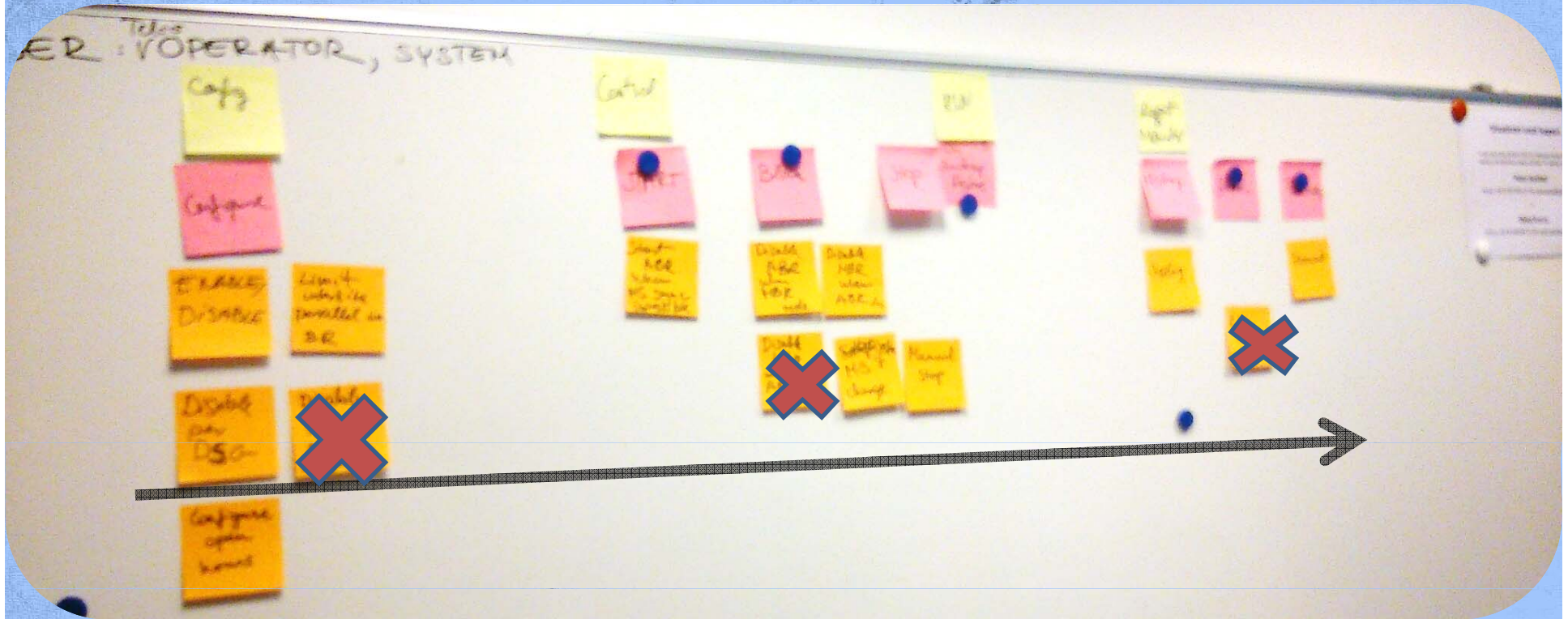
Syslog local	3
Start ABR when MS sync impossible	5
TM Document	8
Disable ABR when HBR via	8
ENABLE/DISABLE (MM)	13
CLI Status info	13
Configure open hours	3
Limit additive parallel in BR	13
SUM:	66

Velocity: 17

Lead-time: 4 sprints




# STORY MAP





# BACKLOG



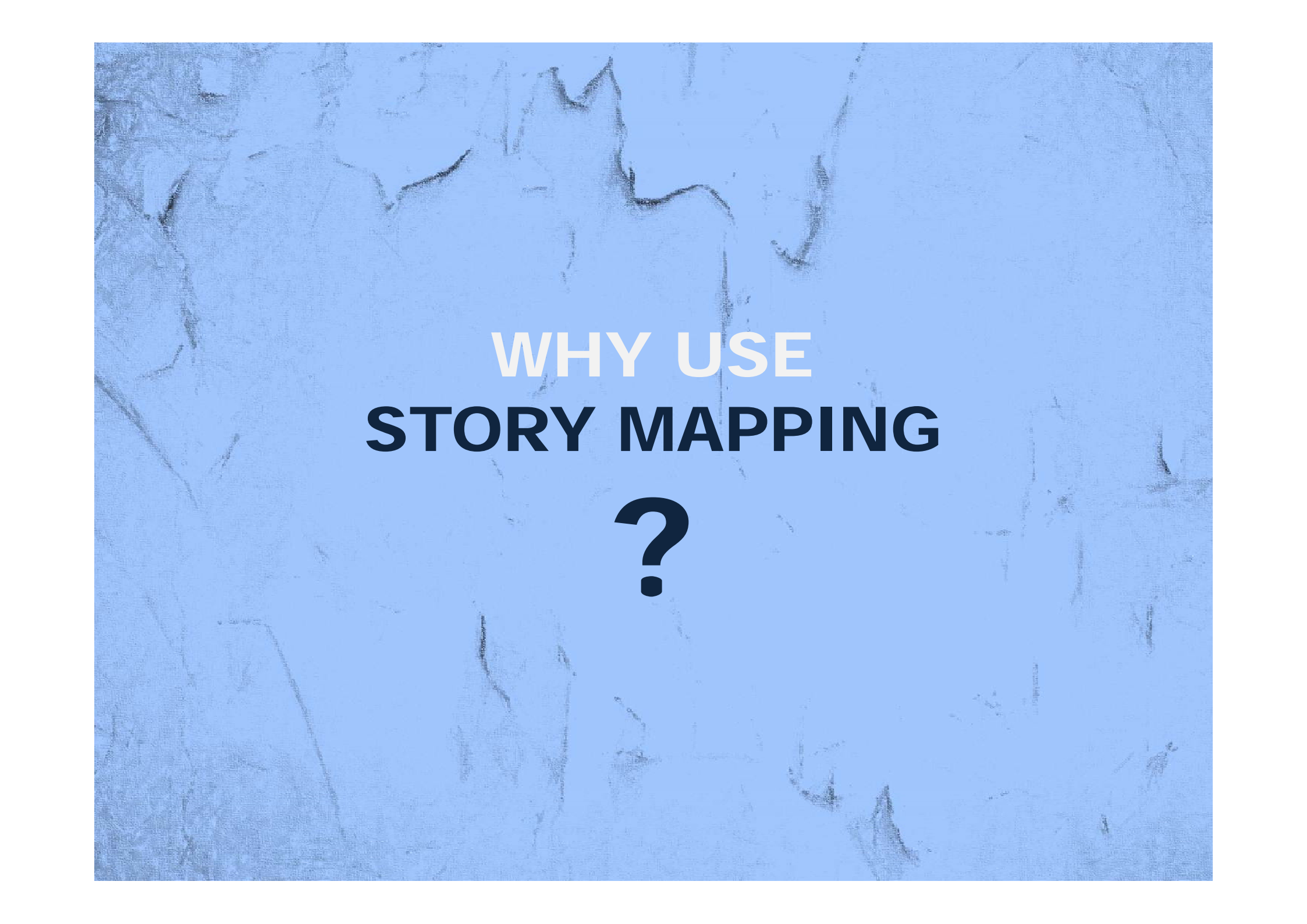
Syslog local	3	
Start ABR when MS sync impossible	5	
TM Document	8	
Disable ABR when HBR via	8	✗
ENABLE/DISABLE (MM)	13	✗
CLI Status info	13	
Configure open hours	3	
Limit additive parallel in BR	13	✗
SUM:	<del>68</del>	32

Velocity: 17

Lead-time: 2 sprints

COLLABORATIVE  
SCOPE &  
LEADTIME  
DEFINITION





# WHY USE STORY MAPPING ?



A photograph showing several hands from different people, all giving a thumbs-up gesture. The hands are raised and positioned around the center of the frame. The background is a solid teal color. The text 'COLLABORATIVE SCOPE DEFINITION' is overlaid in white, bold, sans-serif capital letters, centered horizontally and vertically.

# COLLABORATIVE SCOPE DEFINITION



ALL  
BUY-IN

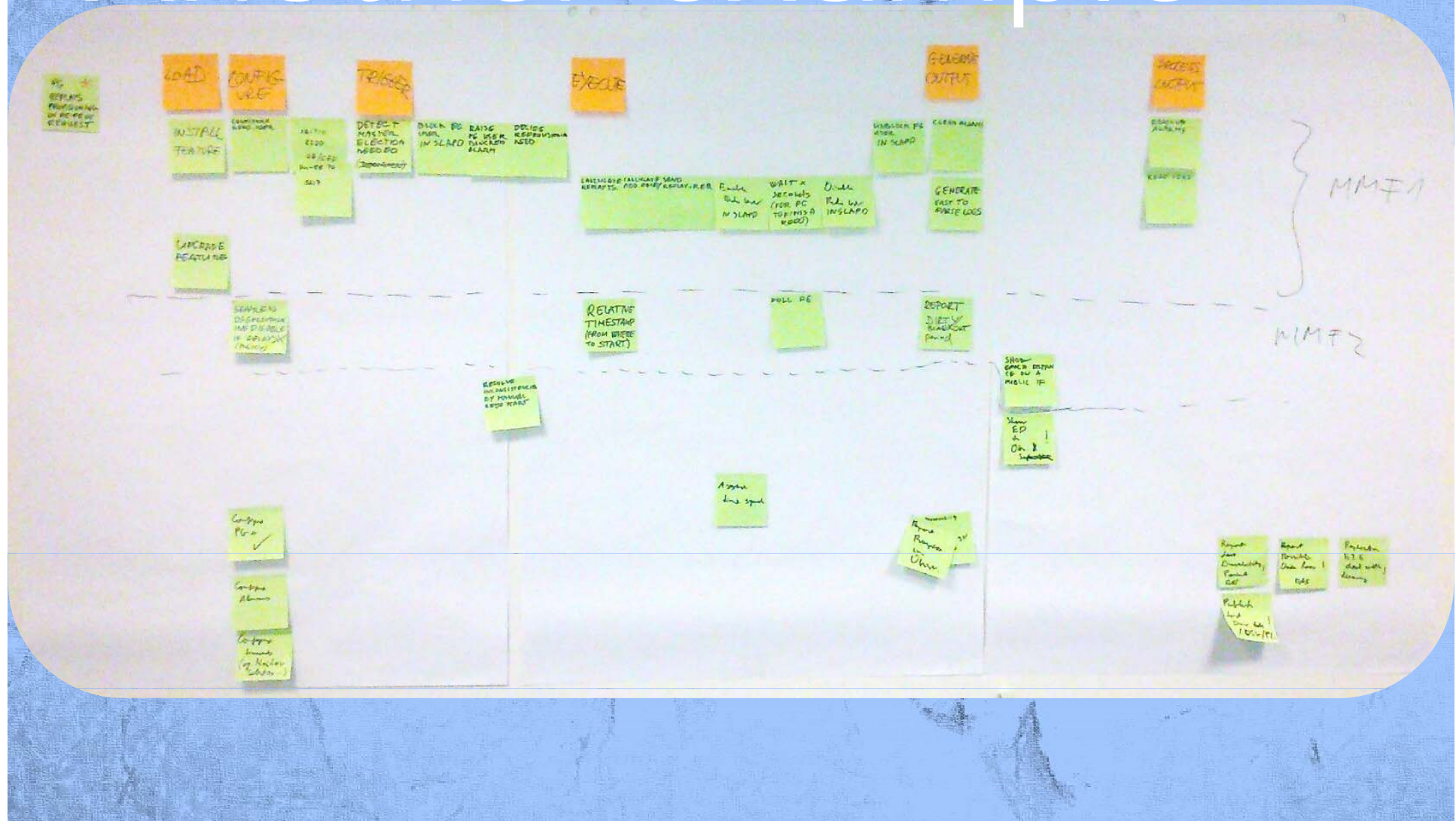
NO



SURPRISES



# Another example



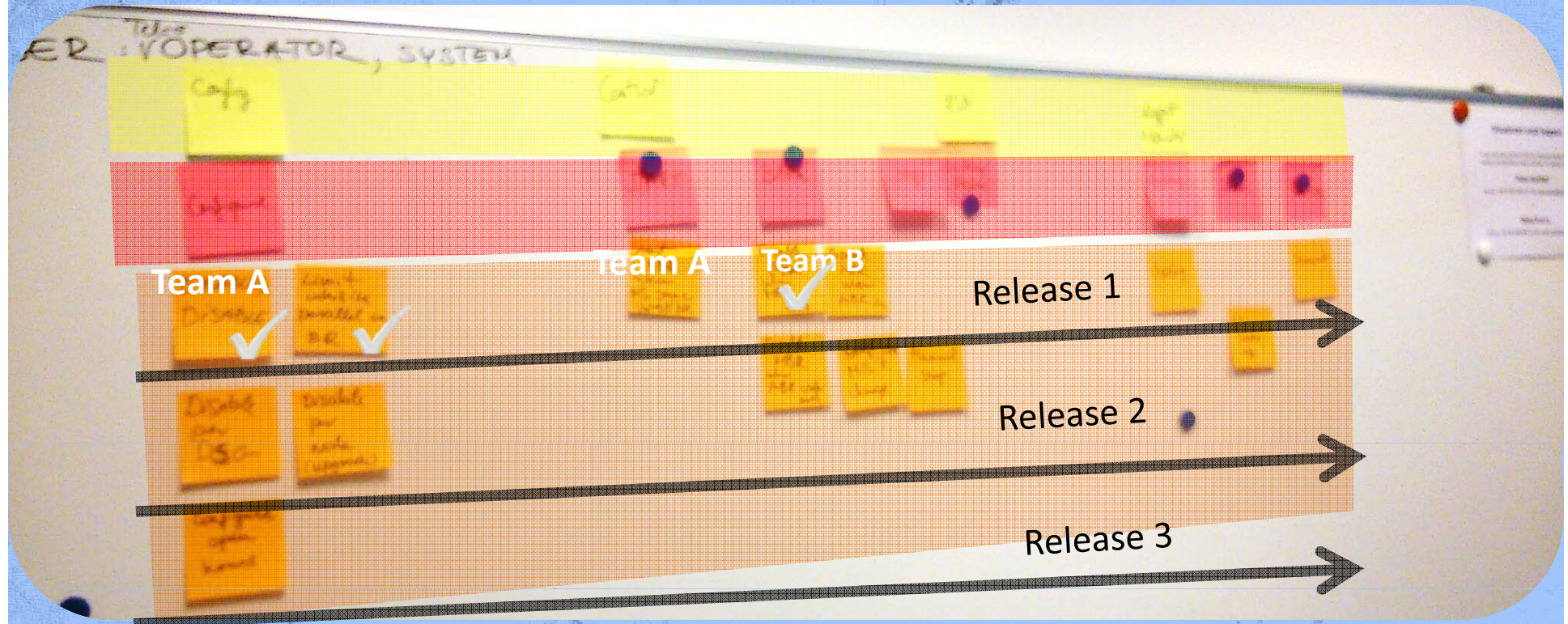
"VERY GOOD TOOL  
TO VISUALIZE THE  
BIG PICTURE AND  
THE INCREMENTS  
OF THE FEATURE."

MÁTÉ W.

COMPONENT AREA RESPONSIBLE



# STORY MAP







"IT IS CRYSTAL  
CLEAR WHAT IS  
THE SCOPE AND  
WHY."

ROGER A.  
STRATEGIC PRODUCT MANAGER



"ITS A GREAT TOOL FOR  
ME BECAUSE I CAN  
EASILY FIND GOOD  
MARKETING SLOGANS  
TO **SELL** FOR FUTURE  
ROADMAP."

ROGER A.  
STRATEGIC PRODUCT MANAGER

# STORY MAP

USER's PERSPECTIVE

**BIG PICTURE**



clear SCOPE and PRIORITIES

**FUTURE ROADMAP**

**RELEASE PLANNING**



**SALES**

VISUALIZE  
PROGRESS





The background is a solid blue color with a subtle, organic texture that resembles crumpled paper or a fine fabric. The texture consists of various small, irregular creases and folds, giving it a tactile appearance.

THANK YOU!