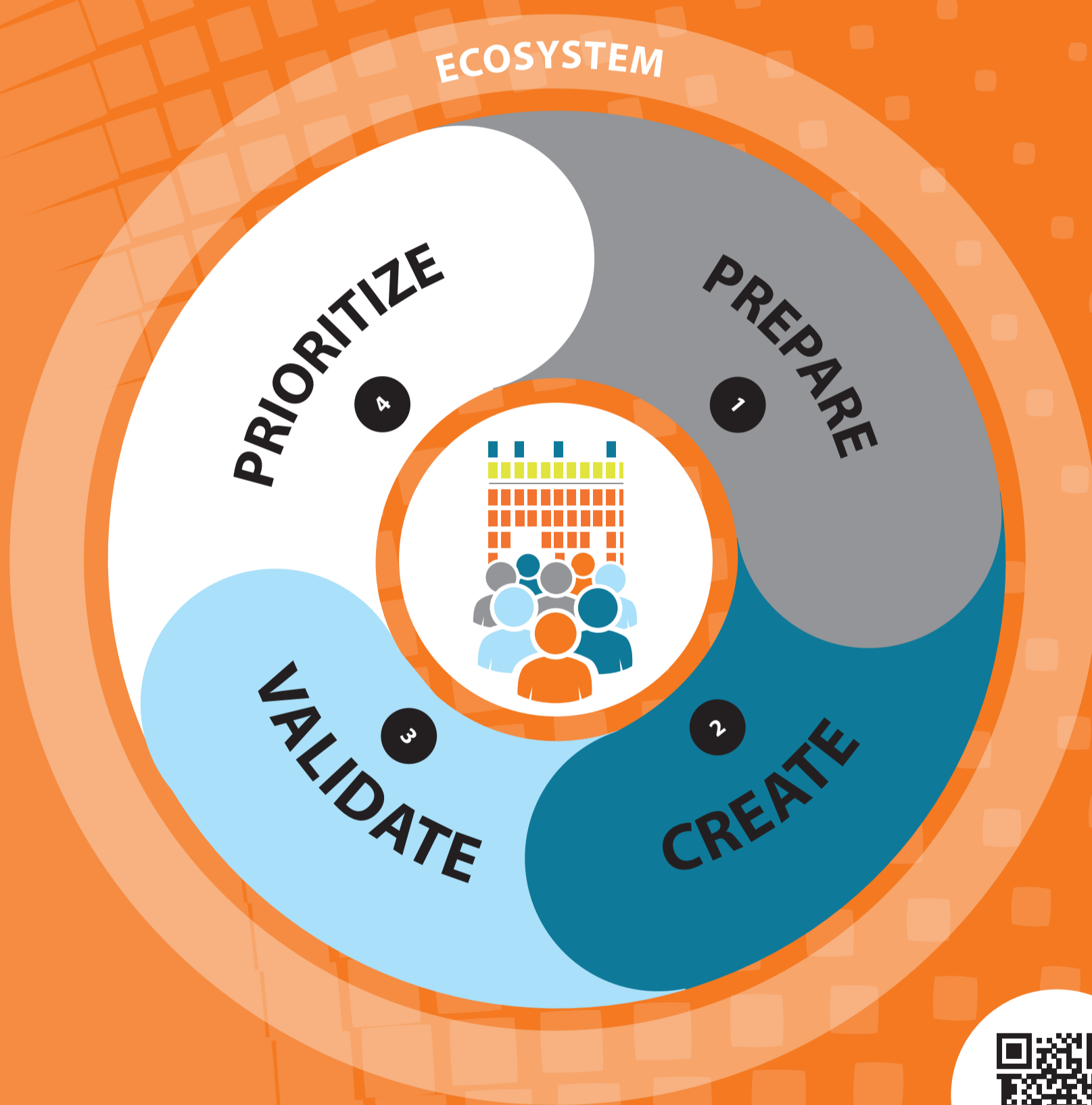


CO-CREATE YOUR SERVICES



GET THE FULL STORY:
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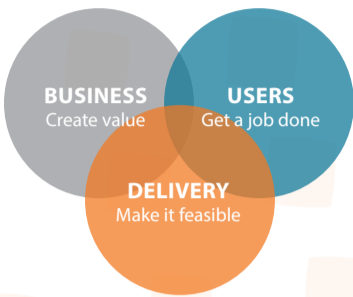


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architects
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THE STORY MAPPING TECHNIQUE



	1 PREPARE	2 CREATE	3 VALIDATE	4 PRIORITIZE
What	Decide on the business service you want to investigate	Draft a story map with employees, customers and partners	Check your story map for completeness	Put together a roadmap for business change
Who			Business architect Business expert Employees Customers	Partners Management ICT
Steps	Create personas Establish customer journeys Phrase hypothesis Source capabilities	Align user tasks and activities before, during & after service delivery Format a glossary	Verify user journey and activities Illustrate requirements (UX design)	Define MVP/MLP Check solution feasibility: identify impact (Business Information Model & depend model)
Deliverables				



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