



# *Current Trends in Web Engineering*

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Chapter://4

# Alignment Diagrams





# Maps, Mapping and more

- Some Literature
  - ▶ Mapping Experiences – Aligning for value, by James Kalbach, O’Reilly
  - ▶ Design Sprint, by Richard Banfield, C. Todd Lombardo, Trace Wax , O’Reilly
  - ▶ User Story Mapping – Discover the whole story, build the right product, by Jeff Patton and Peter Economy, O’Reilly
- User Story Mapping, Customer Journey Maps, Experience Maps, Service Blueprints, mental model diagrams, Job Maps, and many, many more??? Confusing, isn’t it?
  - ▶ Many terms, many usages, one goal: **Alignment!**

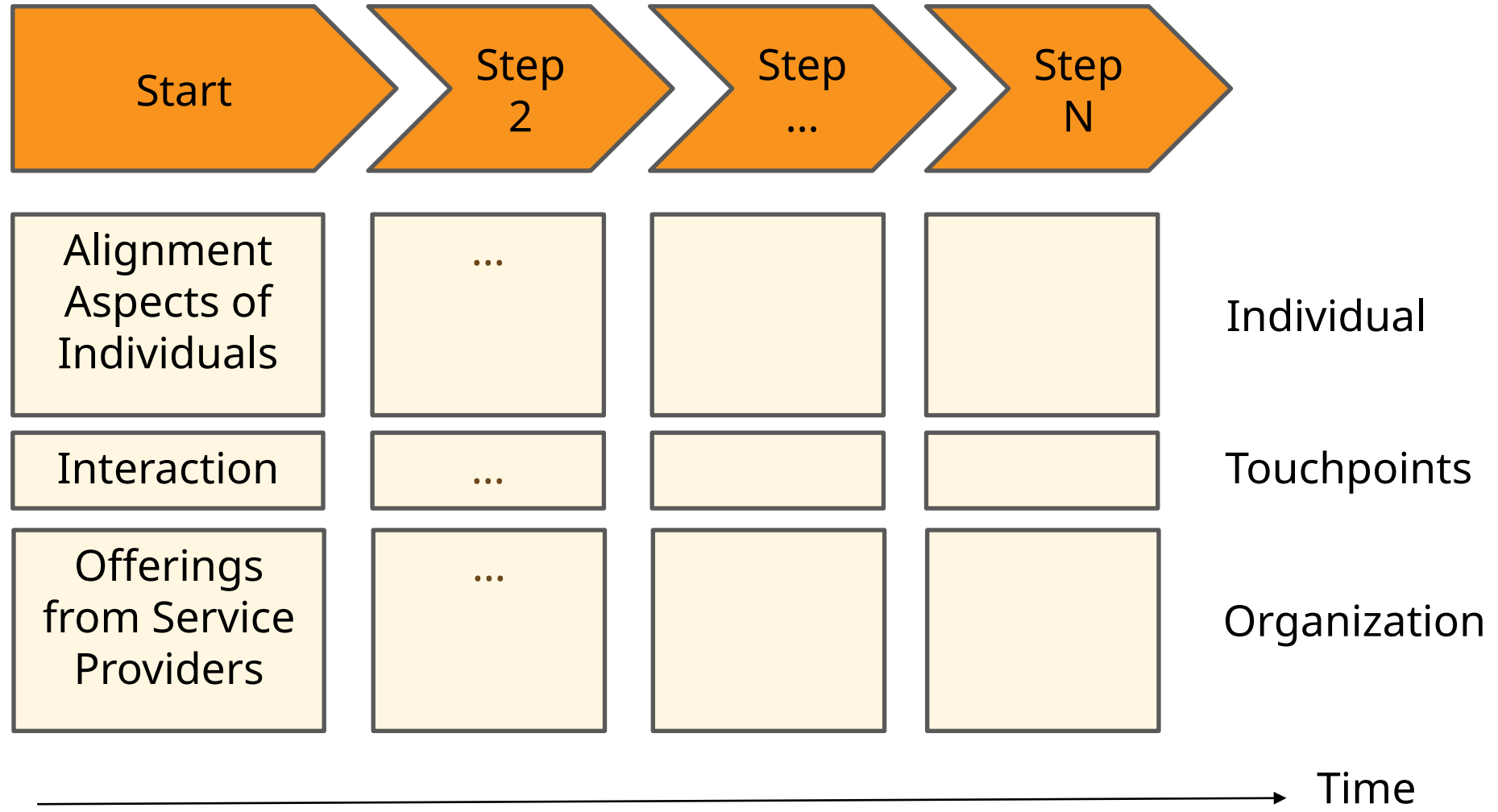


# Alignment of what?

- It is all about understanding – and putting all stakeholder on the same page (Developer, Service Provider, User, Customer, etc.)
- It is about **value** and experience (and **impact**)
  - ▶ How is value created?
  - ▶ How is value perceived?
  - ▶ How is value provided?
- **Alignment Maps** – an important approach/tool
  - ▶ Visualize the **steps** and **experiences** when trying to reach a **goal**
  - ▶ Visualize intersections (**Touchpoints**) where **users** get in contact with the offerings of **service provider**
  - ▶ **Mapping** is the process of creating an alignment map
    - **Mapping Focus:** Current vs. Future state, Experience, Features needed, jobs to be done, etc.
- ...and are very well known from Design Thinking





# A simple Alignment Diagram



# Alignment Map as Table



	Stage 1	Stage 2	Stage 3	Stage N
Stage Goals etc.				
Actions				
Thoughts				
Feelings				
Pain Points				
Touchpoints				
Services and Offerings				
Processes				
Goals and Opportunities				
SWOT e.g.				

# Story Mapping / 1



1. Select the user/customer whose experience you want to understand better
2. Lay out your hypothetical view of what the user/customer's journey looks like from beginning to end

## **Example:**





# Story Mapping / 2

3. Identify a small number of user/customers (representing the range of demographic attributes)
  - ▶ Students: gender, east/west/abroad, ...
4. Conduct a few pilot interviews (walk through the steps, capture the data you need)
  - ▶ Hard work: Ask for stories, be curious, pay attention, listen for workarounds, look for behaviors (pain points, confusion, skipped steps, appropriation etc.)
5. Finalize the questionnaire based on the interviews
  - ▶ What are the emotional highs and lows
  - ▶ What are the contact points
6. Identify the essential moments of truth and other themes from the interviews
  - ▶ Ask each interviewer for his impressions

# Story Mapping / 3



7. Study the themes you have uncovered – identify (rather psychographic than demographic) dimensions
  - ▶ Pragmatist, high confidence, introvert etc.
8. Select the two/few dimensions that you feel are most revealing – creating a 2x2 matrix with each quadrant representing an archetypal persona
9. Describe each persona as fully as possible (demographic, psychographic, and give every persona a name and theme)



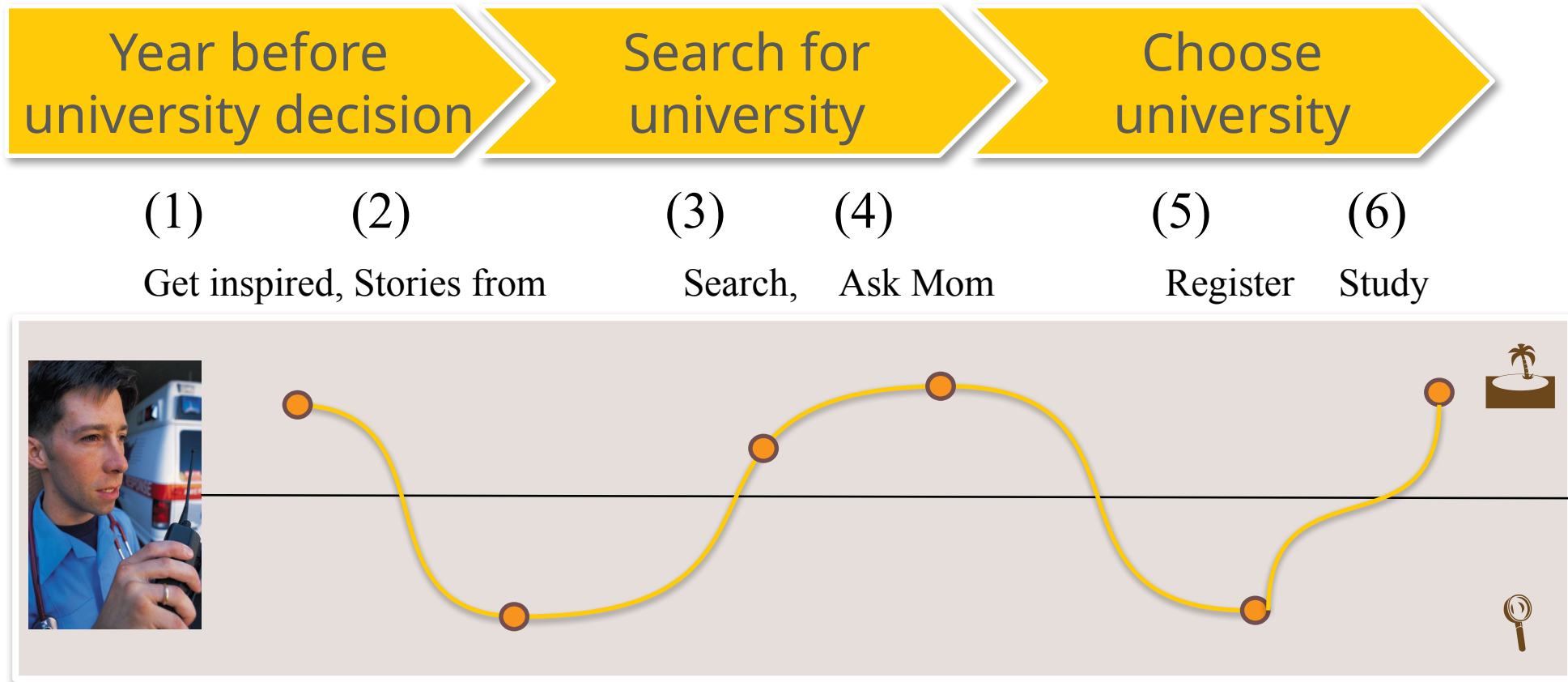
## Paul, the mainstream CS

- Assumes with DWE Master getting a job will be easy
- Actually doesn't like mathematics
- Is an extrovert, which helps with recruiting events
- Enjoys spending time with friends and club activities



# Story Mapping / 4

10. Map the journey of each persona






Section://2

# Advanced Backlog Concepts



# Alignment Map as Backlog Creation Tool



	Stage 1	Stage 2	Stage 3	Stage N
Stage Purpose				
Actions				
Thoughts				
Feelings				
Pain Points				
Touchpoints				
Services and Offerings				
Processes				
Goals and Opportunities				
SWOT e.g.				





# Turning Alignment Maps into Backlogs

Goal	Overall Objective the user/customer wants to achieve (broken down in stages and corresponding stage purposes)			
	Stage 1	Stage 2	Stage 3	Stage N
Stage Purpose				
...				
Touchpoints				
Services and Offerings	Epic1.1	Epic2.1 Epic2.2		
...				
Stage specific Stories	Stage Result1.1 Stage Restul1.2 Stage Result1.3	Stage Result2.1 Stage Restul2.2 Stage Result2.3 Stage Result2.4 Stage Restul2.5	Stage Result3.1 Stage Restul3.2 Stage Result3.3 Stage Result3.i ...	Stage ResultN.1 Stage RestulN.2 Stage ResultN.3 Stage ResultN.j ...

Sprint 1

Sprint 2



# ● Don't forget your homework ;)

- **By next live session:**

Try to find out and understand what Design Thinking and Human-Centered Design is all about - and how to apply and use these techniques.

- The following material might also provide very good insights:

*The Field Guide to Human-Centered Design, IDEO.*

- Practice Alignment Maps by extending/completing your becoming-a-master-student example and identify potential user stories in the different stages.