



How to build shared understanding with example mapping

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<https://insideproduct.co/example-mapping-bbc>



An example would be
handy right about now.

Brian Marick

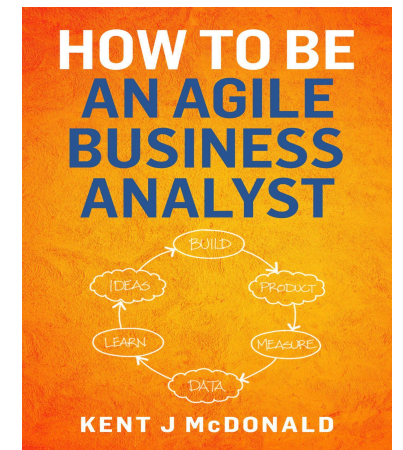
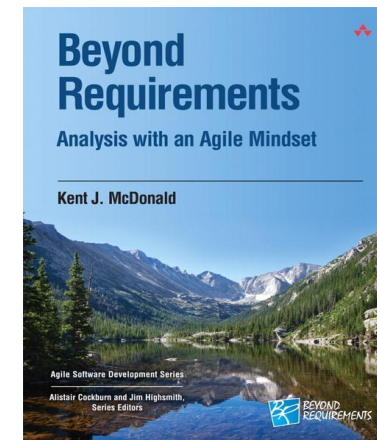
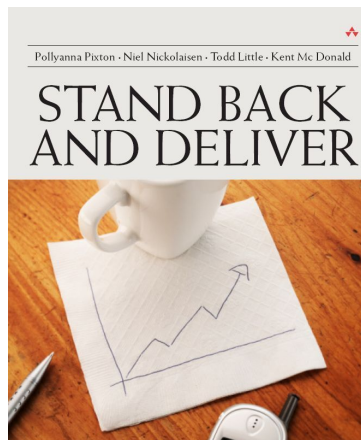
A little bit about me

Director of Delivery



We help 7-figure businesses scale to 8 figures through a proven approach that aligns marketing, sales, and service.

Writer/Advisor



Why talk about
examples?

Why talk about examples?

**BUILD SHARED
UNDERSTANDING
OF THE STORY**

**IDENTIFY AND
ANSWER
QUESTIONS TO
MINIMIZE
INTERUPTS
DURING DELIVERY**

**GIVE TEAM A
JUMP START ON
TEST PLANNING
AND TESTING**

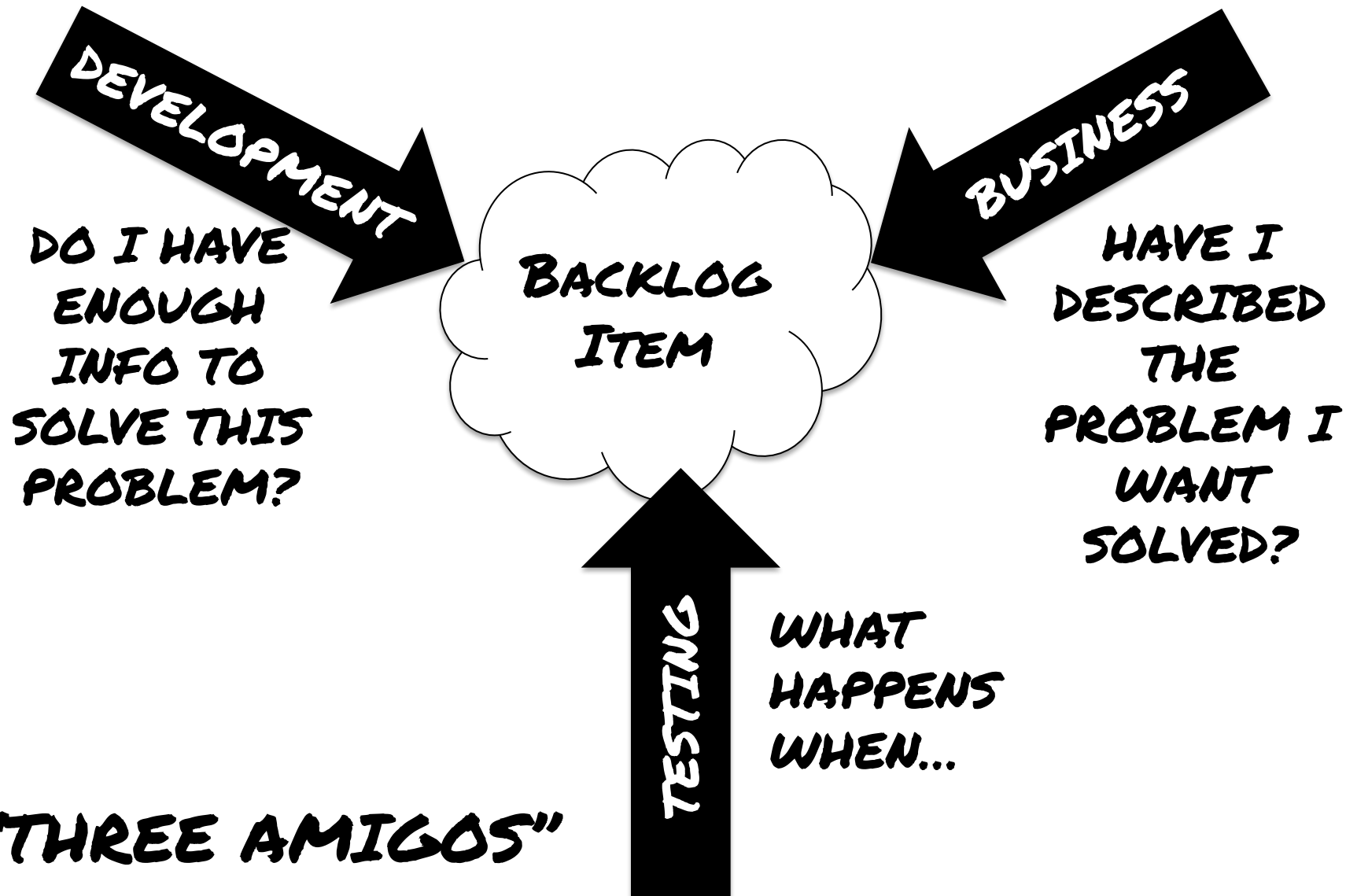
**INVOLVE
DIFFERENT
PERSPECTIVES
FOR A BETTER
RESULT**

**IDENTIFY AND
DISCUSS
ASSUMPTIONS**

**PROVIDE CLEAR
PICTURE OF
BUSINESS INTENT**

Who should be
included?

(At Least) Three Perspectives



THE "THREE AMIGOS"

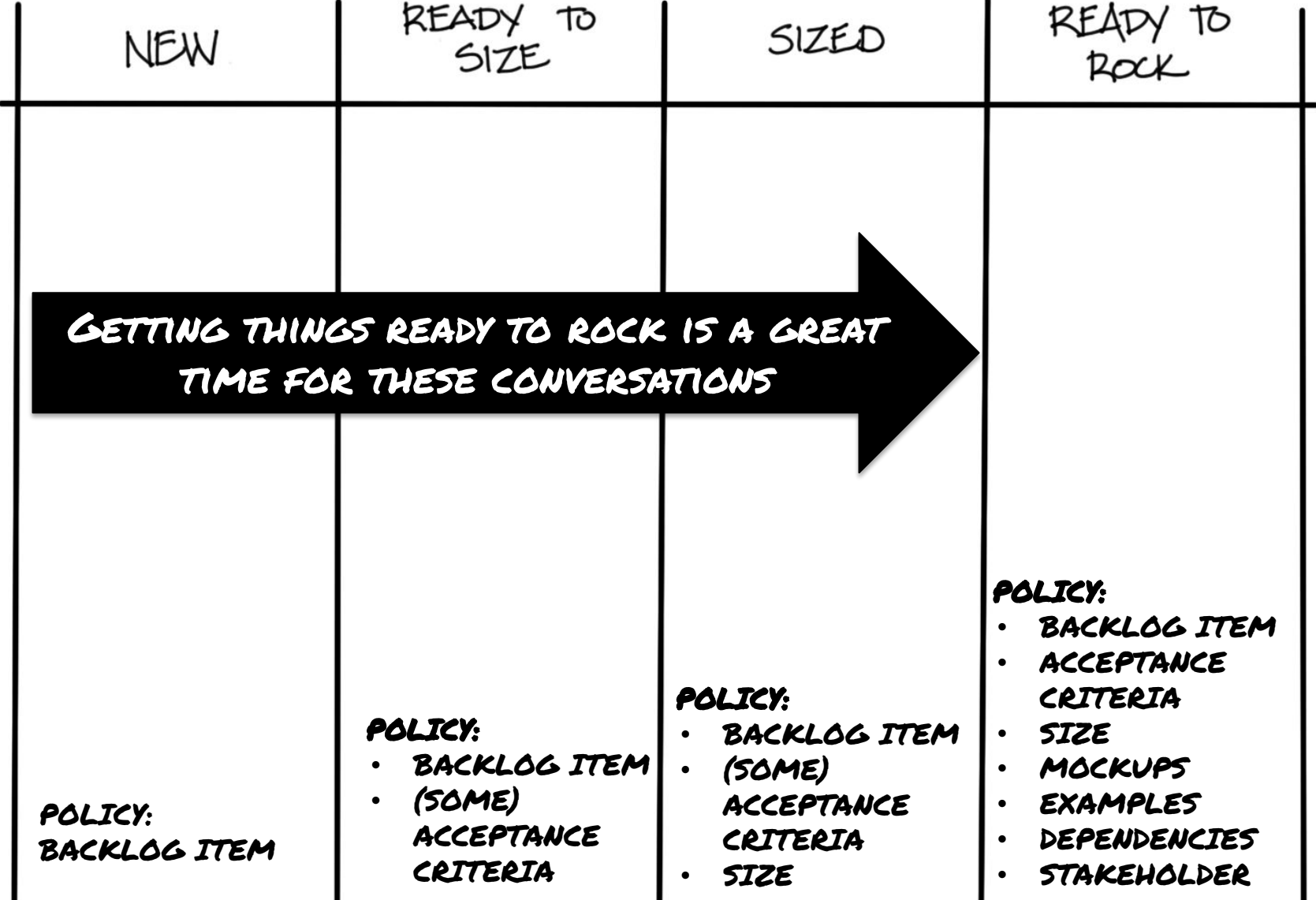
When should we
have these
conversations?

Just in Time



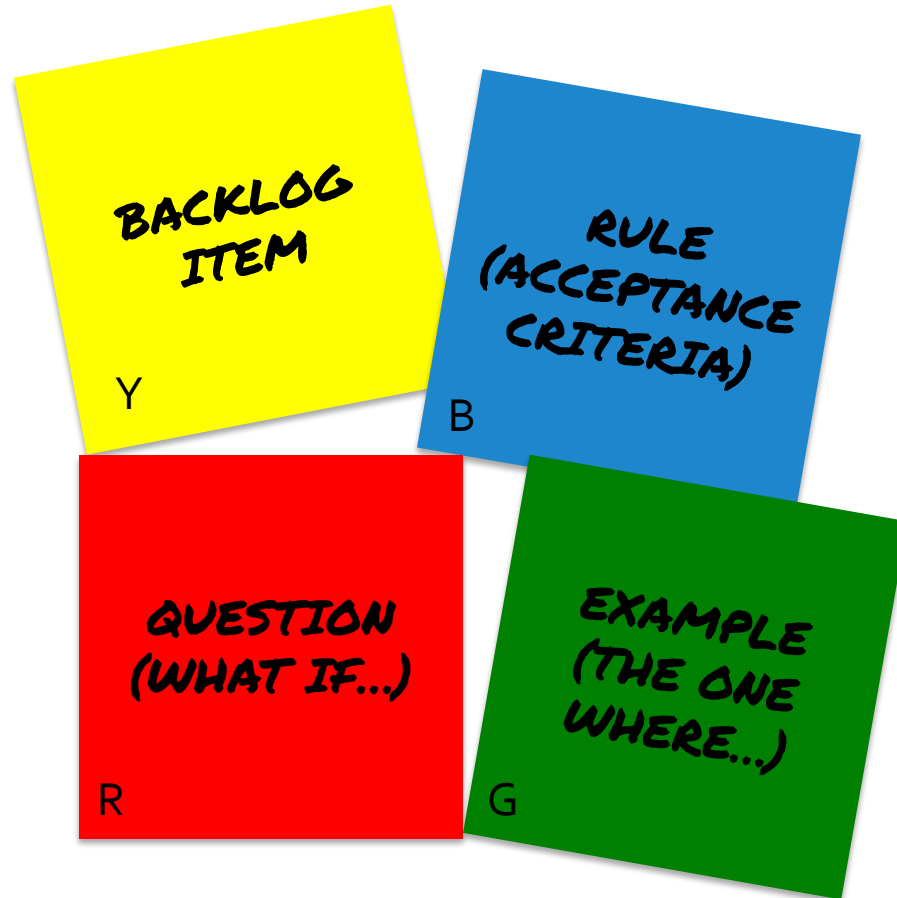
BY END OF SPRINT N, HAVE ENOUGH STORIES DESCRIBED FOR SPRINT N+1

Refinement Board



How do we
structure these
conversations?

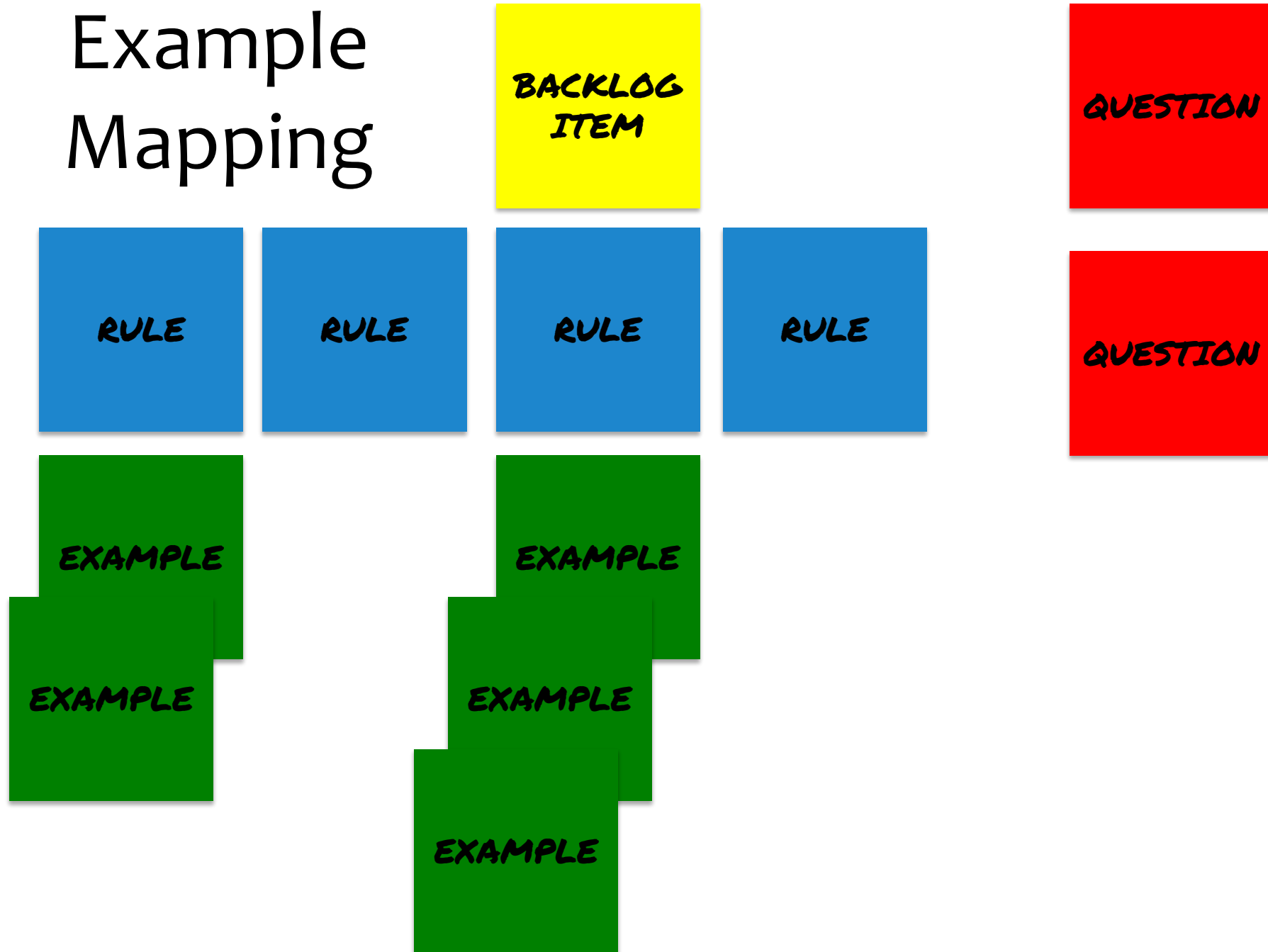
Example Mapping



Outputs:

- Examples
- Refined rules/acceptance criteria
- New/split stories
- Shared understanding
- Empathy

Example Mapping



Example Mapping – An Example

ADD A
REVIEW

WHAT IF
SESSION
CHANGES
TRACKS?

CAN ONLY
REVIEW
SESSIONS IN
OWN TRACK

CAN ONLY
REVIEW A
SESSION
ONCE

CAN'T
REVIEW
YOUR OWN
SESSION

WHAT IF
REVIEWER IS
ADDED TO
SESSION AS
CO-PRESENTER
?

THE ONE
WHERE
SESSION IS IN
REED'S TRACK

THE ONE
WHERE REED
IS PRESENTER

THE ONE
WHERE
SESSION IS
NOT IN REED'S
TRACK

THE ONE
WHERE REED
IS
CO-PRESENTER

Your turn.

**IN ORDER TO PREVENT
PASSWORDS FROM BEING
GUESSED,
USERS MUST BE FORCED TO
CREATE STRONG
PASSWORDS**

What do we use
to remember
what we said?

Collaborative Modeling

AS REED
I CAN ADD A
REVIEW TO A
SESSION
SO THAT I CAN
PROVIDE
FEEDBACK TO
SAM

SUBMIT SESSION REVIEW

ONE LINE SUMMARY*

(VISIBLE TO PRESENTER)

ADVICE TO PRESENTER*

(VISIBLE TO PRESENTER)

THIS SESSION SHOULD BE INCLUDED IN THE PROGRAM*

- AGREE
- NEUTRAL
- DISAGREE

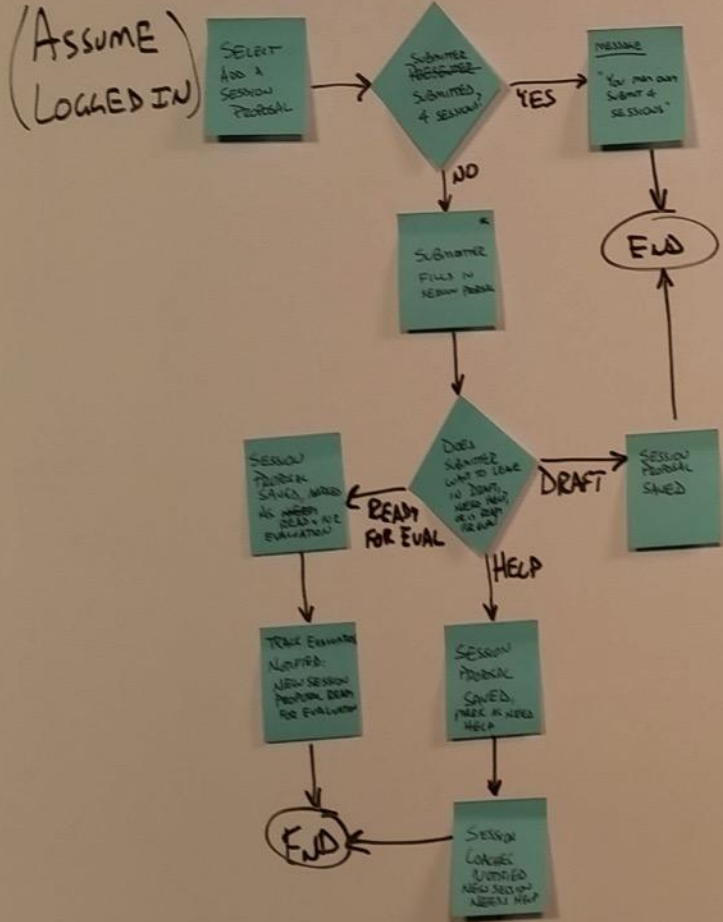
DISCLOSURE OF CONFLICT OF INTEREST

ADVICE TO PROGRAM TEAM

[SUBMIT]

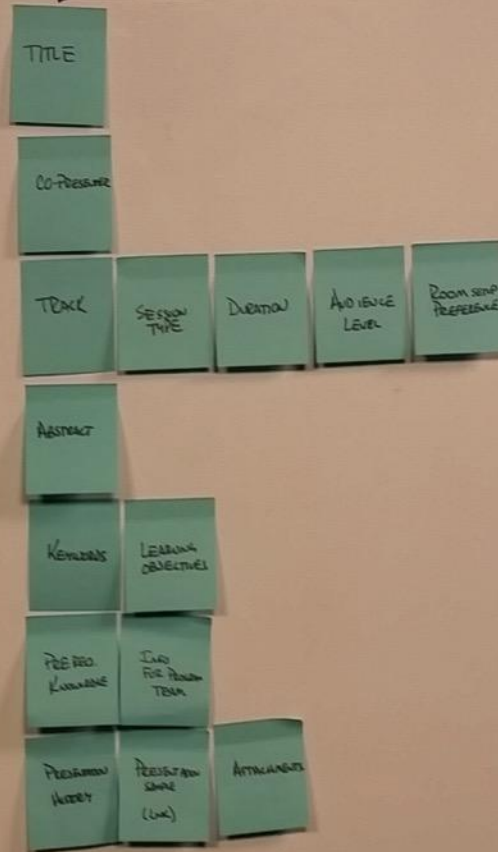
Sample Models

SUBMIT A SESSION PROPOSAL

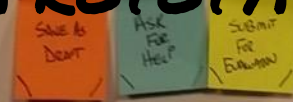


PROCESS FLOW

SUBMIT A SESSION PROPOSAL

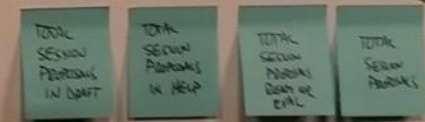


UI PROTOTYPE



SESSION PROPOSALS PER TRACK

TRACK NAME	SESSION PROPOSALS IN DRAFT	SESSION PROPOSALS IN HELP	SESSION PROPOSALS READY FOR EVAL	TOTAL
LEADERSHIP	7	5	12	24
LEARNING	15	1	0	16



REPORT MOCKUP

Acceptance Criteria

- REVIEWERS MUST PROVIDE A TITLE AND DESCRIPTION FOR THE REVIEW.
- REVIEWERS MAY INDICATE WHETHER THEY THINK THE SESSION SHOULD BE INCLUDED IN THE PROGRAM.
- REVIEWERS MAY PROVIDE DETAILS OF ANY CONFLICTS OF INTEREST THEY HAVE IN REVIEWING THE SESSION.
- REVIEWERS MAY PROVIDE COMMENTS FOR THE REVIEW COMMITTEE.
- SUBMITTERS OF THE REVIEWED SESSION CAN SEE ONLY THE TITLE AND DESCRIPTION OF THE REVIEW.

**AS REED
I CAN ADD A
REVIEW TO A
SESSION
SO THAT I CAN
PROVIDE
FEEDBACK TO
SAM**

- SUBMITTERS MAY SEE ONLY REVIEWS OF SESSIONS THAT THEY HAVE SUBMITTED.
- REVIEWERS MAY REVIEW ONLY SESSIONS SUBMITTED TO TRACKS ON WHICH THEY ARE REVIEWERS.
- REVIEWERS MAY NOT REVIEW ANY SESSION ON WHICH THEY ARE PRESENTERS OR CO-PRESENTERS.
- REVIEWERS MAY PROVIDE ONLY ONE REVIEW FOR A SESSION.
- THE TITLE OF THE REVIEW MUST CONTAIN 95 CHARACTERS OR LESS.

Examples

```
file | 35 lines (27 sloc) | 1.147 kb
1 Feature: Add Review
2   As a track reviewer
3   I want to add reviews
4
5 Background:
6   Given I am logged in as "Reed"
7
8 Scenario: Review a session
9   Given a session exists on my review track
10  When I add a review to that session
11  Then the review should be added to that session
12
13 Scenario: Unable to review for other tracks
14   Given "Sam" has created a session on another track
15   When I try to add a review to that session
16   Then I should not be allowed
17
18 Scenario: Unable to review my own session
19   Given I have created a session on my track
20   When I try to add a review to that session
21   Then I should not be allowed
22
23 Scenario: Unable to review sessions I'm a co-presenter on
24   Given a session exists on my review track
25   And I am the co-presenter on that session
26   When I try to add a review to that session
27   Then I should not be allowed
28
```

**AS REED
I CAN ADD A
REVIEW TO A
SESSION
SO THAT I CAN
PROVIDE
FEEDBACK TO
SAM**

**GHERKIN FORMAT IS HELPFUL TO
DESCRIBE BEHAVIOR OF YOUR PRODUCT**

Examples

**MOCKING UP DATA IN SPREADSHEETS
IS HELPFUL FOR CALCULATIONS**

**CALCULATE
EVALUATIONS
(SUM OF
EVALUATION
VALUES/COUNT)**

	A	B	C	D	E	F	G	
1	Session	Evaluation 1	Evaluation 2	Evaluation 3	Evaluation 4	Evaluation 5	Evaluation	
2	1	Agree	Agree	Agree	Agree	Agree	1.00	
3	2	Disagree	Disagree	Disagree	Disagree	Disagree	-1.00	
4	3	Agree	Disagree	Neutral	Agree	Disagree	0.00	
5	4	Agree					1.00	
6	5	Disagree					-1.00	
7	6	Agree	Disagree	Neutral	Agree	Neutral	0.20	
8	7	Agree	Agree	Neutral	Neutral	Neutral	0.40	
9	8	Neutral					0.00	
10	9	Neutral	Neutral	Neutral	Neutral	Neutral	0.00	
11	10	Agree	Agree	Neutral	Agree	Agree	0.80	
12								

Questions?

If you remember nothing else....

**DISCUSSING
EXAMPLES
SPEEDS SHARED
UNDERSTANDING**

**DISCUSS
EXAMPLES
WHEN GETTING
STORIES READY**

**INVOLVE
MULTIPLE
PERSPECTIVES
(THREE
AMIGOS)**

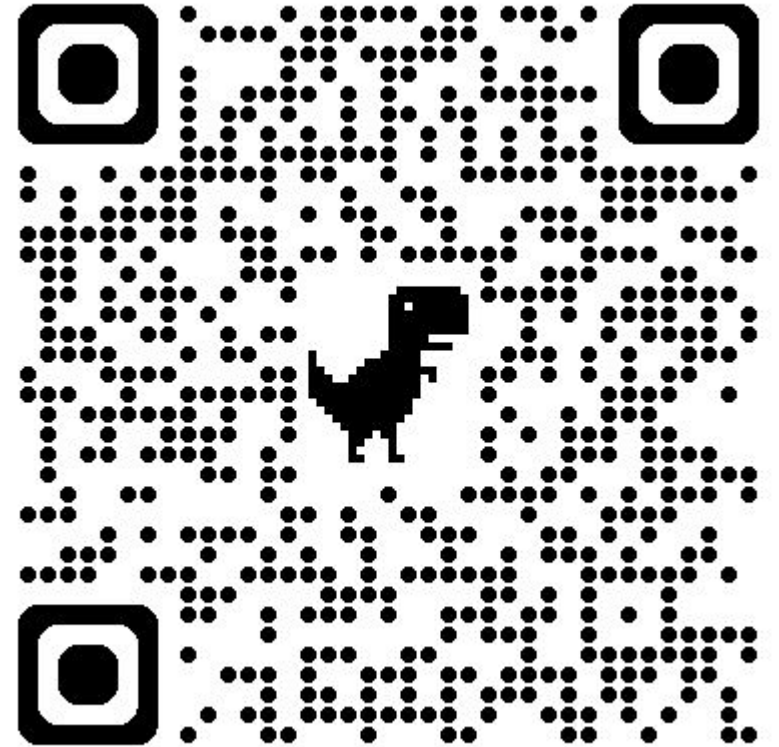
**USE MODELS,
ACCEPTANCE
CRITERIA, AND
EXAMPLES**



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insideproduct.co/example-mapping-bbc