Extra info about user stories



Hey! Thank you for downloading this PDF file. Here we will consider two important aspects: how to learn who your target audience is, and how to write user stories for the target audience using a special template. Let's go!

Customers' behavior



There are different ways of studying one's target audience. Besides discussing user stories with potential users and a client, we can use a few handy tools.

- Webvisor tracks user's visits and allows you to see mouse movements, clicks, and forms completion, what text was copied. That service works for existing websites, so it's only possible to use if you write stories for product enhancement.
- Inspectlet does almost the same.
- Appsee is used for mobile apps visits tracking.

When it comes to a completely new product with an undefined audience, we encourage you to examine competitors' websites and get to know what their audience is with such tools as Similar Web, Alexa.

The user stories template

This template will help you write user stories for the target audience, just substitute your values and get the result.
The user stories template can be presented in the following table:

Who? user role	As a	X User group
Does what?	I want	Y Action with application
To get what?	For/to	Z User's benefit

An example looks like this:

X Y Z

As a client, I want to make a big order of books and see the best deal to save money.

Let's consider the detailed user stories example with roles using this template.

Let's imagine that the purpose of one project is to create a convenient website for food delivery. So the stories for different groups will be like:



The story for the target audience - "Monday-Friday employees":

The analysis of the market has shown that the target audience is an employee who works from Monday to Friday and wants to order food delivery for the dinner as fast as possible.

User story: As the employee, I want to make the order fastly: choose dishes and way of payment, and have the data stored about the delivery address, bank card number to save my work time.



The story for the next group - "Admins"

The admins are the people who work in a food delivery company and can edit the site.

User story: As an admin, I want to have easy and fast ways to add, change, delete descriptions and images of dishes to make the information on the website always up-to-date.

How you can see we've considered two roles for one project with different requirements and desires. The main task of the project is to satisfy every role, find the best solution.