

User Stories with Value Metrics

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How can we relate user stories to several related stakeholders, and to several related value requirements ?

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Mike Cohn's Blog - "Succeeding with Agile NON-FUNCTIONAL REQUIREMENTS AS USER STORIES"

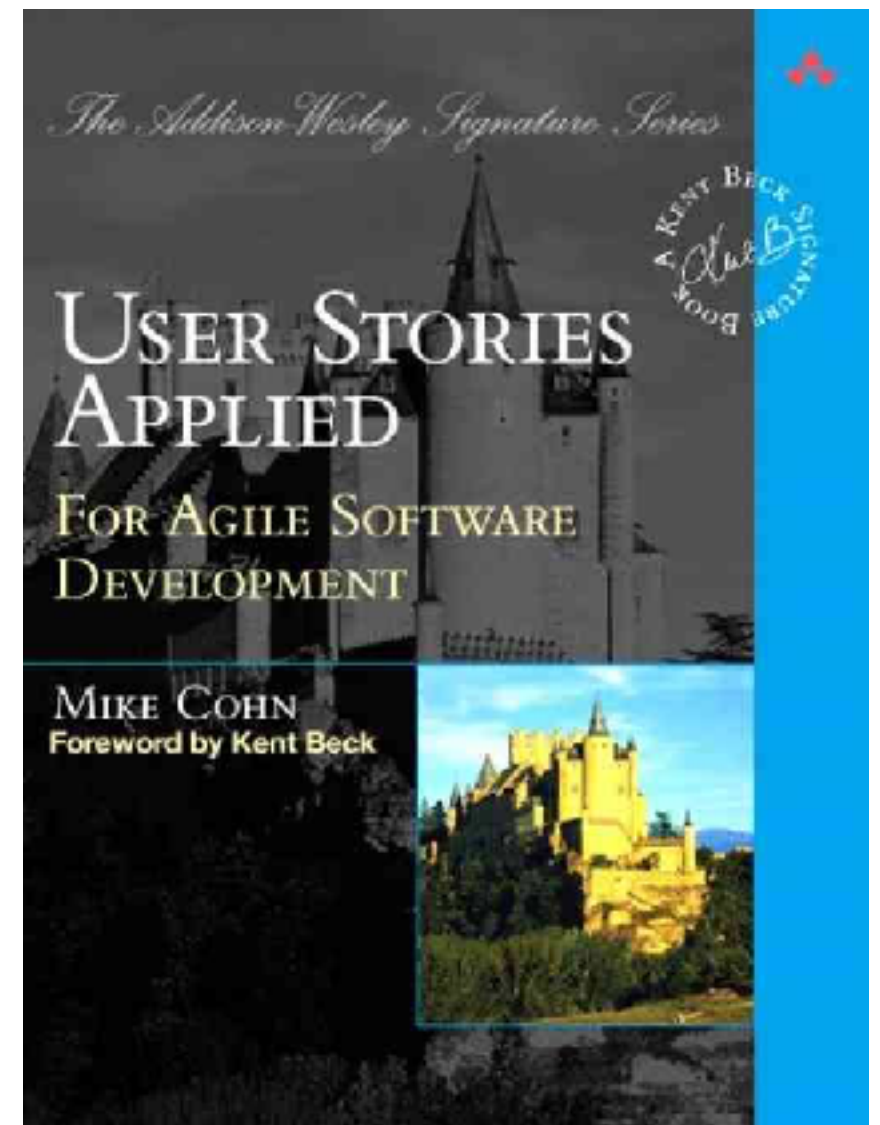
Mike Cohn says: **January 16, 2009 at 9:41 pm**

Tom does, indeed, have excellent advice on non-functional requirements (as well as every other type of requirement). I'd encourage everyone to read his [Competitive Engineering](#) book as well as his [Principles of Software Engineering Management](#) book. By the way, my company is named after his "Mountain Goat" principle in that book:

Take one step at a time up the slippery mountainside, and make absolutely sure that each hoof is on solid ground before you take the next step.

When I named the company back in 1992 this was about incremental development ("the next step") and making sure each increment was what we'd call "potentially shippable" today. Tom was indeed the original agilist in my mind.

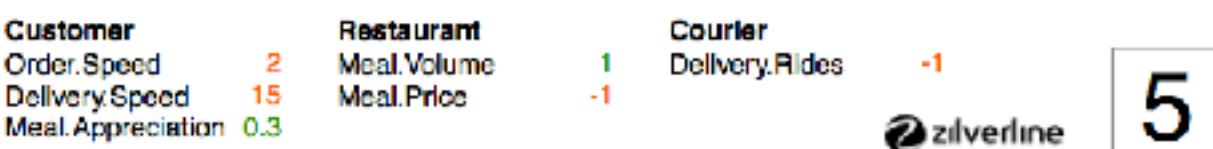
I had the honor of having dinner with him last month for the first time. He and his equally brilliant son, Kai, threw a challenge at me that I haven't met yet. I'm planning to blog about it this weekend to see if anyone here can help me! Stay tuned.



Experiments with Value Metrics and User Stories:

kai@Gilb.com 2016

A As a **customer** I want to combine deliveries from two restaurants to get the best of both worlds



B As a **customer** I want to select vegetarian dishes so that I can easily select food that I want as a vegetarian



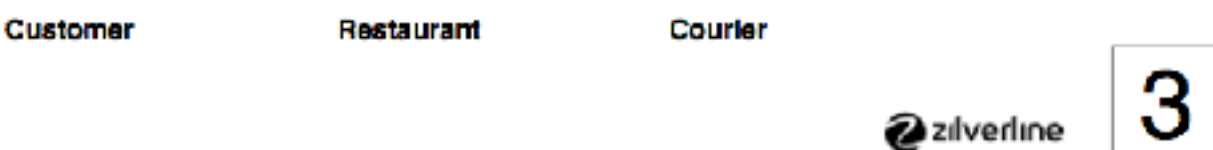
C As a **customer** I want to select from earlier orders so I can repeat my preferences



D As a **customer** I want to filter on allergenics so that I can easily select food that I can eat



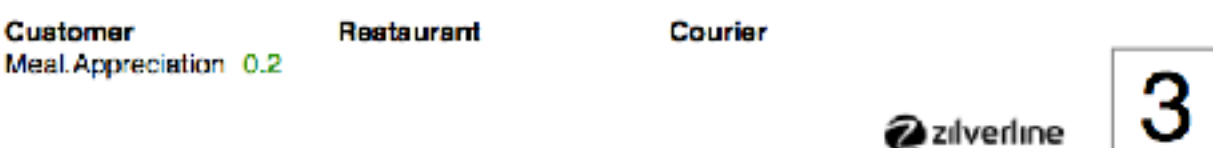
E As a **customer** I want to receive updates of my delivery so I know when to set the table



F As a **customer** I want to get a surprise meal within price constraints so that I discover new dishes and restaurants



G As a **customer** I want to see reviews of restaurants from others so that I can choose the best meal



H As a **customer** I want to return a meal within 10 minutes if I don't like it so that I have less risk of paying for a meal that I don't like



Experiments with Value Metrics and User Stories:

kai@Gilb.com 2016

<p>A As a customer I want to combine deliveries from two restaurants to get the best of both worlds</p> <p>Customer Order.Speed 2 Delivery.Speed 15 Meal.Appreciation 0.3 Restaurant Meal.Volume 1 Meal.Price -1 Courier Delivery.Rides -1</p> <p>silverline 5</p>	<p>B As a customer I want to select vegetarian dishes so that I can easily select food that I want as a vegetarian</p> <p>Customer Order.Speed -1 Restaurant Meal.Price -1 Courier</p> <p>silverline 1</p>
<p>C As a customer I want to select from earlier orders so I can repeat my preferences</p> <p>Customer Order.Speed -3 Restaurant Meal.Volume 2 Courier</p> <p>silverline 2</p>	<p>D As a customer I want to select vegetarian dishes so that I can easily select food that I want as a vegetarian</p> <p>Customer Order.Speed -2 Restaurant Meal.Price 1 Courier</p> <p>silverline 1</p>
<p>E As a customer I want to receive updates of my delivery so I know when to set the table</p> <p>Customer Restaurant Courier</p> <p>silverline 3</p>	<p>F As a customer I want to get a surprise meal within price constraints so that I discover new dishes and restaurants</p> <p>Customer Meal.Appreciation 0.1 Restaurant Meal.Volume 1 Courier</p> <p>silverline 2</p>
<p>G As a customer I want to see reviews of restaurants from others so that I can choose the best meal</p> <p>Customer Meal.Appreciation 0.2 Restaurant Courier</p> <p>silverline 3</p>	<p>H As a customer I want to get a surprise meal within price constraints so that I discover new dishes and restaurants</p> <p>Customer Meal.Appreciation 0.1 Restaurant Meal.Volume -1 Courier Delivery.Rides -0.5</p> <p>silverline 1</p>

Estimated Story Impact on Value

Poker Planning Cost

		Value Stakeholders	Order.Speed Customer	Delivery.Speed Customer	Meal.Appreciation Customer	Meal.Volume Restaurant	Meal.Price Restaurant	Delivery.Rides Courier
		Scale	Average minutes from opening app to having placed an order	Average minutes from order to courier confirmation	Average customer rating in app 1-5	Orders per restaurant per week	Average price per order	Average rides per courier per hour
		Status	7	45	3.5	18	19	1.5
		Tolerable	8	50	3	15	17	3
		Goal(after next sprint)	7	40	4	18	19	4
Description	Cost (story points)							
As a customer I want to combine deliveries from two restaurants to get the best of both worlds	5		2	15	0.3	1	-1	-1
As a customer I want to select vegetarian dishes so that I can easily select food that I want as a vegetarian	1		-1				-1	
As a customer I want to select from earlier orders so I can repeat my preferences	2		-3			2		
As a customer I want to filter on allergies so that I can easily select food that I can eat	1		-2		0.1		1	
As a customer I want to receive updates of my delivery so I know when to set the table	3							
As a customer I want to get a surprise meal within price constraints so that I discover new dishes and restaurants	2				0.1	1		
As a customer I want to see reviews of restaurants from others so that I can choose the best meal	3				0.2			
As a customer I want to return a meal within 10 minutes if I don't like it so that I have less risk of paying for a meal that I don't like	1				0.1	-1		-0.5
As a customer I want to get meal suggestions based on my earlier orders so I have more variety and I can discover new meals	3		-2		0.1	1		
As a customer I want to place an order for the next day so that I can ensure to have the food I want when I have guests	2							
As a customer I want to pay cash to the courier so that I don't have to give my credit card details	1							
As a restaurant I want to get meal predictions so I can prepare meals ahead of time for quick delivery	3							
As a restaurant I want to suggest combinations to up-sell higher margin items	5				0.1		2	
As a restaurant I want to give special discounts for people nearby so that I attract more customers that will also eat in the restaurant	2			-5			-2	2
As a restaurant I want to pay a price so that negative ratings below a certain threshold are ignored	1				-0.5	1		
As a restaurant I want to change prices of meals dynamically so that I can ask for higher prices when demand gets close to what the kitchen can supply	3				-0.3		2	
As a restaurant I want to change the dishes that customers see based on availability of ingredients	3							
As a restaurant I want to get information about the types of dishes that are mostly sold in my neighborhood so that I can better serve local customers	3			-5		1		1
As a restaurant I want to pay to get a more prominent position in the customers view so that they are more likely to choose for me	1				-0.1	2		
As a restaurant I want to update photos of the meals so that I can make them look more attractive for customers	1				-0.1	1		
As a restaurant I want to give a discount to people that have ordered frequently	2				0.1	2	-2	
As a courier I want to see the optimum route to my next order	5			-5				1
As a courier I want to collect multiple deliveries, so I don't waste time driving back and forth	5			10				2

Spreadsheet with relationship of a set of User Stories to related Value Requirement, and Stakeholders

A

As a **customer** I want to combine deliveries from two restaurants to get the best of both worlds

Customer

Order.Speed

2

Delivery.Speed

15

Meal.Appreciation

0.3

Restaurant

Meal.Volume

1

Meal.Price

-1

Courier

Delivery.Rides

-1



5

Value	Order.Speed	Delivery.Speed	Meal.Appreciation	Meal.Volume	Meal.Price	Delivery.Rides
Stakeholders	Customer	Customer	Customer	Restaurant	Restaurant	Courier
Scale	Average minutes from opening app to having placed an order	Average minutes from order to courier confirmation	Average customer rating in app 1-5	Orders per restaurant per week	Average price per order	Average rides per courier per hour
Status	7	45	3,5	18	19	1,5
Tolerable	8	50	3	15	17	3
Goal[after next sprint]	7	40	4	18	19	4

Value	Order.Speed	Delivery.Speed	M
Stakeholders	Customer	Customer	
Scale	Average minutes from opening app to having placed an order	Average minutes from order to courier confirmation	A
Status	7	45	
Tolerable	8	50	
Goal[after next sprint]	7	40	

14.02.17

★ Mike Cohn

03:22

[Details](#)

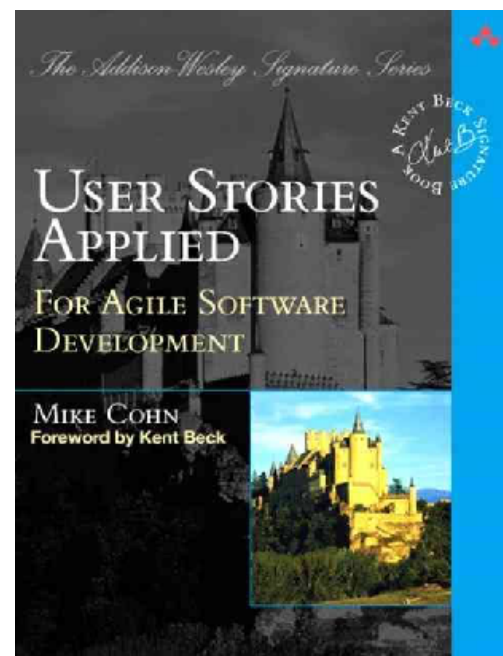
MC

To: Tom Gilb, Kai Thomas Gilb

Thank you, both. This looks like a good way to quantify the impact of delivering each story on various attributes of a product. Thanks for sharing it.

I hope your 2017 is off to a good start.

Mike





Gilb's Mythodology Column

<http://www.gilb.com/DL461>

User Stories: A Skeptical View

by Tom and Kai Gilb

The Skeptical View

We agree with the ideals of user stories, in the 'Myths' [1, Denning & Cohn] discussed below, but do not agree at all to Myth arguments given, that user stories are a good, sufficient or even best way to achieve the ideals. We are going to argue that we need to improve user stories for serious and large projects. It is possible for trivial projects that user stories are sufficient tools.

Myth 1: User stories and the conversations provoked by them comprise verbal communication, which is clearer than written communication.

There may be occasions where good, conversational communication can help clear up bad written communication.

In fact we see a lot of really bad written 'user needs' communica-

of our product clearly superior to all competitive products at all times.

Scale: average seconds needed for defined [Users] to Correctly Complete defined [Tasks] defined [Help]

Goal [Deadline = 1st Release, Users = Novice, Tasks = Most Complex, Help = {No Training, No Written References}] 10 seconds \pm 5 seconds <- Product Marketing Manager.

Correctly Complete: defined as: the result would not ever need to be corrected as an error or as sub-optimal.

If there are any questions about this spec, then the answer needs to be written down in the spec, for reference by all future users of the specification. Not just 'discussed' orally, and forgotten in practice.

Johannes Brodwall

08:32
[Details](#)



Re: Kais experiments with User Stories and
Planguage (Value Metrics)

To: Tom Gilb, Kai Thomas Gilb Cc: Mike Cohn

It's an interesting approach. I find that user stories deserve to be complemented by some superstructure. Along with User Story Flows (Jeff Patton), planguage seems to be the best formulated approach for this.

When I saw your card format, I was reminded of an article I read on Hypothesis Driven Development: The approach seems to be quite compatible with your own, but lack the aspect of tracing the objectives to higher-level objectives.

Cheers,
Johannes

15.02.17