



User Stories: What Are They, and How Can They Help Your Online Fundraising?

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Agenda

- + Goals
- + What Are User Stories
- + The Purpose of User Stories
- + Elements of a User Story
- + Types of User Stories
- + How User Stories Can Affect Contracts
- + User Stories...Beyond Websites
- + Q&A
- + Wrap-Up

Goals

- + Understand what User Stories are, and how they are used.
- + Feel confident creating User Stories for your projects.

User Stories

+ What Are They?

WEBSITES



1

Discovery



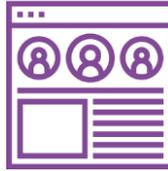
2

UX &
Content
Strategy



3

Content
Development



4

Visual
Design



5

Web
Development



6

Testing
& Launch



7

Post-Launch
Maintenance

- + User Stories are really just well-expressed requirements for a website.
- + User Stories help to clarify the true reason for a requirement.
- + User Stories describe something that the user wants to accomplish.
- + User Stories focus on the viewpoint of who will use or be impacted by the solution.
- + User Stories encapsulate a need or piece of functionality.
- + User Stories define the requirement in language that is understandable for clients and vendors.

User Stories

+ Their Purpose

- + Soo....what?
- + User Stories keep websites user-focused.
- + User Stories help you meet your online goals.
- + User Stories promote collaboration between clients & vendors (“What” vs “How”).

Exercise #1

+ “What” vs “How”

+ “What” vs “How”

– 3 Volunteers, please!

- Volunteer #1: **Draw a tea cup**
- Volunteer #2: **Draw a pair of shoes**
- Volunteer #3: **Draw a lamp**



+ “What” vs “How”



User Stories

+ Types

- + **Epic** - Epics are large user stories, typically ones which are too big to implement in a single iteration and therefore they need to be broken down into smaller user stories
- + **Refined** – Refined user stories are translated into specific technical requirements for building a website.

User Stories

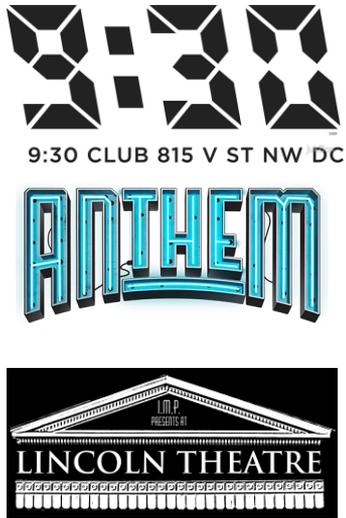
+ Elements

- + As a **[type of user]**
- + I want **[some goal]**
- + so that **[some reason]**
- + As a **[type of user]**, I want **[some goal]** so that **[some reason]**.

+ As a [type of user], I want [some goal] so that [some reason].



+ As a [type of user], I want [some goal] so that [some reason].



Day	Artist	Event	Price	Status
THU 03 MAY	Matt and Kim	First Night Sold Out! Second Night Added! TOKYO POLICE CLUB, FUTURE FEATS	SOLD OUT	PARKING AVAILABLE
FRI 04 MAY	Tauk	All Good Presents... OF TOMORROW, DEAF SCENE	\$15	BUY TICKETS
SAT 05 MAY	Ani DiFranco	GRACIE AND RACHEL	\$40	BUY TICKETS
SUN 06 MAY	Bahamas	SOUL BROTHER STEF	\$25	BUY TICKETS



+ As a [type of user], I want [some goal] so that [some reason].

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+ As a [type of user], I want [some goal] so that [some reason].



+ Sample User Stories

- + As a user I want to sign up for the newsletter, so that I can be aware of new tools, resources, and case studies
- + As a user I want to read information on my mobile phone, so that I can be in the field without access to my computer
- + As a user I want to view news updates related to my geographic location, so that I can read news tailored relevant to where I work/live
- + As a staff member I want to view site analytics, so that I can see where the majority of users are coming from what they are looking at in relation to our success, where we need to focus

+ Sample User Stories

- + As a prospective partner, I want to see the outcomes of investment in the program to confirm they are an organization I want to support.
- + As an investment company employee I want to see how partners are recognized on the site to understand if it is beneficial to my company to invest.
- + As a board member, I want to see updated information on the website so I can use it in presentations.
- + As a site admin or user I want to be able to update easily the website so that it doesn't require too much effort or time.
- + As a policy maker, I want to see the outcomes of investment in the program to confirm they are an organization I want to support.

Exercise #2

+ Create a User Story

+ Create a User Story

“I’m a junior in high school, and my parents said if I want to go to an out of state college, I need to get some scholarships. I found the scholarship website, but I felt overwhelmed by all of the options. I don’t know which ones I’m eligible for, so I don’t even know where to start.”

As a **[type of user]**, I want **[some goal]** so that **[some reason]**.

+ Create a User Story

“I’m an executive assistant for a VP. My boss likes to makes donations, but she doesn’t want to use an online form to make a donation herself. She prefers that I print out the donation form and prepare it for her to sign. Then I mail it in.”

As a **[type of user]**, I want **[some goal]** so that **[some reason]**.

+ Create a User Story

“I’ve been donating to the foundation for years, and I’m interested in getting more involved. I don’t know if there are current openings on the Board, or what the process is for becoming a member.”

As a **[type of user]**, I want **[some goal]** so that **[some reason]**.

+ Create a User Story

+ “I donated to the foundation for the first time this year. I am open to donating again next year, but first I’d like to see if there are any major programs or initiatives planned.”

+ As a **[type of user]**, I want **[some goal]** so that **[some reason]**.

+ Create a User Story

- + “I want to meet some of the foundation staff, and maybe even some of the beneficiaries of the foundation’s programs. I wonder if there are any upcoming events, like a conference, meeting, or gala?”
- + As a **[type of user]**, I want **[some goal]** so that **[some reason]**.

+ What are some User Stories for your websites?

User Stories

+ Contracts

- + User Stories can affect your contracts, budgets, and timelines
 - Addendum
 - Change Orders

User Stories

+ User Stories...Beyond Websites

- + Design
- + Social media campaigns
- + Email marketing

Q&A

+ Questions?

Wrap Up

- + What is one thing you are going to take away from this session to use in your writing?

Thank you!