

INSIGHTS TO STORIES

Insight

Interpretation

<i>What we observed/heard</i>

<i>Underlying Need/Motivation</i>
But _____
<i>What we believe to be true/Kernel of Tension</i>

Job Story

Motivation

When I _____
Scenario
I want to _____
Motivation
So that _____
Desired Outcome

User Story

Implementation

As a _____	I want to _____
<i>Persona/Role</i>	<i>Action</i>
So that _____	
<i>Desired Outcome</i>	