

# End-to-end product management tool

Build lovable products together from idea to reality

## Insight Management

Streamline feedback into a single repository

## User Story Map

Boost product discovery and shared understanding

## Product Roadmap

Connect to story maps and releases

## Prioritization

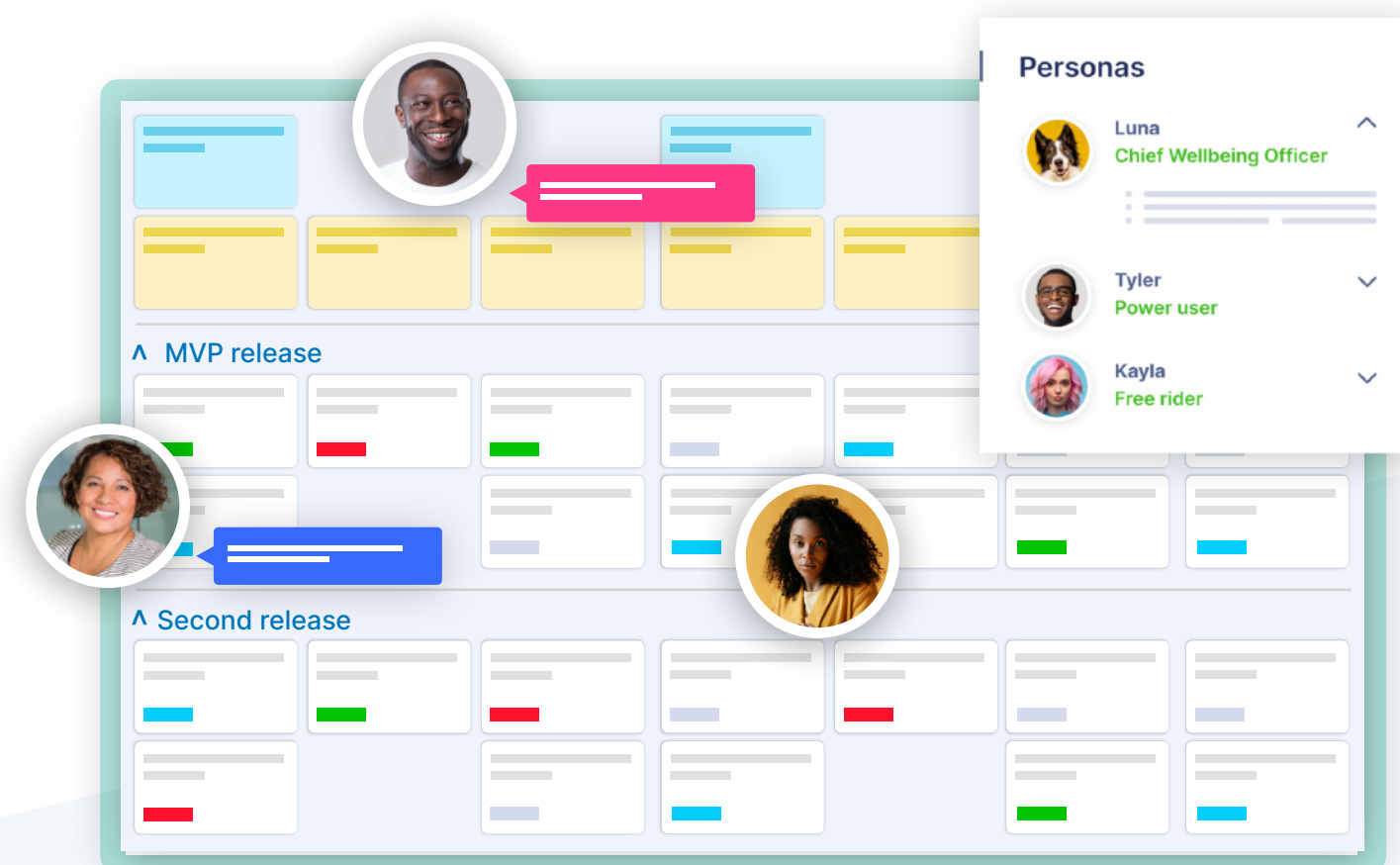
Data-driven decisions always one step ahead





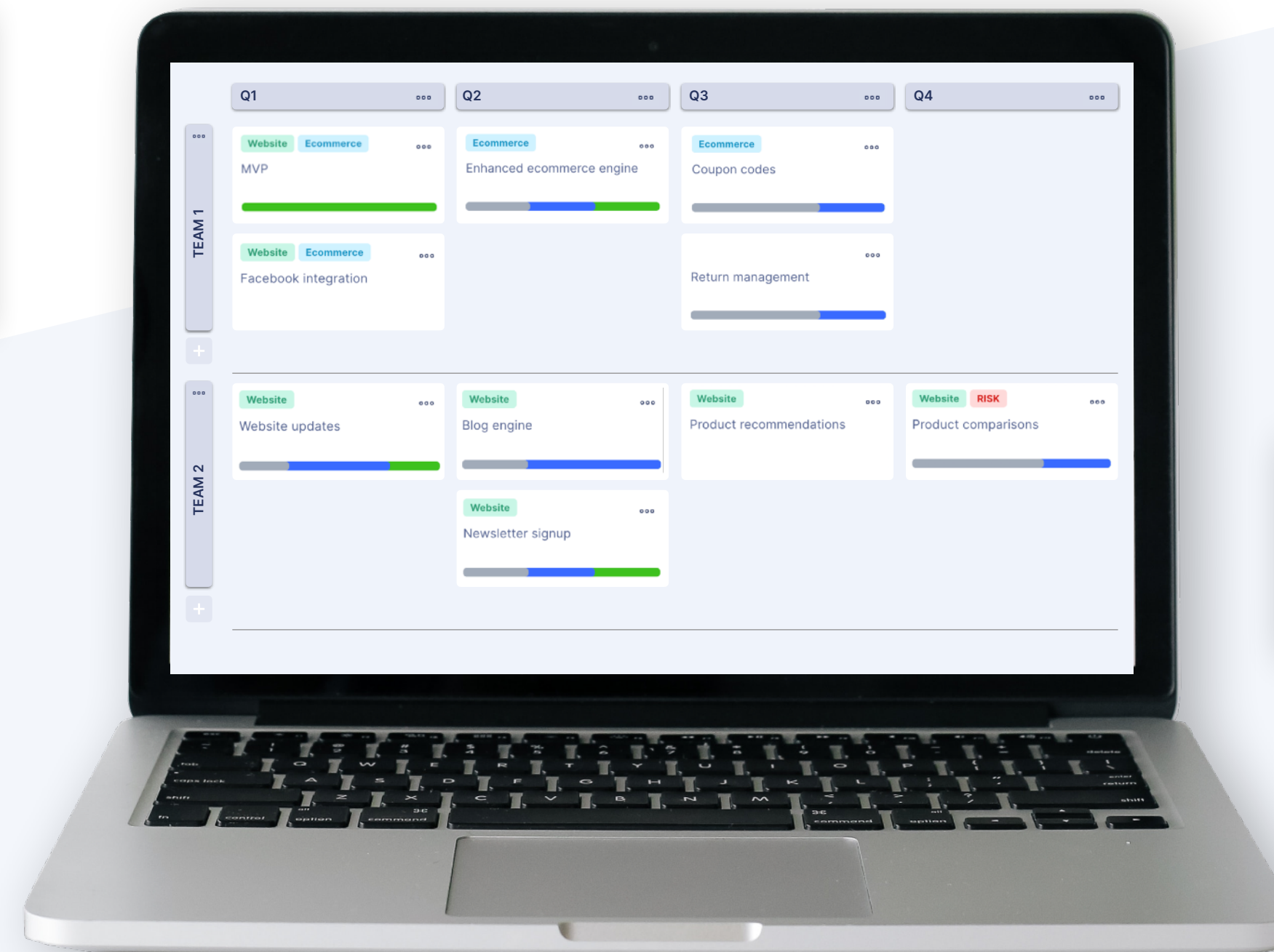
# StoriesOnBoard

is a lightweight product management tool built around user story mapping. A visual, intuitive, and collaborative solution for product managers to put customer value first.

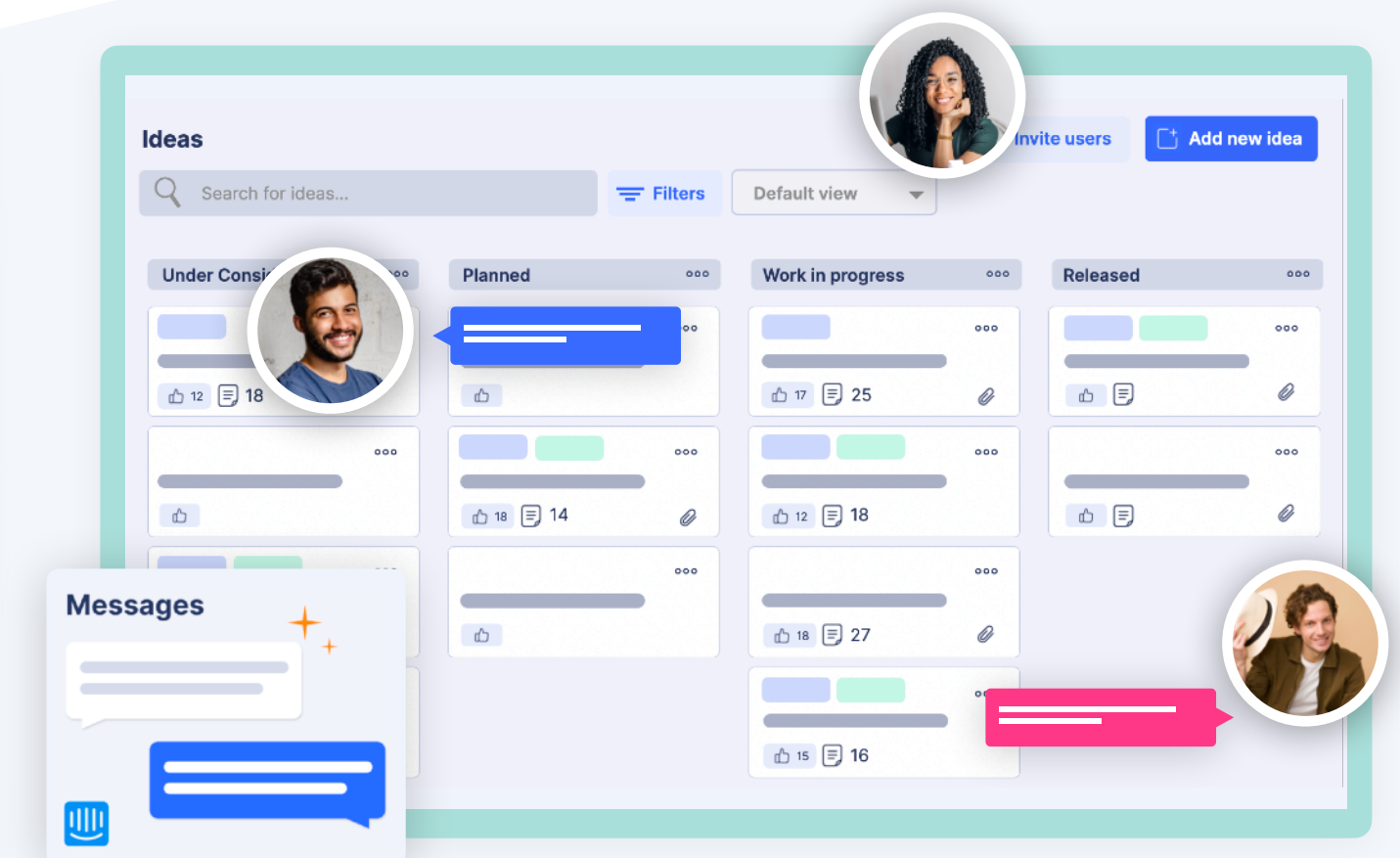


## User Story Map

Product discovery & release management



## Product Roadmap & Prioritization

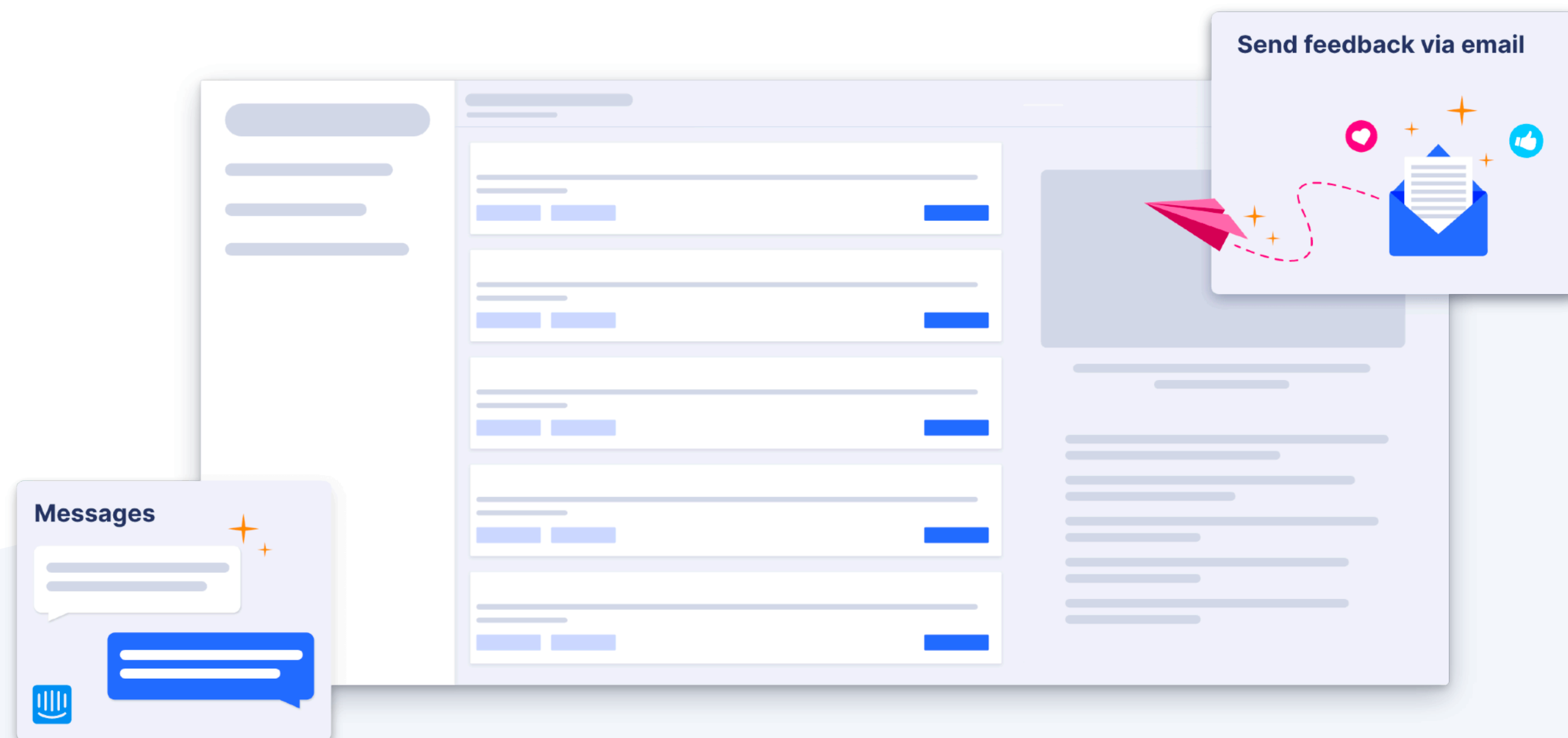


## Insight Management

Collect user insights & build actionable feature ideas

# Insight Management

Streamline feedback into  
a single repository



## Feedback Management

Automated Insight sorting

## Develop Feature Ideas

Plan actionable ideas

## Validate Ideas

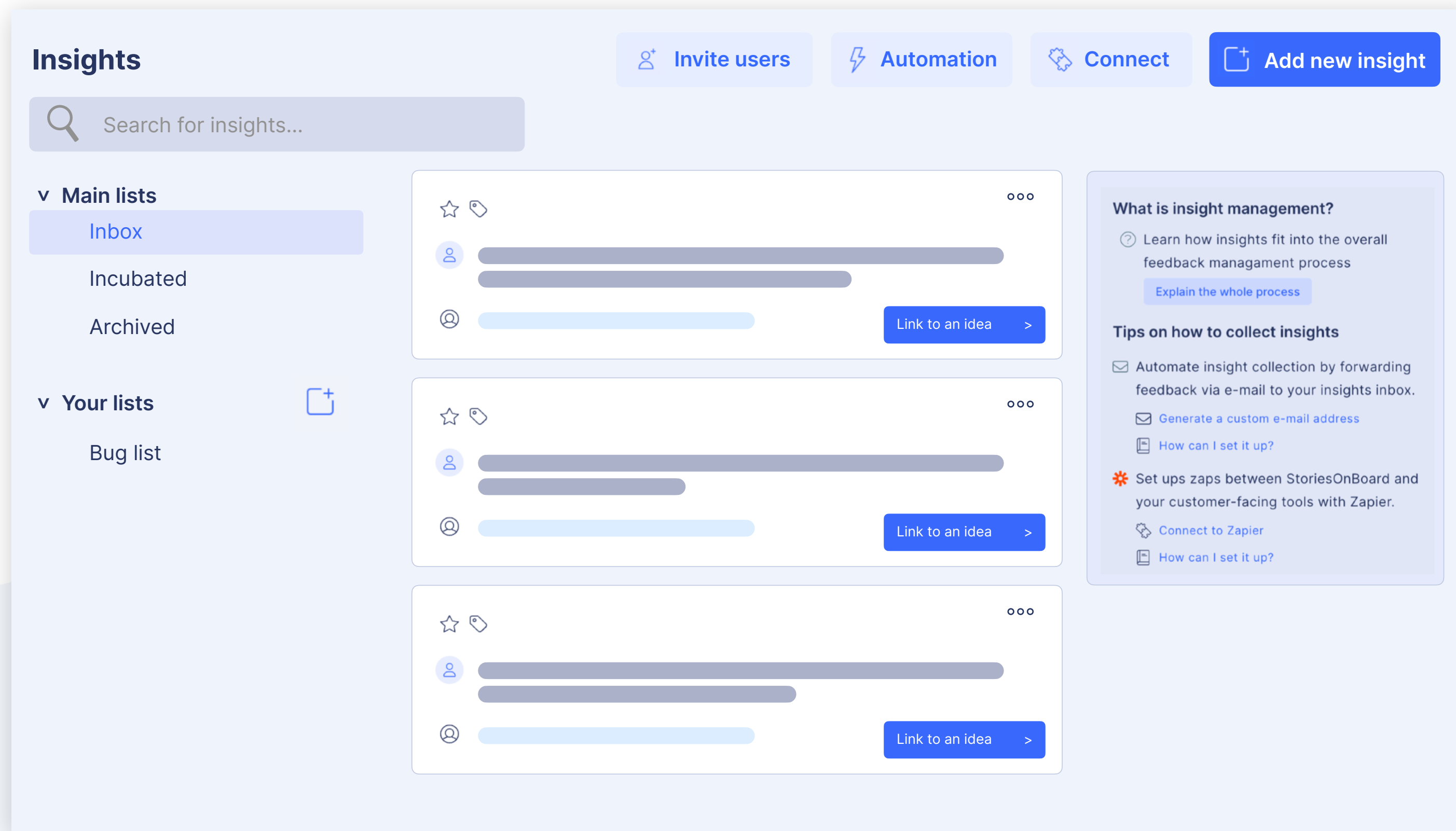
Share product ideas on a portal

## Link Ideas to Story Maps

Know what to build next

# Insight Management

Streamline feedback into a single repository



## Organize Insights Effectively

Automate insights sorting

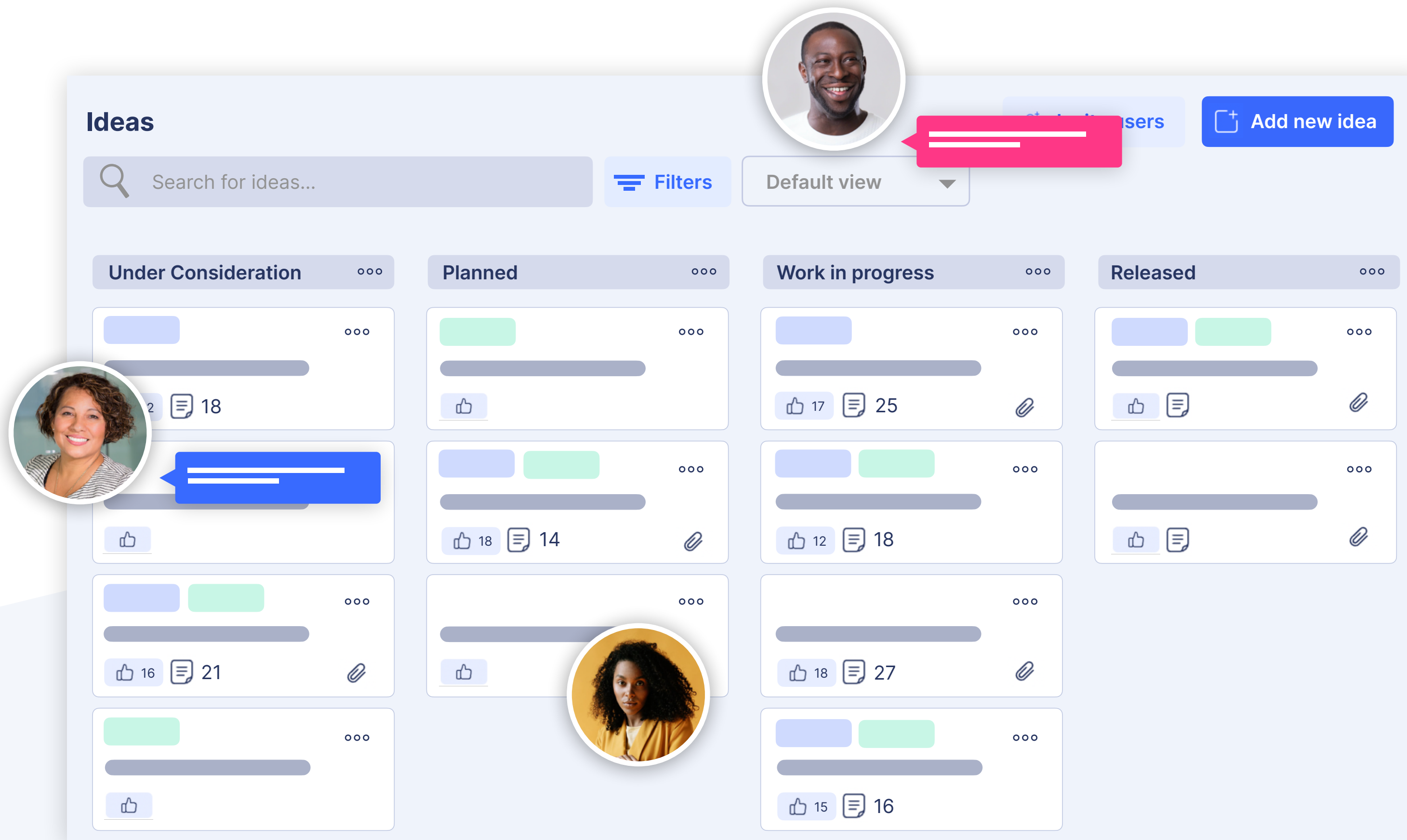
Link insights to an idea

Incubate insights



# Idea Management

Keep eyes on the evolution of feature ideas



## Organize Product Ideas

Collaborate to develop ideas

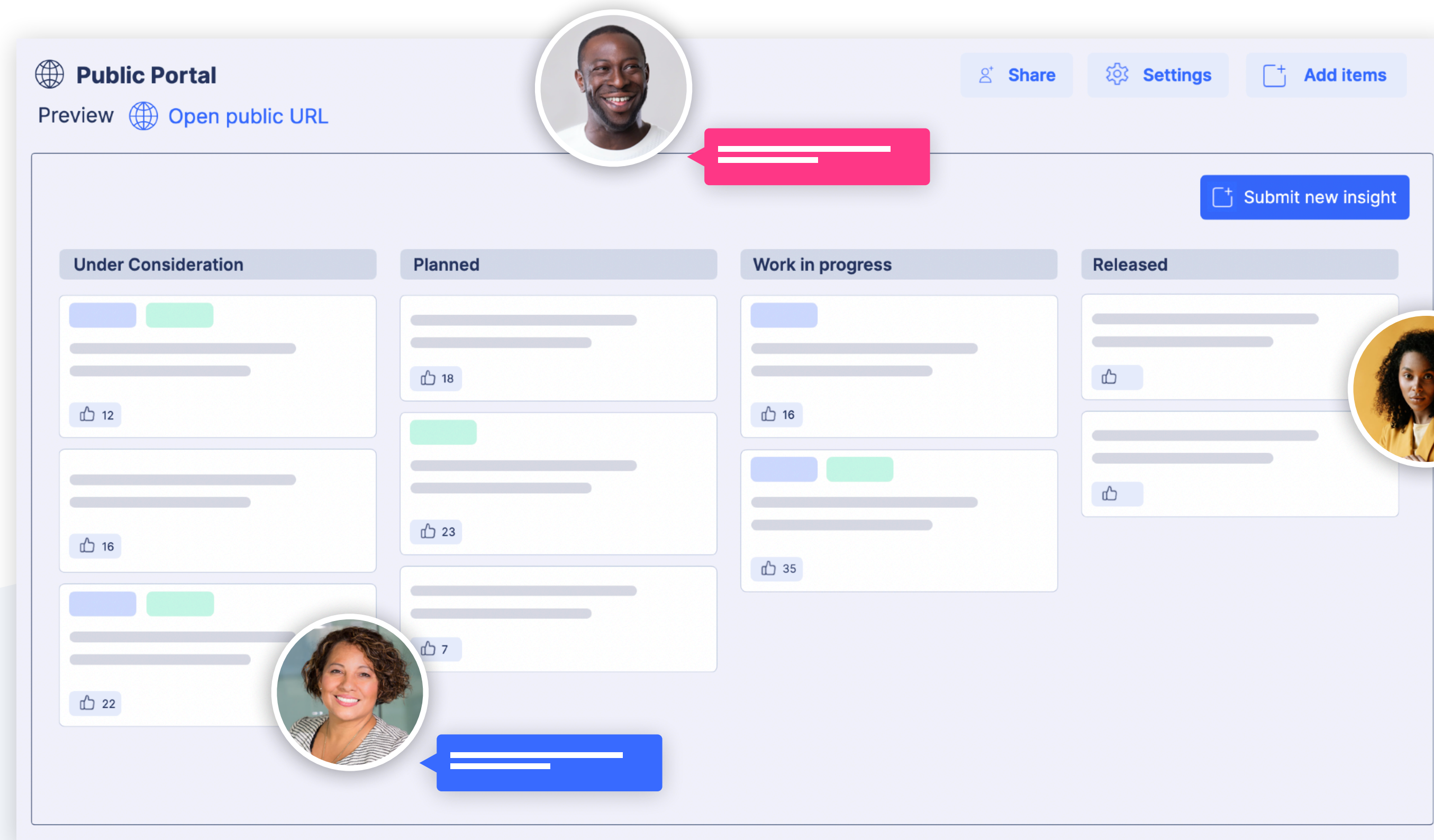
Link insights to an idea

Keep track of ideas' evolution

Customize your idea board

# Public Portal

Share your ideas and prioritize with stakeholders



## Collaborate & Validate

Create feature ideas

Collect feedbacks

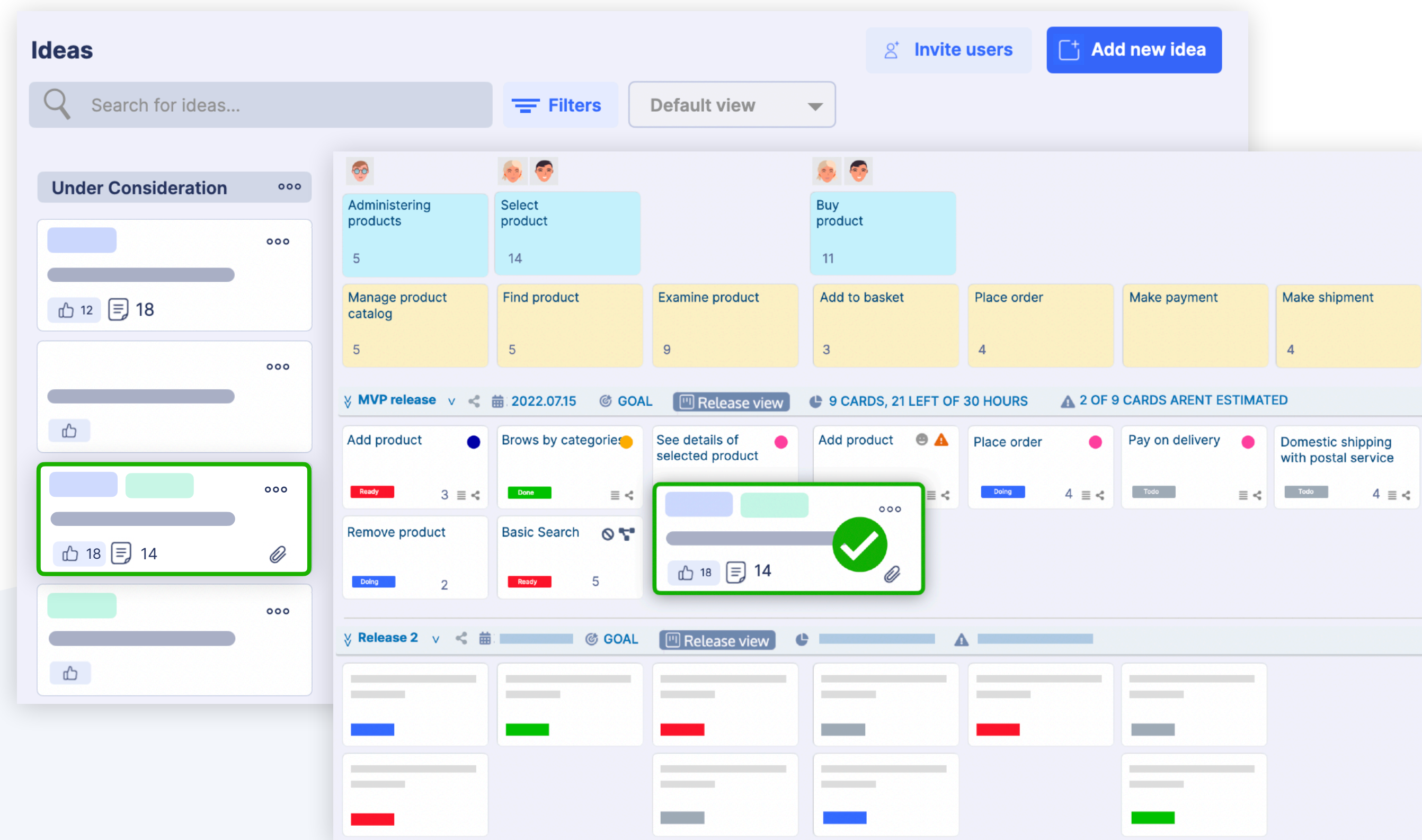
Prioritize with upvotes

Share portal



# Push ideas to Story Maps

Transform an idea into a user story



## Collaborate & Validate

Push ideas to story maps

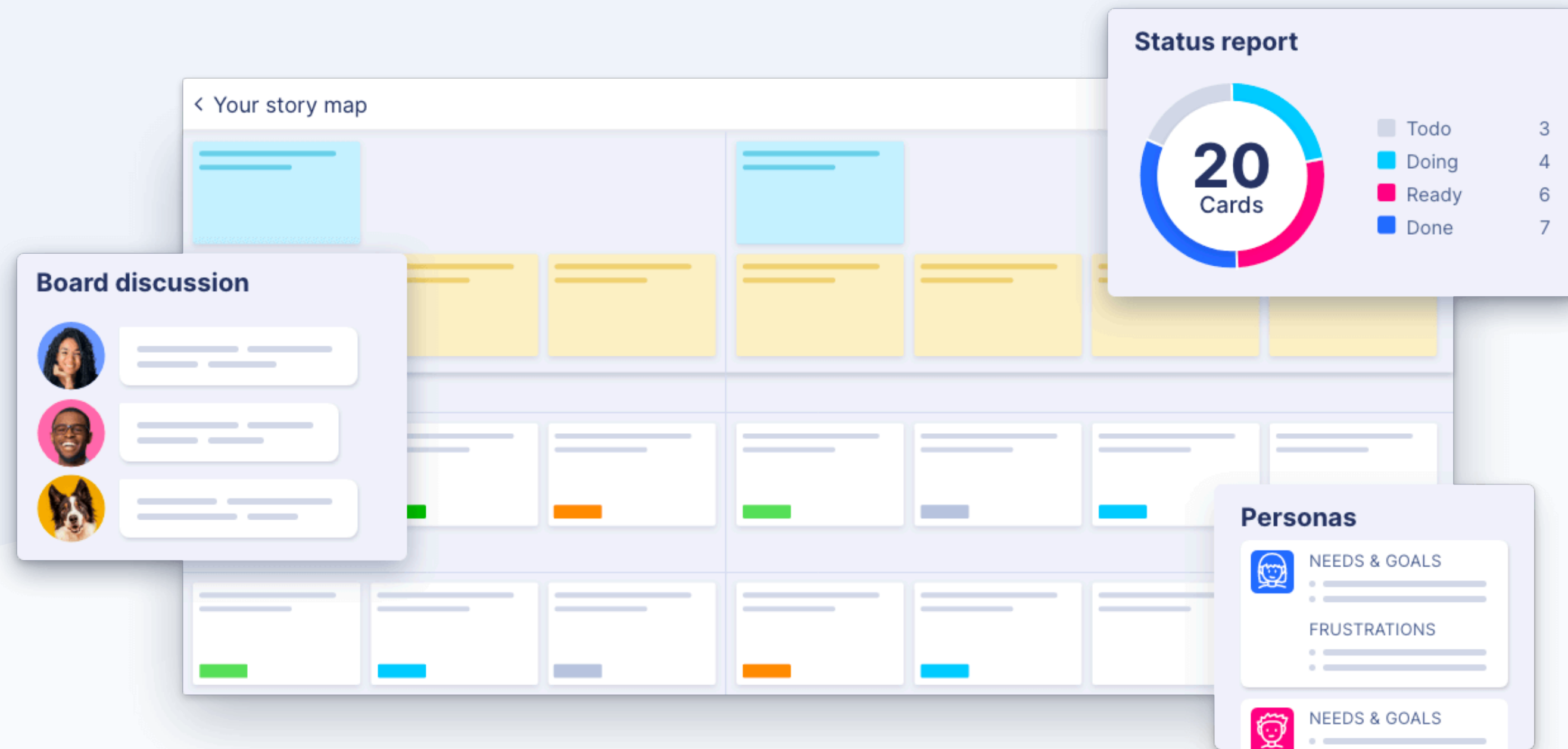
Close the feedback loop

Continuous development

Agile product development

# User Story Map

Boost product discovery  
and shared understanding



## User Personas

Understand user journeys

## Collaboration

Design with stakeholders

## Real-time Integration

Jira, Azure DevOps, Trello

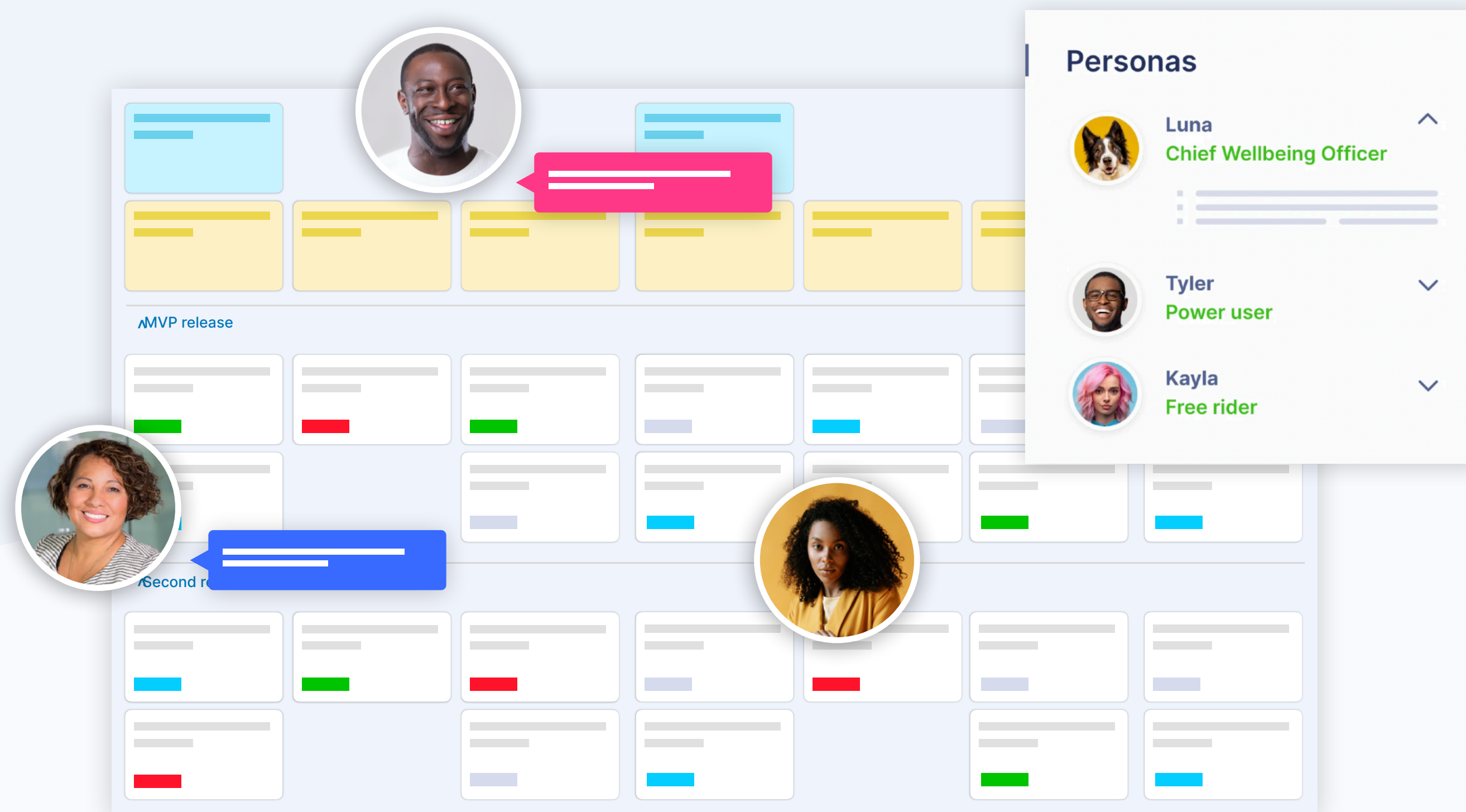
## Slice out MVP

Build releases & validate



# Create User Personas

Build user journey to validate your activity from user side



## Create user personas

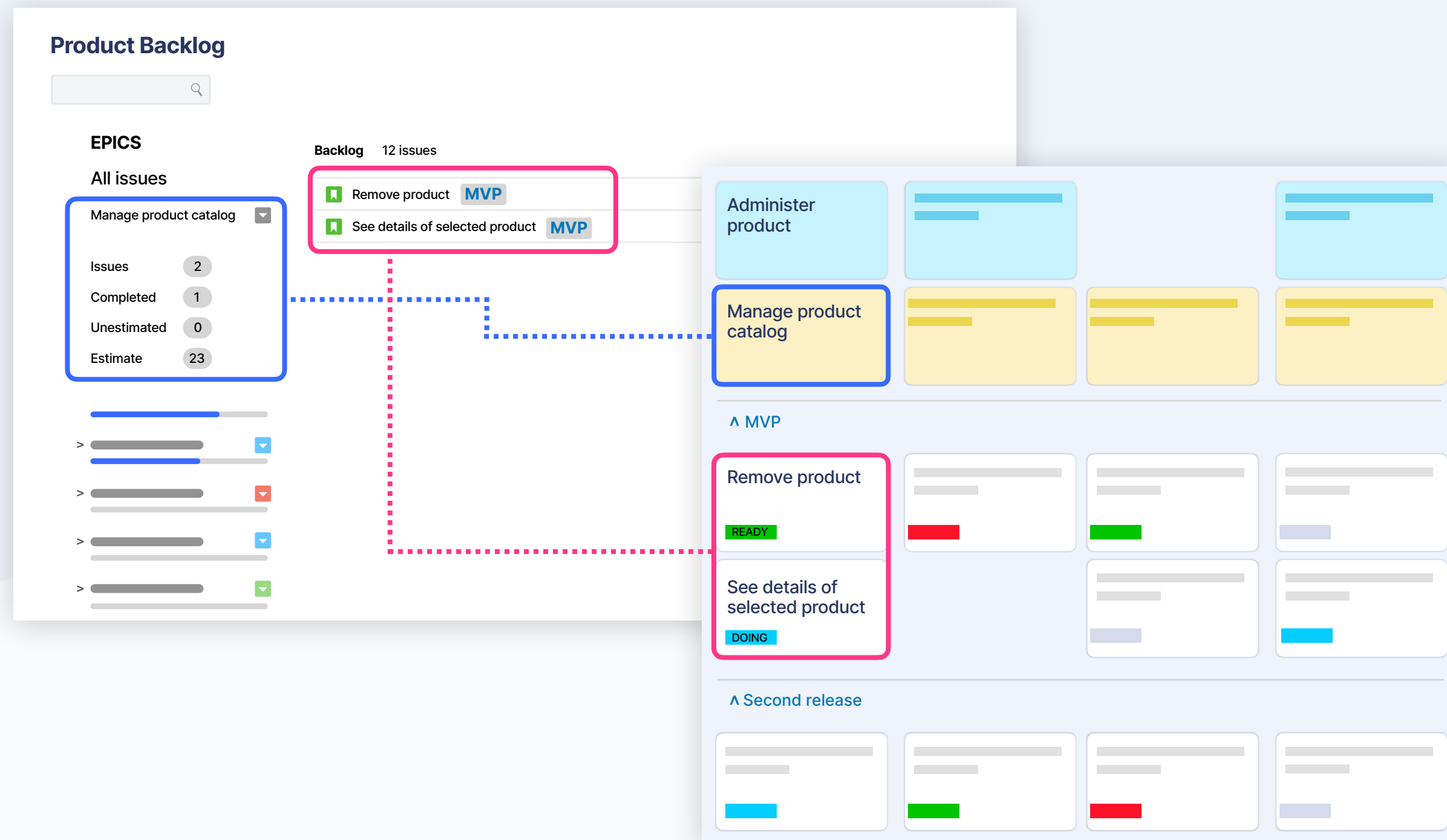
Define compelling BIO with user needs, behaviors and goals

Assign user personas to cards

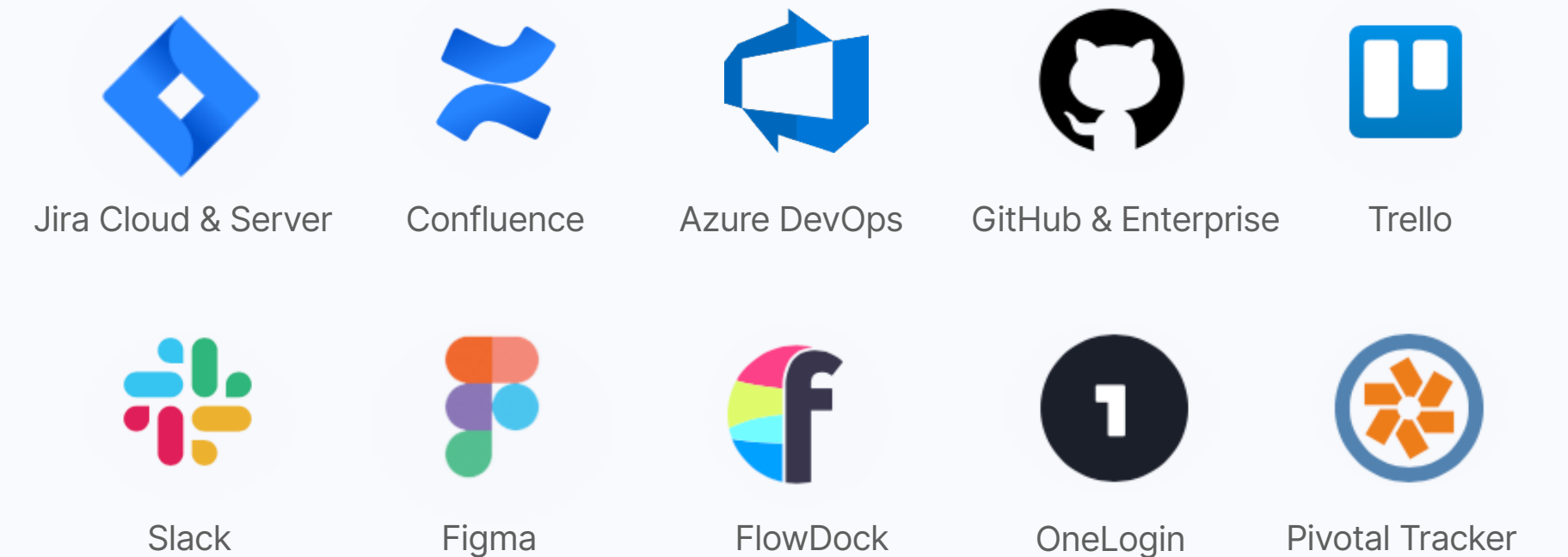
Visualize user journeys

# Integrate with other tools

Keep your product backlog up-to-date in all time



## Real-time two ways sync





# Release View

Have a better overview of your ongoing release

Corporate Workspace  
15 Team Members | 3 Observers

MVP ?

Webshop GuideMap M10/J Start: 2022.07.01 End: 2022.09.30 Copy URL

Show parent cards

Administering products Select product Buy product

Manage product catalog Find product Examine product Add to basket Place order Make payment Make shipment

Todo 4 Doing 9 Ready 2

## Release View

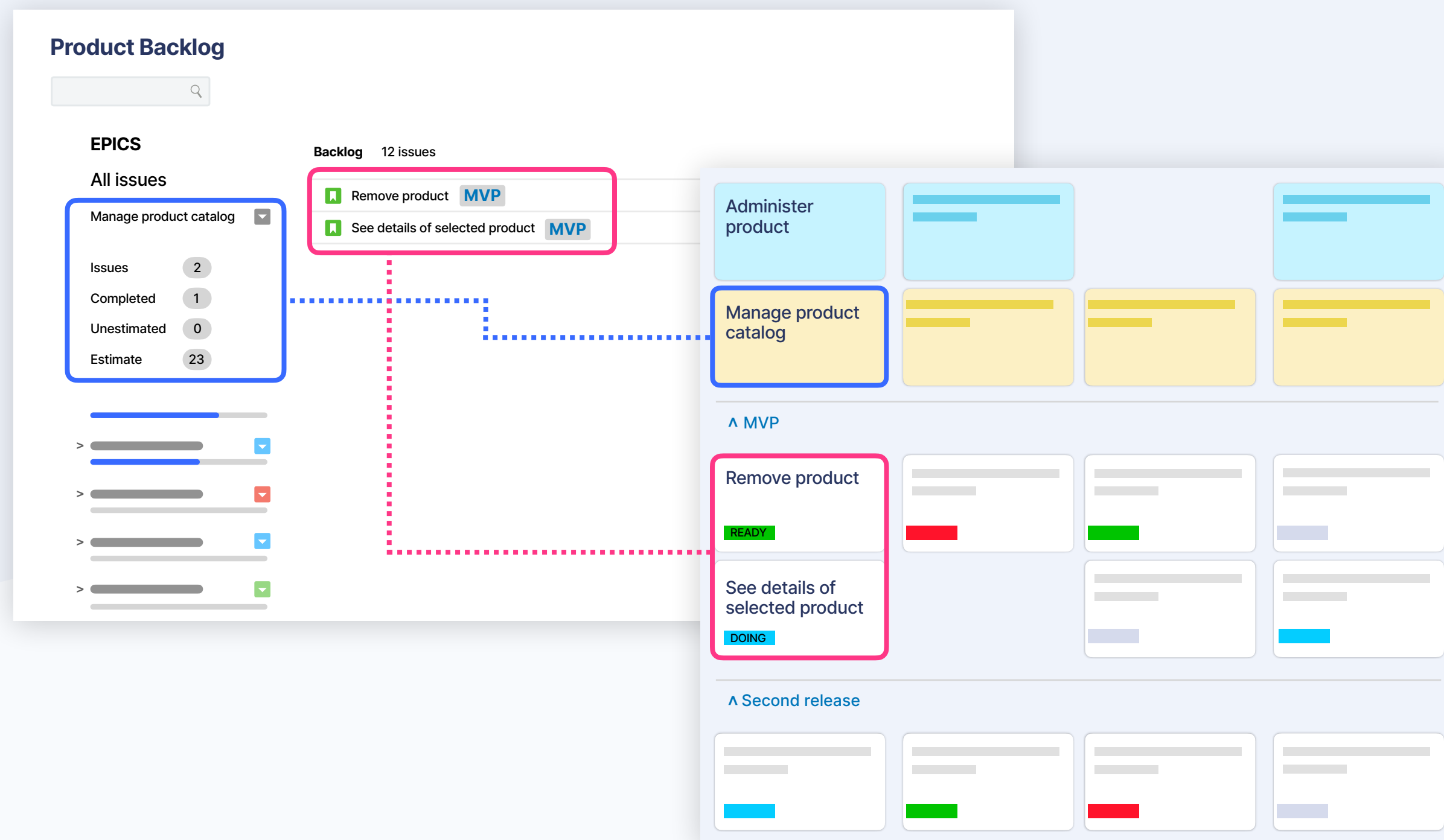
Share release URL

Inform stakeholders

Track progression

# Build a visual backlog

Keep your user in mind while developing your product



## Visual aid for everyone

See the big picture

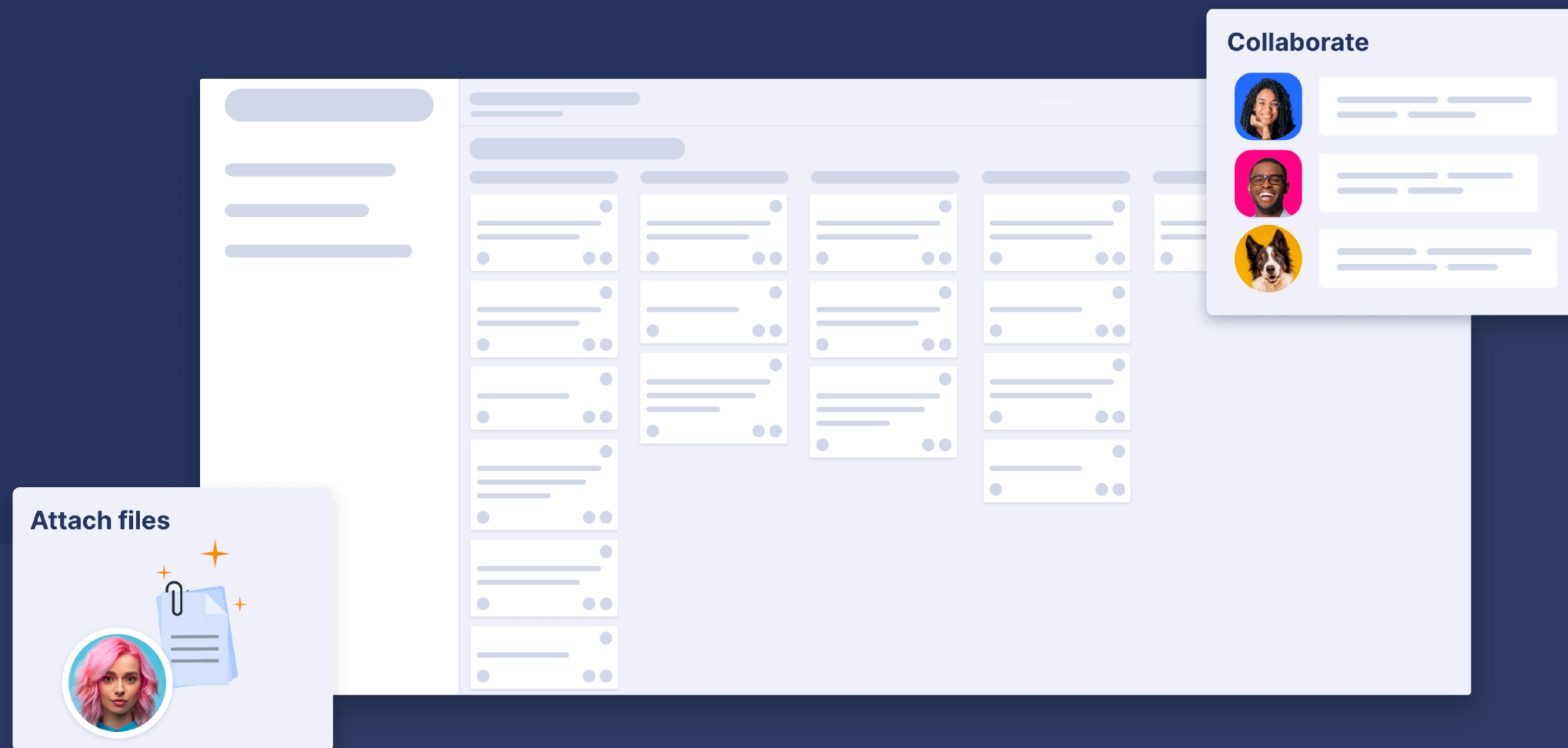
Enhance shared understanding

Provide context to projects



# Product Roadmap

Connect to story maps  
and releases



## High-level Overview

Gain an oversight on

## Plan by Templates

Quick start of execution

## Schedule

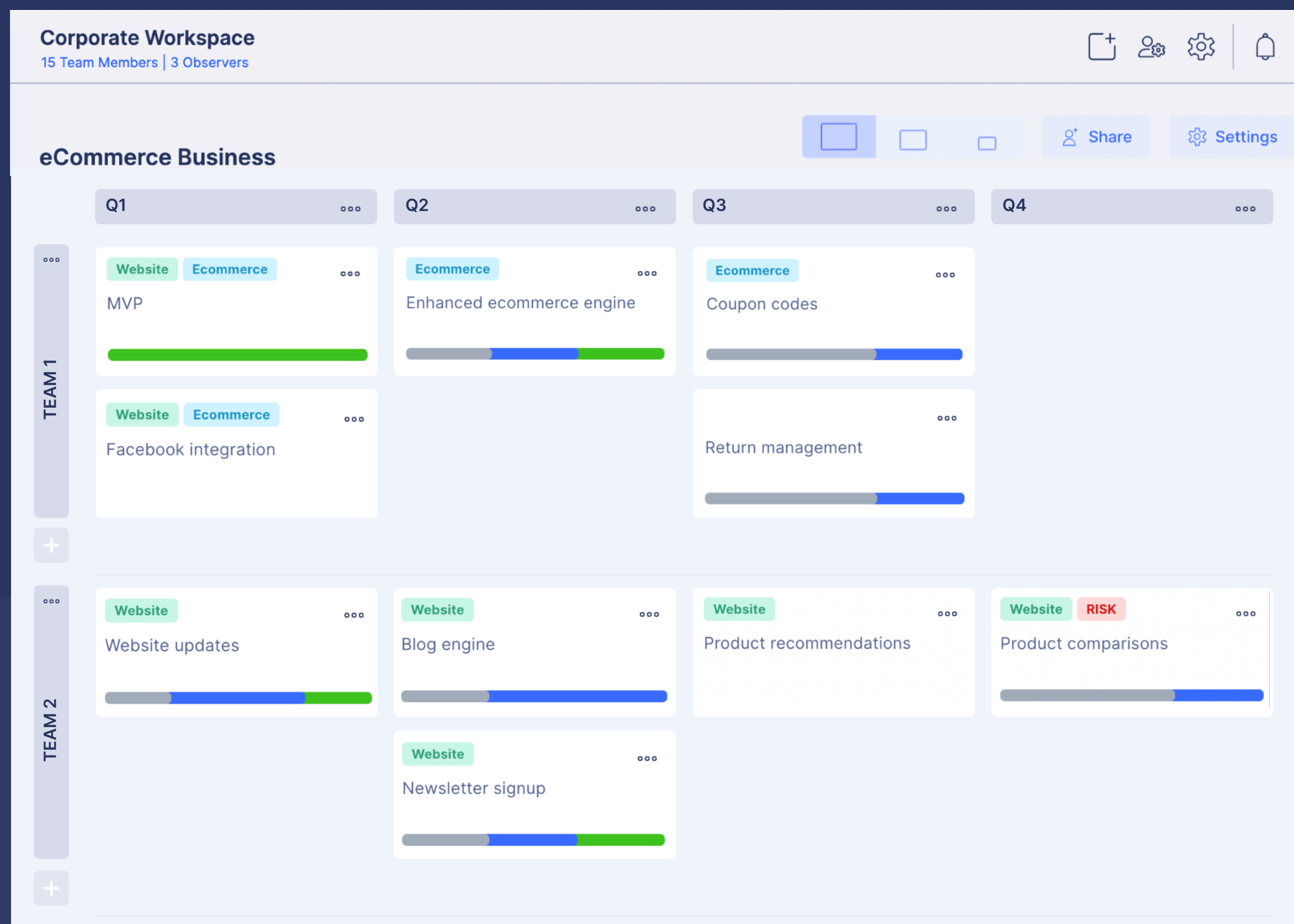
Large backlog items

## Management Dashboard

Data-driven decisions

# Product Roadmap

Build extensive product vision



## Product Roadmap

Gain oversight on

Prioritize

Schedule

# Product Roadmap

Utilize roadmap templates or customize your own framework

### Create a new roadmap

from a single storymap

[Release roadmap](#)

[Epic roadmap](#)

from multiple story maps

[Portfolio roadmap](#)

[High-level roadmap](#)

from other sources

[Idea roadmap](#) Soon

[Simple roadmap](#)

[Create roadmap](#)

### Release roadmap

This roadmap allows you to schedule and visualize business or feature releases on a kanban-style roadmap. Use this template if you use releases for larger product increments, and everything is managed within the same story map.

Roadmap

Backlog	In design	In progress	Completed

Story map

## Roadmap Templates

Release roadmap

Epic roadmap

Portfolio roadmap

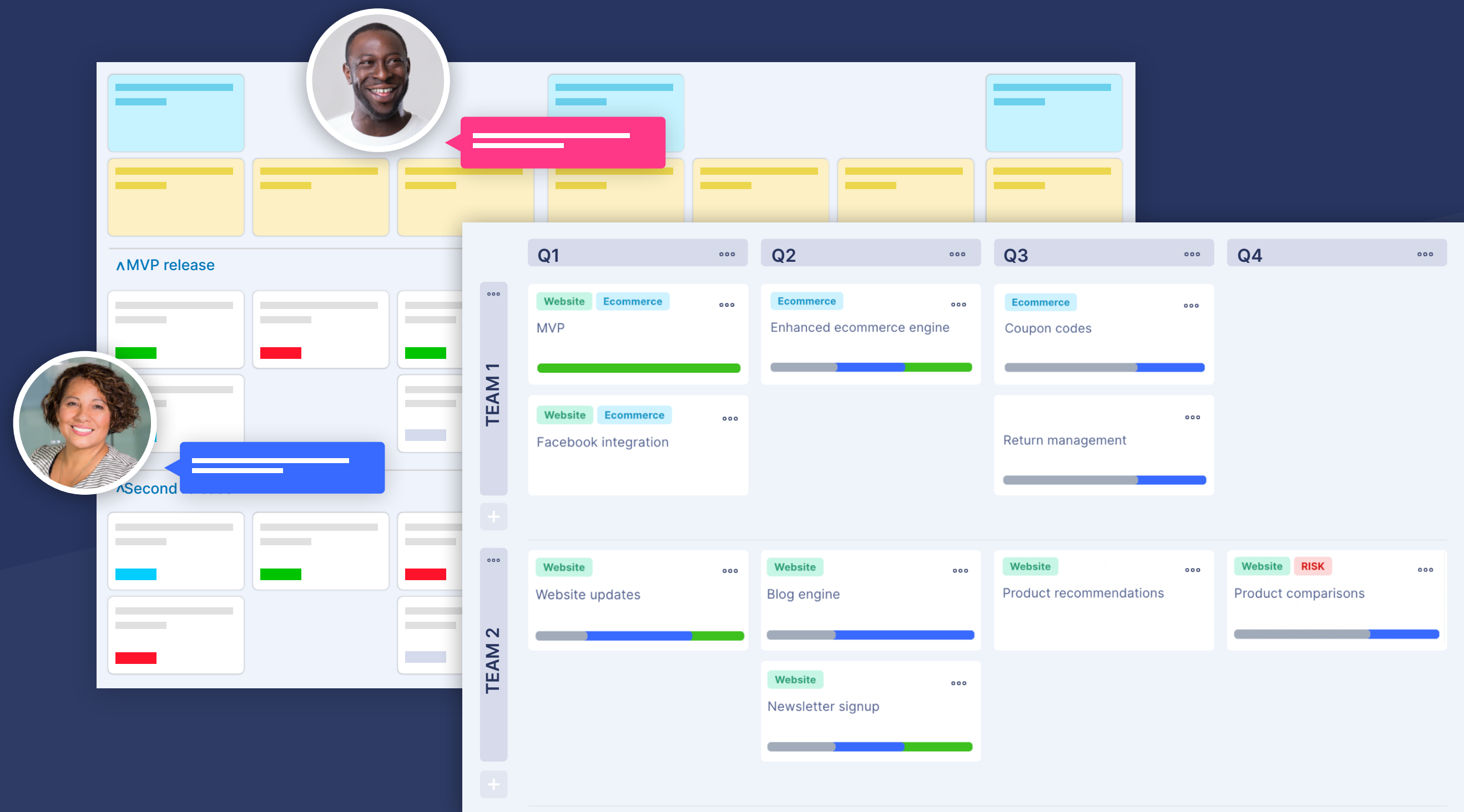
High-level roadmap

Simple roadmap



# Product Roadmap

Connect to story maps  
and releases



## Have the most of it

Connect story maps

Mange various roadmaps

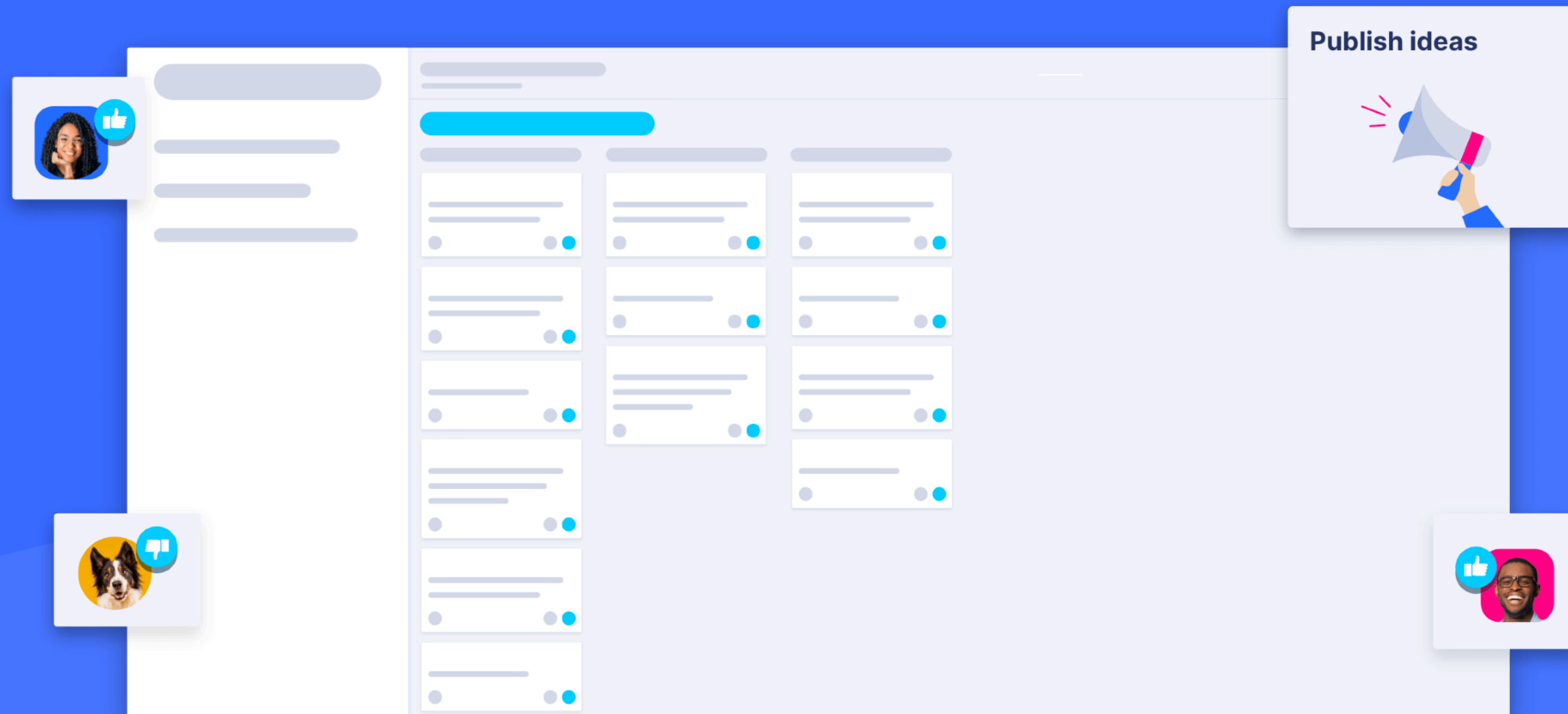
Build extensive vision

Plan ahead and schedule

Inform management

# Prioritization

Stay always one step ahead of development



## Upvote Ideas

Prioritize on portals

## Build Product Roadmaps

Prioritize releases

## Plan Releases

Prioritize on story map

## Make Key Decisions

Prioritize with management



# Prioritization

Make product decisions with confidence

The screenshot displays the 'Prioritization Frameworks' interface in 'Priority view'. It features a table with the following data:

Title	Column	Score	Value	Effort	Category
Unnamed swimlane					
Login interface redesign	Q1	80	████████	███░░░	QUICK WINS
Webshop upgrade	Q2	20	█░░░░	██████	TIME SINKS
Visa payment implementation	Q2	50	███░░	███░░	FILL-INS
Inventory system upgrade	Q3	40	█████░	██████	BIG BETS
API development	Q3	90	██████	█░░░░	QUICK WINS
Code Zero integration	Q4	50	█████░	██████	BIG BETS

## Value vs. Effort framework

Prioritize like a pro

Facilitate shared understanding

Use priority matrix

# Prioritization

Make product decisions with confidence

The screenshot displays the 'Prioritization Frameworks' interface in 'Priority view'. It features a table with columns for Title, Column, Score, Reach, Impact, Confidence, Effort, and Category. The tasks are listed as follows:

Title	Column	Score	Reach	Impact	Confidence	Effort	Category
Unnamed swimlane							
Login interface redesign	Q1	96	71	████████	90%	███░░░	QUICK WIN
Webshop upgrade	Q2	13	55	██████░░	70%	██████░░	
Visa payment implementation	Q2	28	70	██████░░	80%	██████░░	STRATEGIC
Inventory system upgrade	Q3	4	63	██████░░	60%	████████	DONT
API development	Q3	10	52	██████░░	80%	██████░░	STRATEGIC
Code Zero integration	Q4	3	42	██████░░	60%	████████	DONT

## RICE framework

Insightful prioritization

Facilitate shared understanding

Use priority matrix



# Prioritization

Make product decisions with confidence

### Change prioritization framework

Value vs. Effort

RICE scoring **Current**

KANO model **Soon**

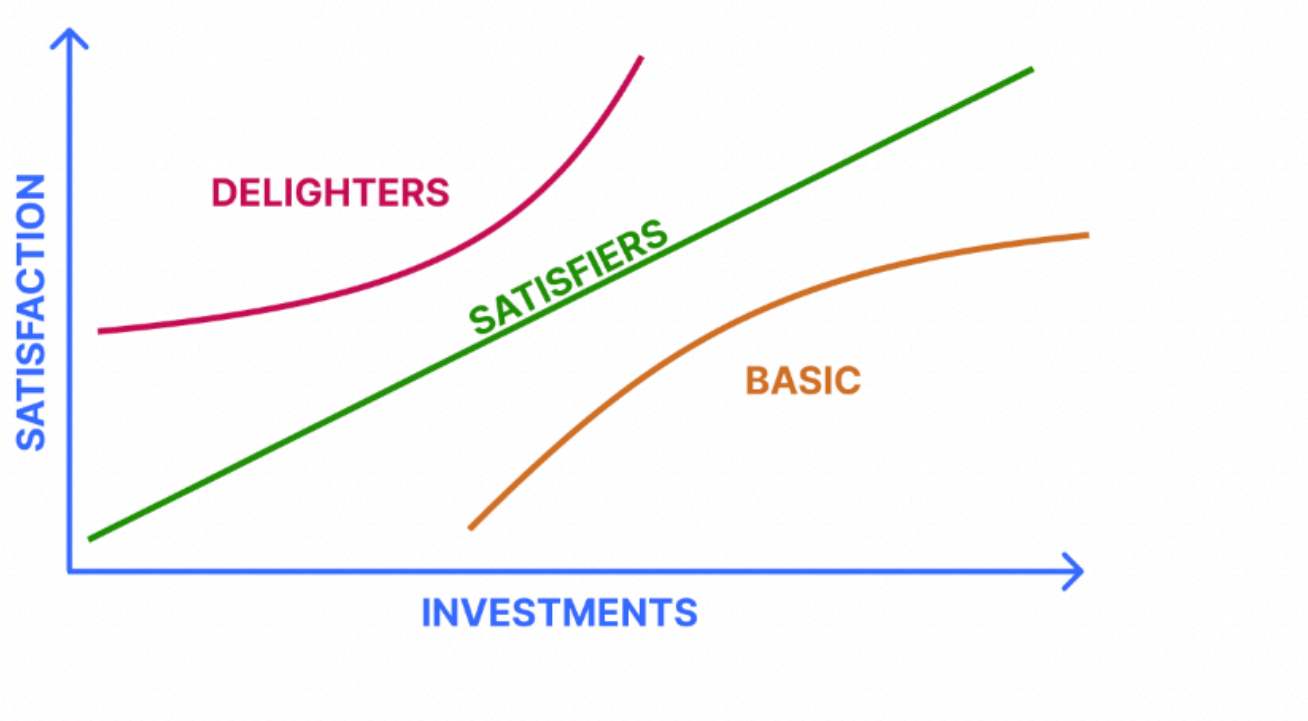
**Note:** choosing a new prioritization framework will hide priority scores calculated in the previous framework. Switching back to the previous one will reload scores.

Select framework Cancel

#### KANO model

The Kano method helps prioritizing features on a product roadmap based on the degree to which they are likely to satisfy customers.

Use this method if you're focusing on which features will satisfy and even delight customers.



The graph illustrates the KANO model with 'Satisfaction' on the vertical axis and 'Investments' on the horizontal axis. Three curves are shown: 'DELIGHTERS' (red) is an upward-sloping curve that starts low and rises steeply; 'SATISFIERS' (green) is a straight line starting from the origin; 'BASIC' (orange) is a curve that starts low and levels off as it moves to the right.

## KANO framework

COMING SOON

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## You've got a question?

Book a product walkthrough

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[sales@storiesonboard.com](mailto:sales@storiesonboard.com)