

# User Story Planning Guide

Category	Examples	Describe current & desired state
User Story/ Customer Journey	<b><i>Editorial News-Letter Campaign</i></b>	
Capabilities Needed	<i>Asset Creation, Lead Mgmt., Segmenting, Journey Mapping, Campaign Set-Up, Optimizing, Analytics, Reporting, etc.</i>	
Roles/Skills	<i>Brand Manager, Data Analyst, Marketing Operations, ESP Services, etc.</i>	
Data/Data Flows	<i>Audience building, campaign performance, websites traffic, asset use, etc.</i>	
Tech/Tools	<i>Workflow, DAM, ESP/Automation, Video, Social Mgmt., Sales Automation</i>	
Integrations	<i>DAM to ESP, CRM to ESP, etc. (incl. physical hand-offs that can be automated)</i>	
Workflows	<i>Describe the basic process flows, hand-offs, approvals, etc.</i>	
Governance	<i>Oversight, management, security, reporting</i>	