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Putting the pieces together for your puzzle

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Developing a User Story

A compelling user story is a powerful way to strengthen your bid for a government contract. A well-crafted, applicable user story can communicate that you deeply understand the end users' needs, the problem to solve, and how your solution delivers value. Here's how to develop a strong user story:

Understand the audience

- Who are the end users? (*Human Centered Design*)
- What are the end users pain points?
- What outcomes matter most to the end user?

Use the classic User Story format

- Use this format for each key feature or function: as a [type of user], I want [a specific capability], so that [quantifiable value].

Tie user story to the Client's mission

- Is user story mapped to client (or HHQ) goals?
- Is it compliant with client requirements? (*security*)
- Can you demonstrate improved performance and lower cost? (*Performance ↑ Cost ↓*)

Incorporate realism

Back your story with:

- Actual user research or **past performance**
- Metrics (*quantifiable outcomes*)
- Examples or prototypes (*A verifiable use case*)

Share your approach

Back your story with:

- Agile/iterative development
- Accessibility, security, and compliance
- Training staff for adoption (*Change Management*)

Also consider

- Bundle stories into an "epic" to show end-to-end process understanding
- Include personas to *humanize the story*
- Align stories with evaluation criteria

Do: Tie stories to measurable outcomes, do use real metrics or past performance, do connect to compliance, mission performance and cost savings.

Don't: Be vague about user needs, don't assume the evaluator knows your tech, forget to include cost and performance value proposition

Feasible, Viable, Desirable



HCLLC advocates for solutions that are feasible, viable, and desirable to show that you're not just technically capable but strategically aligned with the agency's goals and constraints. We are committed to best value solutions that are realistic, affordable.

Feasible

Ford vs Ferrari

Know the financial constraints of your government client. Never push for the Ferrari solution if a Ford can get the job done



Viable

Sustainable

Design a solution that a government client can sustain organically. Don't create vendor lock or dependence on a contractor



Desirable

Empower Users

Focus your effort on empowering the end user to do their job better all while saving money and time with solutions that work



Crafting Your Value Proposition

When you present a solution through a user story, you are crafting an argument. Try using the below Minto Pyramid

Core Argument: This solution will improve your key performance metrics by this much and generate this much in costs savings

