

TIPS FOR USING

PRODUCT GOALS
IN SCRUM

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PRODUCT GOALS IN THE SCRUM GUIDE*

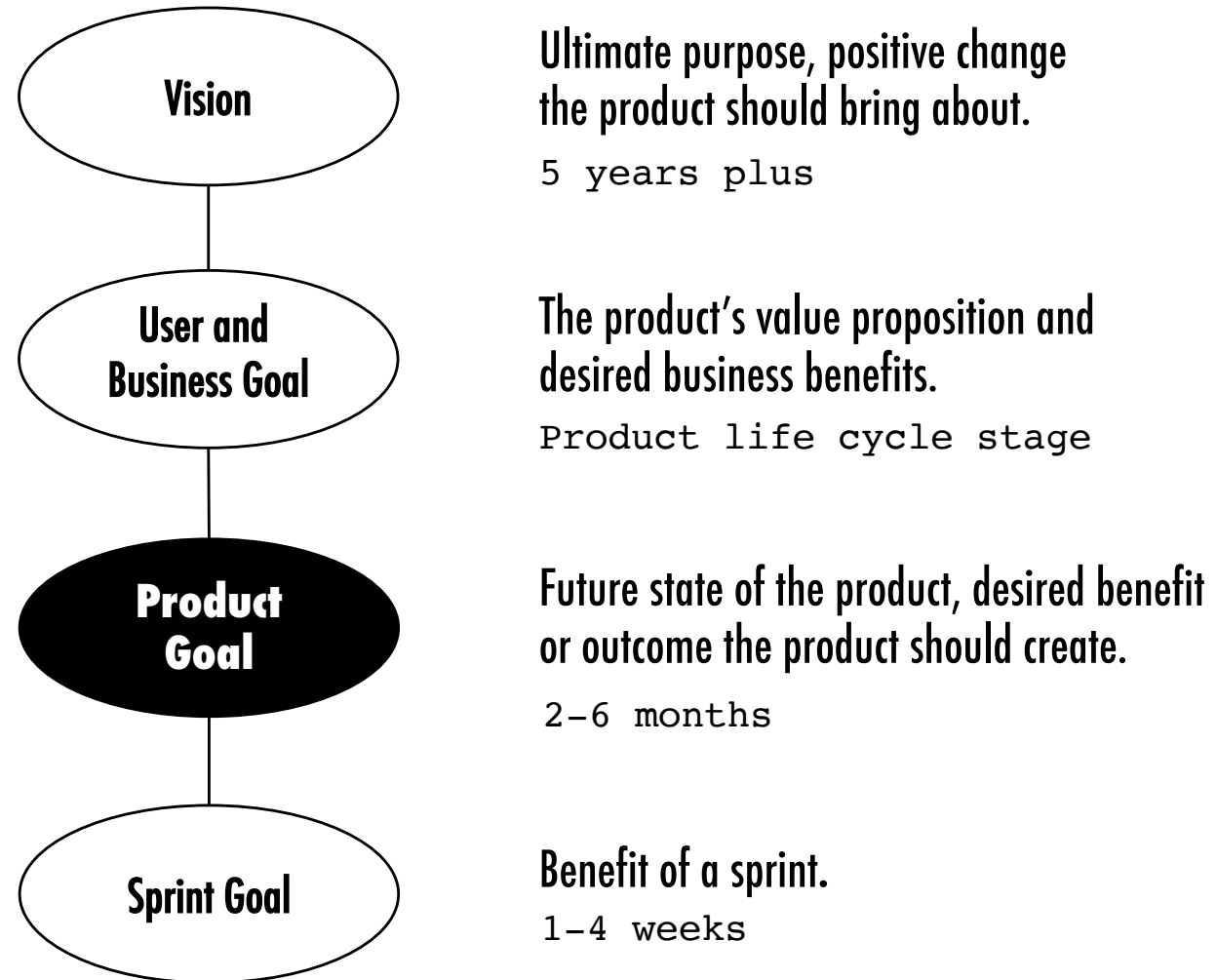
**“The product goal describes a future state of the product ...
[It] is the long-term objective for the Scrum team.”**

“The product goal is in the product backlog. The rest of the product backlog emerges to define ‘what’ will fulfill the product goal.”

The product owner is accountable for “developing and explicitly communicating the product goal.” The entire Scrum team is “focused on one ... product goal.”

*Scrum Guide, November 2020

A SET OF CASCADING GOALS



Based on Roman Pichler, "How to Lead in Product Management"

SAMPLE GOALS

Vision

Help people eat healthily.

User and Business Goal

Reduce the risk of developing type-two diabetes;
create new revenue source.






Product Goal

Help the users understand their eating habits and
acquire an initial user base.

Sprint Goal

Validate that users are willing to share
personal information when activating the app.

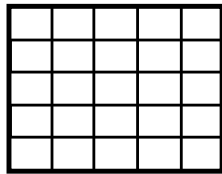
PRODUCT GOALS AND GOAL-ORIENTED ROADMAPS

 DATE	1 st quarter	2 nd quarter	3 rd quarter
 NAME	MVP	Version 2	Version 3
 PRODUCT GOAL	Help the users understand their eating habits and acquire an initial user base	Improve the users' eating habits and grow the user base	Help the users get fitter and generate revenue through in-app purchases
 FEATURES	<ul style="list-style-type: none"> • Healthy eating dashboard • Integration with smart watches and fitness devices 	<ul style="list-style-type: none"> • Recipes and shopping lists • Social media integration 	<ul style="list-style-type: none"> • Personalised advice (coach) • Weight loss • Integration with scales
 METRICS	Be in the top 15 diabetes apps six weeks after launch	Activations, engagement, NPS	Revenue from in-app purchases two weeks after release



PRODUCT GOALS AND THE PRODUCT BACKLOG

Product Roadmap



Which specific outcomes the product will create in the next 9-12 months?

- Product goals
- Dates or timeframes
- Selected coarse-grained features

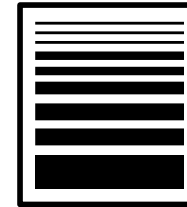


Product Goal

Focuses the product backlog.

Helps determine the right backlog items.

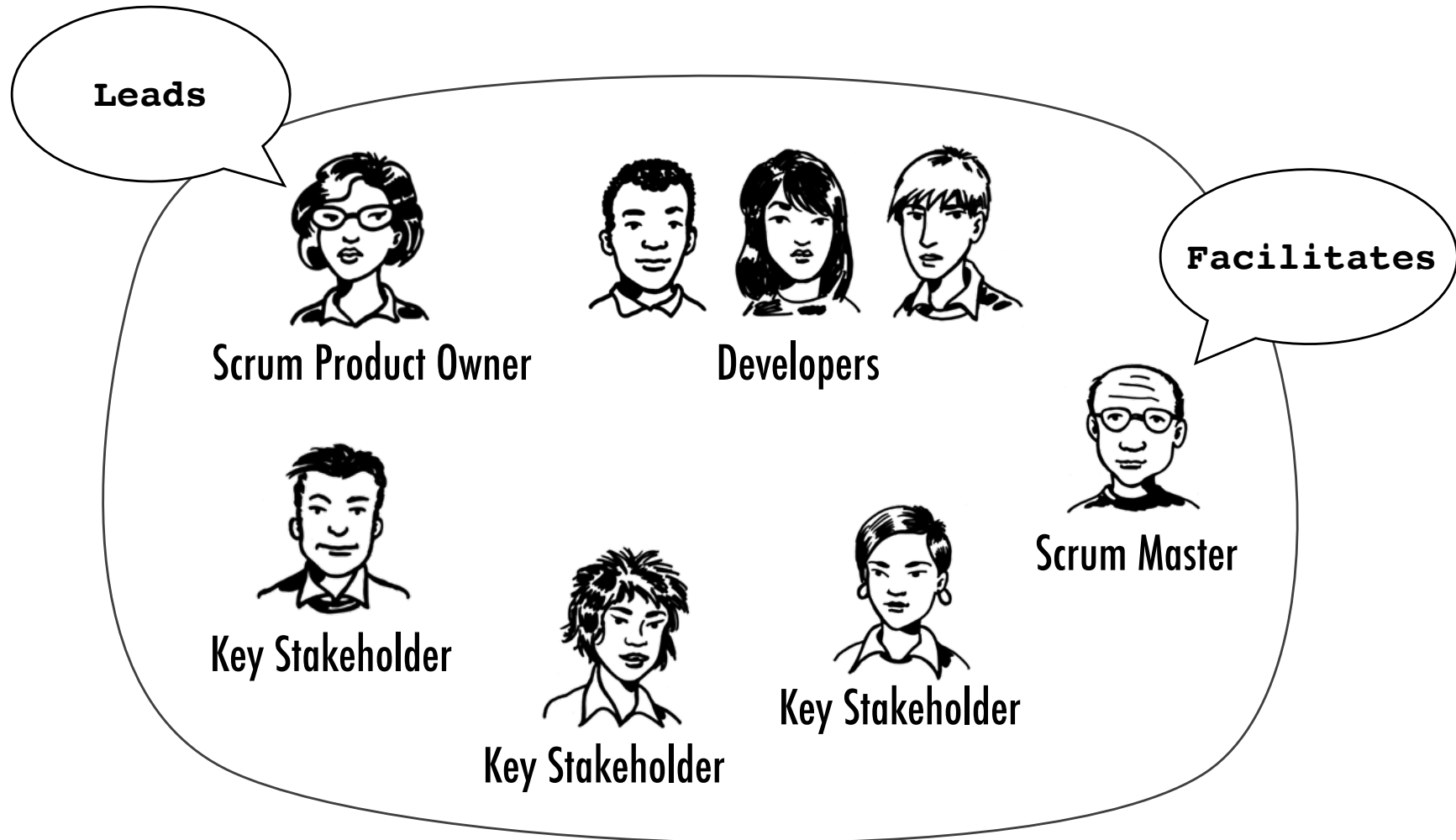
Product Backlog



Which UX design and functionality should the product offer to meet the next product goal?

- Product goal
- Epics, user stories
- Workflows and journeys
- Sketches, mock-ups
- NFRs

COLLABORATIVE GOAL SETTING



SUMMARY

Product goals are great to express specific, measurable **outcomes** or **benefits** a product should create.

Determine the product goals for the next 12 months and capture them on the **product roadmap**. Make sure that they are connected to the overarching user and business goals in the product strategy.

Set product goals **together** with the key stakeholders, developers, and Scrum Master. This maximises the chances that people **support** the goals and want to achieve them.

Use the next product goal to **focus** your **product backlog**: Its contents should serve to meet the goal.

THANK YOU FOR YOUR ATTENTION

You can find more information at:

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Please send questions & feedback to:

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