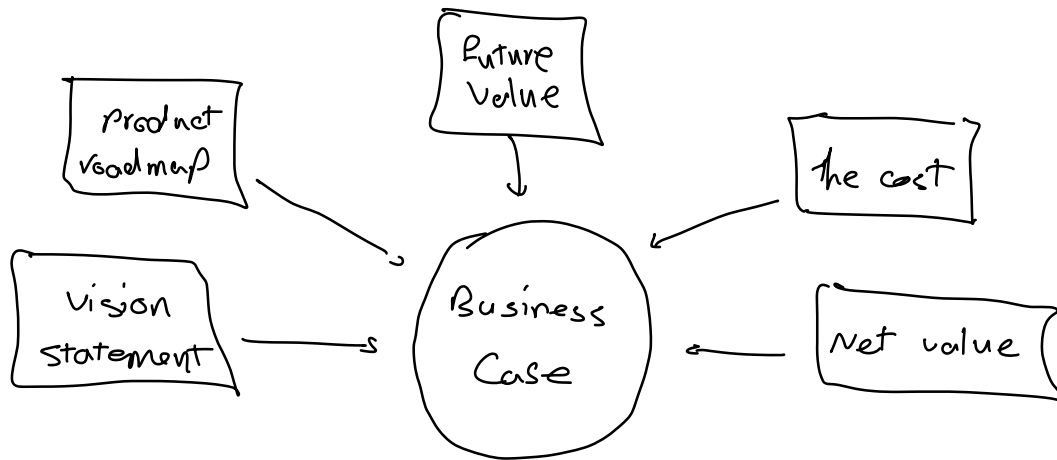


△ Building a Business Case



△ why Product Owner creates business case

- articulates the benefits of the project
- aligns project to company strategy
- justifies use of resources

△ Vision Statement

- brief and concise
- what the product will be (in the context of market place and customer needs)
- outermost boundary of the project
- strategic in nature - updated annually
- created & owned by the product owner
- provides context for both dev and client ORGs

Vision Statement outline

For	<target customer>
who	<statement of need>
the	<product name>
is a	<product category>
that	<product key benefit, compelling reason to buy>.
Unlike	<primary competitive alternative>,
our product	<final statement of primary differentiation>
Platinum Edge addition:	
which supports our strategy to	<company strategy>.

Product roadmap



- Holistic, yet digestible, view of features enabling product vision
 - ✓ Makes vision tangible
- Helps identify requirement affinities, gaps, and dependencies
- Often used to identify appropriate talent
- Visualize release-to-market timing
- Created and owned by the product owner
- Reviewed at least bi-annually

Product Backlog

- The project's "To Do" list of all scope items
 - › Product roadmap is the first cut of the product backlog
- Ordered, not just prioritized
- Progressively elaborate: higher ordered items have higher level of detail
- What is known is written—changes are expected
- Product backlog refinement up to 10% of scrum team's time
- Created and owned by the product owner
 - › Anyone may contribute, but product owner determines requirement acceptance and requirement priority
- Updated continually—a "living" artifact

Priorities

- 1.
- 2.
- 3.

Product Owner (as a pilot)

Regularly makes difficult directional decisions and provides clarification

- Short-term and long-term strategy is decisively clear
- Accessible for immediate clarifications on requirements as needed throughout the sprint
- Acceptance/rejection of requirements is provided daily throughout the sprint

Product Owner (as a financial controller)

Prioritizes requirements to maximize return on investment

- Responsible (controller) for budget
- Makes investment and financial trade-off decisions
- Determines project conclusion based on value maximization – $AC + OC > V$