# Agile Software Engineering
# Product Backlog Hygene

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# Hi, I'm Karsten!

Düsseldorf, Germany

Background: Computer Science

In Software Dev since 2005

Wore all the hats…


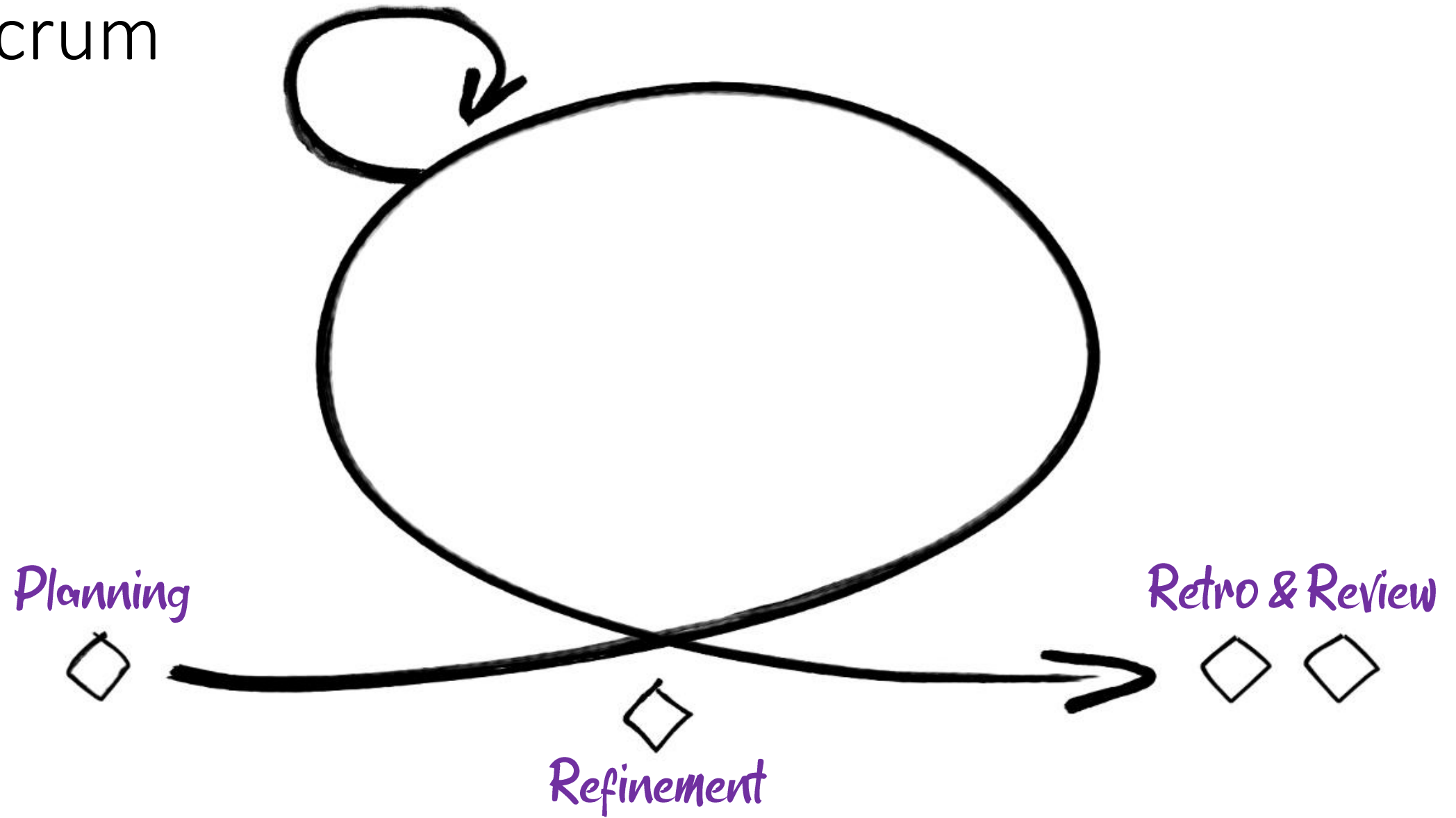Currently: PM @ Tonies.com

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Previously…

- Product Planning

- Requirements Elicitation

- Product Vision & Roadmap

You already have the big picture. Now let's zoom in.

Product Owner in Scrum sense:
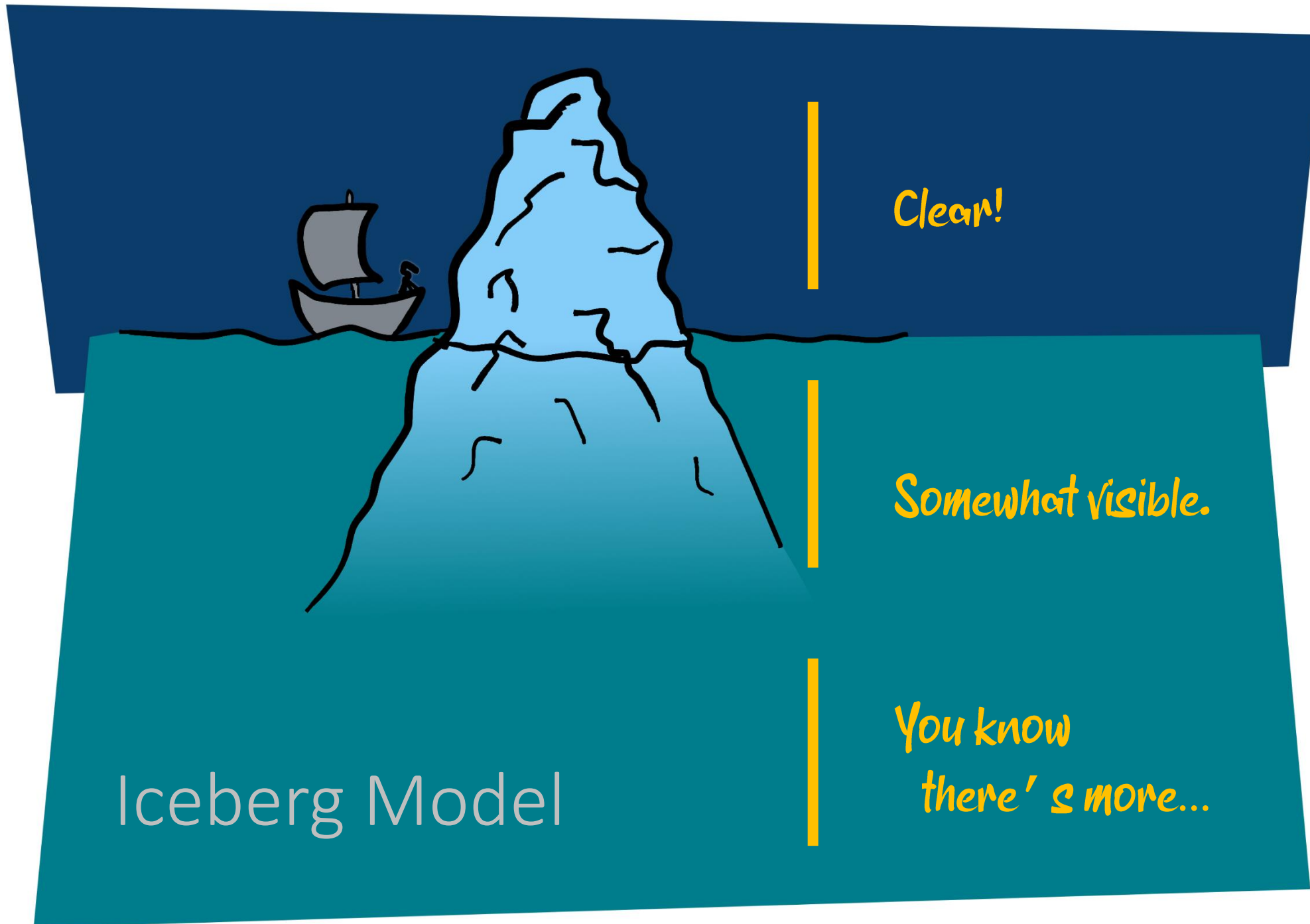The **Owner** of the **Product Backlog**

# Scrum

Planning

Refinement

Retro & Review

# Backlog

The Product Backlog is an emergent, ordered list of what is needed to improve the product. It is the single source of work undertaken by the Scrum Team.

The Scrum Guide

Clear!

Somewhat visible.

You know there's more...

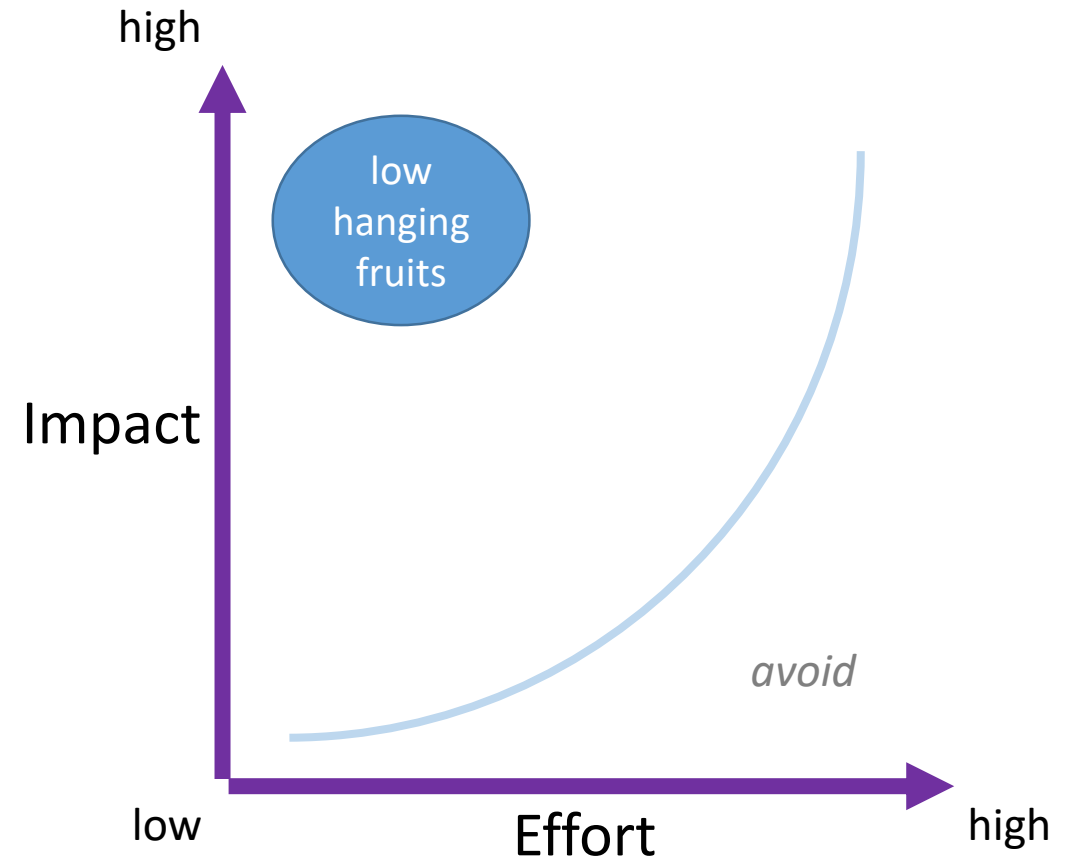Iceberg Model

Next

Soon

Eventually

# Impact Effort Matrix

## Impact estimation:
- User value
- Revenue
- Efficiency

## Effort estimation:
- Refinement

# Outcome vs Output

| Outcome | Output |
|---|---|
| High level (quantifiable) | Specific details |
| The goal you want to reach. | The steps you need to take. |
| Make it easier for our customers to log in. | • Color log-in button red<br>• Increase button size by 20% |
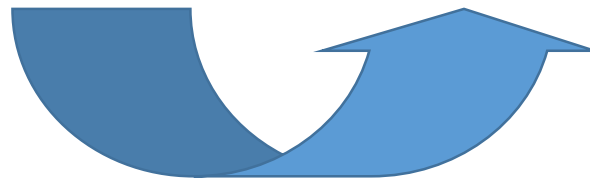
Refinement

# User Stories

Making sure to provide value for your users

Document what it is you're trying to achive

Note: User Stories are a communication tool, not a contract!

# User Stories 1: Personas

Personas are profiles for specific users.
Help to put youreself in their shoes.

Name:     Karsten

Details:  Experienced power shopper, easily frustrated with slow systems

Goal:     Wants to buy products in short time with few clicks

*Note:* The better you know your customers, the more you can focus on providing value for them

# User Stories 2: Format

Define what it is you want to solve, so you can discuss questions and approach to do that.

User Story Format

| As a | *Who?* | As an experienced shopper with low patience |
|---|---|---|
| I want to | *What?* | I want to add items to cart without interrupting my shopping experience |
| So that | *Why?* | So that I can keep shopping and add more items to cart and fulfill my shopping needs in short time |

# User Stories 2: Acceptance Criteria

What needs to be fulfilled so the PO can accept the solution?

PO wants *Outcome*, Team delivers *Output*

Acceptance Test Format:

| GIVEN | *Context* | GIVEN I'm logged in and have an empty cart |
|-------|-----------|--------------------------------------------|
| WHEN  | *Action*  | WHEN I hit the "add to cart" button on a PDP |
| THEN  | *Expected Result* | THEN the cart icon on the top right corner flashes briefly and shows a little one going further, indicating one item in cart |

# Refinement

Product Backlog refinement is the
act of breaking down and further
defining Product Backlog items into smaller more
precise items. This is an ongoing activity to add
details, such as a description, order, and size.
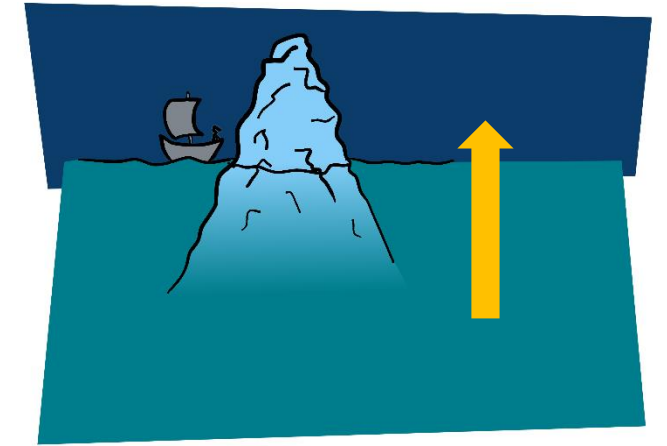
**The Scrum guide**

# INVEST Criteria

**I**ndependent          Can we manage the dependencies?

**N**egotiable           Can we discuss it or is this just an order (output)?

**V**aluable             Do we understand the value it brings?

**E**stimable            Can we estimate it?

**S**mall                Can we make it smaller?

**T**estable             Can we test it?

# Story Mapping

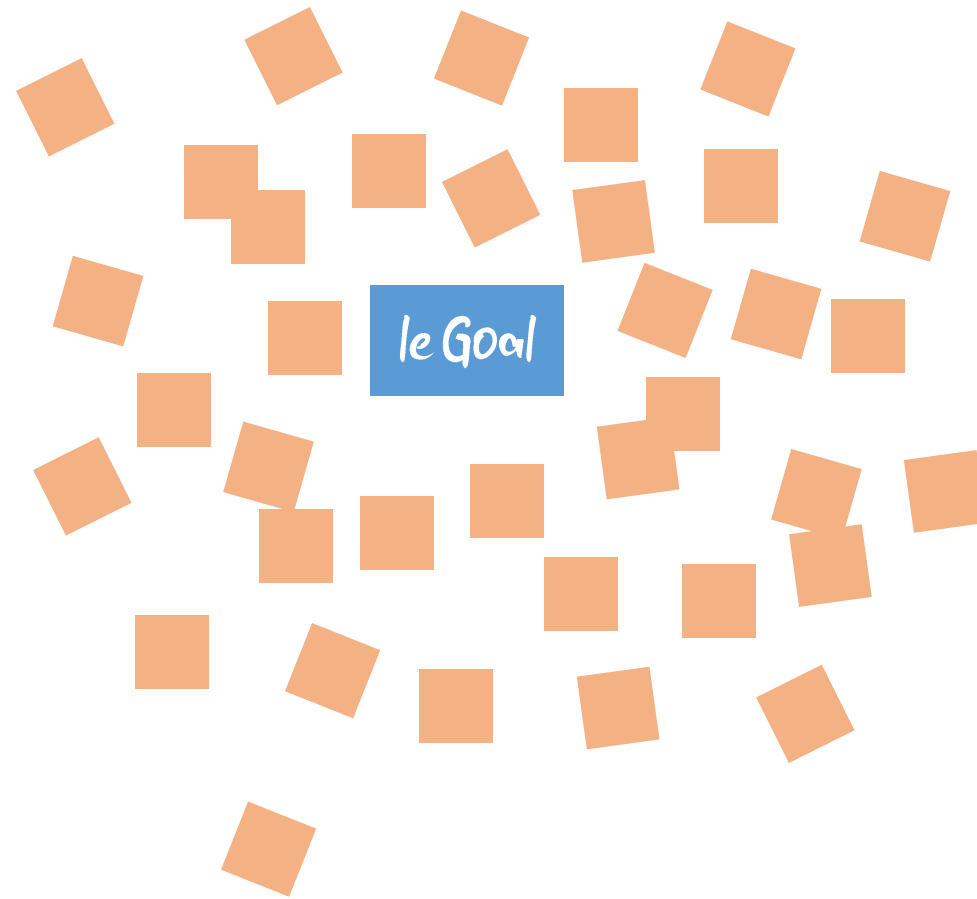Process to map out how to achieve a certain goal.

1. Goal definition

2. Brain storming

3. Grouping & ordering

4. Definition of steps

1.    Goal definition
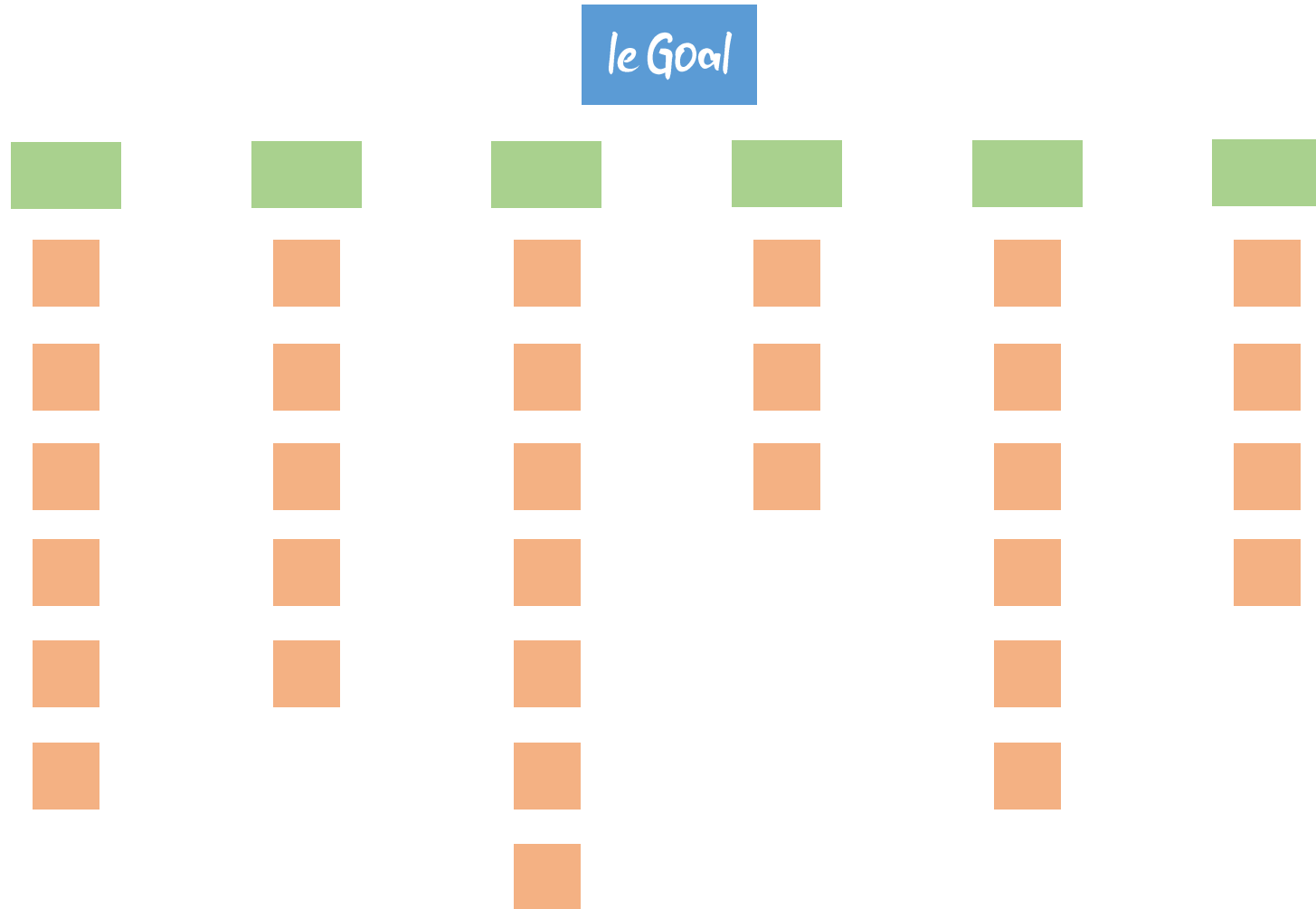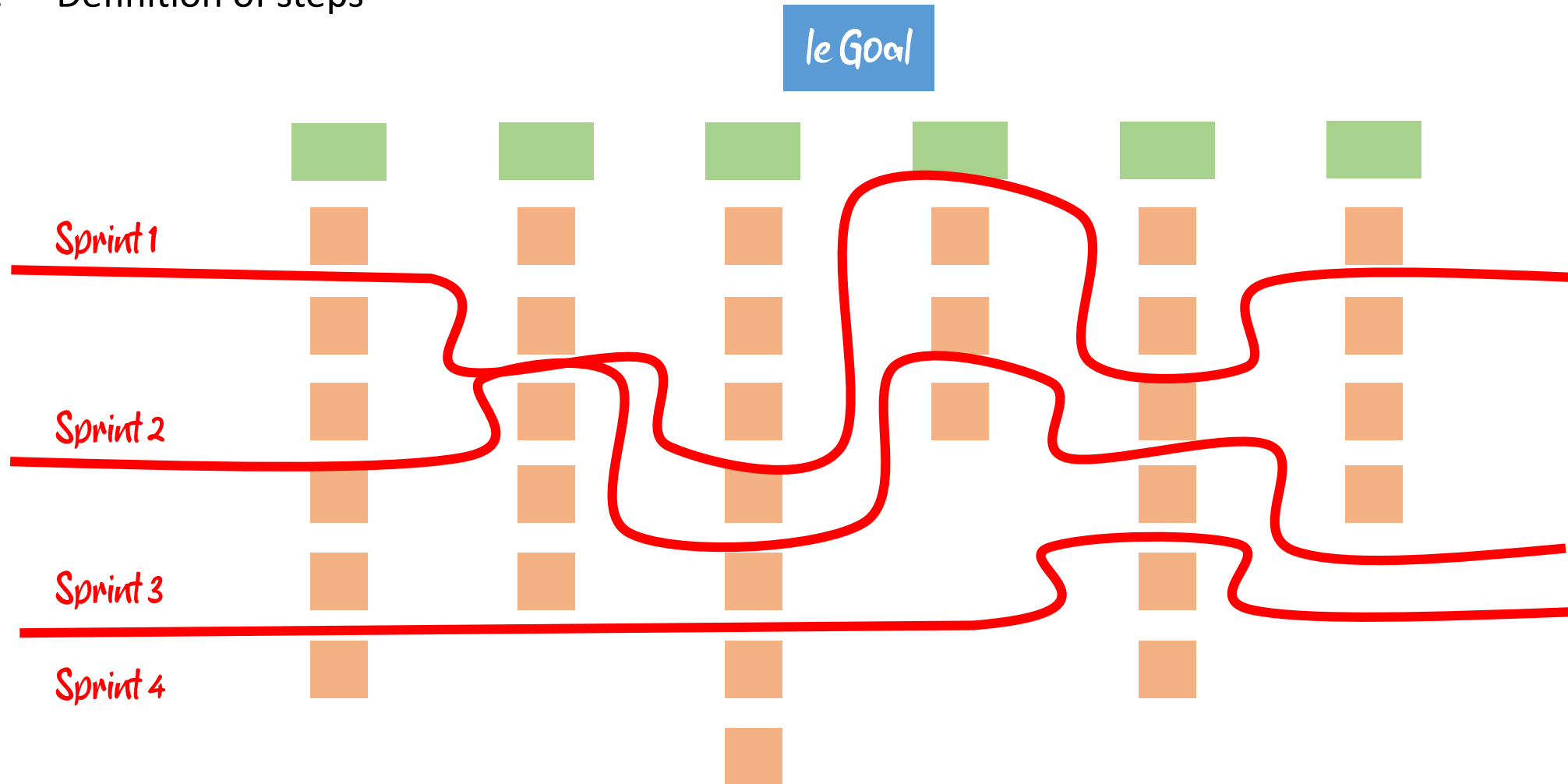
1. Goal definition

2. Brain storming

le Goal

1. Goal definition
2. Brain storming
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1. Goal definition
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4. Definition of steps

# Planning

The Sprint Backlog is composed of the Sprint Goal (why), the set of Product Backlog items selected for the Sprint (what), as well as an actionable plan for delivering the Increment (how).

The Scrum Guide

# Sprint Goal

What do we want to achieve this sprint?!

Helps providing focus.

# Sprint Commitment

Team decides on how much they can take in.

And commits to achieving it.

And plans how to approach it.


… and then the sprint is started!

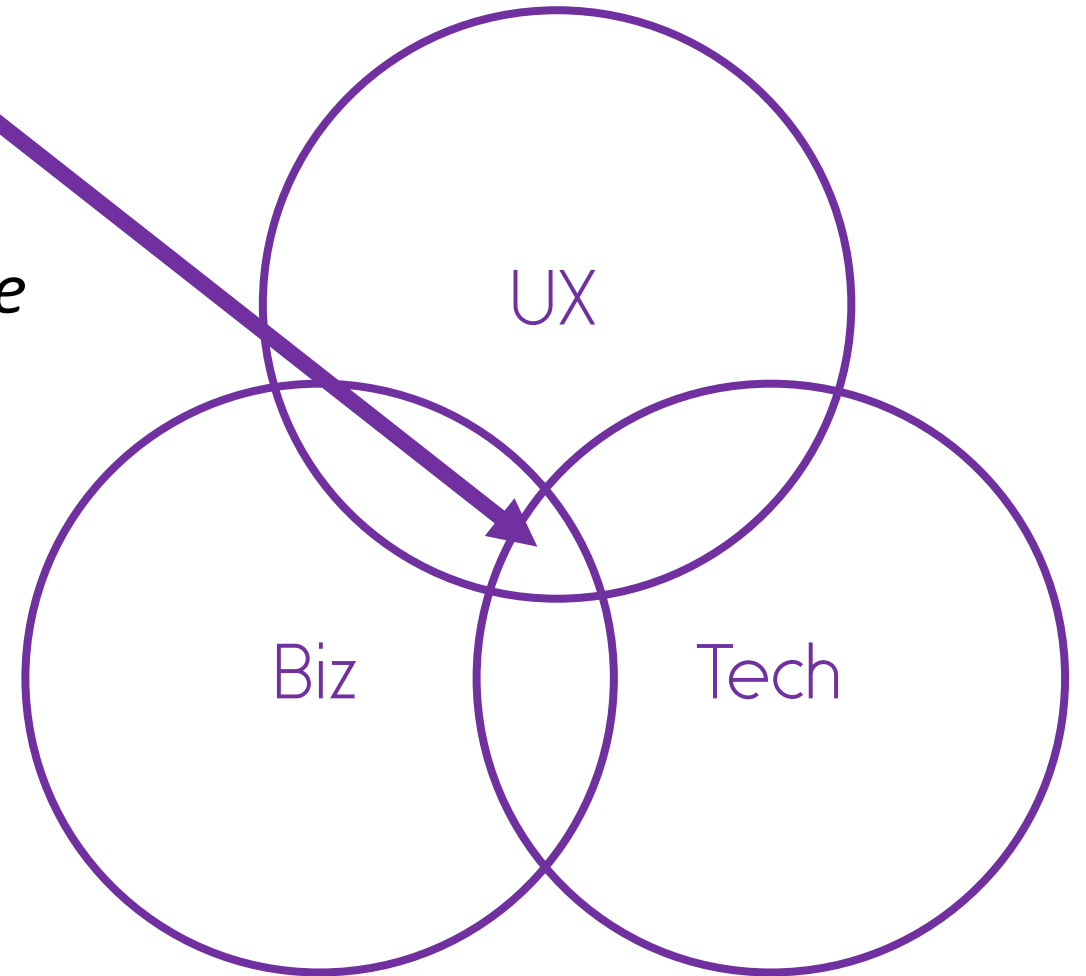# Thanks for your attention.

Questions?

# Backup

# Product Management

Holistic view of product

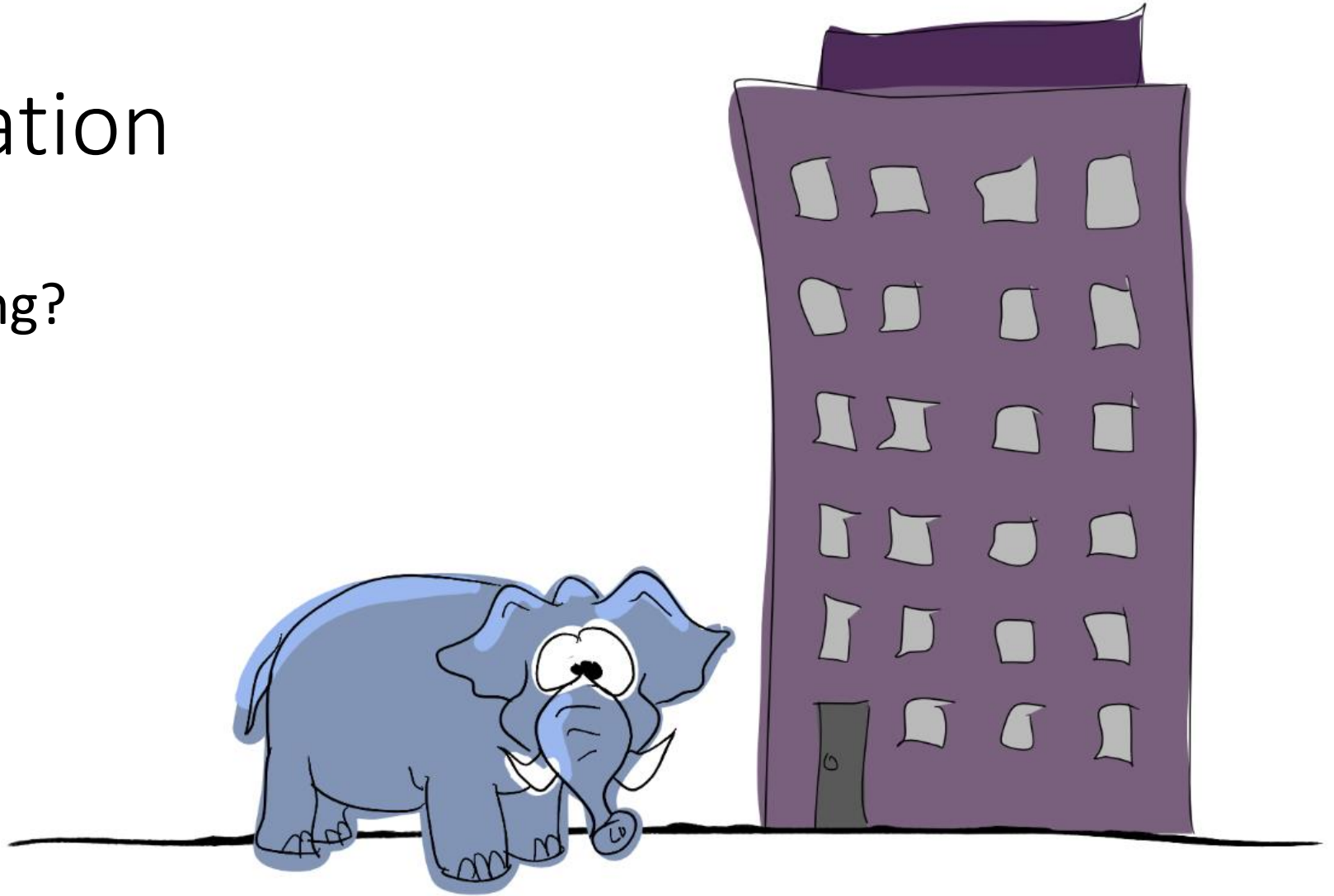From *Budget Planing* to *Customer Service*

Little too fuzzy…

UX

Biz

Tech

# Relative Estimation

How high is this building?

3 Elephants?

The team needs to decide on a reference story.

# Story Points

Measure for story complexity: points

Measure for team's velocity: points per sprint

Based on Fibonacci Sequence (½  1  2  3  5  8  13  20  40  100)

Alternative: T-Shirt sizes (Small  Medium  Large)

*Note*: You can't compare the relative estimations between teams. Highly individual.

# Planning Poker

1. Discuss a story for short time.
2. Then ask everyone to make their story point assessment…
3. Show on count of 3!
4. Check differences.
5. Two people briefly explaining their perspective: lowest & highest
6. Repeat 2-5 until agreement.