

The Product Goal

The Product Backlog has a Product Goal.

The latest Scrum Guide introduces the concept of a Product Goal to provide focus for the Scrum Team toward a larger valuable objective. Each Sprint should bring the product closer to the overall Product Goal. An example of a Product Goal is:

"We have a Sports Scores App with full statistics for Football, Cricket and Rugby"

The Product Goal describes a future state of the product which can serve as a target for the Scrum Team to plan against. The Product Goal is in the Product Backlog. The rest of the Product Backlog emerges to define “what” will fulfill the Product Goal. A product is a vehicle to deliver value. It has a clear boundary, known stakeholders, well-defined users or customers. A product could be a service, a physical product, or something more abstract. The Product Goal is the long-term objective for the Scrum Team. They must fulfill (or abandon) one objective before taking on the next.

What is the Product Goal for your product?

Get the free Daily Team To-do list [here](#) to take your team to the next level!

The image is a screenshot of a webpage for DASHUN Consulting LTD. The page has a white background with a red border. At the top left is the company logo. The main heading is "Scrum To-do List". Below it is a list of tasks, with a red arrow pointing to the first item. To the left of the list is the text "Grab it now!". On the right side, there is a sidebar with a "Download Now" button and a "Download the FREE Ebook (Limited Time Offer)" button. The tasks listed are:

- 1. Update list of requirements from daily scrum, stand-ups and other context
- 2. Review and update requirements about
- 3. Review and update requirements about
- 4. Review and update requirements about
- 5. Review and update requirements about
- 6. Review and update requirements about
- 7. Review and update requirements about
- 8. Review and update requirements about
- 9. Review and update requirements about
- 10. Review and update requirements about

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