How To Create A Product Using The Scrum Framework
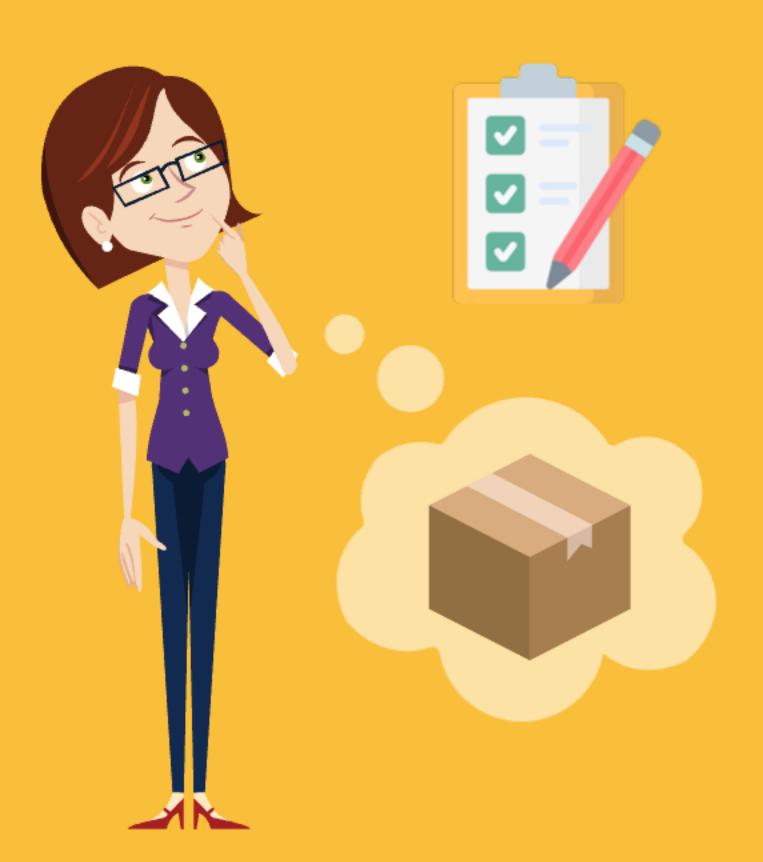
Sprints

- Product development progresses through a series of sprints (iterations)

- Sprints are time-boxed to between one and four weeks

- It entails a number of different events (meetings)

The (really) first meeting

- **The product owner puts all requirements into perspective and aligns then with a vision for the product**

- **There may be a number of these meetings before the vision is finalised**

Vision Statement   Develop a world class sports website that will benefit sports fans by giving them up-to-date news and results for the most popular sports in the world.

Target Group:	Needs:	Product:	Value:
Sports fans of all ages across the world. Particularly for the top sports in the world (found by research).	Feel fully informed on the main news headlines related to the top sports. Feel fully up to date on the results related to the top sports.	Website with: • news headlines from all sports • sport specific headlines for the top sports • sports results for the top sports • editorially controlled news stories	Increased brand awareness and future opportunities for advertising revenue.

Vision Statement Develop a world class sports website that will benefit sports fans by giving them up-to-date news and results for the most popular sports in the world.

Target Group:	Needs:	Product:	Value:
Sports fans of all ages across the world. Particularly for the top sports in the world (found by research).	Feel fully informed on the main news headlines related to the top sports. Feel fully up to date on the results related to the top sports.	Website with: • news headlines from all sports • sport specific headlines for the top sports • sports results for the top sports • editorially controlled news stories	Increased brand awareness and future opportunities for advertising revenue.

Vision Statement Develop a world class sports website that will benefit sports fans by giving them up-to-date news and results for the most popular sports in the world.
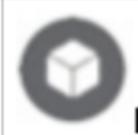
Target Group:

Sports fans of all ages across the world. Particularly for the top sports in the world (found by research).

Needs:

Feel fully informed on the main news headlines related to the top sports.

Feel fully up to date on the results related to the top sports.

Product:

Website with:

- news headlines from all sports
- sport specific headlines for the top sports
- sports results for the top sports
- editorially controlled news stories

Value:

Increased brand awareness and future opportunities for advertising revenue.

This vision can later be used to form the roadmap