

## 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.

---

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

The screenshot shows a website for Hashun Consulting Ltd. The main heading is "Scrum To-do List". Below it, there is a list of tasks for a Scrum team, including updating the backlog, prioritizing items, and planning the sprint. A red arrow points from the text "Grab it now !" to a "Download Now" button. On the right side, there is a sidebar with a "Download Now" button and a "Download the FREE Check Limited Time Offer!" button. The website also features a "Hashun Consulting Ltd." logo and a "Hashun Consulting Ltd." tagline.