

## 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.