

Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i>	Whose involvement is needed to accomplish the task ? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task,downstream effects of delaying task</i>
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's sprint 0 starts
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance	Approver (Has the final say on a specific aspect of the project)	Before each sprint starts
	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy		Head of Product/Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before each sprint ends
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Initiate and maintain feedback loop	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Ongoing activity
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Ongoing activity
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
Setup analytics tracking	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Prepare for every sprint	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Create tickets for each sprint based on the analytics tracking requirements	Product Marketing			
	Finalize user-stories and design to add for each sprint	Product Manager			
Coordinate product/feature launch	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Marketing	Product Manager	Approver (Has the final say on a specific aspect of the project)	Before project's sprint 0 starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Approver (Has the final say on a specific aspect of the project)	Ongoing activity
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before each sprint ends

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Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before each sprint ends
			Impacted Product Managers	Approver (Has the final say on a specific aspect of the project)	
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Elaboration of distribution strategy	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends
	Development of a user support strategy	Customer Service	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends
	Elaboration of a plan to correct bugs identified after the product launch	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends