# The What

Project or Product Name

|  |
| --- |
|  |

Project Timeframe

|  |
| --- |
| ?? Weeks |

Product Pitch (one or two sentences)

|  |
| --- |
| We are building < Name> so that we can < > |

# The Why

Product Goals

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| --- |
|  |

Success Measures

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| These may or may not map one-to-one with Product Goals. These should be framed as measurements.  For example: Reduce < > 50% by < >  Tips: Start with Action Verbs: Achieve, Improve, Reduce, Complete, Increase  Use these 5 Categories to identify measures  Hard Dollars Saved or Incremental Revenue Achieved - identify a dollar amount saved or new revenue that will be achieved.  Process Improvements Metrics that Help Competitiveness - improvements realized that can be directly linked to your ability to compete and win new business. For example is shortening on-boarding time for new clients.  lag time?  Process Improvement Metrics that Reduce Risk - Achieving better compliance to regulations.  Process Improvement Metrics that Reduce Operating Expenses and Improve Service  General Process Improvement Metrics - For example, "99% reduction in manual steps |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Reduce Risks** | **Improvement Management of** | **Increase Productivity** |
| **Measure** *what we will measure* |  |  |  |
| **Source** *source for measurement* |  |  |  |
| **Benchmark** *what the situation is now* |  |  |  |
| **Minimum Target** *the minimum acceptable value for the measurement* |  |  |  |
| **Desired Target** *the desired target value for the measurement* |  |  |  |

# The Who

Contributors and Relationships

*Identify Name, skills, percent allocated to project, specific time windows they are available if necessary, and place them in the appropriate location on the venn diagram*

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|  |

# The When

Cadence

*Time(s) for Sprint Retrospective/Sprint Planning, Daily Stand-Up, Sprint Demos, Prioritization Meeting, Estimation Meeting, and Backlog Grooming Sessions*

Code Freeze for Demos

Sprint 3

Week of DD/MM/YY

Sprint 2

Week of DD/MM/YY

Sprint 1

Week of DD/MM/YY

User Story Workshop

10:00 – 12:00

Backlog Estimation

8:15 (after stand-up)

\*Daily Stand-Ups, Daily at 9:45, webex

Holiday

Backlog Prioritization

10:00 (after stand-up)

Backlog Prioritization

10:00 (after stand-up)

Sprint Demo

10:00 – 11:00

Sprint Planning

1:00-3:00/5:00

Sprint Demo

10:00 – 11:00

Sprint Planning

1:00-3:00/5:00

Fri

Thurs

Wed

Tues

Mon

Sprint 4

Week of DD/MM/YY

Deploy

Finalize Release

End User Testing

Logistics

*Time(s) for Sprint Retrospective/Sprint Planning, Daily Stand-Up, Sprint Demos, Prioritization Meeting, Estimation Meeting, and Backlog Grooming Sessions*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Meeting** | **Required Attendees** | **Optional Attendees** | **Facilitator** | **Logistics** | **Notes** |
| Daily Stand-Up |  |  |  |  |  |
| Backlog Prioritization |  |  |  |  |  |
| Sprint Demo |  |  |  |  |  |
| Sprint Planning |  |  |  |  |  |

Constraints

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Notes** *(PTO, etc.)* |
| Product Owner Availability for Questions |  |  |  |  |  |  |
| Product Owner Available for Validation Review |  |  |  |  |  |  |
| Core Team, Core Hours |  |  |  |  |  |  |

Misc.

* <insert Misc. questions specific to project context>