

Scrum Scenario: Dating with the Stars

Overview

Pleased with your Scrum management approach and delighted with the development team that you've assembled, the team and stakeholders are eager to get started with the first development cycle for your dating website. The date is January 28th and executive stakeholders across the company are **gearing up for the big spring Courtship and Dating Conference and Trade Show just 3 months** away on May 1st.

Unfortunately, you've been unable to locate a product owner within the company to guide the product vision and manage product ROI. Realizing that each day of waiting means a lost day of product development, you've stepped into the role of **Interim Product Owner** while the search continues for the right internal resource.

You will be working closely with internal stakeholders to ensure that the product delivered by the development team for the May 1st conference and trade show meets the goals the business customers.

Your Mission

As Interim Product Owner, your first task is to develop a prioritized Product Backlog for the initial release of the website. Jack Richman, the CEO, is away on golf trips to Singapore and New Zealand and has assigned stakeholders from the following departments to represent their separate interests in assembling the Product Backlog:

- a) Corporate sales
- b) Marketing
- c) Customer support
- d) Production operations (IT Support for live website)
- e) Legal

The required outcome of this Product Backlog development session is a prioritized Product backlog that represents a unified goal and high-level plan for the website that will debut at the spring trade show.

It is your job to plan and facilitate the meeting, keep all participants focused, and produce the desired outcome. The potential tremendous success of the dating website has each of these departments aggressively competing with each other for top priority on the product backlog.

Product Owner, your goal is to plan and drive an effective Product Backlog development session that results in an initial (“v0.5”) product backlog.

NOTE: The backlog will not be estimated at this point; your goal is to create a set of user stories that the ScrumMaster can take into a release planning and estimation session with the development team.

TEAM INSTRUCTIONS:

- 1) Determine who will be the product owner
- 2) Have remaining team members each select a department to represent (count off a,b,c, d,e)
- 3) Give each department representative 5 minutes to “create their character” (see handout forms)
- 4) Product owner: you have 15 minutes to initiate and drive the Product Backlog planning session.

Some additional notes:

- Product Owner is driving the meeting – be in charge!
- Stakeholders – get into the mind of your character; be creative
- Stakeholders should stay in character (you’re senior management – act like it!)
- End result is a prioritized product backlog that can be handed off to development team

Create your character (Pick One of the following)

Corporate Sales / Marketing / Production Operations / Customer Support / Legal

What are your goals for the quarter?

What are your top 3 dating website requirements needed to accomplish these goals?

How badly do you want these requirements in the next release?

How will you get what you want?