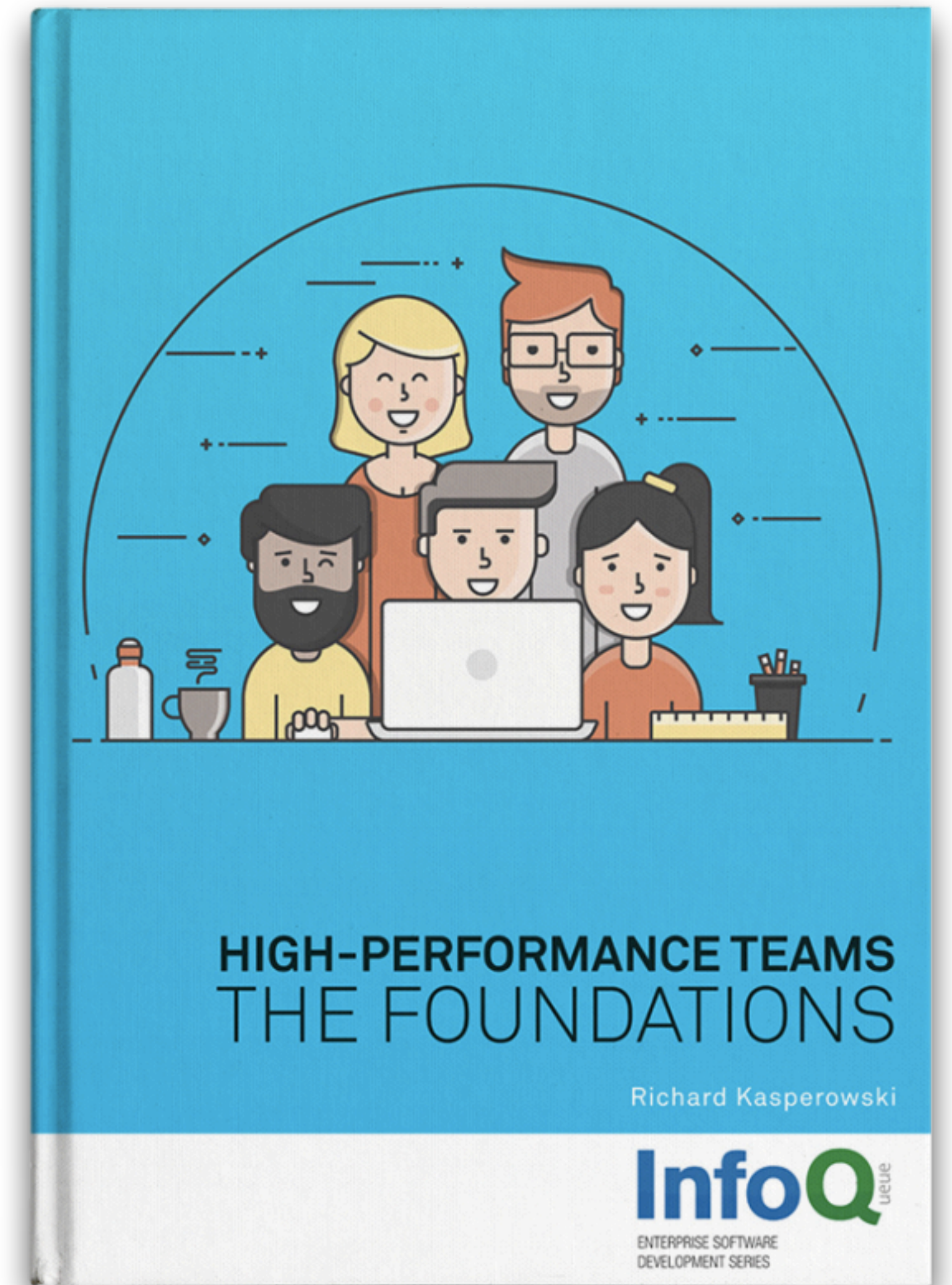


Product Inception Canvas

How to Build the Right Thing

Richard Kasperowski | Certified Agile Team Building™



Richard Kasperowski

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- High-Performance Team Building™
- Agile & Scrum Foundations
- Agile Product Owner Skills
- Agile Technical Skills
- Agile Team Building Trainer Certification

 +1 617 466 9754  r@kasperowski.com



@rkasper



kasperowski



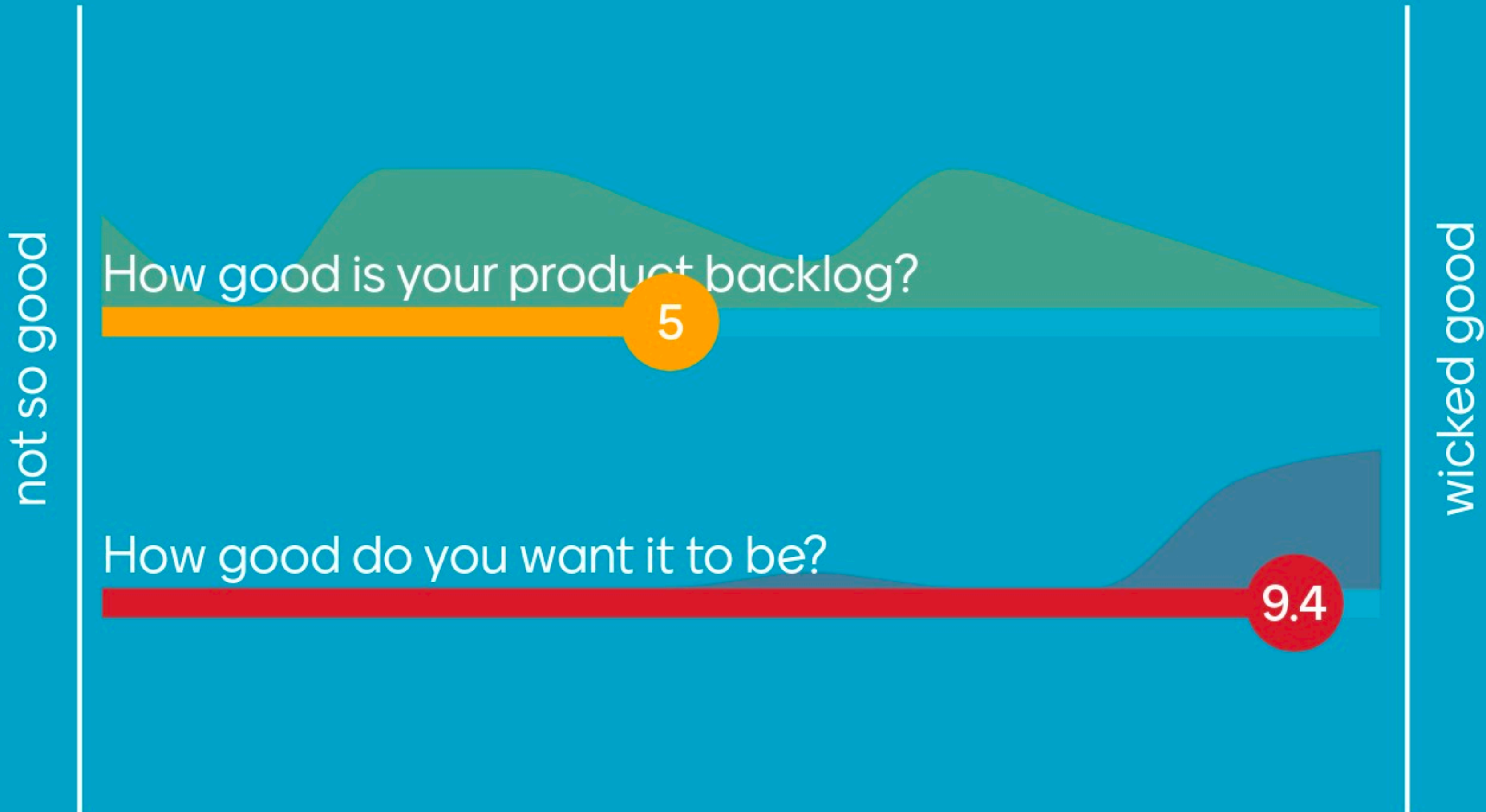
kasperowski



r.kasper



How good is your product backlog?



I can create a great
product backlog

Ordered Initial Product Backlog

□ □ □

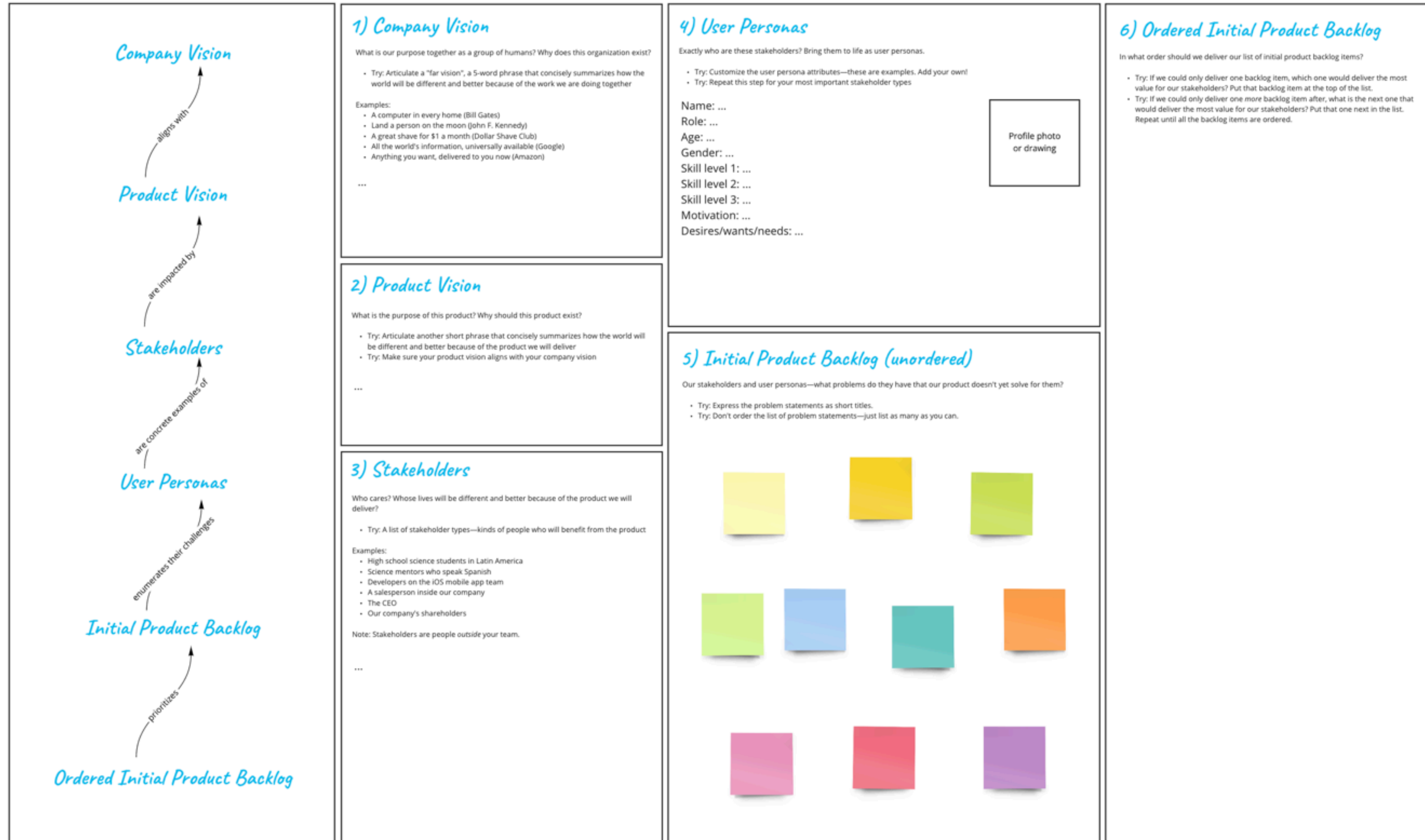
● ● ●

Figure 1

Profile photo
or drawing

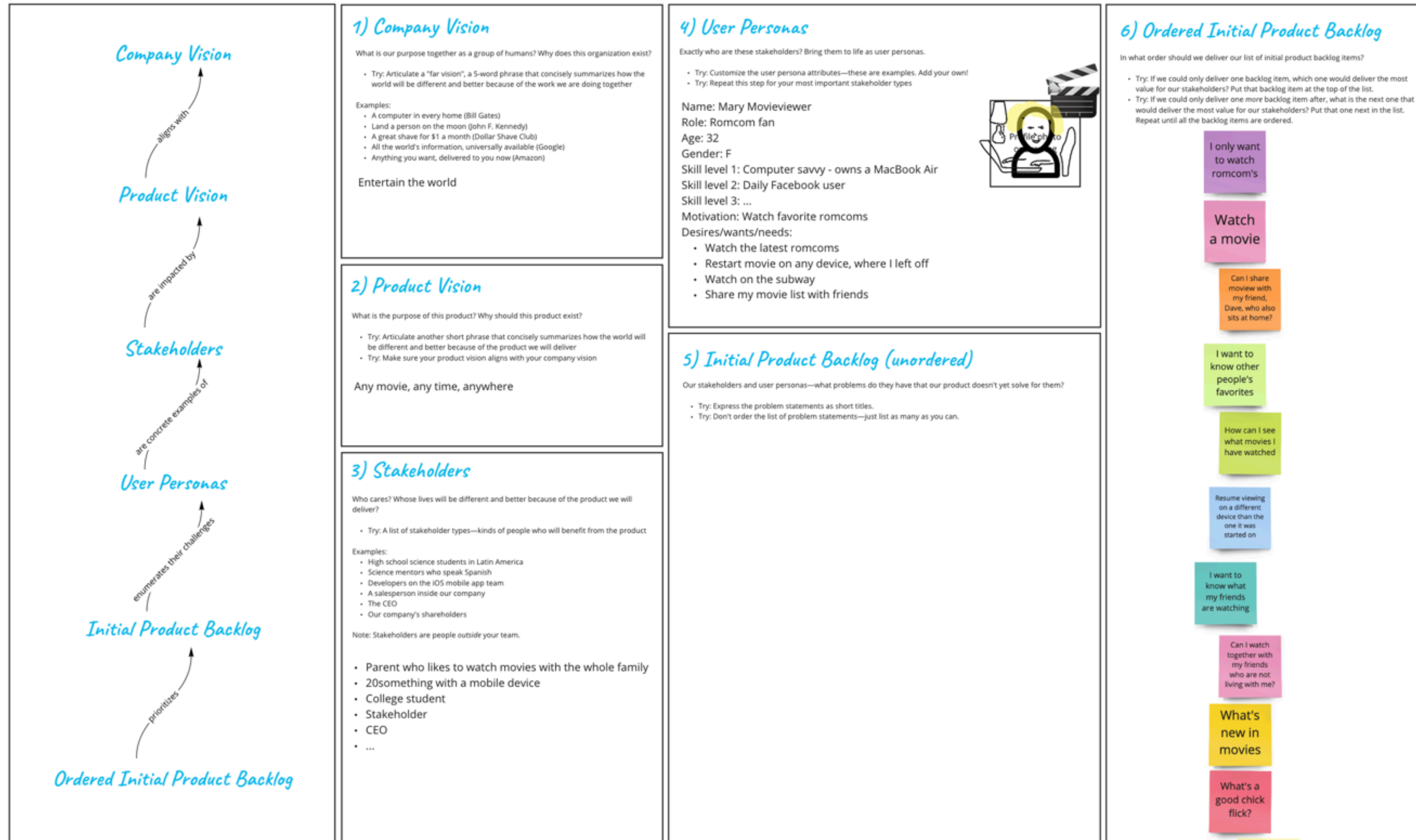
A decorative graphic consisting of nine colored squares arranged in a 3x3 grid. The colors of the squares, from top-left to bottom-right, are: yellow, orange, light green, light green, light blue, teal, orange, pink, and purple. Each square has a slight drop shadow, giving it a 3D appearance.

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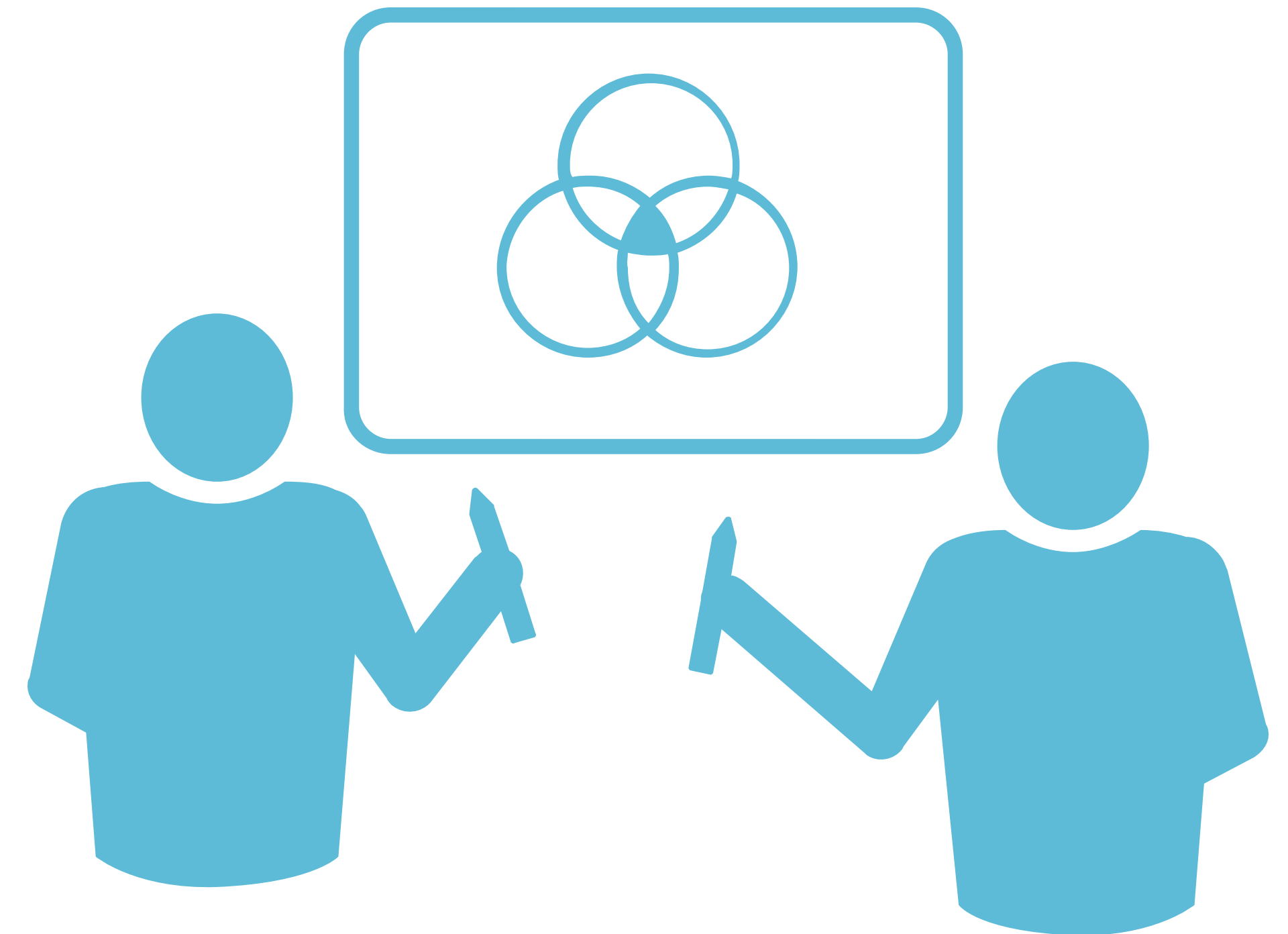
Vision

Who Cares?

What Do They Want?

Your company vision?

- ✓ Our purpose together as a group of humans
- ✓ Why does our org exist?
- ✓ How will the world be different and better because of us?
- ✓ 5-word “far vision” statement



Your org's far vision

To help people recover from the unexpected.

to help eradicate preventable diseases

help people manage the risks of everyday life, recover from the unexpected, and realize their dreams.

Excellently transform the student experience

To simplify complex reporting

Be there for customers during their time of need.

Disrupt the Real Estate Industry to make the process easier

See cool stuff in space!

To protect, defend, and help our members.

Your org's far vision

We are committed to excellence in everything we do to help AAA Members prevent, prepare for and recover from life's Uncertainties

helping customers succeed financially.

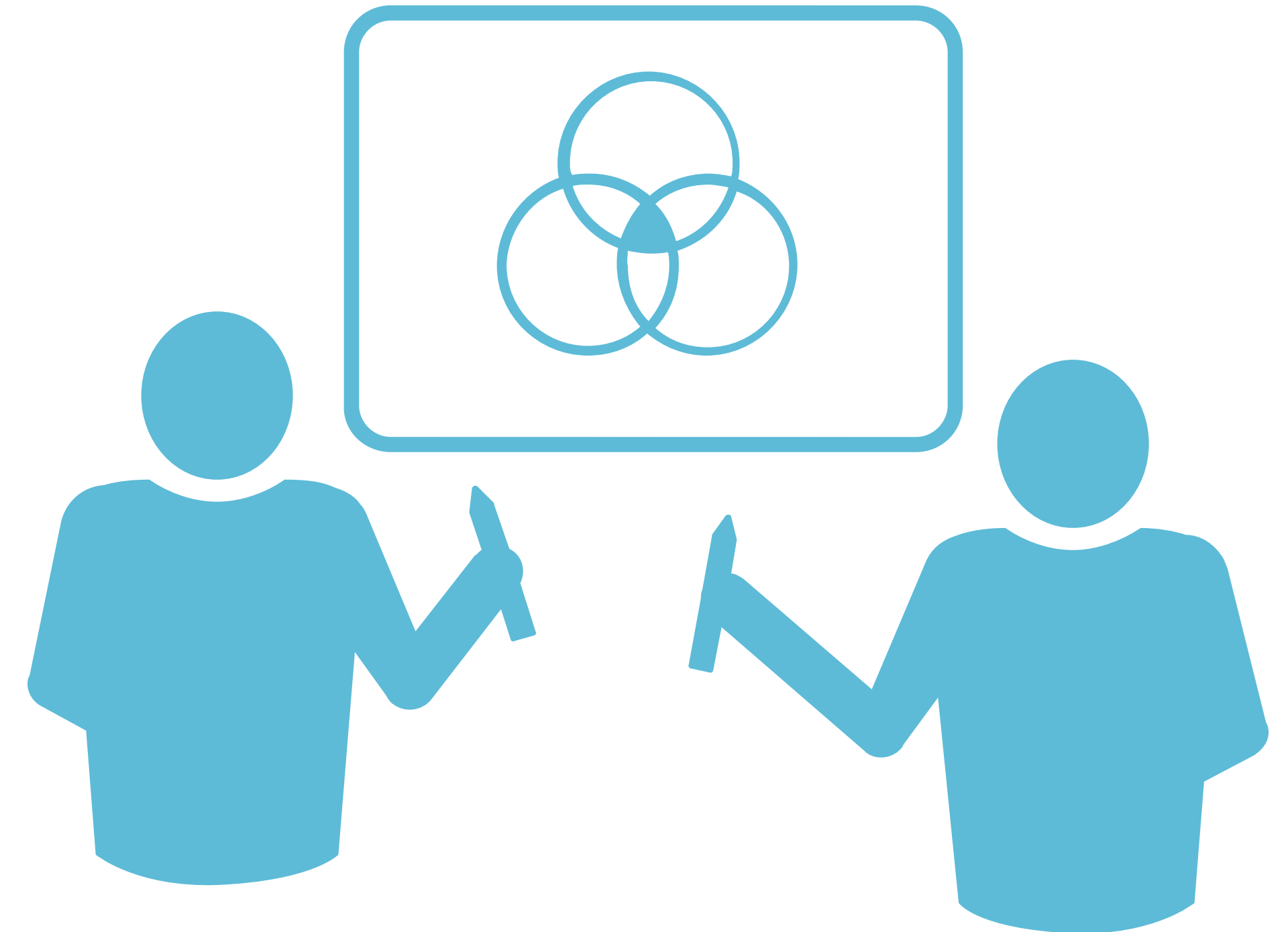
#1 hospitality sales and marketing solution

... .. that enable students to develop knowledge and skills necessary to achieve their professional goals, improve the performance of their organizations and provide leadership and service their communities

Enable Analytics for All

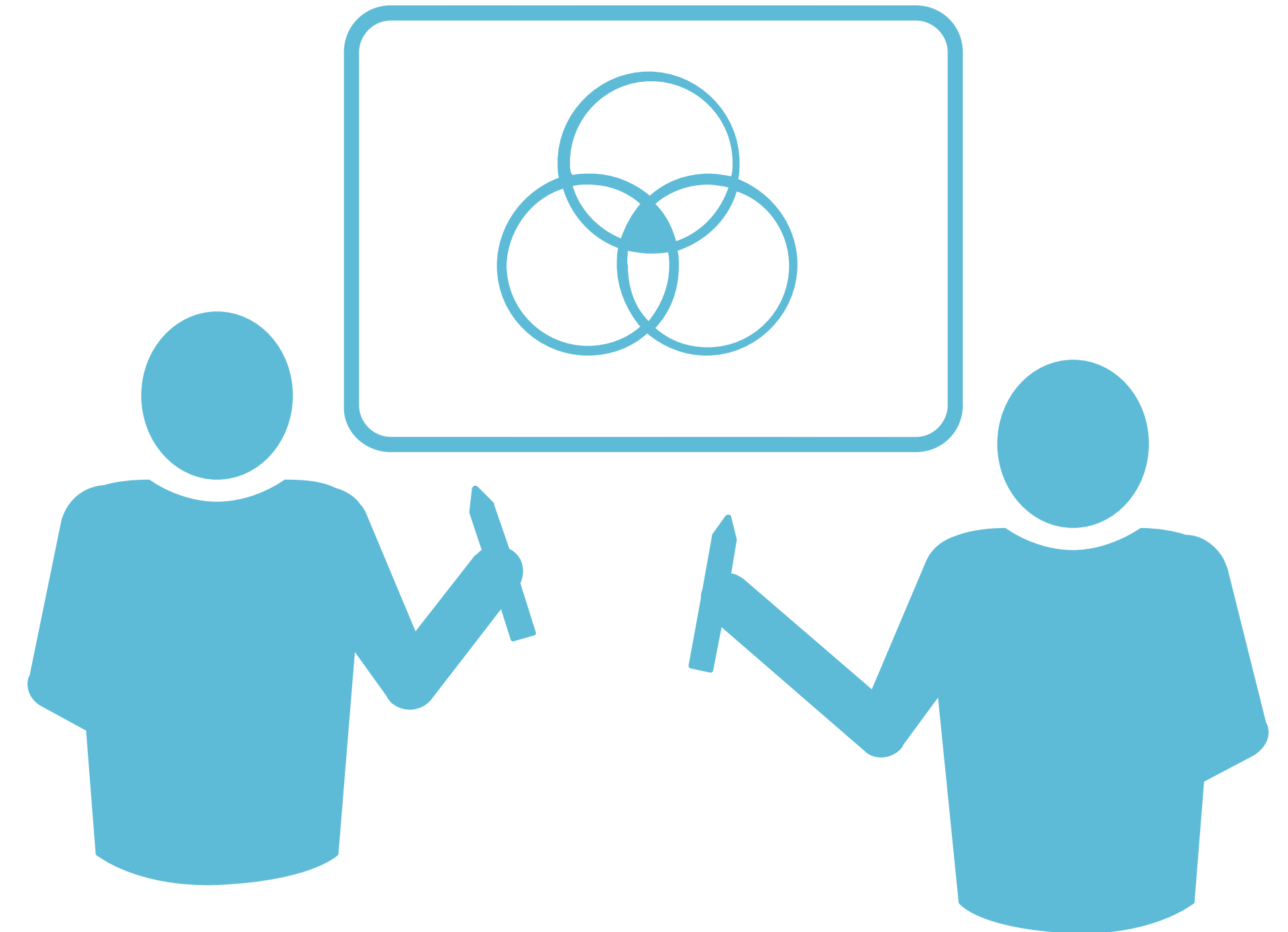
Company Vision

- ✓ What is our purpose together as a group of humans?
- ✓ Why does this organization exist?
- ✓ “Far vision”: 5-word phrase describing how the world will be different and better because of the work we are doing

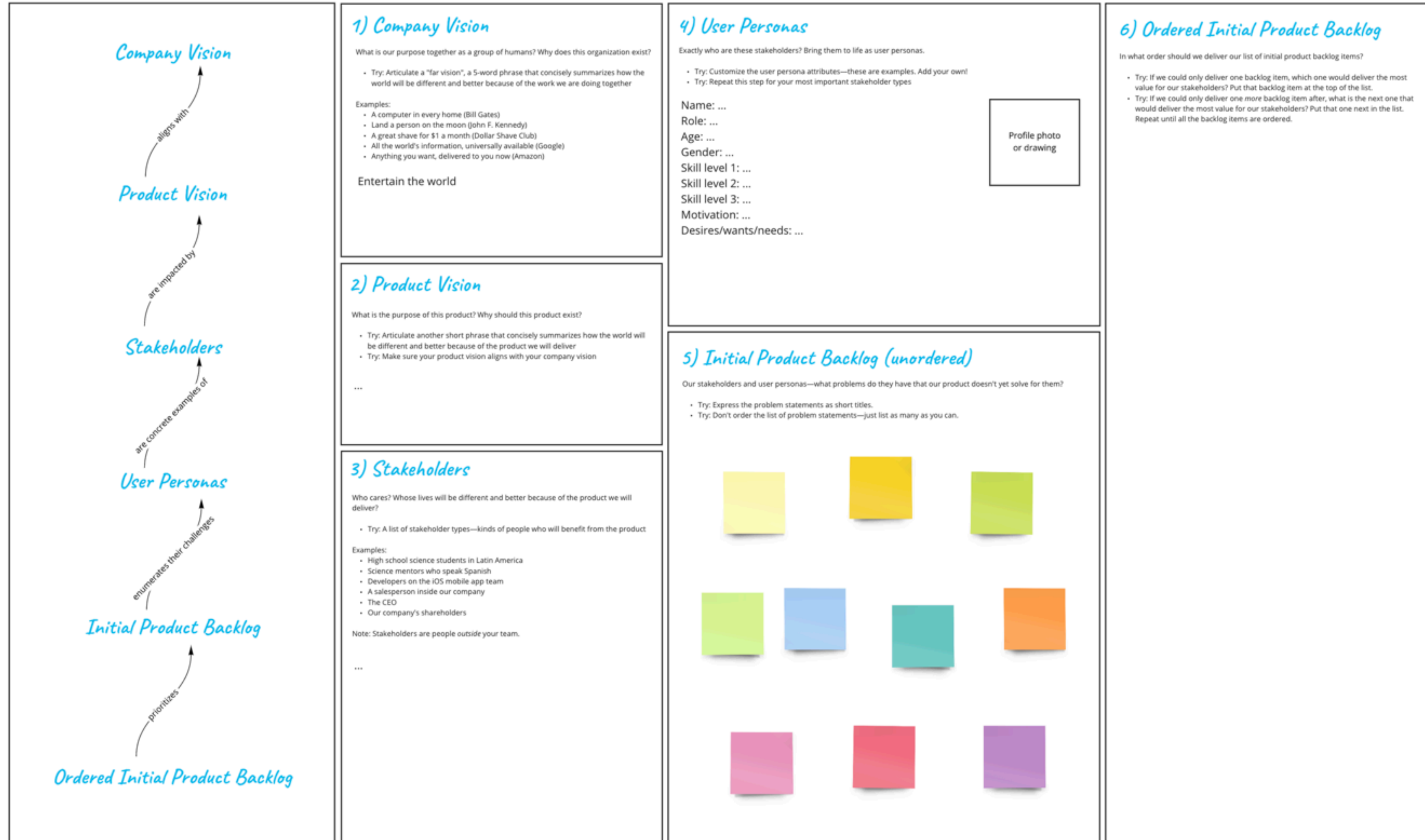


Company Vision

- ✓ A computer in every home
- ✓ Land a person on the moon
- ✓ A great shave for \$1 a month
- ✓ All the world's information, universally available
- ✓ Anything you want, right now



Product Inception Canvas



1) Company Vision

What is our purpose together as a group of humans? Why does this organization exist?

- Try: Articulate a "far vision", a 5-word phrase that concisely summarizes how the world will be different and better because of the work we are doing together

Examples:

- A computer in every home (Bill Gates)
- Land a person on the moon (John F. Kennedy)
- A great shave for \$1 a month (Dollar Shave Club)
- All the world's information, universally available (Google)
- Anything you want, delivered to you now (Amazon)

Entertain the world

2) Product Vision

What is the purpose of this product? Why should this product exist?

- Try: Articulate another short phrase that concisely summarizes how the world will be different and better because of the product we will deliver
- Try: Make sure your product vision aligns with your company vision

...

3) Stakeholders

Who cares? Whose lives will be different and better because of the product we will deliver?

- Try: A list of stakeholder types—kinds of people who will benefit from the product

Examples:

- High school science students in Latin America
- Science mentors who speak Spanish
- Developers on the iOS mobile app team
- A salesperson inside our company
- The CEO
- Our company's shareholders

Note: Stakeholders are people outside your team.

...

4) User Personas

Exactly who are these stakeholders? Bring them to life as user personas.

- Try: Customize the user persona attributes—these are examples. Add your own!
- Try: Repeat this step for your most important stakeholder types

Name: ...

Role: ...

Age: ...

Gender: ...

Skill level 1: ...

Skill level 2: ...

Skill level 3: ...

Motivation: ...

Desires/wants/needs: ...

Profile photo
or drawing

5) Initial Product Backlog (unordered)

Our stakeholders and user personas—what problems do they have that our product doesn't yet solve for them?

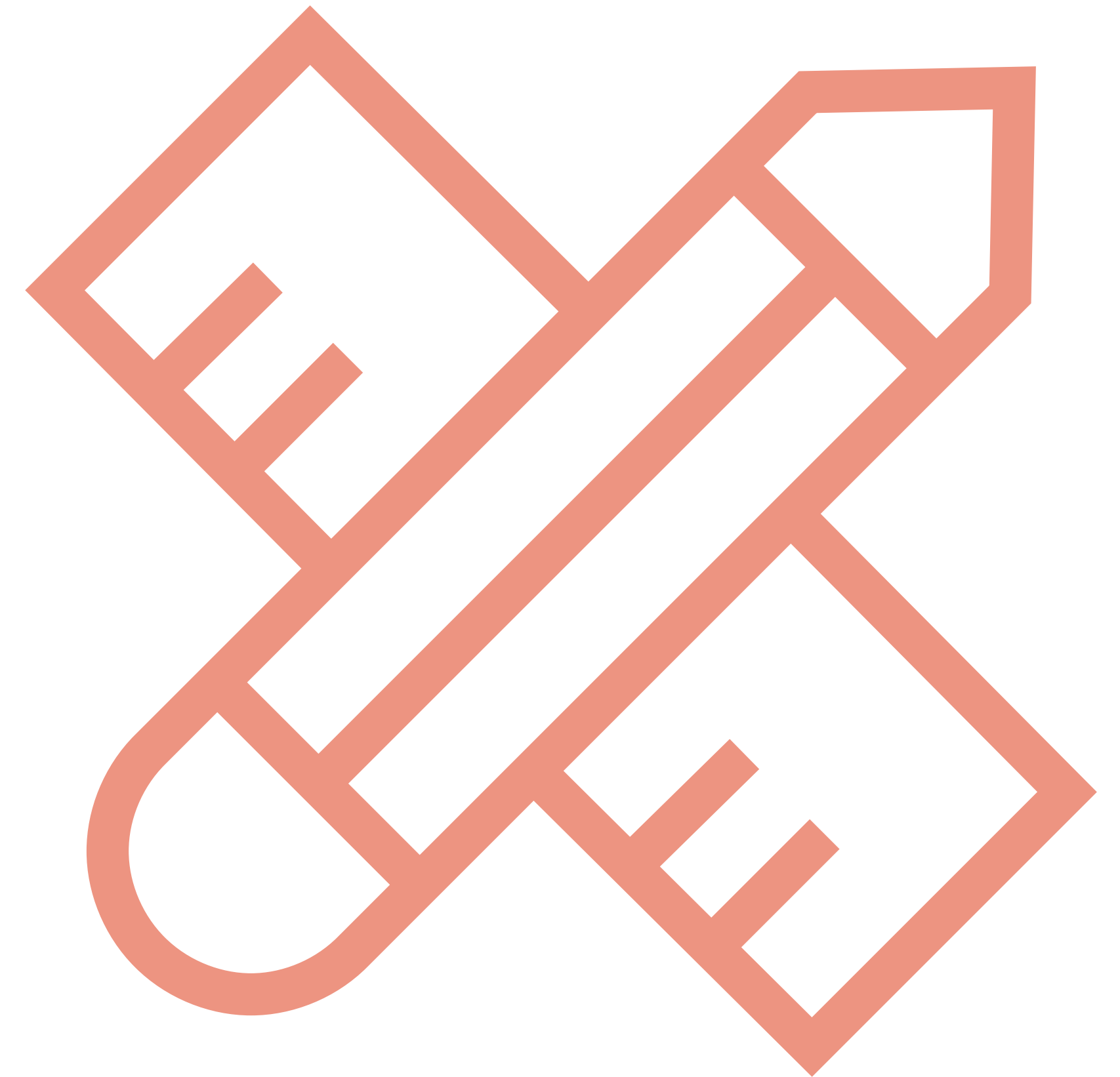
- Try: Express the problem statements as short titles.
- Try: Don't order the list of problem statements—just list as many as you can.



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Try it: Company Vision

✓ What is your company vision?



Product Vision

- ✓ What is the purpose of this product?
- ✓ Why should this product exist?
- ✓ Short phrase concisely summarizing how the world will be different and better
- ✓ Aligns with company vision

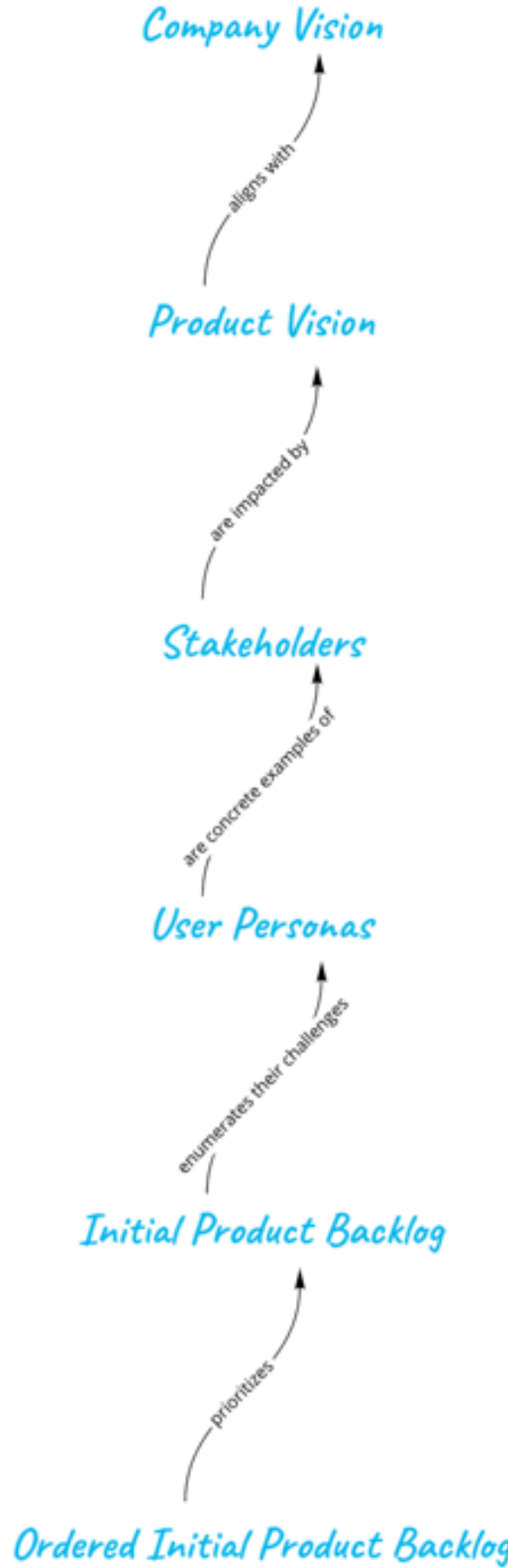


Product Vision

- ✓ Any movie, anytime, anywhere (Netflix movie streaming)
- ✓ Limitless energy from renewable resources (BP product line)
- ✓ Upload your own music (new product)
- ✓ Bring people together and fantasy to life (D&D)



Product Inception Canvas



1) Company Vision

What is our purpose together as a group of humans? Why does this organization exist?

- Try: Articulate a "far vision", a 5-word phrase that concisely summarizes how the world will be different and better because of the work we are doing together

Examples

- A computer in every home (Bill Gates)
- Land a person on the moon (John F. Kennedy)
- A great shave for \$1 a month (Dollar Shave Club)
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Any movie, any time, anywhere.

3) Stakeholders

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● ● ●

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Skill level 2: ..

Skill level 3:

Motivation:

Desires/wants/needs: ..

Profile photo
or drawing

6) Ordered Initial Product Backlog

In what order should we deliver our list of initial product backlog items?

- Try: If we could only deliver one backlog item, which one would deliver the most value for our stakeholders? Put that backlog item at the top of the list.
 - Try: If we could only deliver one more backlog item after, what is the next one that would deliver the most value for our stakeholders? Put that one next in the list.
- Repeat until all the backlog items are ordered.

Try it: Product Vision

✓ What is your product vision?



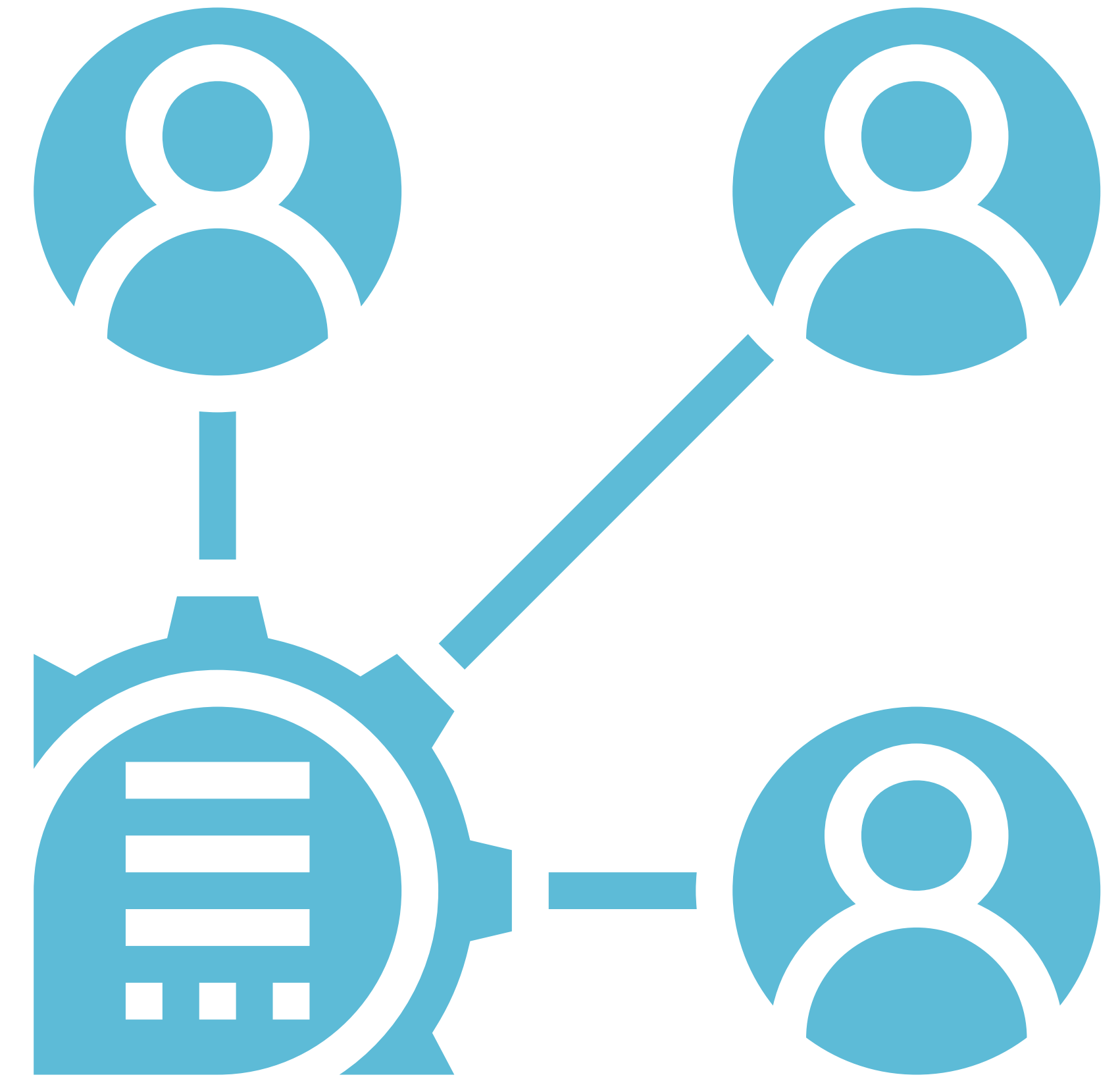
Vision

Who Cares?

What Do They Want?

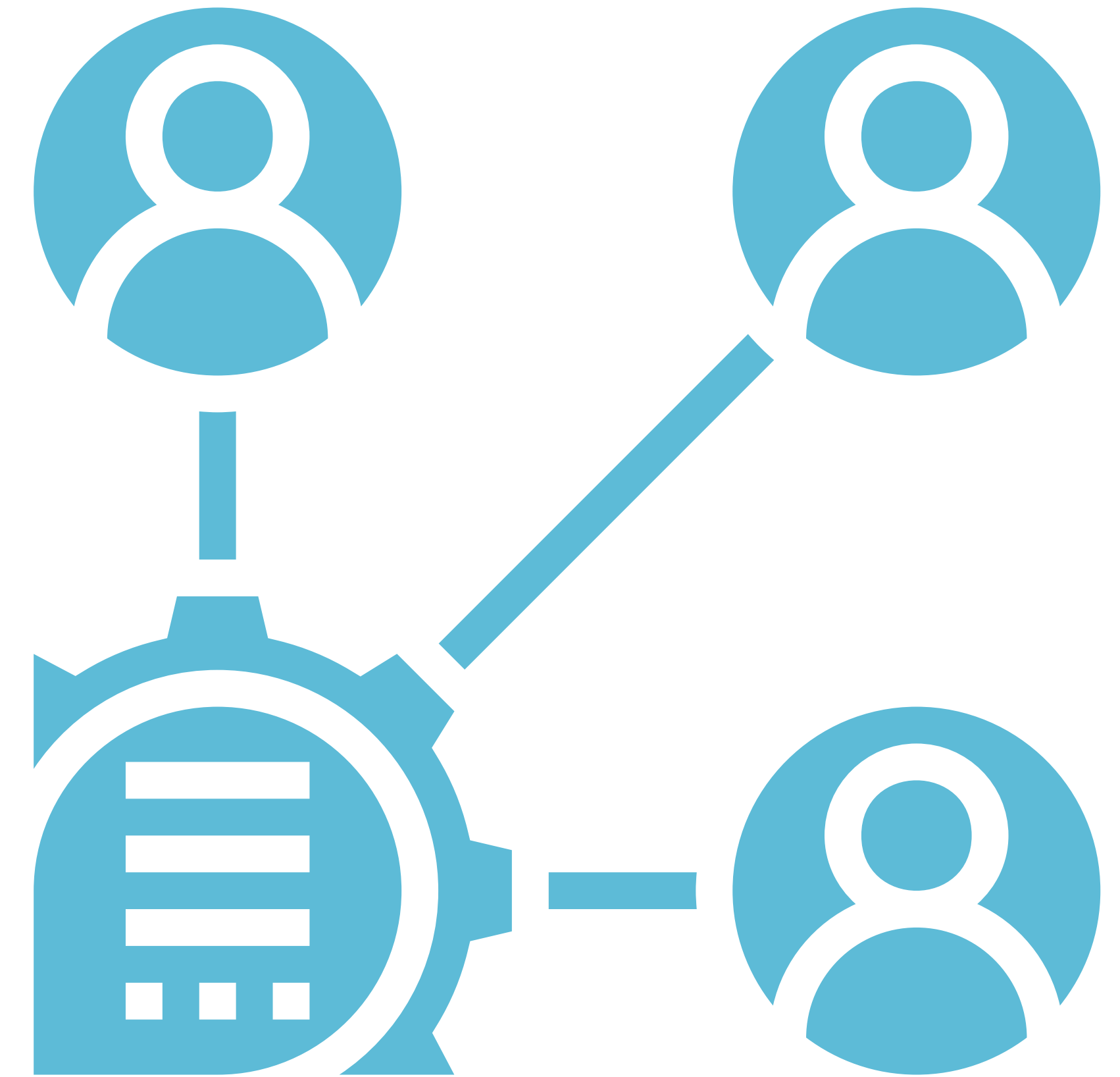
Stakeholders

- ✓ Who cares?
- ✓ Whose lives will be different and better?
- ✓ Stakeholder types
- ✓ Kinds of people who will benefit from the product



Stakeholders

- ✓ Parent who likes to watch movies with the whole family
- ✓ 20something with a mobile device
- ✓ Shareholder
- ✓ CEO
- ✓ Developer on Team X
- ✓ Lawyer



Product Inception Canvas

Company Vision

aligns with

Product Vision

are impacted by

Stakeholders

are concrete examples of

User Personas

enumerates their challenges

Initial Product Backlog

prioritizes

Ordered Initial Product Backlog

1) Company Vision

What is our purpose together as a group of humans? Why does this organization exist?

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Any movie, any time, anywhere

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- Developers on the iOS mobile app team
- A salesperson inside our company
- The CEO
- Our company's shareholders

Note: Stakeholders are people outside your team.

- Parent who likes to watch movies with the whole family
- 20something with a mobile device
- College student
- Stakeholder
- CEO
- ...

4) User Personas

Exactly who are these stakeholders? Bring them to life as user personas.

- Try: Customize the user persona attributes—these are examples. Add your own!
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Age: ...
Gender: ...
Skill level 1: ...
Skill level 2: ...
Skill level 3: ...
Motivation: ...
Desires/wants/needs: ...

Profile photo or drawing

5) Initial Product Backlog (unordered)

Our stakeholders and user personas—what problems do they have that our product doesn't yet solve for them?

- Try: Express the problem statements as short titles.
- Try: Don't order the list of problem statements—just list as many as you can.

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In what order should we deliver our list of initial product backlog items?

- Try: If we could only deliver one backlog item, which one would deliver the most value for our stakeholders? Put that backlog item at the top of the list.
- Try: If we could only deliver one more backlog item after, what is the next one that would deliver the most value for our stakeholders? Put that one next in the list. Repeat until all the backlog items are ordered.

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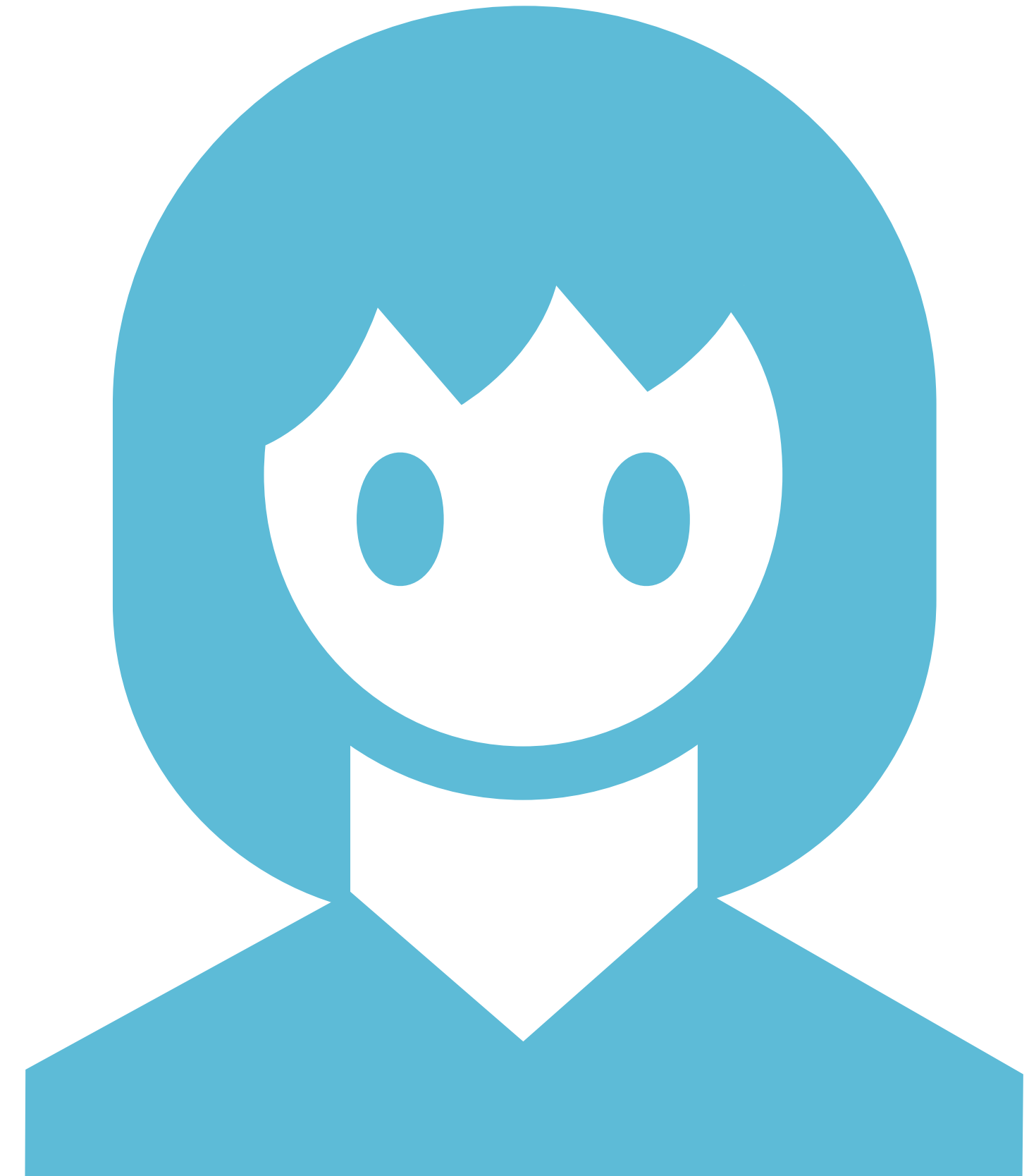
Try it: Stakeholders

✓ Who are your stakeholder types?



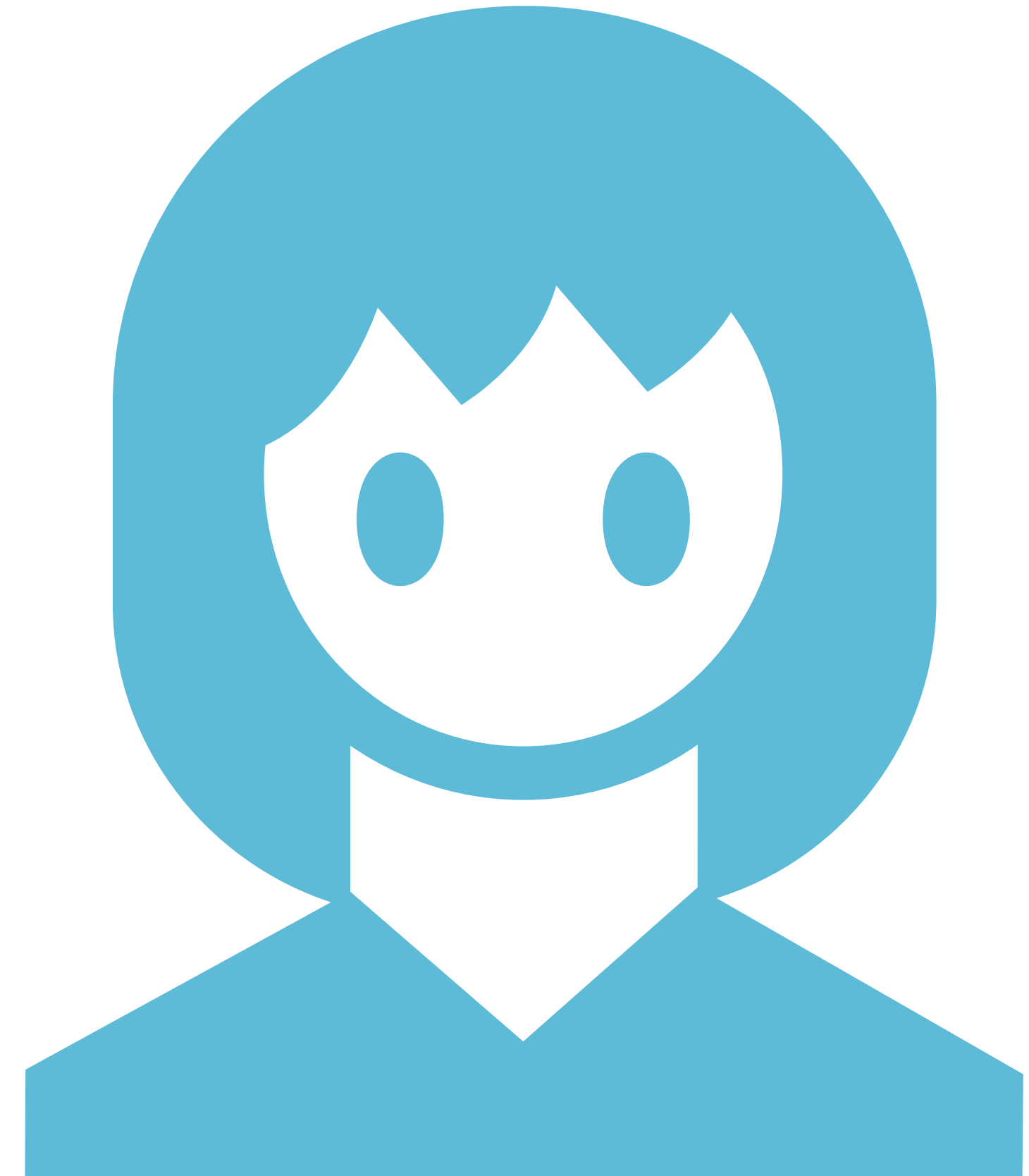
User Personas

- ✓ Exactly who are the stakeholders?
- ✓ Bring them to life
- ✓ Repeat for each stakeholder type

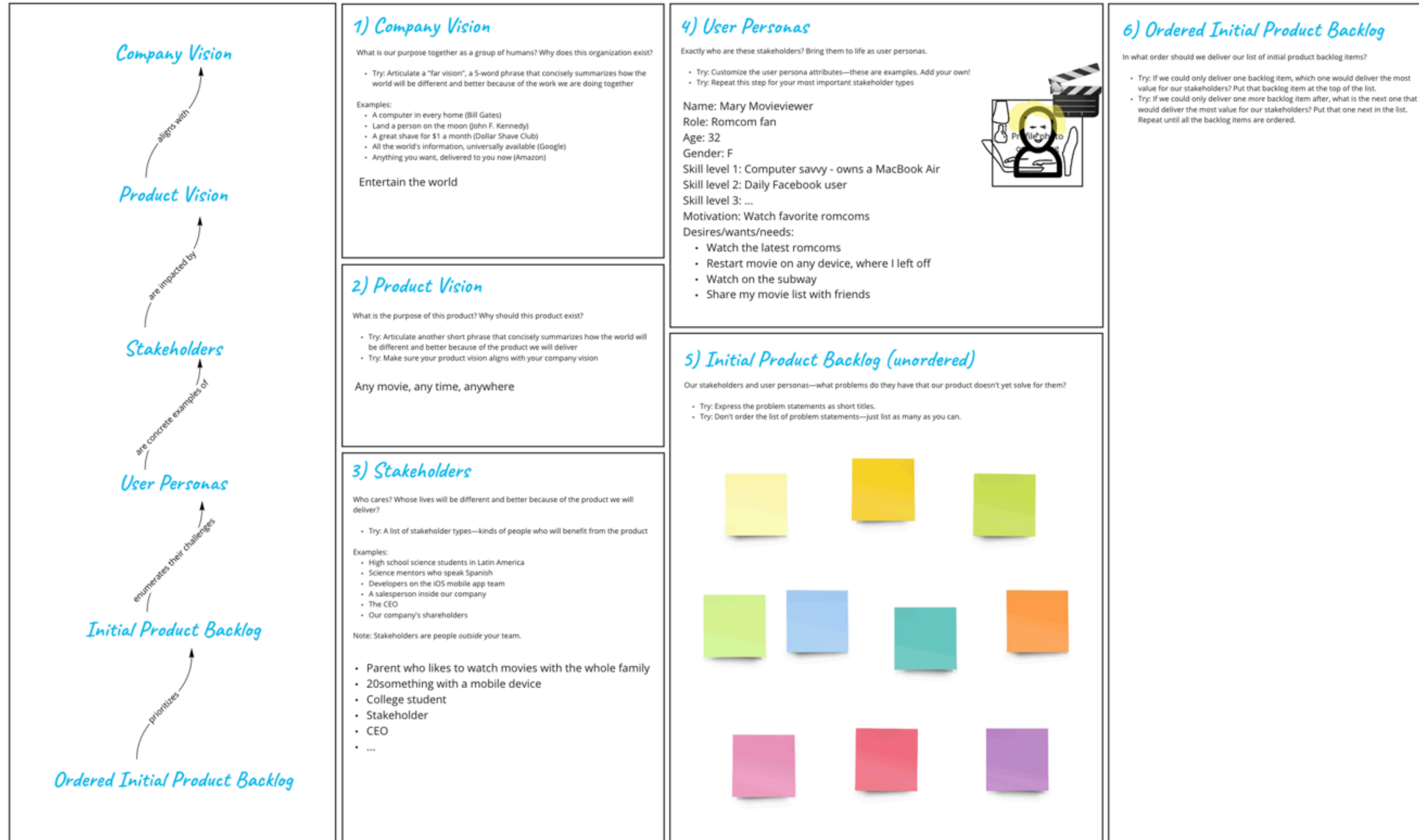


User Personas

- ✓ Mary Movieviewer
- ✓ Dustin Henderson (high school student)
- ✓ Bob Richards (game application developer)
- ✓ Sarah Lagel (lawyer)



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Try it: User Personas

- ✓ Exactly who is one of your stakeholders?



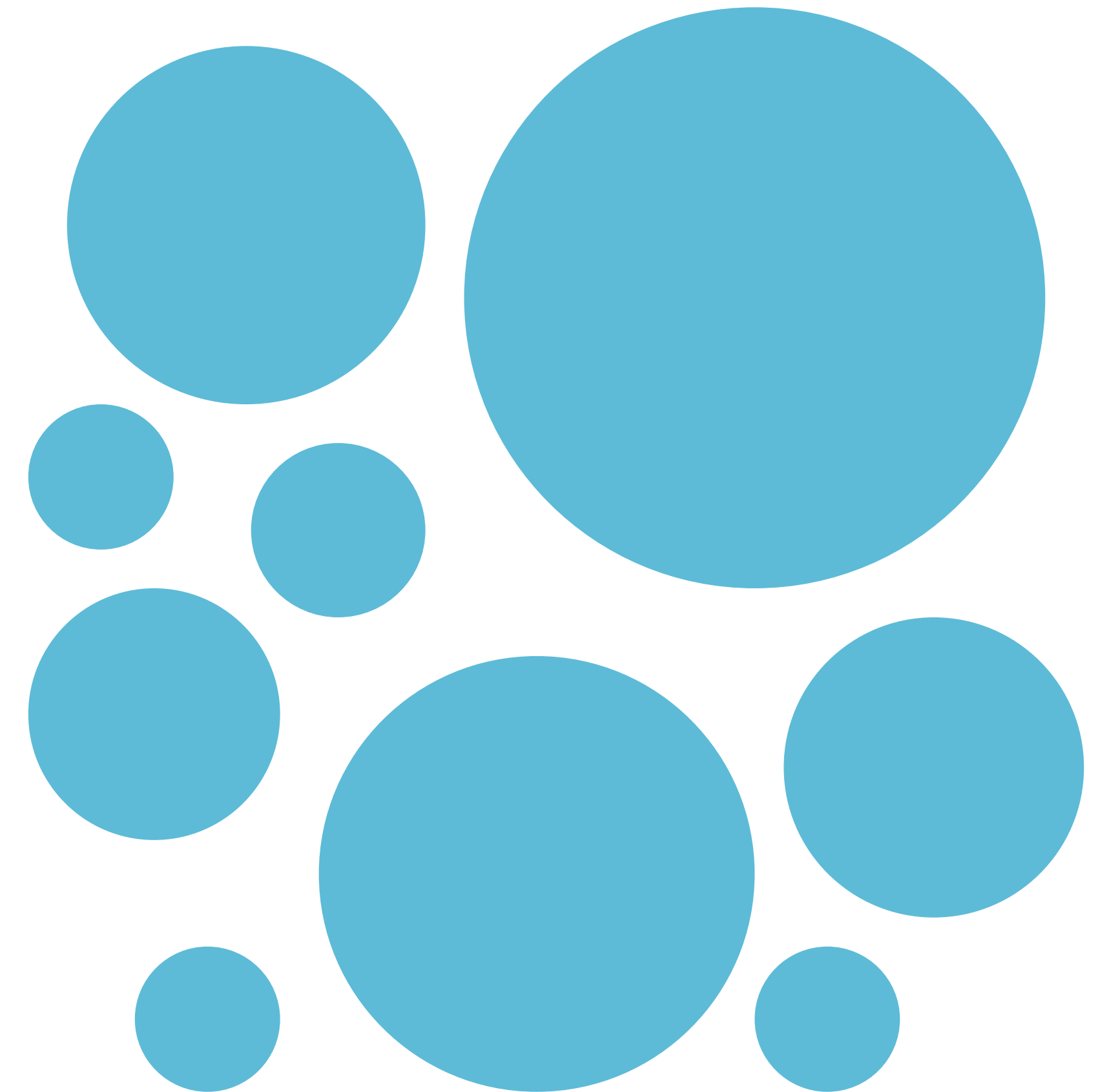
Vision

Who Cares?

What Do They Want?

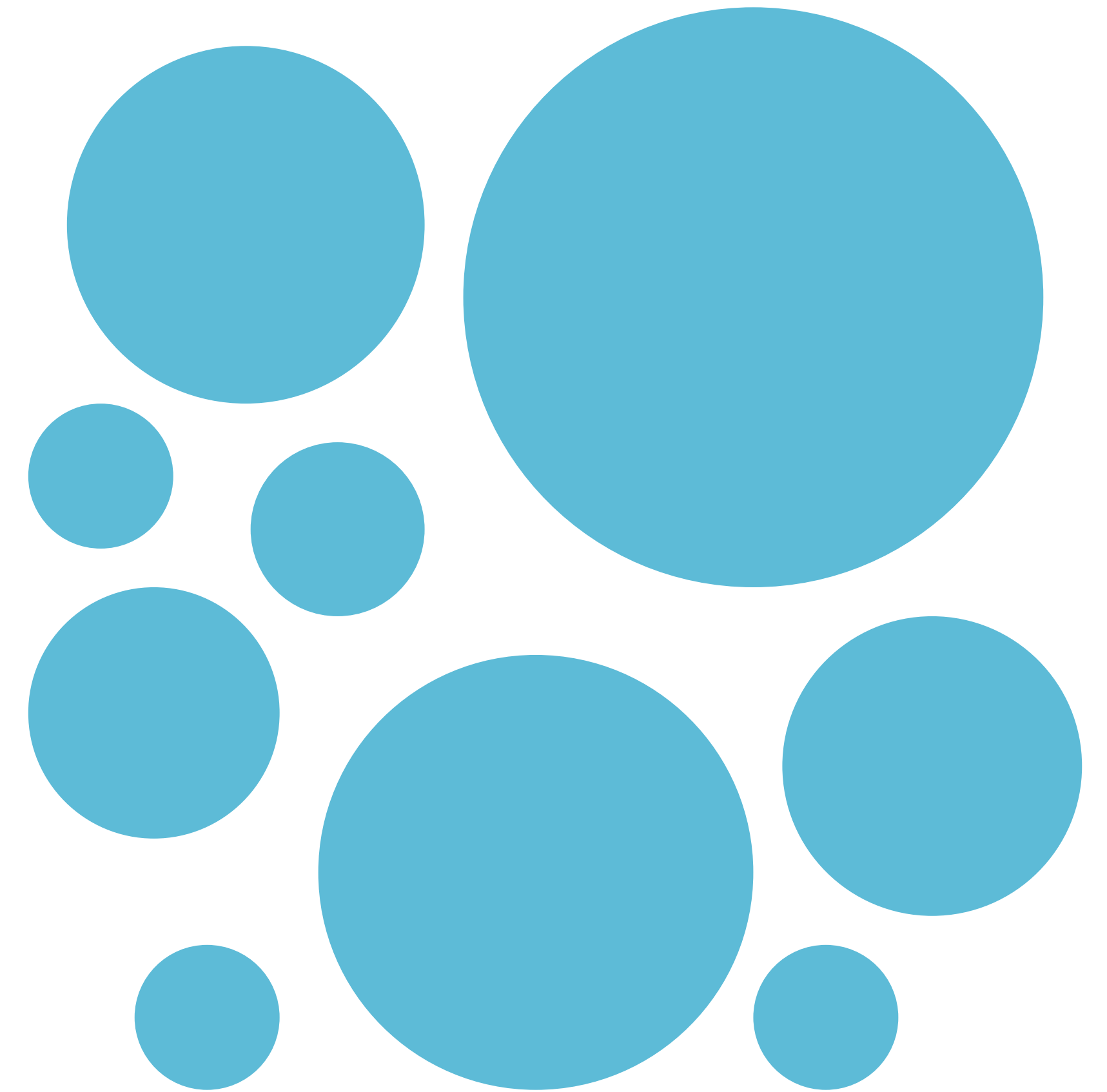
Initial Product Backlog

- ✓ What problems do our user personas have that our product doesn't solve yet?
- ✓ Express problem statements as short titles
- ✓ Don't order the list of problem statements—just list as many as you can

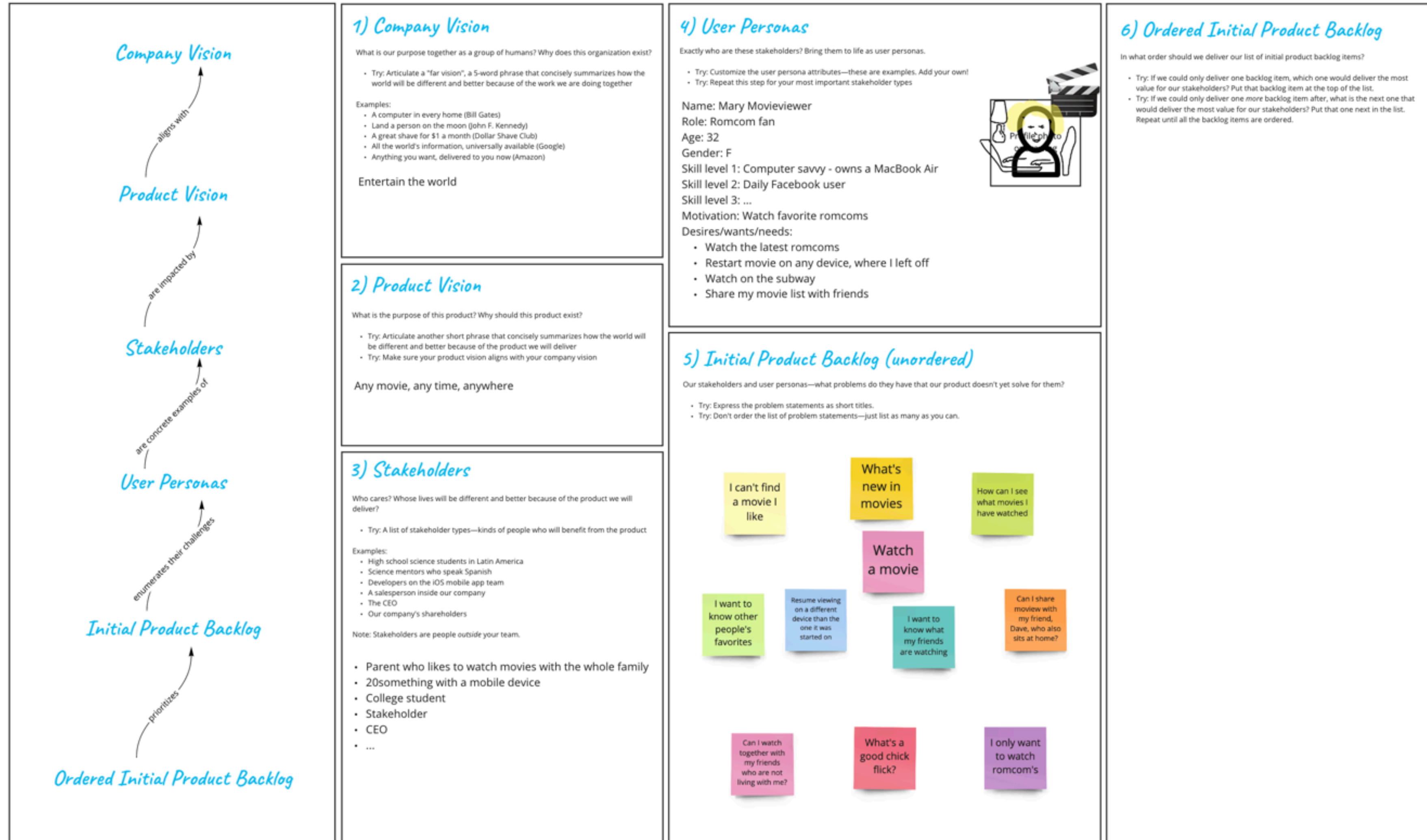


Initial Product Backlog

- ✓ I can't find a movie I like
- ✓ What's new in movies?
- ✓ Watch a movie
- ✓ I want to know other people's favorites
- ✓ Can I share movie with my friend, Dave?
- ✓ What's a good chick flick?



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Try it: Initial Product backlog

- ✓ What are your stakeholders' problems?



Ordered Initial Product Backlog

- ✓ In what order would we deliver our initial product backlog items?
- ✓ If we could only deliver one, which one?
- ✓ If we could only deliver one more, which one?

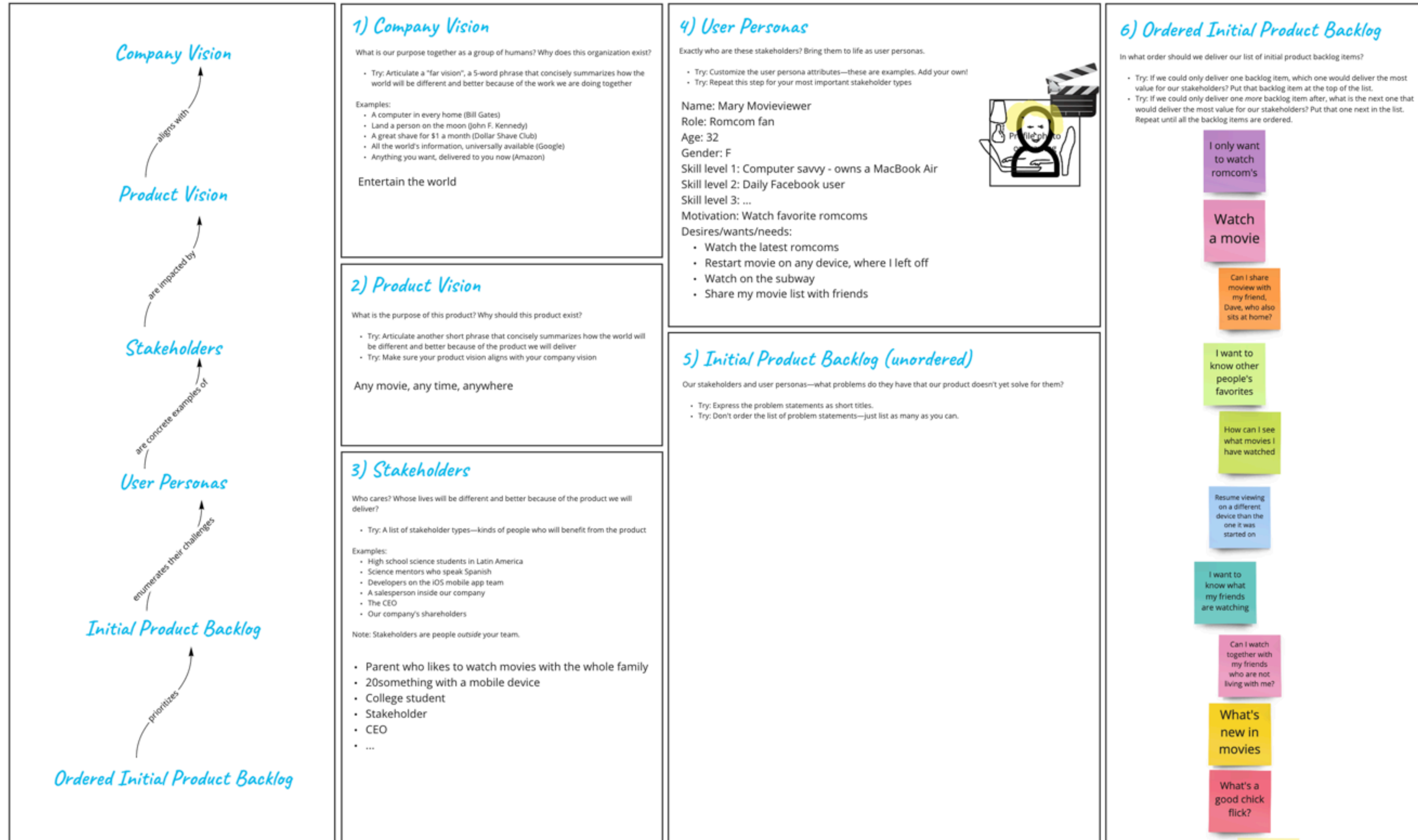


Ordered Initial Product Backlog

- ✓ I only want to watch romcoms
- ✓ Watch a movie
- ✓ Can I share movie with my friend, Dave?
- ✓ I want to know other people's favorites
- ✓ How can I see what movies I have watched?
- ✓ Resume viewing on any device



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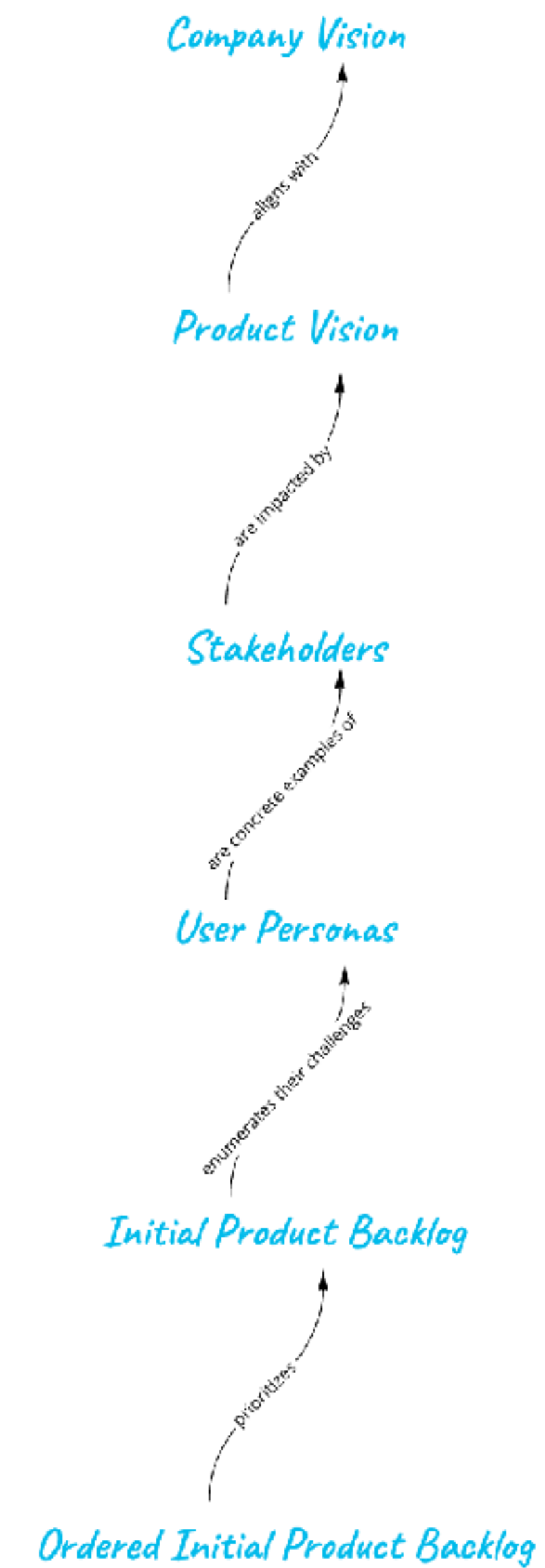
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Try it: Ordered Initial Product Backlog

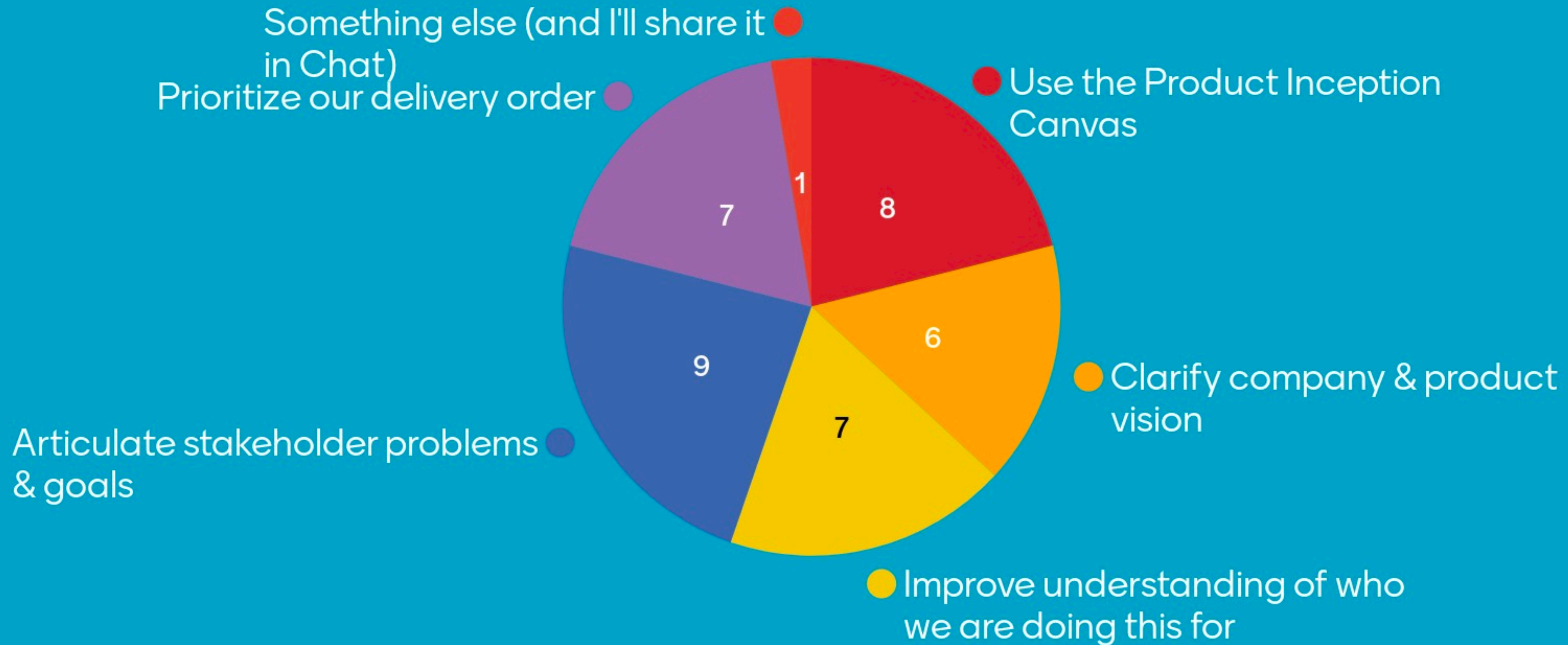
- ✓ In what order should we deliver our list of initial product backlog items to our stakeholders?



Everything is aligned

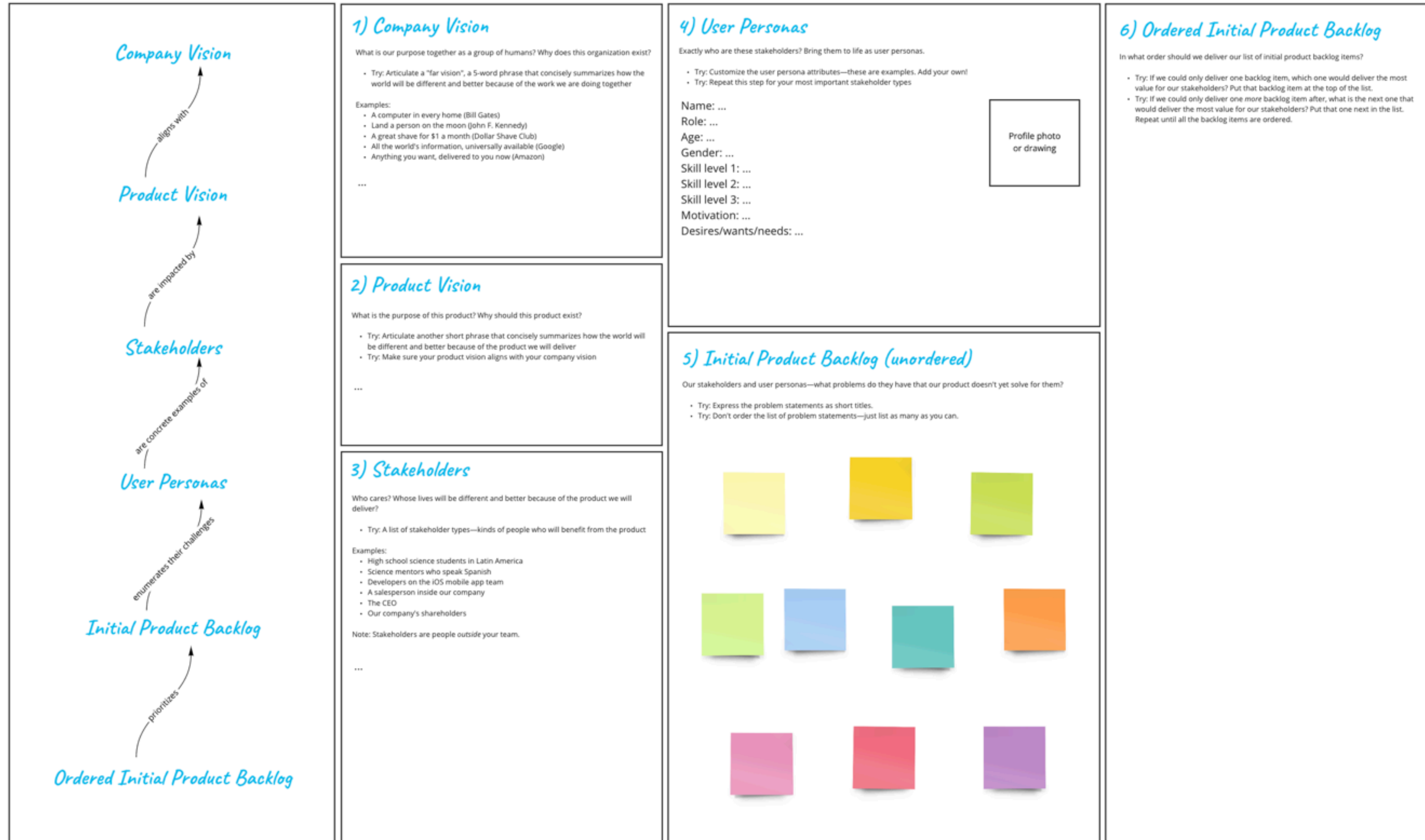


What is your next step?



I can create a great
product backlog

Product Inception Canvas



To Learn More

- ✓ Ask Richard for help
- ✓ Visit thecoreprotocols.org



More learning and events

Want to learn and embody these behaviors?

- kasperowski.com
- Respond on feedback form to stay informed

Some of Richard's upcoming classes and events - all online:

- **Nov 13 @ 11:00AZ/1:00ET - Coaching at Agile Arizona**
- Nov 18 - Office Hours (every Wednesday)
- Nov 20 - WEtalk Wicked Problems
- Dec 1 - Product Inception Canvas
- Dec 3 - Agile Dojo (first Thursday of every month)

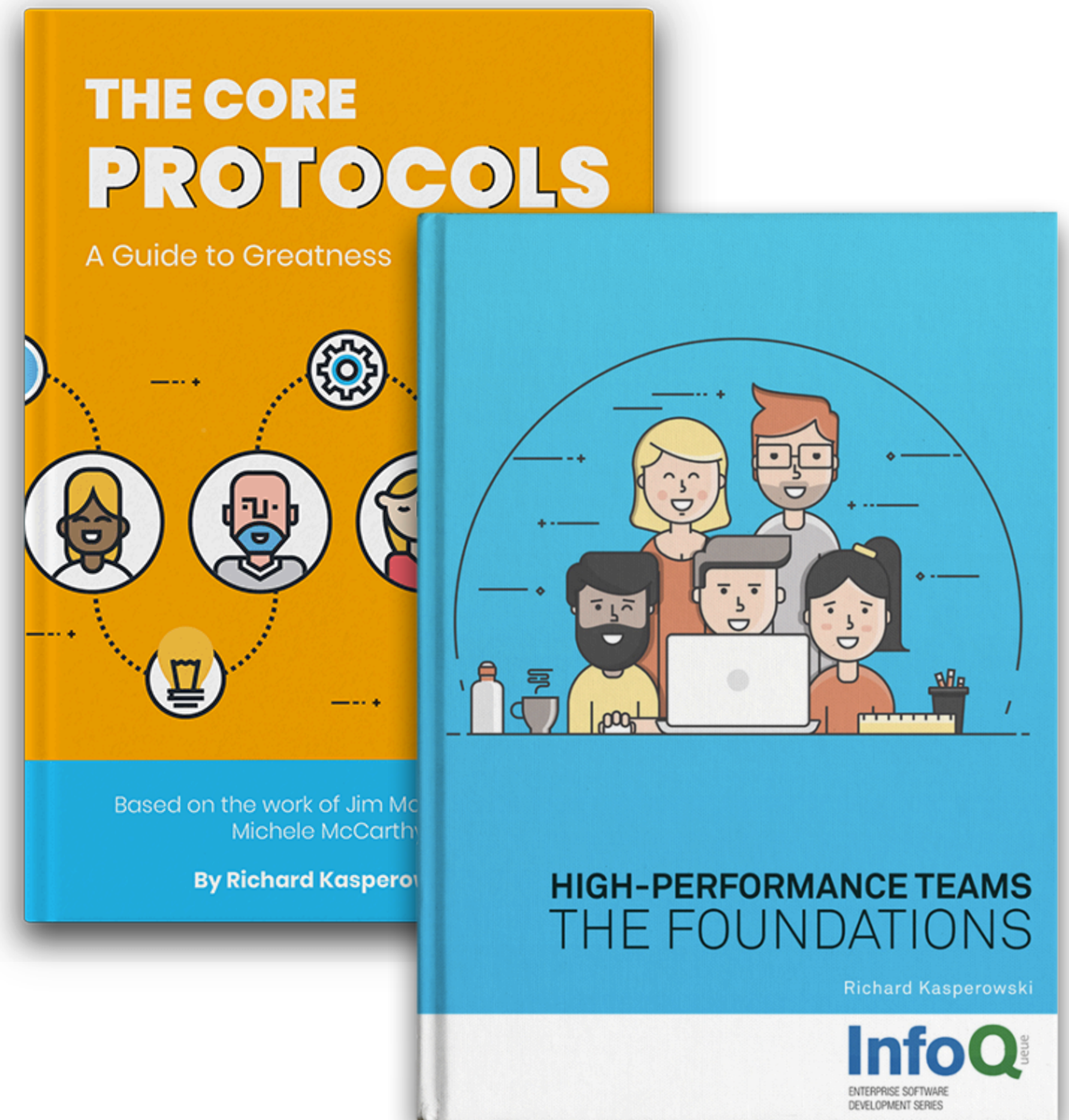
... or book a private class for your organization.



Book a class for your teams

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- Agile Technical Skills
- Agile Team Building Trainer Certification



Will you help me
make this presentation
the best it can be?

Perfection Game



Richard Kasperowski

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- Agile Technical Skills
- Agile Team Building Trainer Certification

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 [kasperowski](https://linkedin.com/in/kasperowski)  [r.kasper](https://instagram.com/r.kasper)

