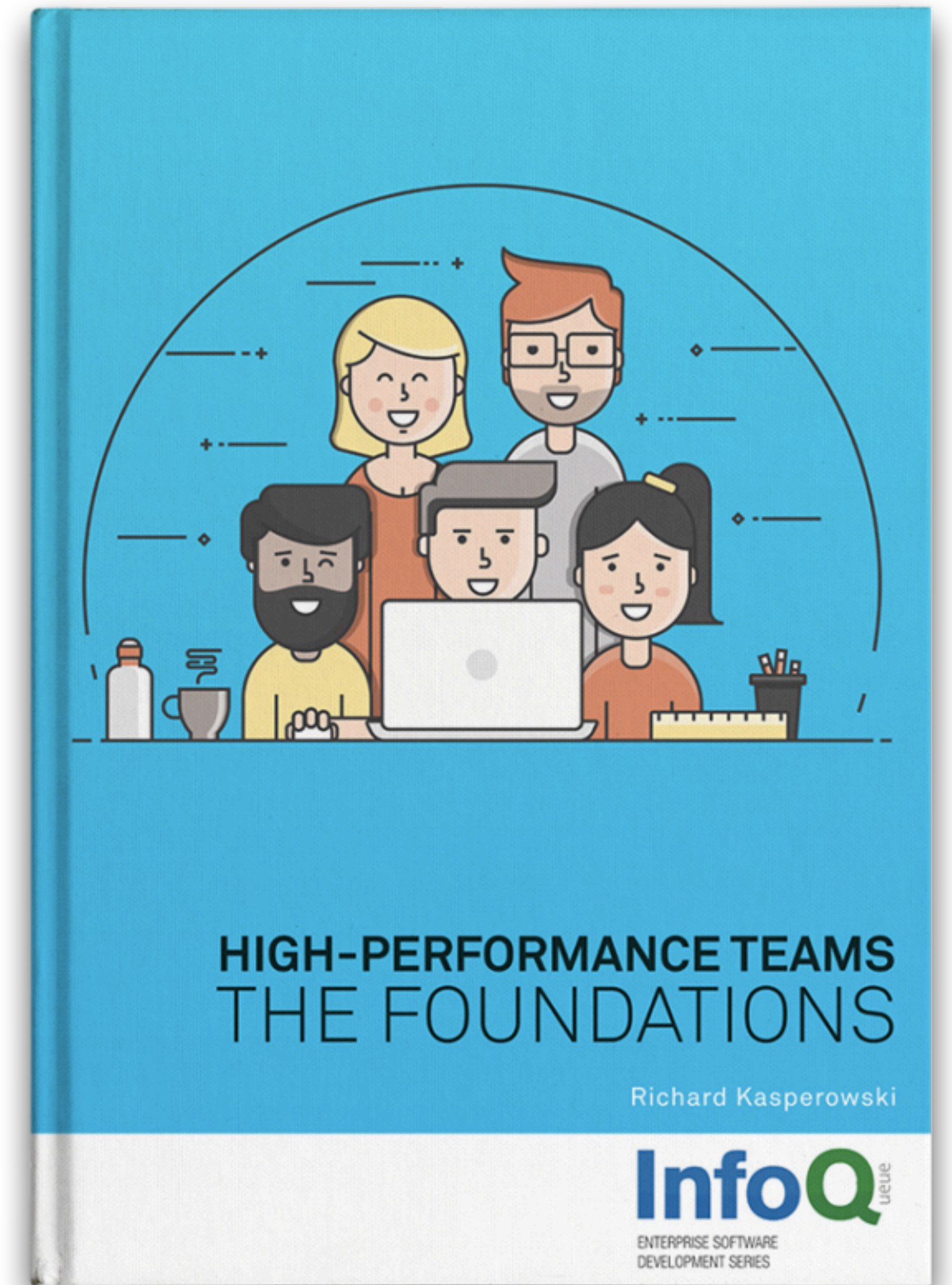


# Product Inception Canvas

How to Build the Right Thing

Richard Kasperowski | Certified Agile Team Building™



# Richard Kasperowski

## Certified Agile Team Building™

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

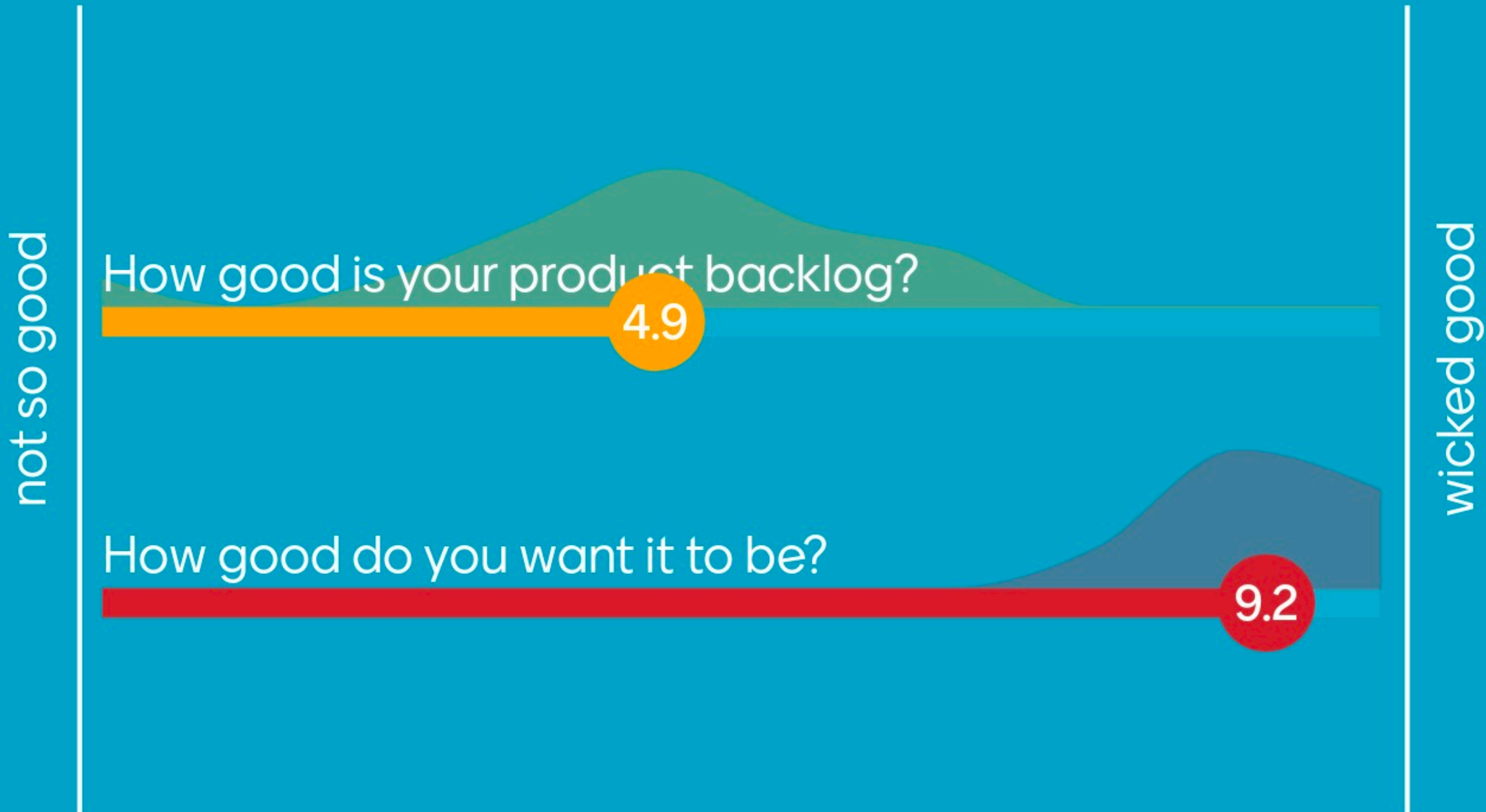
 +1 617 466 9754     [r@kasperowski.com](mailto:r@kasperowski.com)

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# How good is your product backlog?



I can create a great  
product backlog

### Ordered Initial Product Backlog

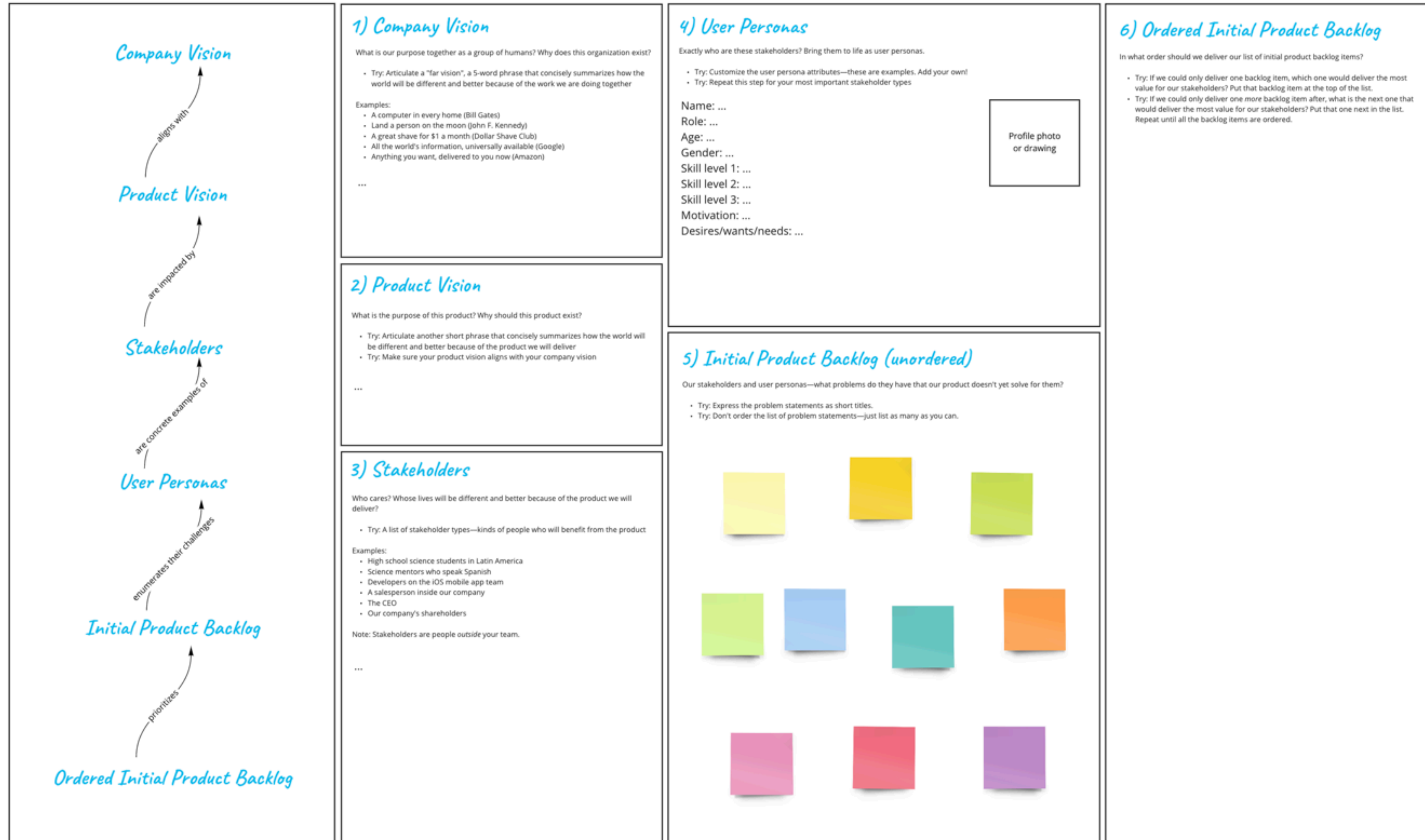
□ □ □

● ● ●

Figure 1

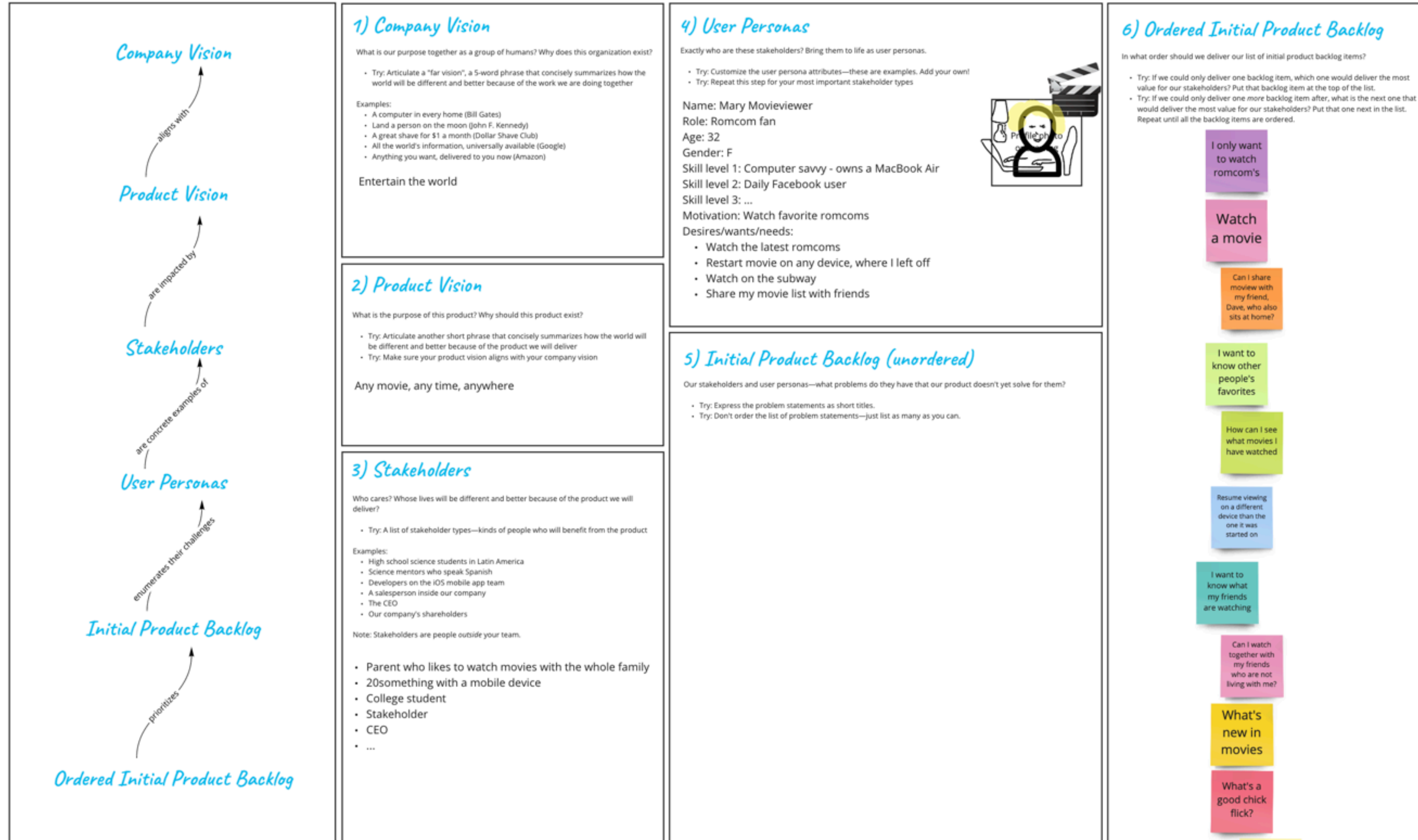
Profile photo  
or drawing

# Product Inception Canvas



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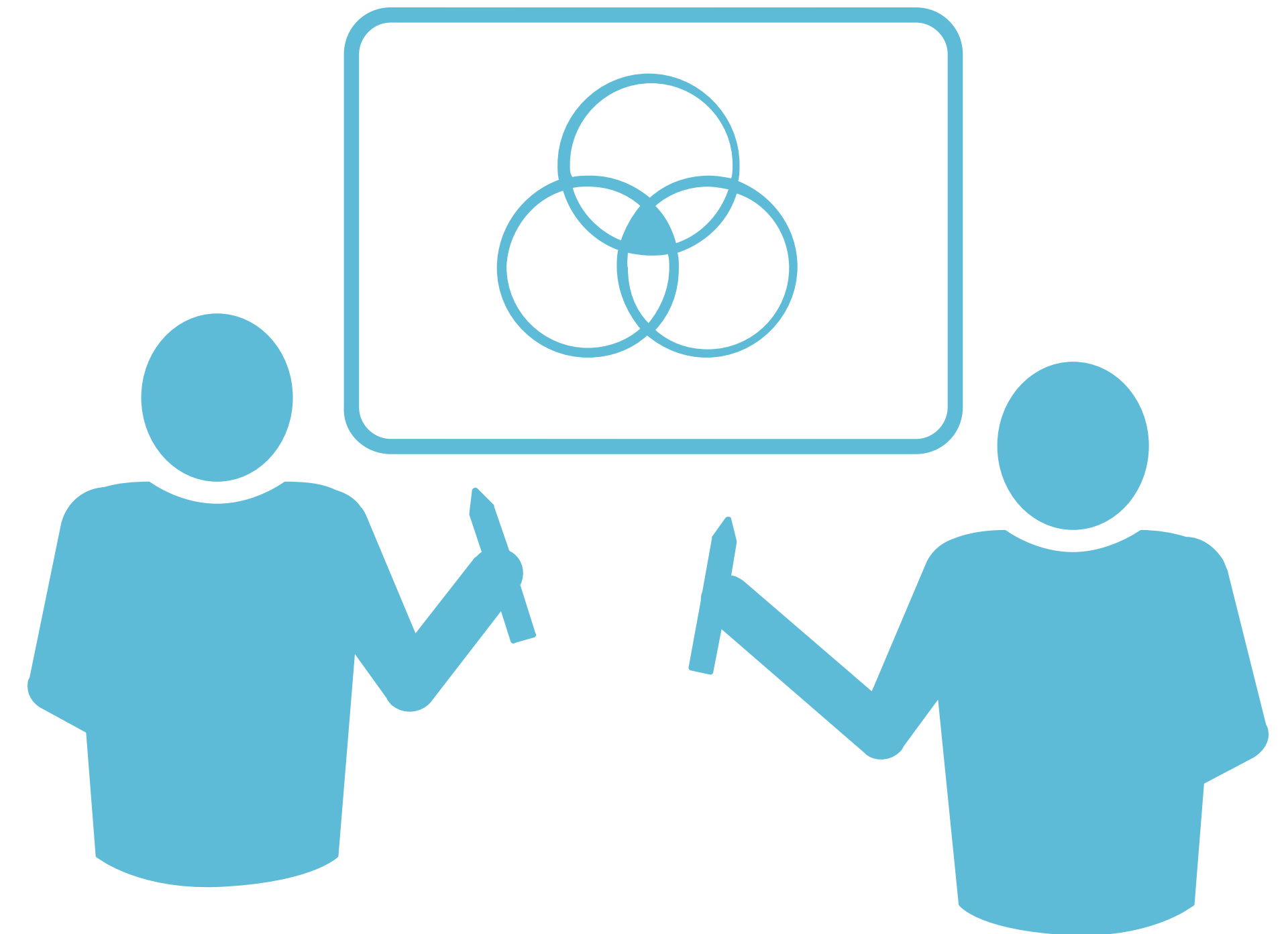
Vision

Who Cares?

What Do They Want?

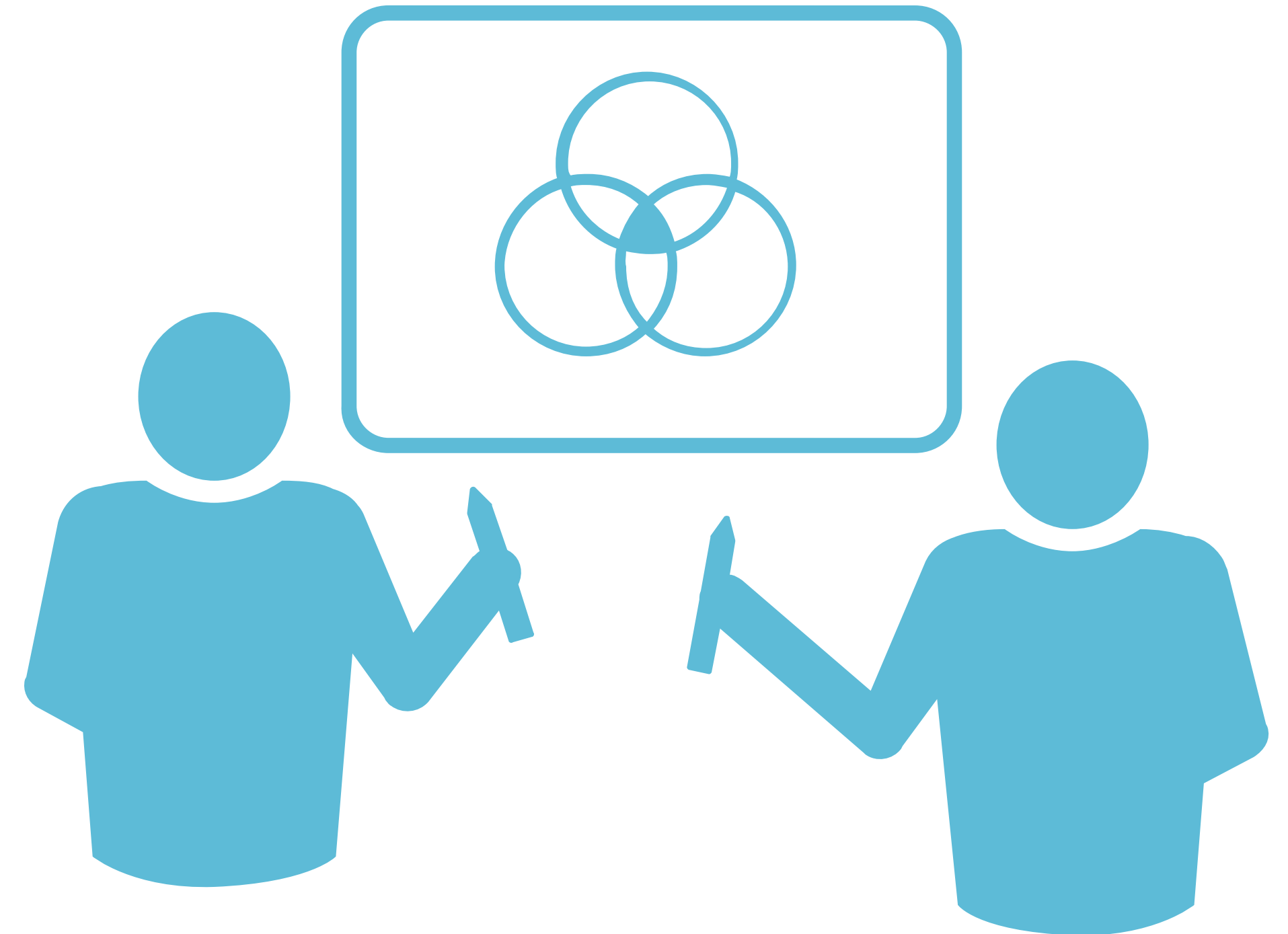
# Your company vision?

- ✓ 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



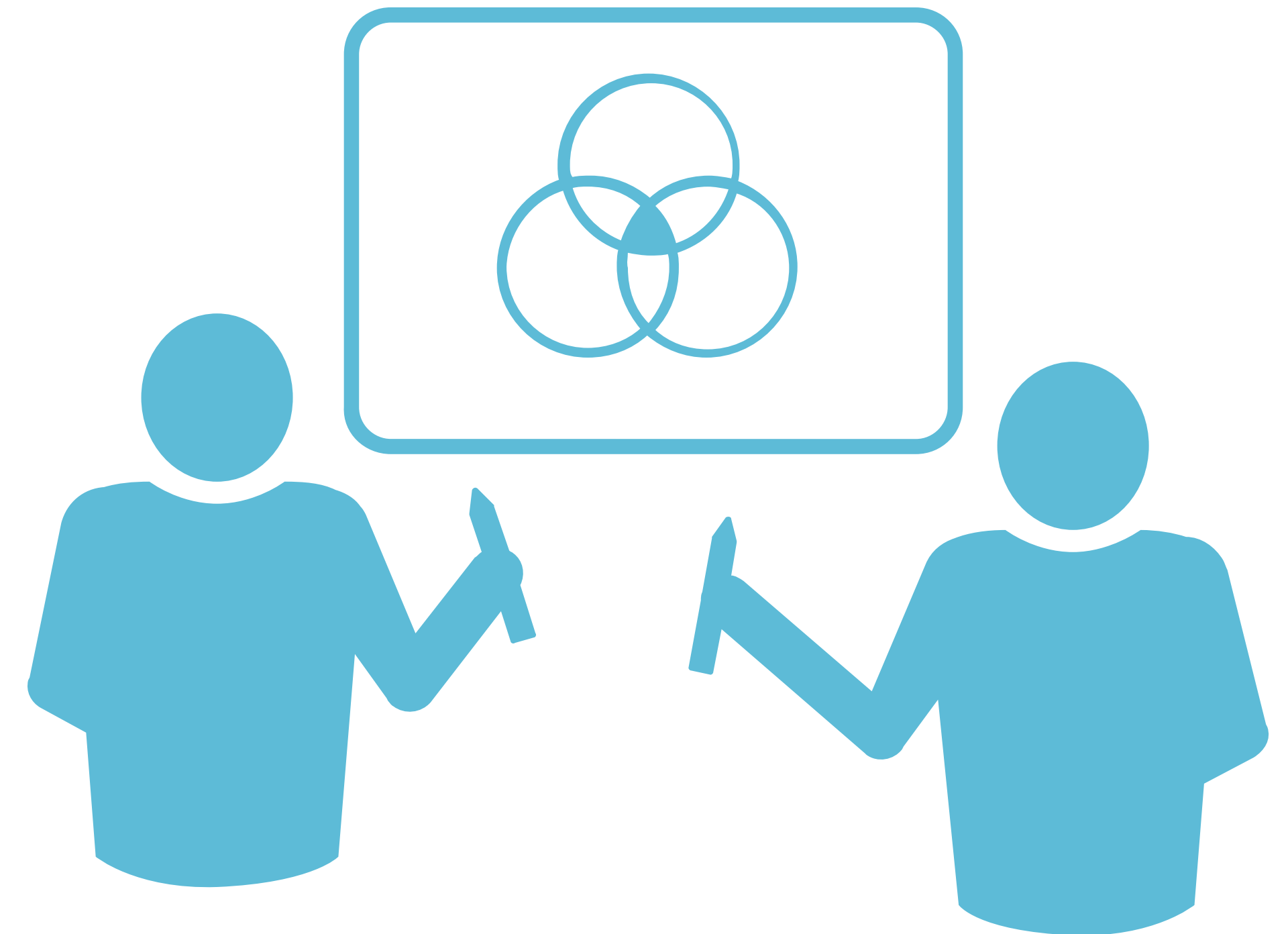
# Company Vision

- ✓ 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

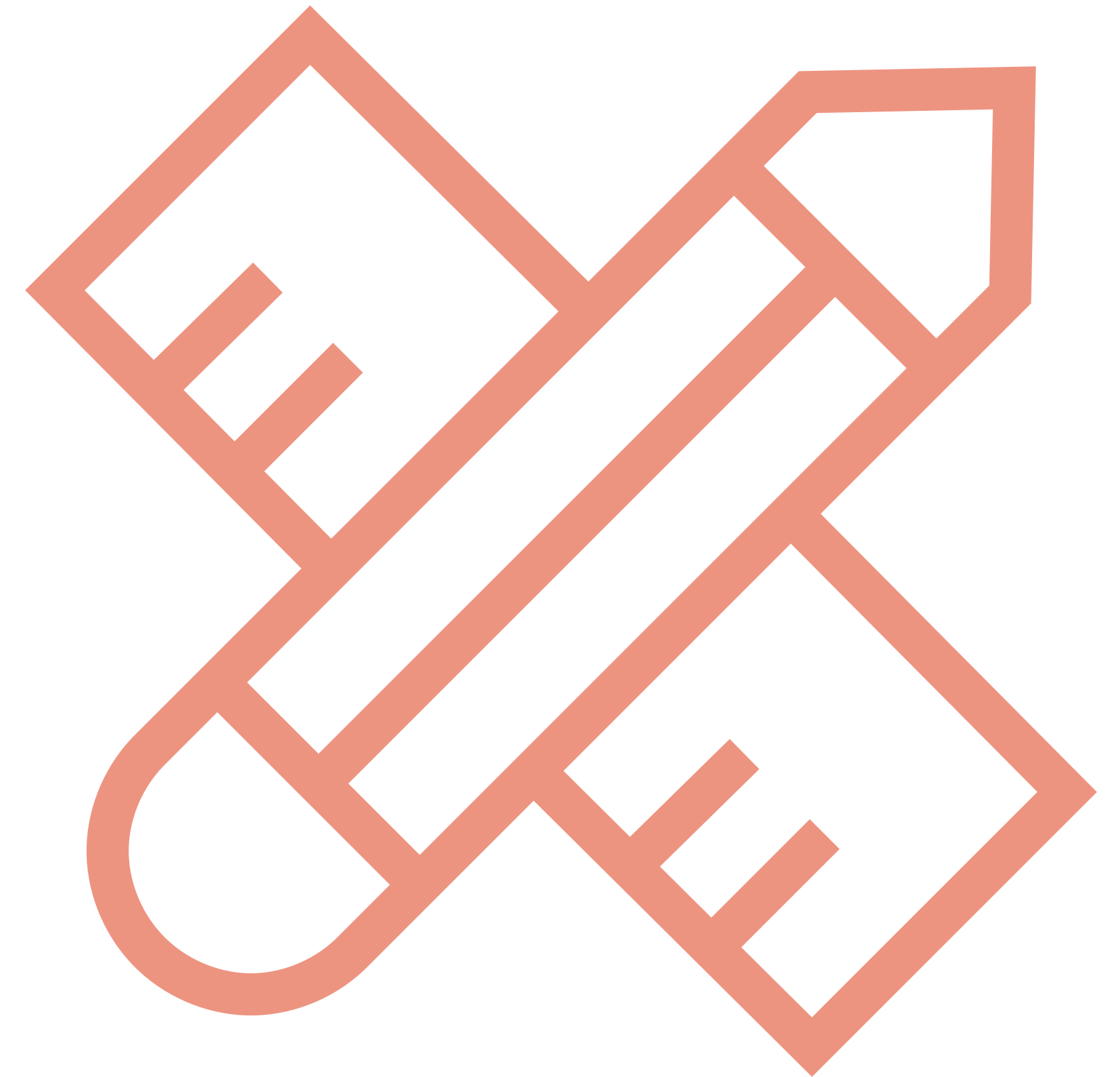
- ✓ A computer in every home
- ✓ Land a person on the moon
- ✓ A great shave for \$1 a month
- ✓ All the world's information, universally available
- ✓ Anything you want, right now



# Try it: Company Vision

✓ Netflix:

✓ What is their company vision?



# Your organization's far vision

all kind of movie in 1 platform

Favorite movie accessed in few clicks

Becoming the best global entertainment distribution service.

watch content anytime, anywhere

Netflix: make content available any time to everyone

Your persolized movie scene

# 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

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Examples:

- A computer in every home (Bill Gates)
- Land a person on the moon (John F. Kennedy)
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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
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- The CEO
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Note: Stakeholders are people outside your team.

...

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- Try: Customize the user persona attributes—these are examples. Add your own!
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Name: ...

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Age: ...

Gender: ...

Skill level 1: ...

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Desires/wants/needs: ...

Profile photo or drawing

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# 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)



# Try it: Product Vision

- ✓ Netflix movie streaming: what is the product vision?



# Netflix movie streaming: product vision

quality content - low price

happy people around :)

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Entertain the world

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Any movie, any time, anywhere

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...

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Desires/wants/needs: ...

Profile photo or drawing

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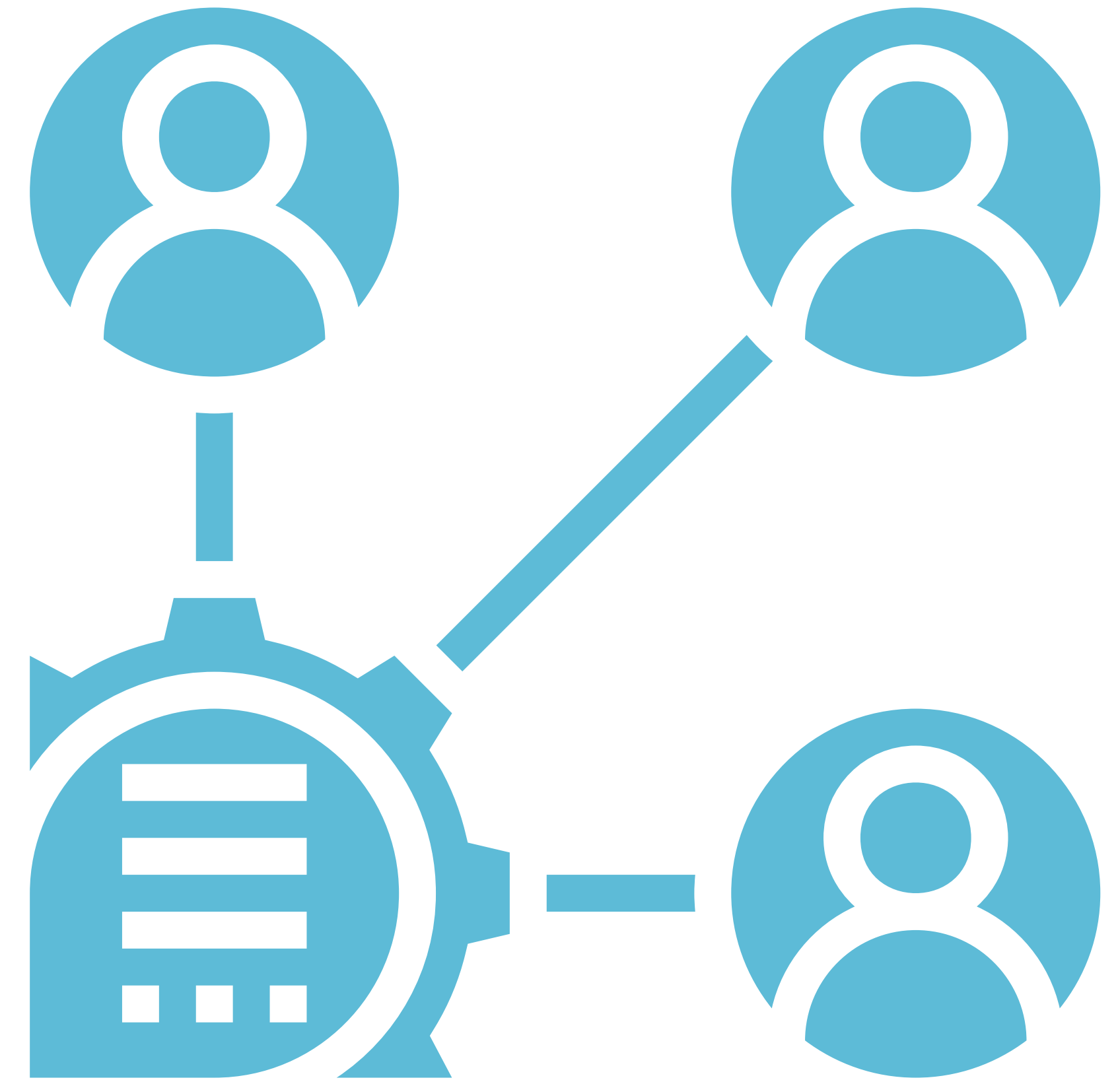
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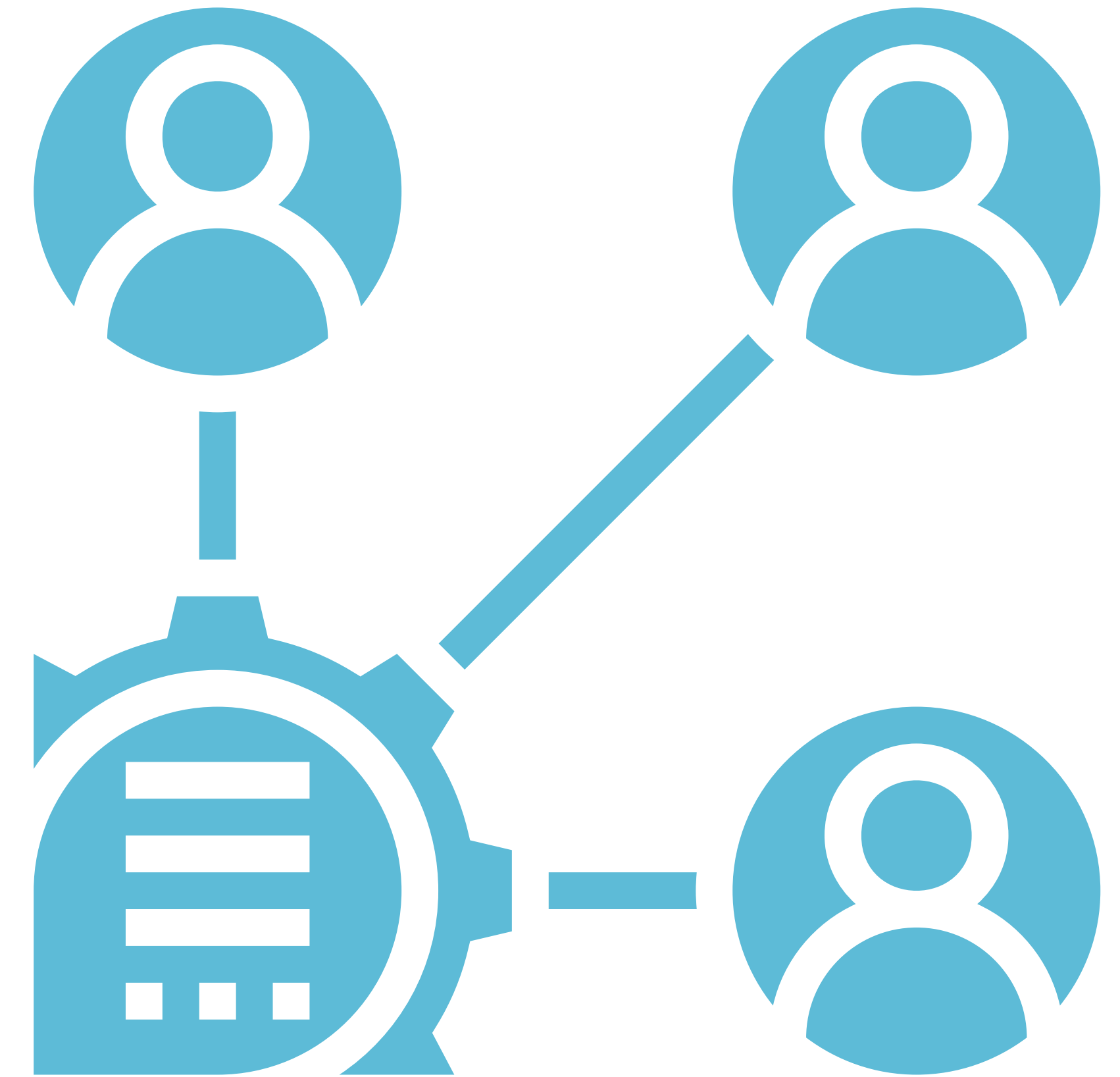
# Stakeholders

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



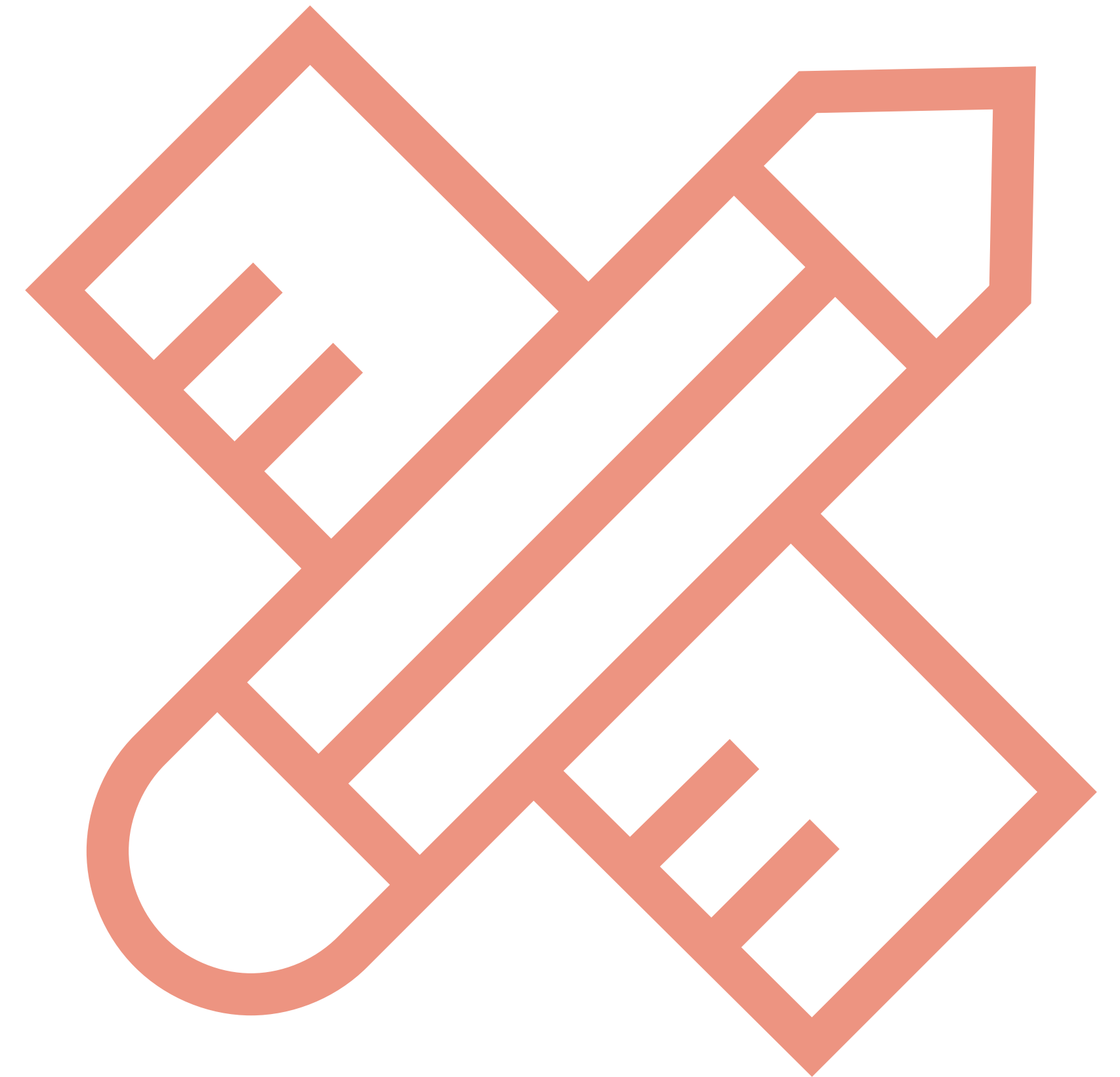
# Stakeholders

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



# Try it: Stakeholders

- ✓ Netflix movie streaming:
  - ✓ Who are their stakeholder types?



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Profile photo or drawing

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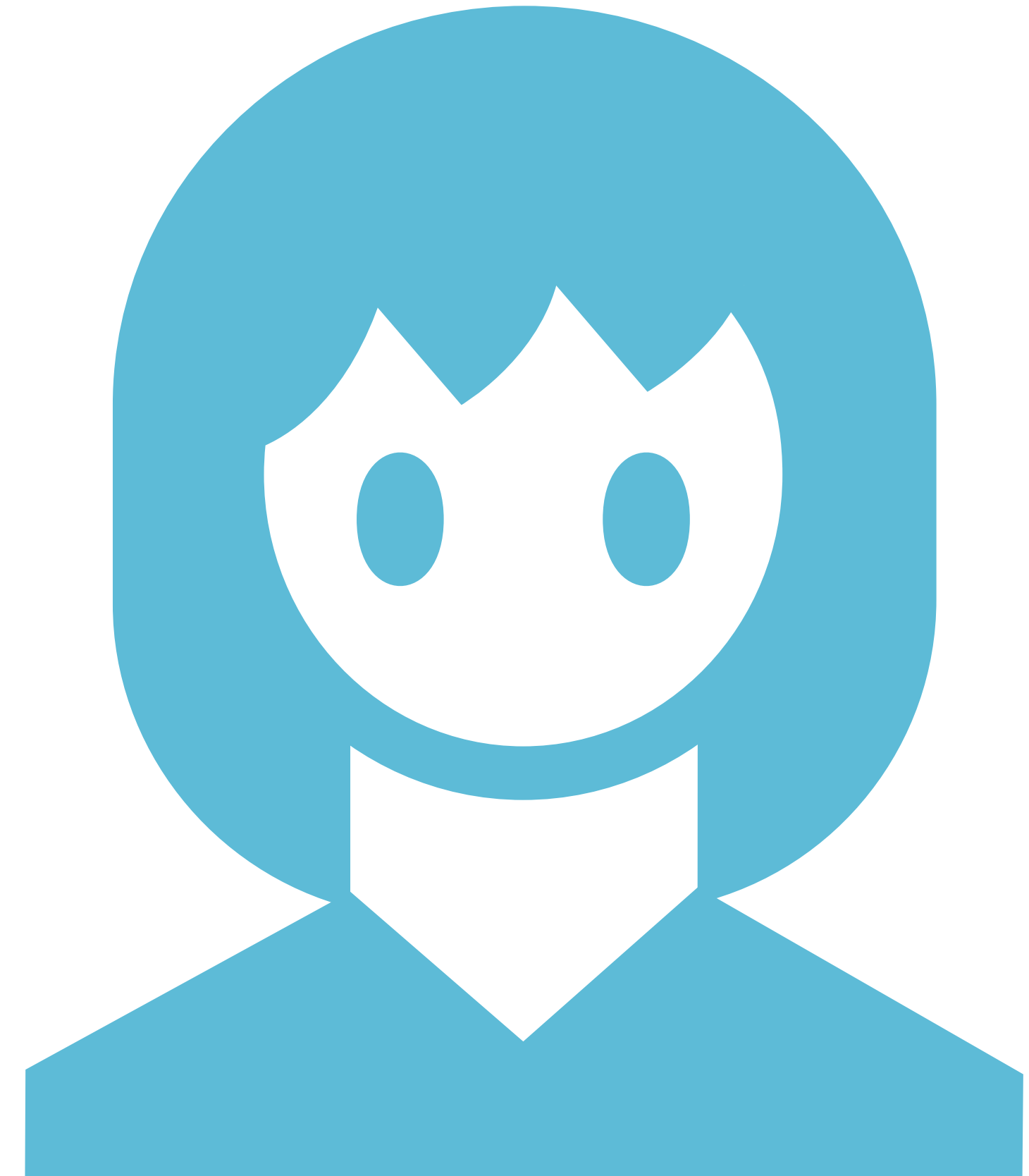
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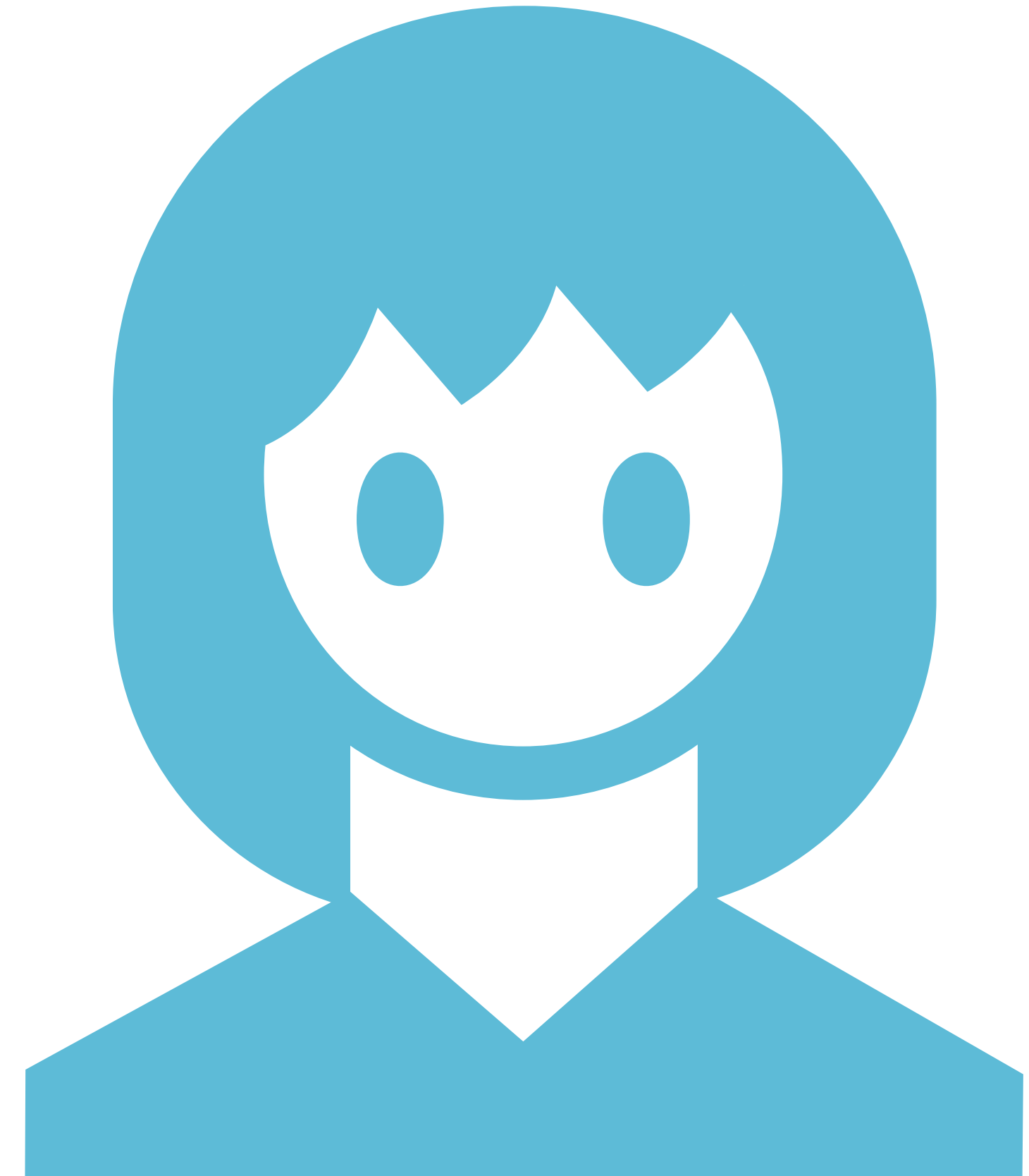
# User Personas

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



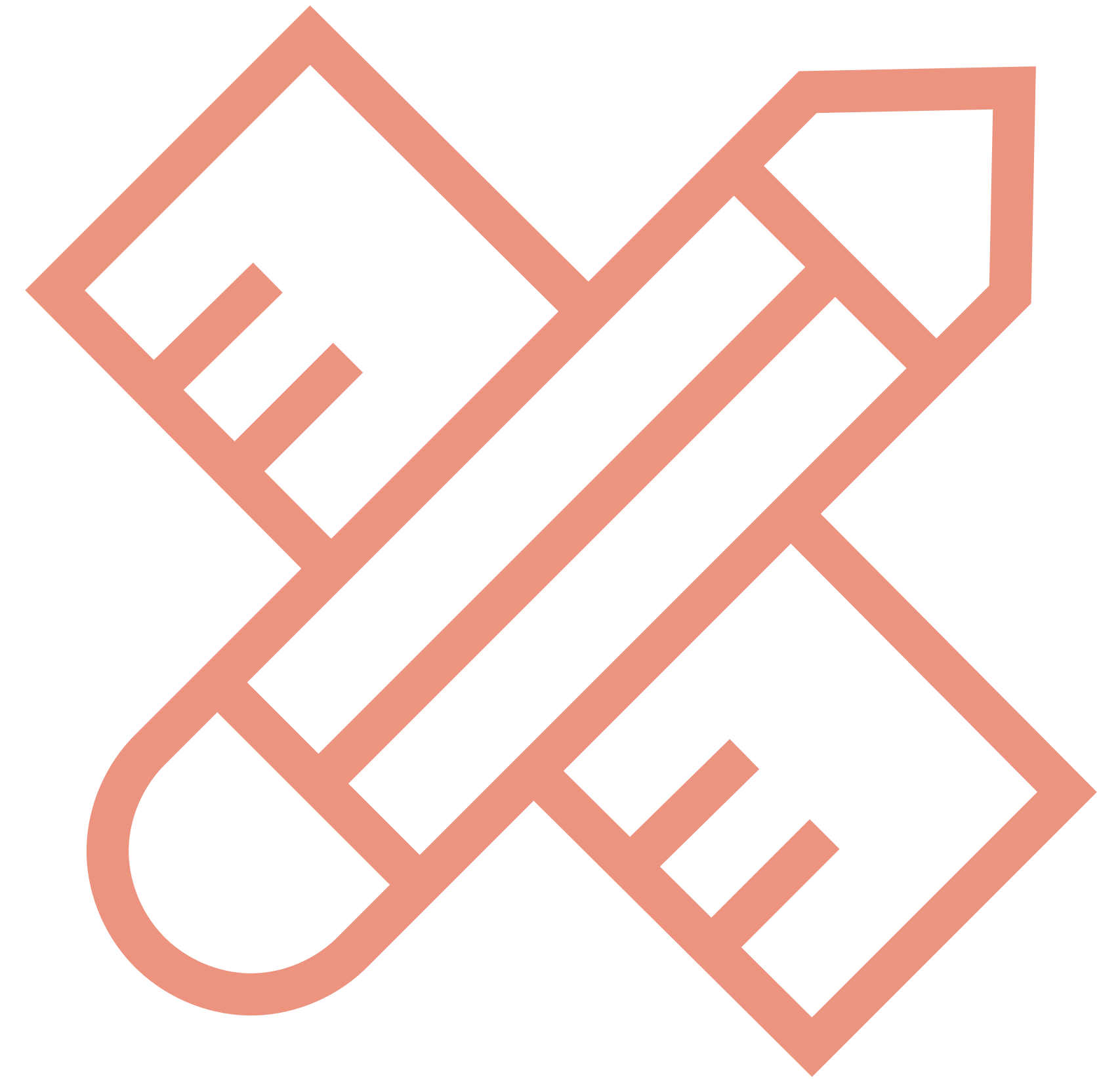
# User Personas

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

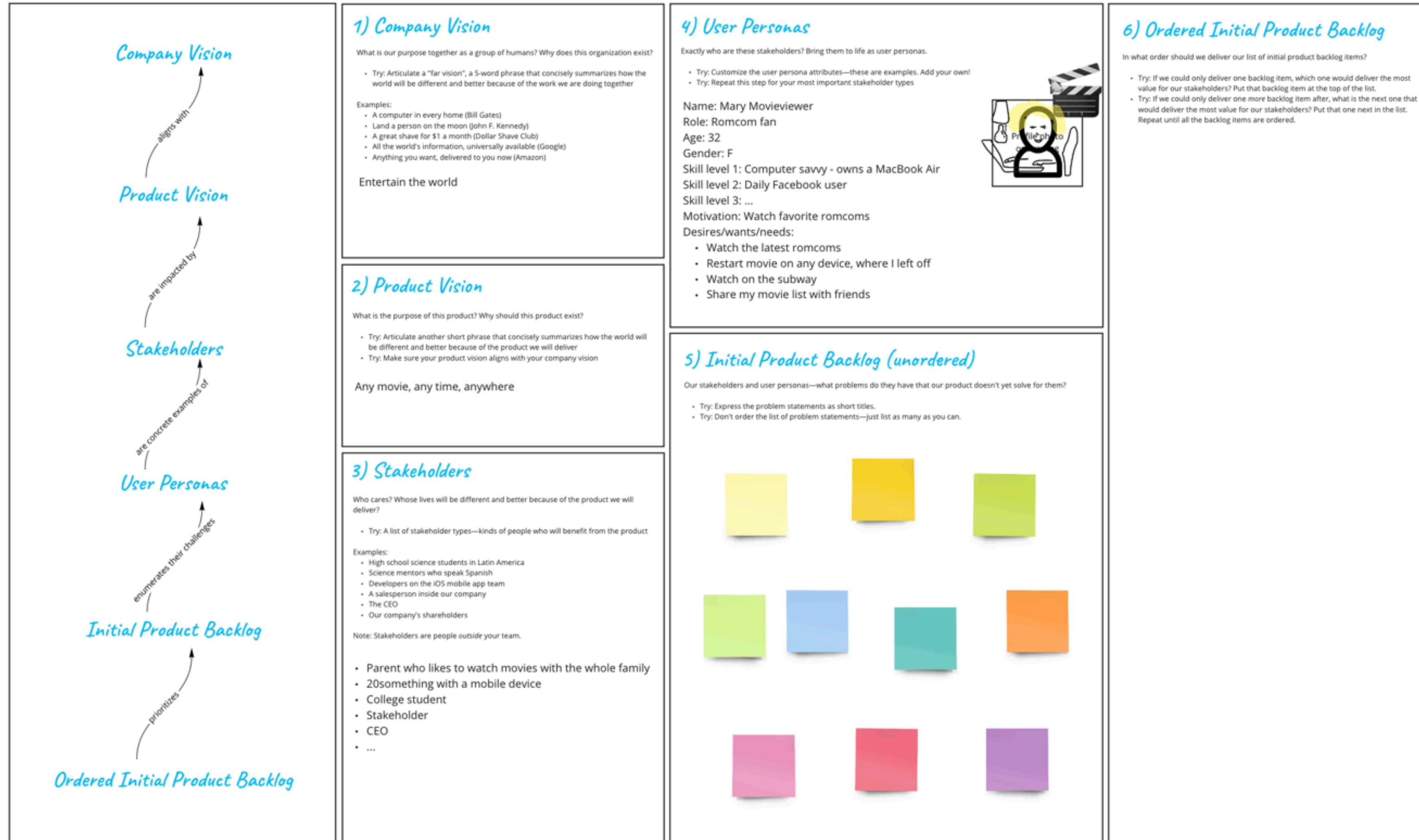


# Try it: User Personas

- ✓ Netflix movie streaming:
- ✓ **Exactly** who is **one** of their stakeholders?



# Product Inception Canvas



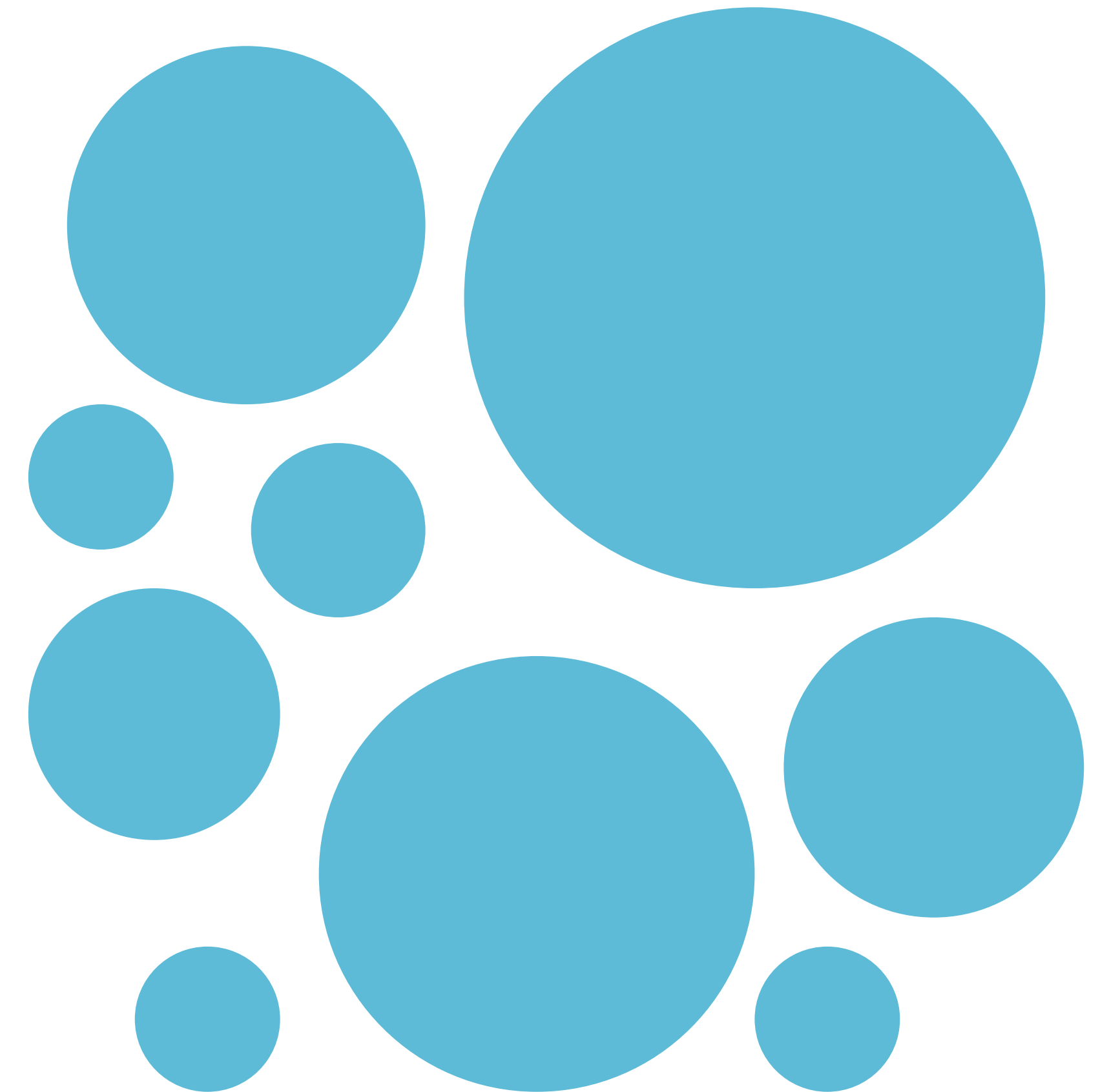
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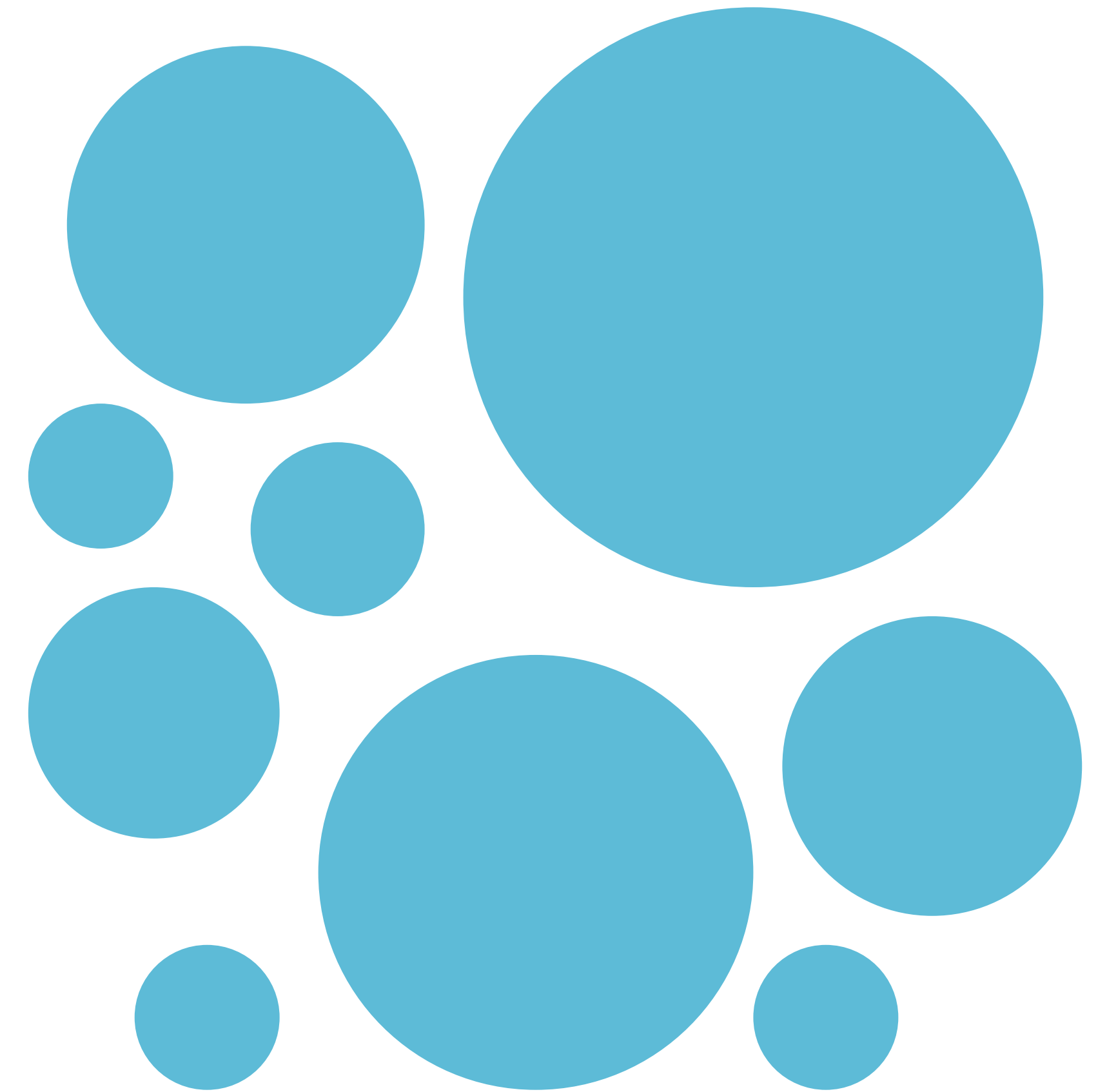
# Initial Product Backlog

- ✓ 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?

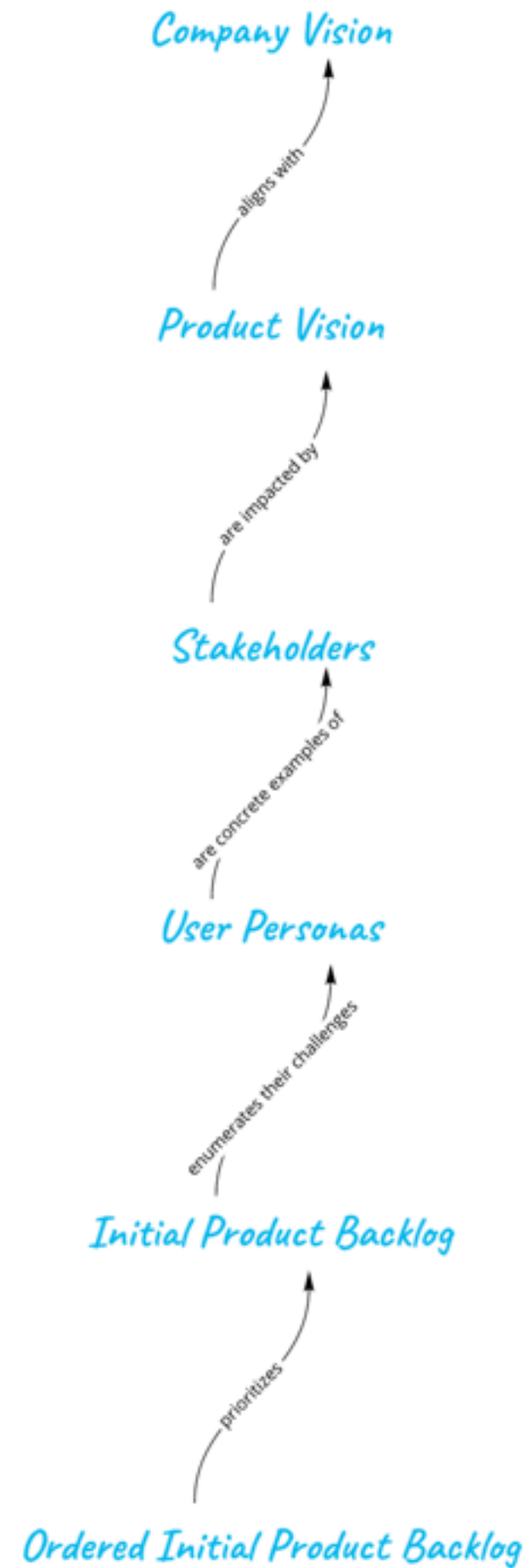


# Try it: Initial Product backlog

- ✓ Netflix movie streaming:
  - ✓ What are their stakeholders' problems?



# Product Inception Canvas



## 1) Company Vision

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- Parent who likes to watch movies with the whole family
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- Stakeholder
- CEO
- ...

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Name: Mary Movieviewer

Role: Romcom fan

Age: 32

Gender: F

Skill level 1: Computer savvy - owns a MacBook Air

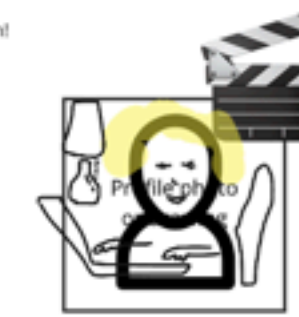
Skill level 2: Daily Facebook user

Skill level 3: ...

Motivation: Watch favorite romcoms

Desires/wants/needs:

- Watch the latest romcoms
- Restart movie on any device, where I left off
- Watch on the subway
- Share my movie list with friends



## 5) Initial Product Backlog (unordered)

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

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

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# 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

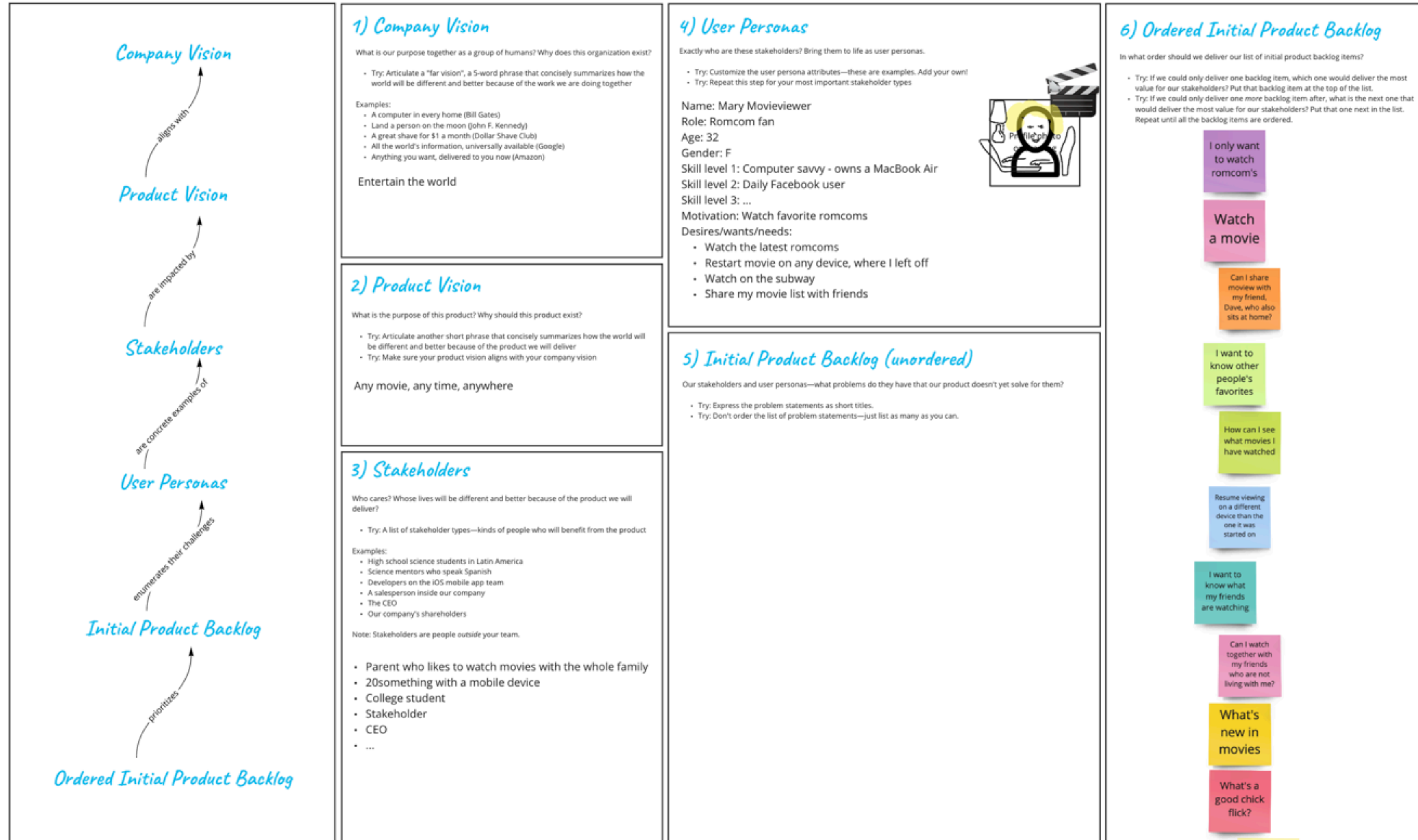


## Try it: Ordered Initial Product Backlog

- ✓ Netflix movie streaming:
  - ✓ In what order should we deliver our list of initial product backlog items to our stakeholders?
  - ✓ If we could only deliver a solution to **one** problem, which **one** problem would it be?

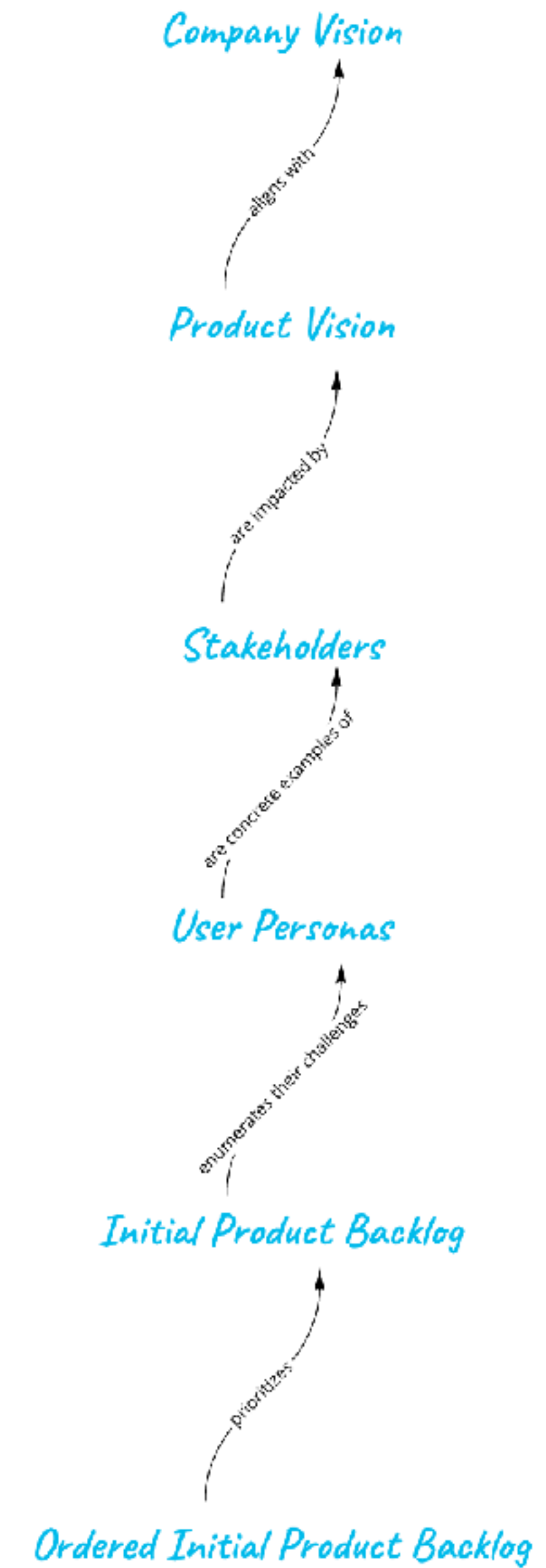


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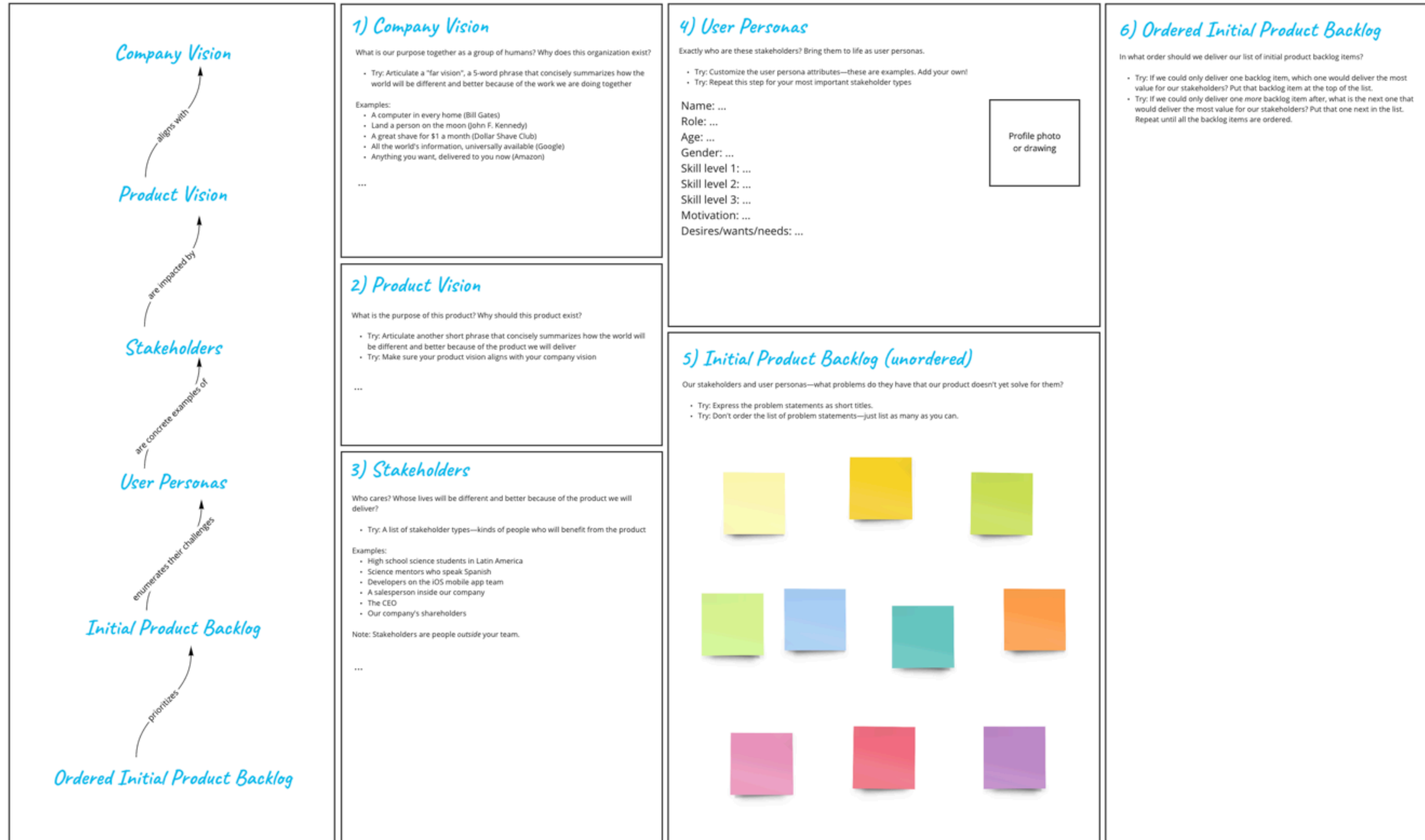
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# Everything is aligned



I can create a great  
product backlog

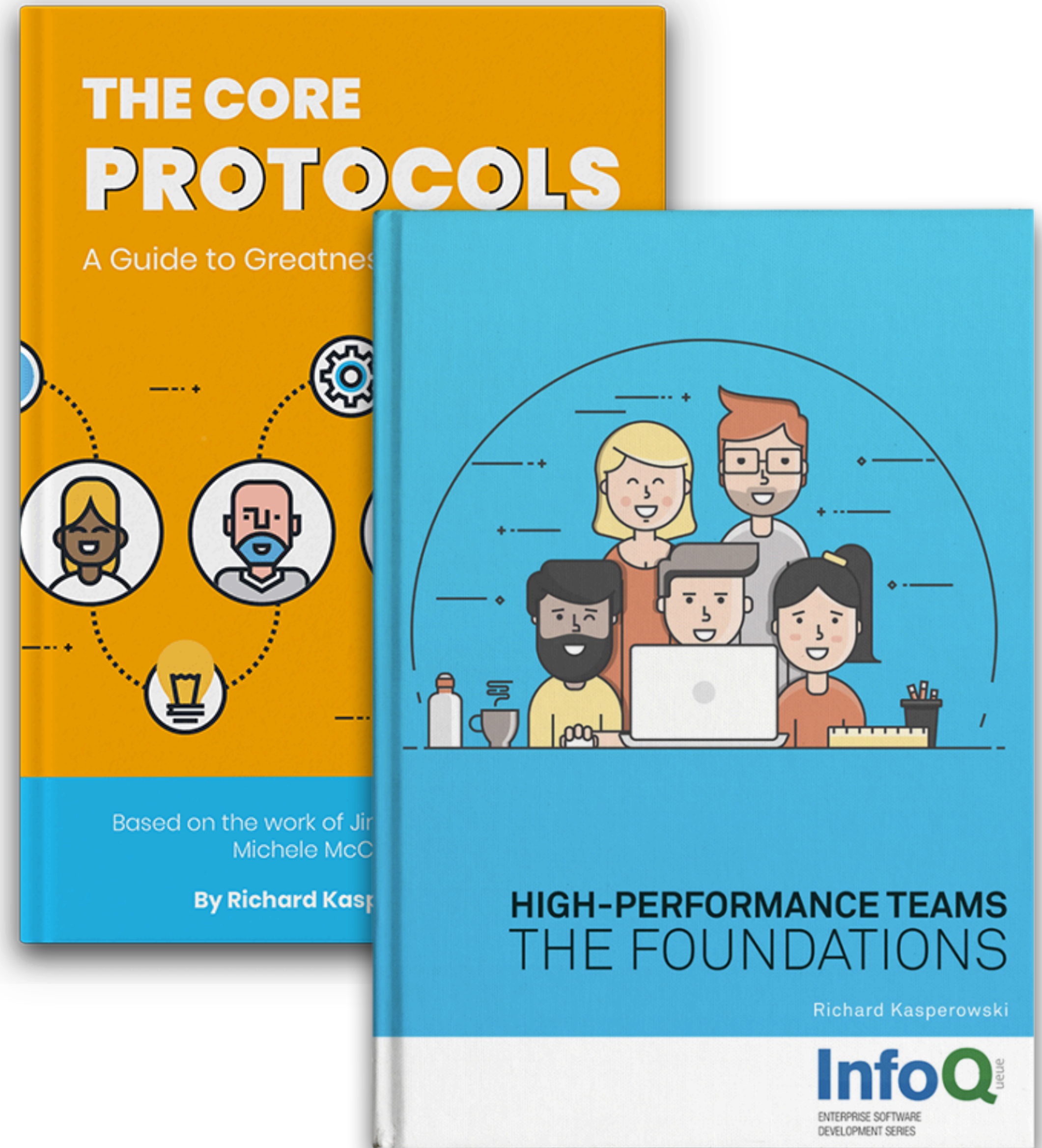
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# To Learn More

- ✓ Email address on Feedback form
- ✓ Ask Richard for help
- ✓ Visit [kasperowski.com](https://kasperowski.com)



# More learning and events

Want to learn and embody these behaviors?

- [kasperowski.com](http://kasperowski.com)
- Respond on feedback form to stay informed

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

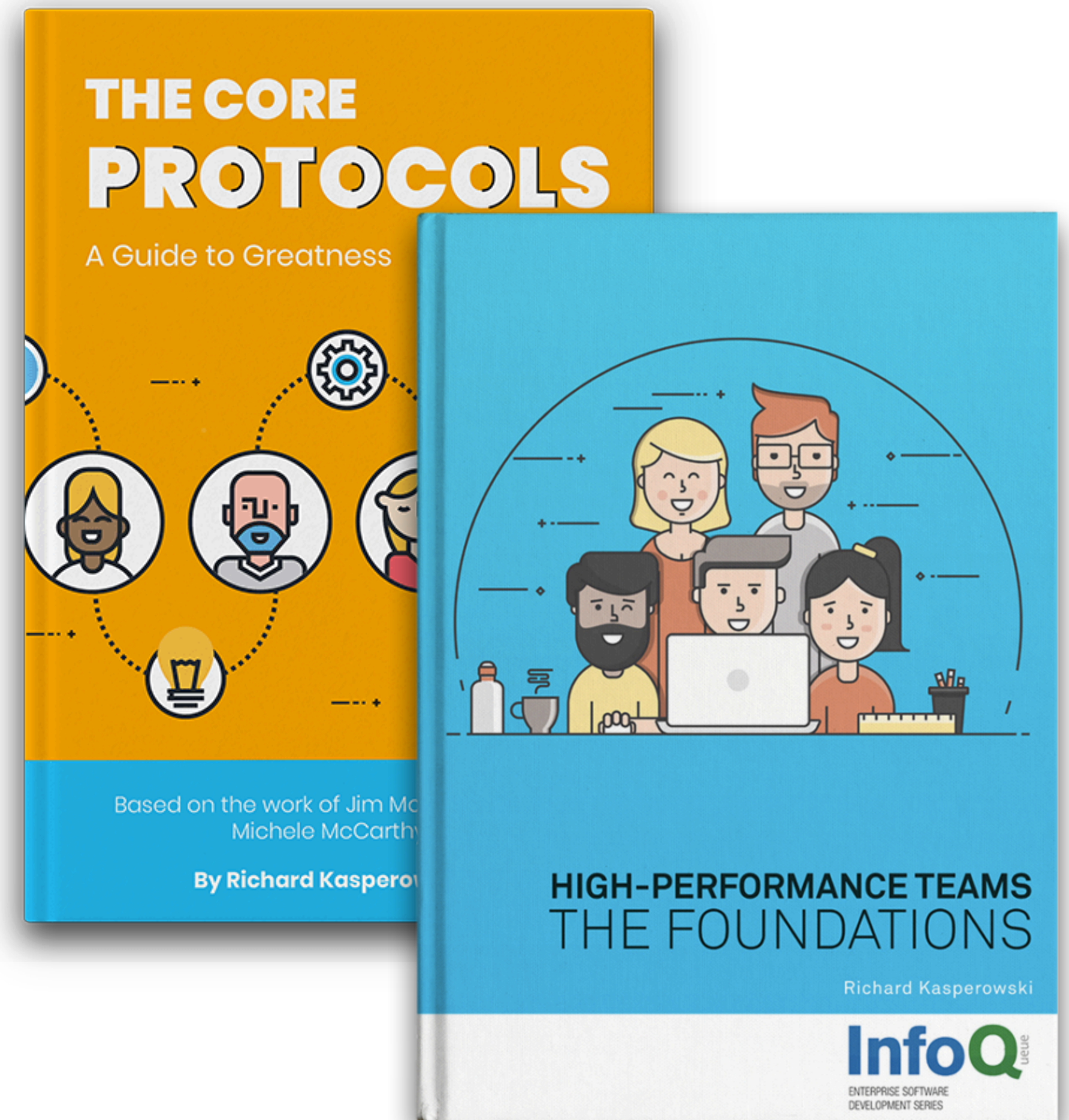
- Dec 2 - Office Hours (every Wednesday)
  - Dec 3 - Agile Dojo (first Thursday of every month)
- ... or book a private class or event for your organization.



# Book a class for your teams

## Certified Agile Team Building™

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



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

Perfection Game



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