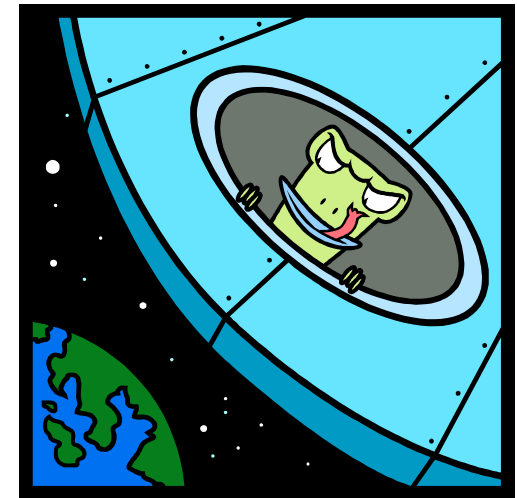


Product Backlogs for 59 Minute Sprint

- Each backlog holds a number of items to be considered for completion in the Sprint
- The team can decide, with the Product Manager, what the theme of the Sprint should be and its goal
- Product Manager puts the items in priority order
- Typically, the team should focus on no more than 5 items for their Sprint demo
- Make it something creative and fun (commercial, brochure, kiosk, game, etc.)
- (Additional notes are available in the NOTES PAGE view of each slide.)

1. Martian Visiting Earth–Tourist Brochure Backlog

- Create cover art, brand, and/or logo
- Define major topics for Martian tourism
- Describe “Art Interests in Europe” tour
- Describe a tour based on photosynthesis
- Outline a “7 wonders of the world” expedition
- Set prices for the tours
- Outline warning messages (gravity, oxygen, fungi,etc.)
- Suggest clothing options
- Explain travel options to/from Mars
- Describe a “Human Sports” tour
- Outline refund policy
- Suggest related services
- Define advertisers
- Define a 12-month campaign
- Set-up how to get more information



2. Doggy Daycare Brochure Backlog

- Create cover art, brand, and/or logo
- Define major care sections
- Define “Ultra Doggy Spa” service
- Outline boarding options
- Write testimonials
- Define all service offerings
- Set pricing structure for services
- Suggest daypack contents to accompany clients
- Outline full week lunch menu
- Complete a guarantee policy
- Provide satisfied customer testimonials
- Complete a certification structure
- Outline minimum requirements (shots, temper, breeding, etc.)
- Complete bios on staff members (backgrounds, training, interests)
- Define discounted partner pet services



3. Spam Brand Theme Park

Marketing Backlog

- Create cover art, brand, and/or logo
- Define major topics about Spam
- Design 3 key rides that involve Spam
- Describe a general museum associated with the park
- Set prices for the rides
- Outline concession stand choices
- Suggest related services
- Suggest clothing options
- Explain travel options to/from the Park
- Describe interactive contest opportunities
- Outline refund policy
- Define advertisers
- Define a 12-month campaign
- Set-up how to get more information
- Set-up a musical act line-up for a concert series at the park



4. Family Treasures Cookbook Backlog

- Create cover art, brand, and/or logo
- Define major recipe sections
- Define format for cookbook layout
- Include recipes for 4 year olds
- Provide a sample special recipe with family charm
- Write foreword that explains the reason for the book
- Set price structure for the cookbook
- Outline useful tools and kitchen layout
- Suggest clothing options
- Collect family heirloom recipes
- Define “Recipes of the Rich and Famous” section
- Create 3 minute promotion infomercial
- Define celebrity contributors/patrons
- Determine “Family Pet” recipe items
- Outline book tour scenario
- Create measurements and substitutions advice

