

DevJam

Coaching & Developing Agility

Agile Product Planning

While this course is focused toward product owners, product manager, the materials are accessible for anyone who is part of an agile community looking to improve their product planning tools and techniques.

The following agenda is a common layout for the course. As the course is highly interactive, there may be deviations to accommodate valuable questions. If the number of questions for any topic exceed the time allotted to the topic, the group will post the questions and discuss them at the end of the 2nd day.

Day One

Morning Session

Introductions and Logistics

- Introductions and logistics (breaks – lunch – etc)
- Expectations
- Overview of agile methods from a product planner's perspective

Creative and Lean Product Planning

- Finding product owners and the larger product community
- Building product road maps
- Chartering the success of tomorrow
- Learning about who is buying, and who is buying in?

Afternoon Session

Putting the User Back in User Stories

- Introduction to user stories
- Epic tales and other current story trends
- Story mapping: mining the richer user experience

Day Two

Morning Session

Continuously Evolving Product Ideas

- Establishing a sustainable planning cadence
- Grooming the backlog
- Story telling provides context
- Accept Test Driven as a tool for leaning out story writing

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Day Two

Morning Session (continued)

Common Struggles and Solutions

- Undervaluing acceptance testing
- Finding and keeping a product vision
- Forgetting the users and user experience
- Valuing sentences over story telling
- Failure to communicate value (tracking and progress issues)

Afternoon Session

Product Creation Challenge (Immersion Exercise) and Reflections

- Participants break into group and compete in a contest to see who can use the tools taught in the course to create the most interesting and marketable product. Each product group presents their product with a vote determining who wins the valuable prizes offered.
- The day ends by addressing the listed expectations and any questions which arose during the course.

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