

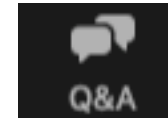
Product Backlog Management Skills - Von der Produktvision zum priorisierten Backlog

Simon Flossmann, Peter Götz

OCT 8th 2025

Quick Guidelines

- Your microphones will be muted throughout
- This session is recorded. The recording and slides will be available after the webinar within 24 hours.
- Please ask questions!
 - Submit questions by selecting the Q & A icon:



Who is Scrum.org

Mission:
*Helping People and
Teams Solve
Complex Problems*



Ken Schwaber
Scrum.org Founder,
Chairman and
Co-creator of Scrum



Peter Götz

Professional Scrum Trainer

- 25 Jahre Softwareentwicklung
- 15 Jahre Agile Coach und Scrum Trainer
- Fokus auf Value und Flow
- Scrum / Kanban / DevOps / Team Topologies



Simon Flossmann

Professional Scrum Trainer

- Karrierebeginn als Product Owner.
- Seit 10 Jahren Scrum Master.
- Seit 2020 PST mit Scrum.org
- Ehemaliger Co-Steward für Scaled Professional Scrum bei Scrum.org.

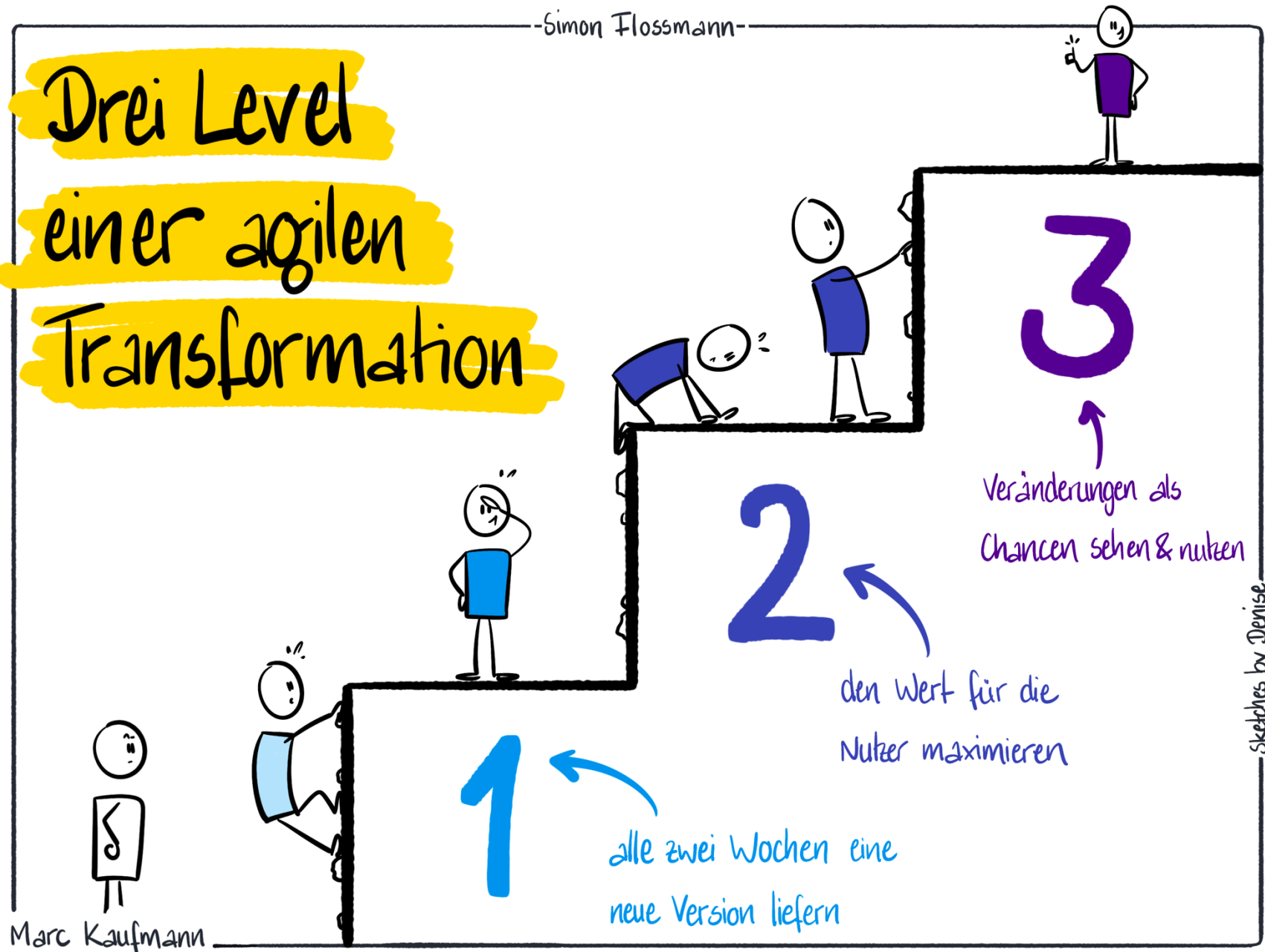


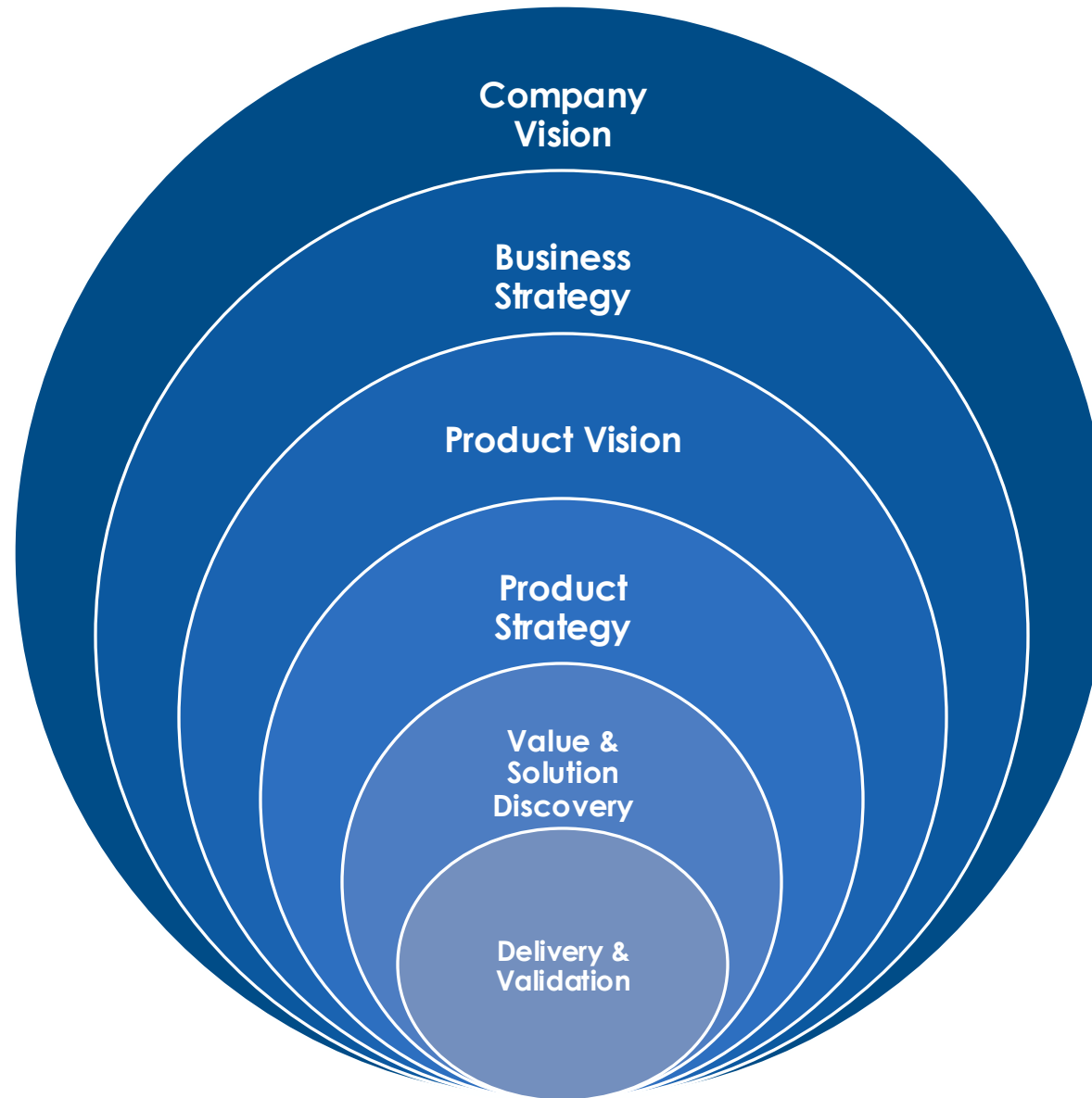
Agenda: Was erwartet uns heute?



- wie du mit einer klaren Produktvision Orientierung gibst,
- wie du daraus ein konkretes Produkt-Ziel ableitest,
- wie du durch Nutzerinterviews echte Bedürfnisse erkennst,
- wie dir Impact Mapping hilft, den Zusammenhang zwischen Ziel, Outcome und Features zu visualisieren,
- wie du daraus User Stories ableitest und
- wie du diese mit dem Kano-Modell im Backlog priorisiert.

Drei Level einer agilen Transformation





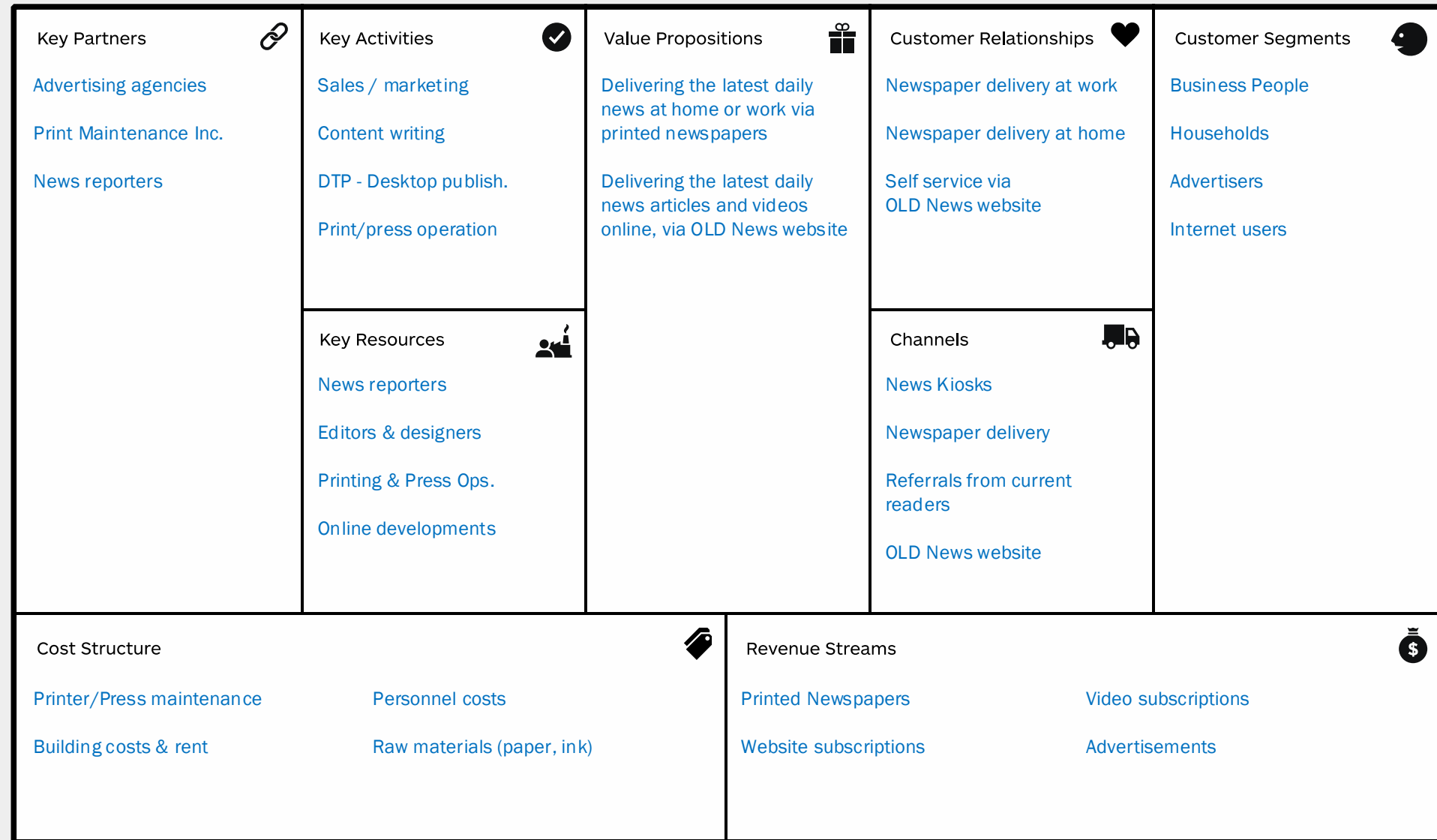
The Business Model Canvas

Designed for: **OLD News**

Designed by: **Dave**

Date: **Jan 19**

Version: **3**



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com

Die 4 W's für bessere Kommunikation

#1 Wozu?

Warum ist das wichtig & wozu dient es?

Inspiziert durch
'Psychologische Typen'
von C.G. Jung

#2 Was?

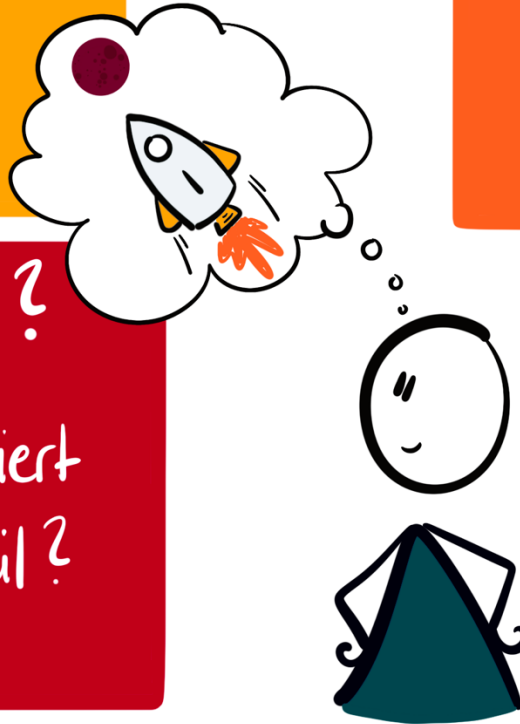
Um was geht es eigentlich?

#3 Wie?

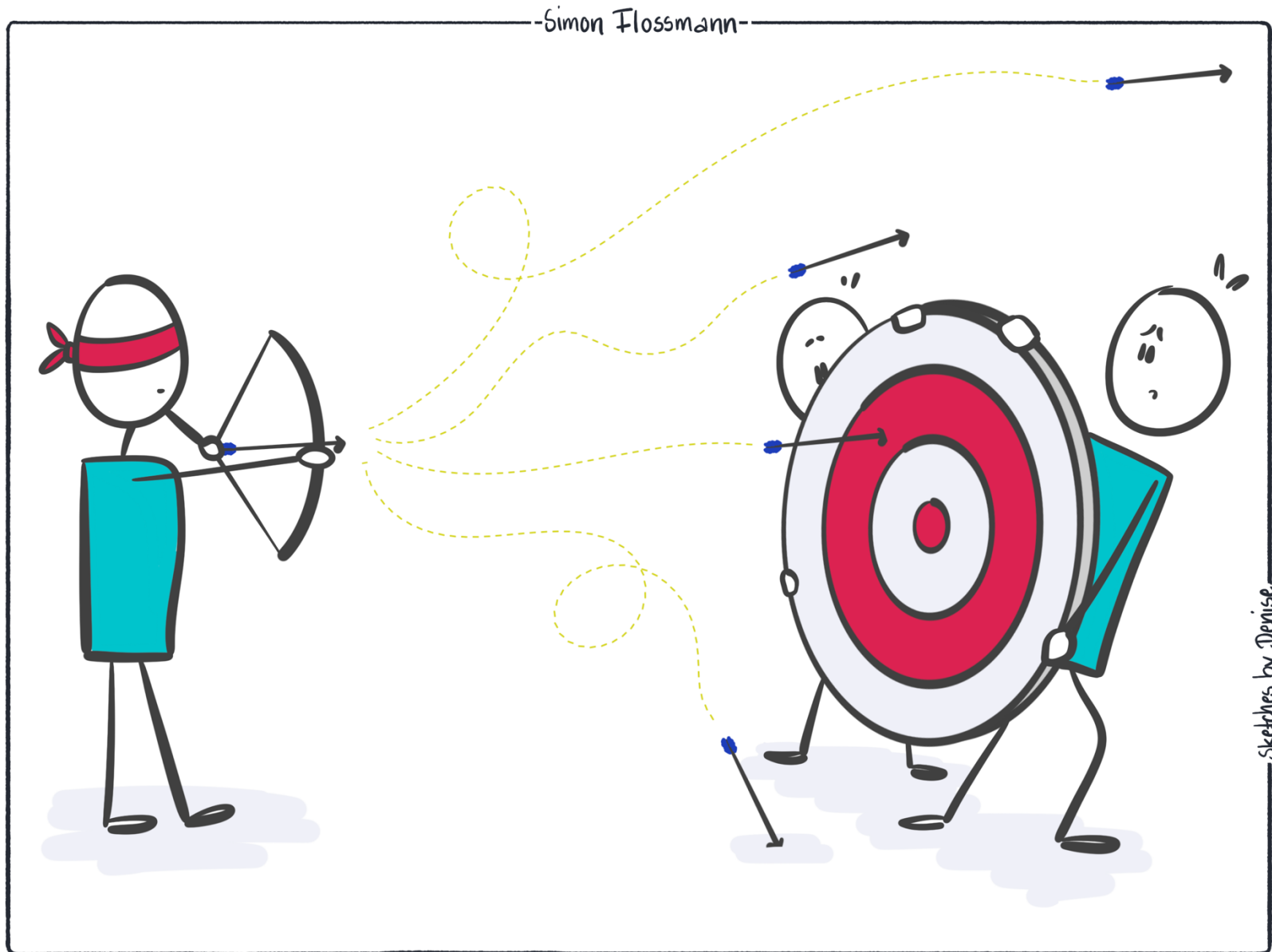
Wie funktioniert das im Detail?

#4 Was noch?

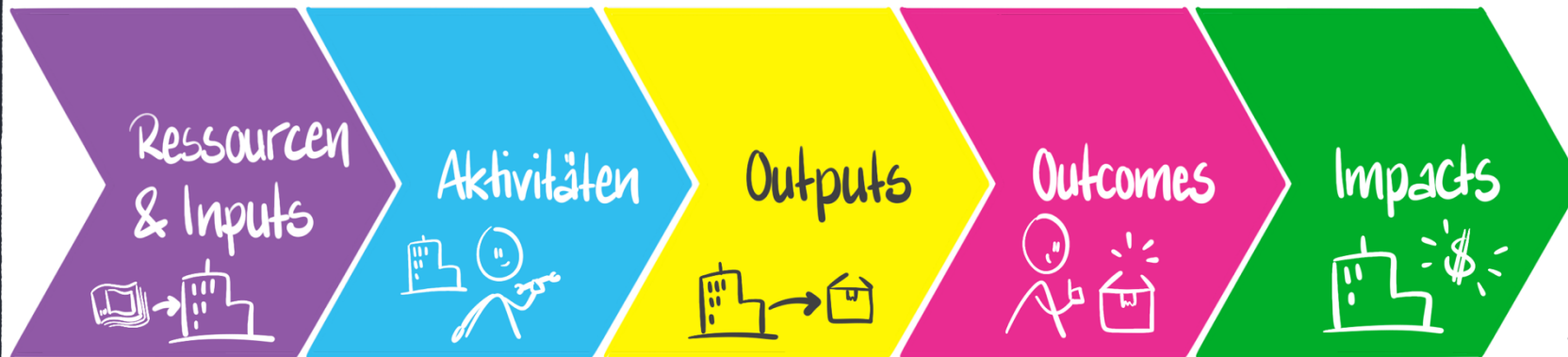
Was könnte darüber hinaus noch interessant sein?



Sketches by Denise

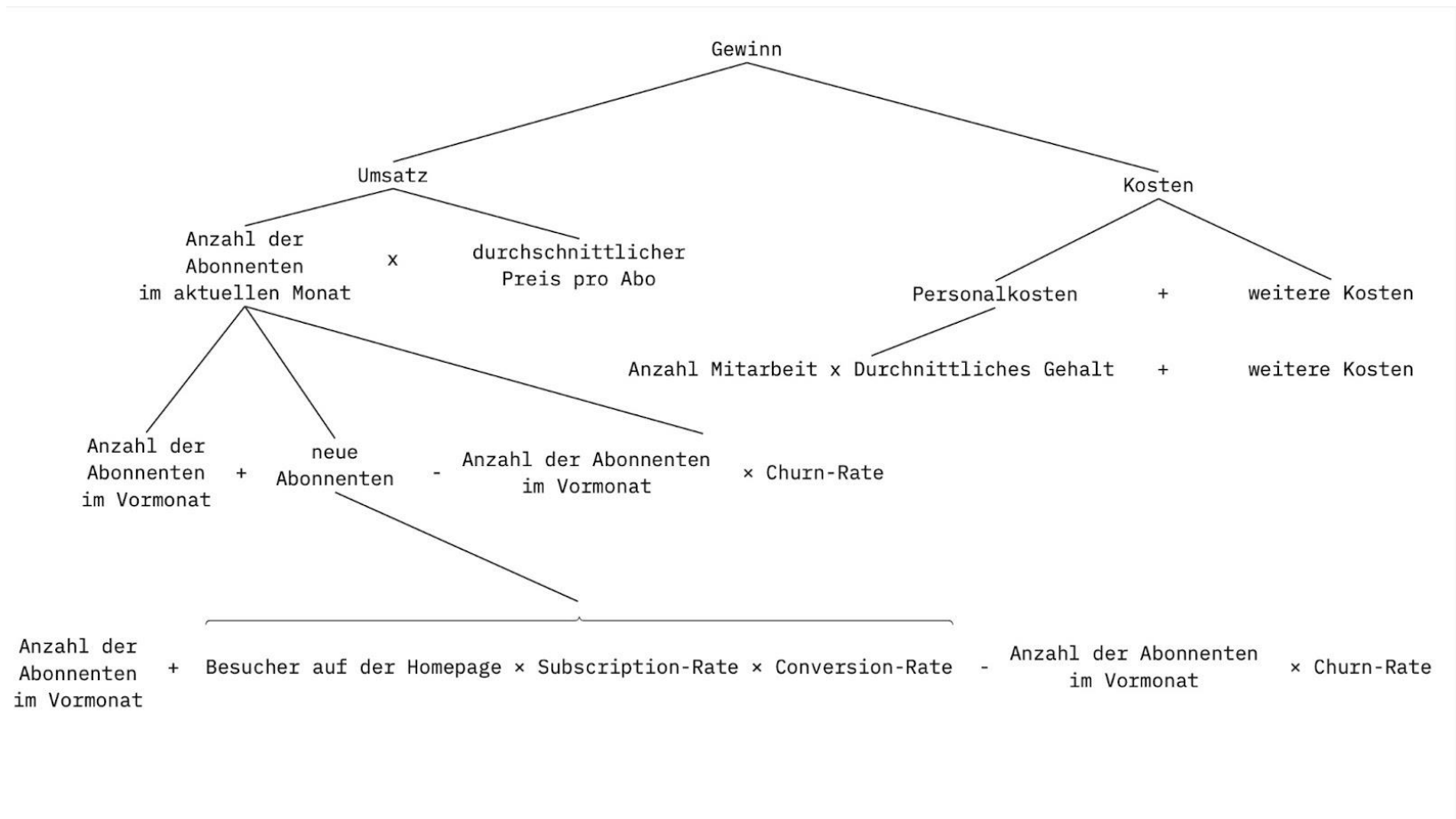


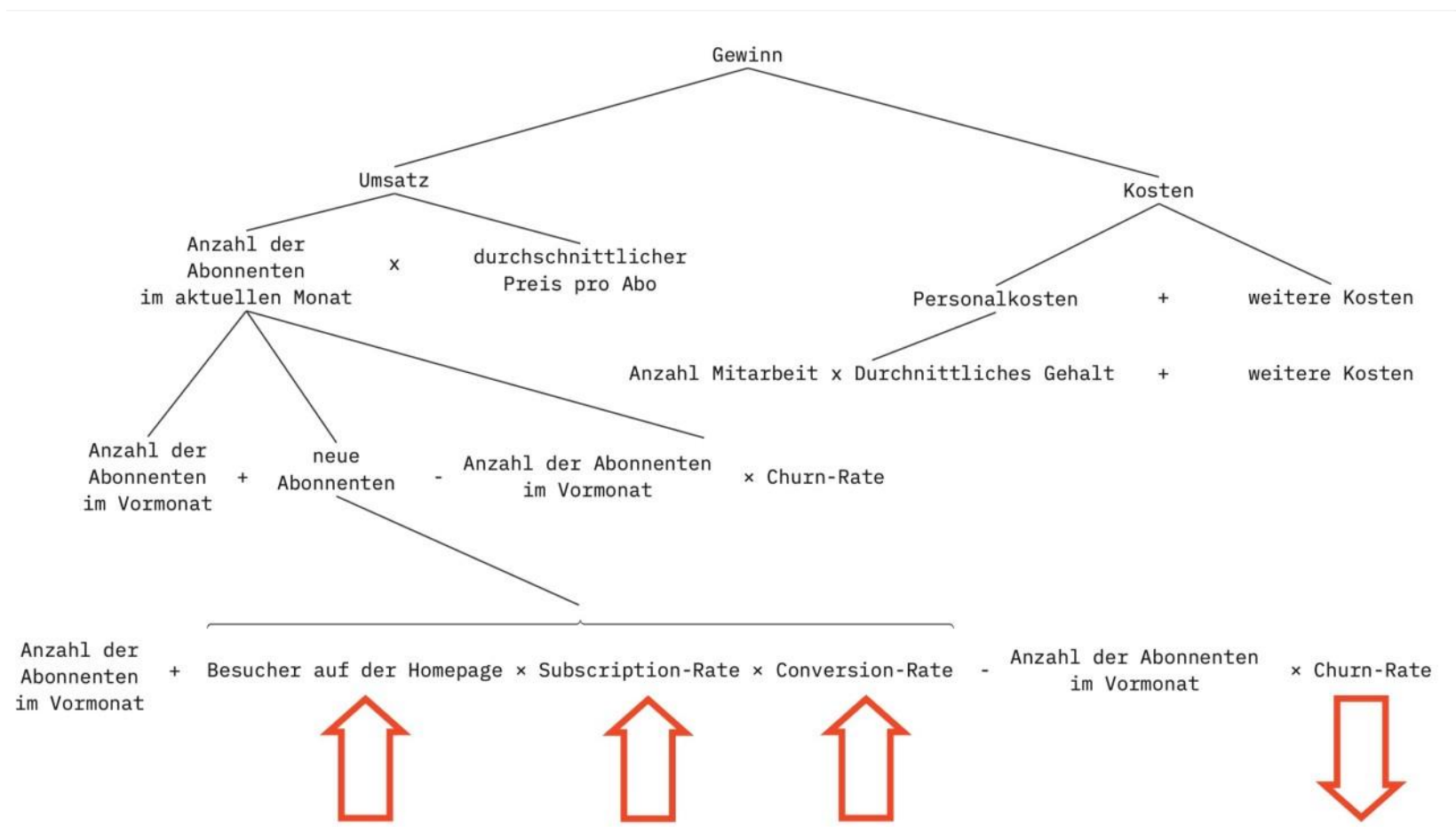
Logik - Modell



Sketches by Denise

Entwickelt von der W.K. Kellogg Foundation





Interview Snapshot

What needs, pain points & desires matter most to this customer?

Tell me about the last time you...



Name

Foto

Quick Facts



Insights



Opportunities

A memorable

quote



Sketches by Denise

Ursprüngliches Konzept aus „Continuous Discovery Habits“ von Teresa Torres

“Ounce for ounce, there’s no better way to learn what customers want and will buy than this wonderful little book. If you want your new product or new business to succeed, start here.”

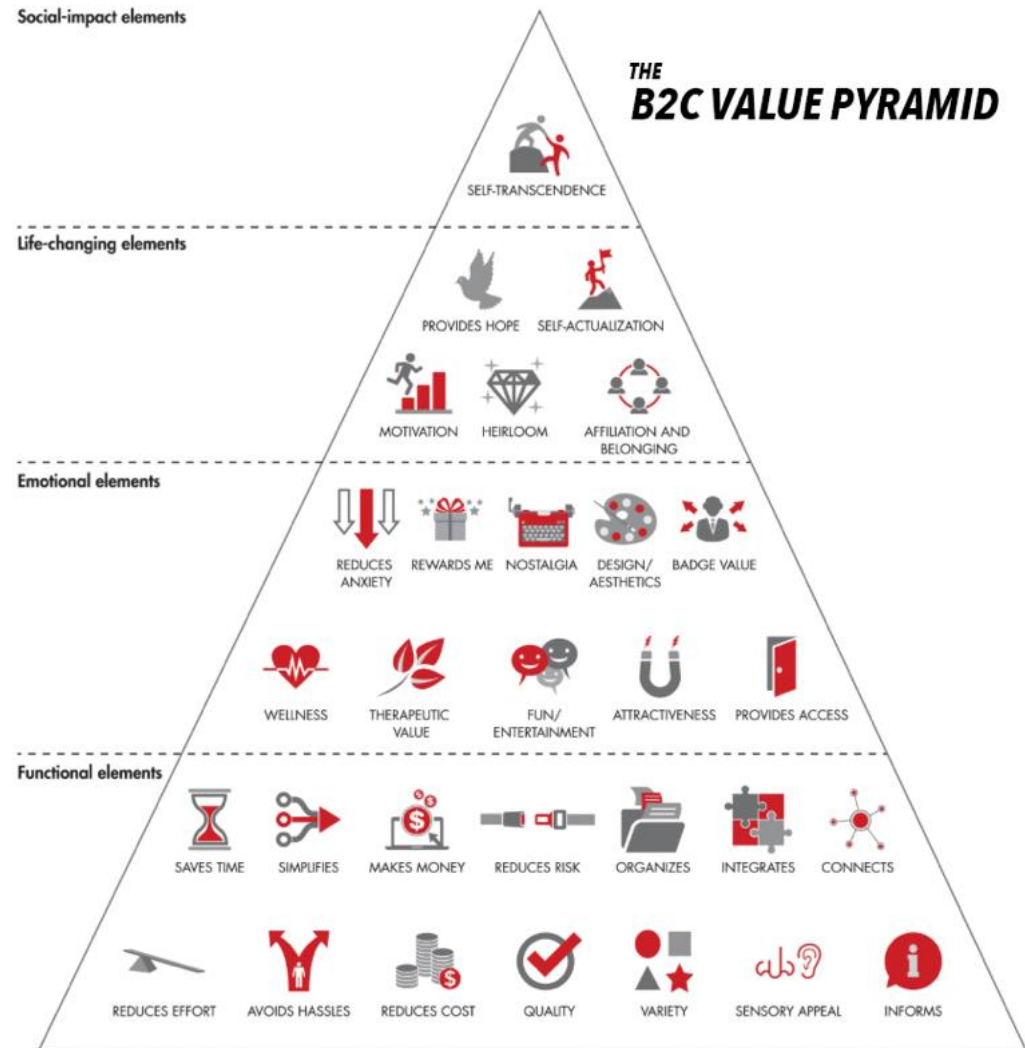
— John Mullins
Author of *The New Business Road Test*



Rob Fitzpatrick

THE MOM TEST

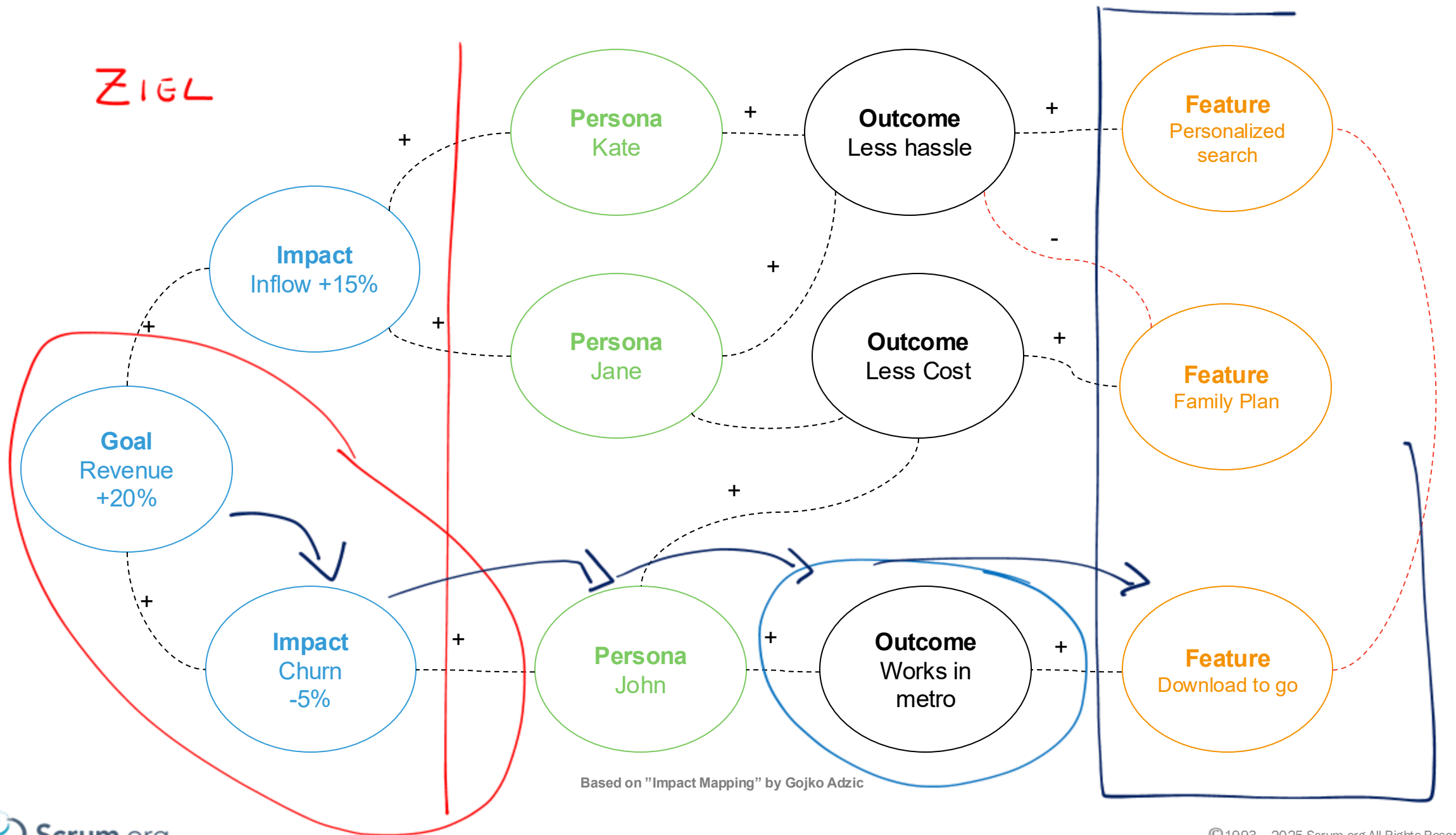
How to talk to customers and learn if your business is a good idea when everyone is lying to you



Used with permission from Bain & Company.

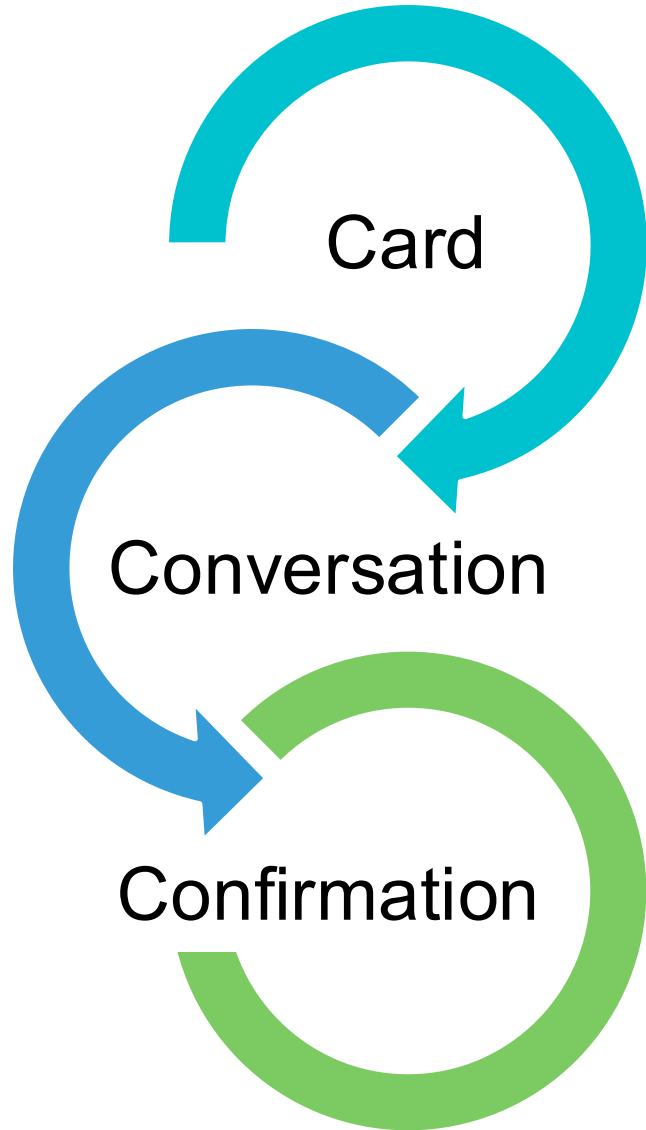
B2B Value Pyramid: <https://www.bain.com/insights/explore-the-b2b-elements-of-value-interactive/>

ZIEL



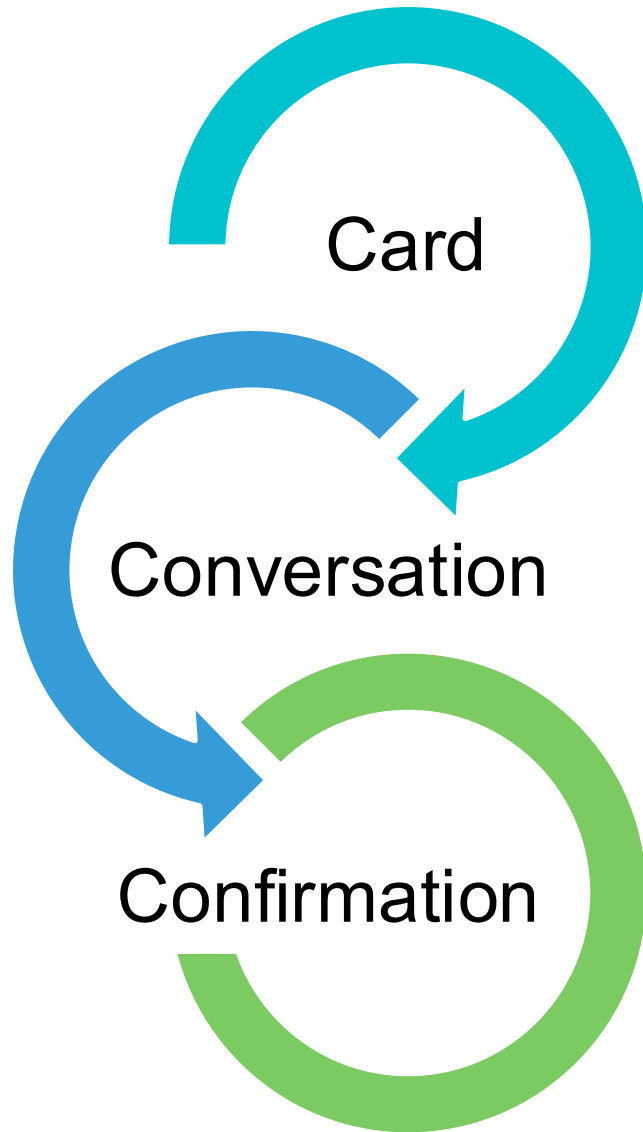
Based on "Impact Mapping" by Gojko Adzic

The Three C's of User Stories



source: Ron
Jeffries 2001

The Three C's of User Stories



TITLE: Derive Racing Time

As a casual Runner

I want to be able to derive the race time for a new distance based on past times

So that I can better plan my training

As a user

I want to book a hotel reservation

So that I can be sure to have a room

TITLE: Derive Racing Time

As a casual Runner

I want to be able to derive the race time for a new distance based on past times

So that I can better plan my training

Stories are **about** the **shared understanding**
NOT about documentation

As a frequent traveler

I want to book a recurrent room in a hotel
so that I can spare time in administration

As a father

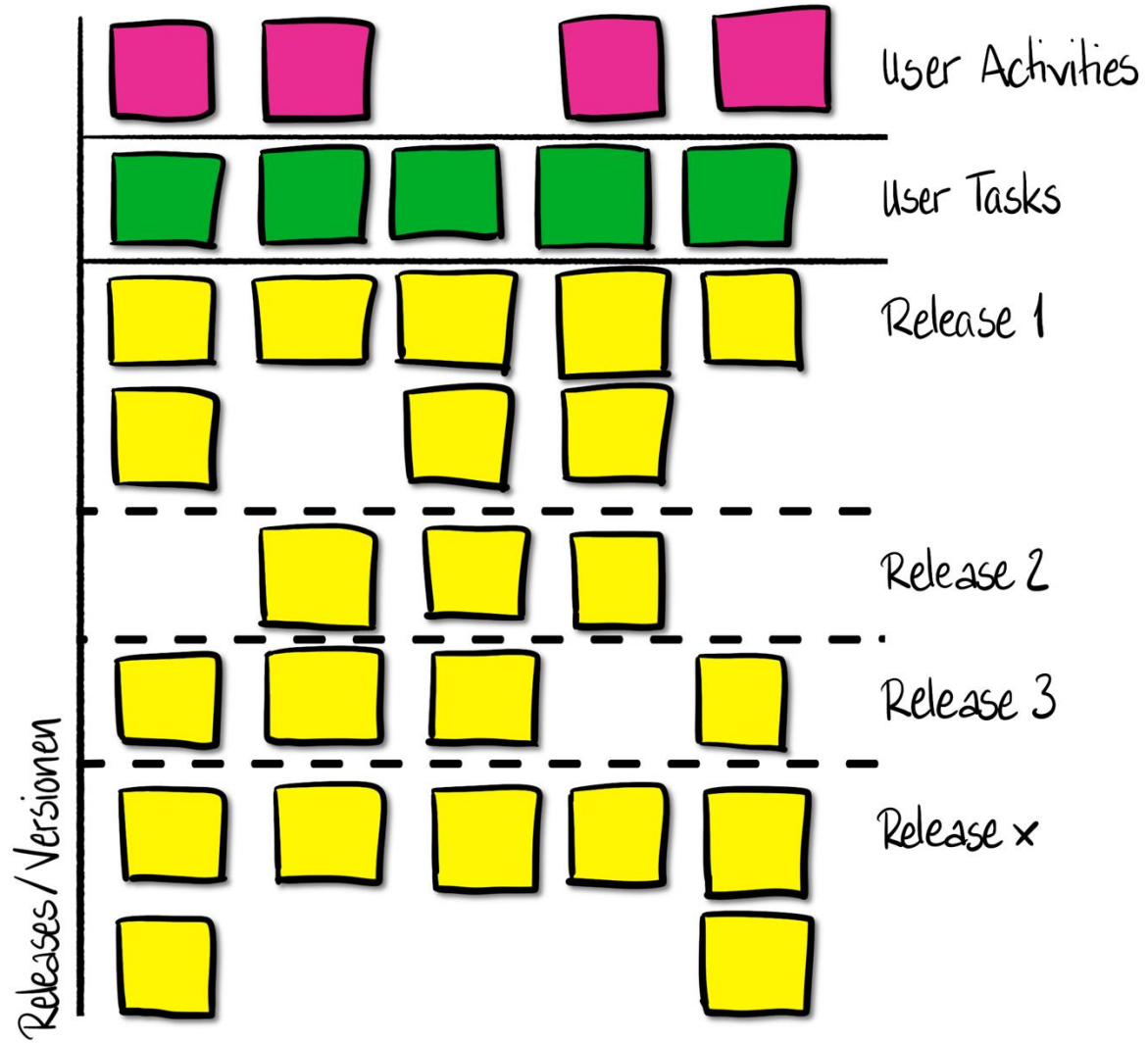
I want to book connecting room in a hotel
so that I can be sure my children are next to my room

Acceptance Criteria

- Calculated time is rounded to next half or full minute for all distances of less than 1 hour racing time
- Calculated time is rounded to next minute for all distances of more than 1 hour racing time
- Time of calculation is < 1 second
- Maximal allowed distance is a Marathon
- Shortest allowed distance is 1km

-Simon Flossmann-

The Story Map

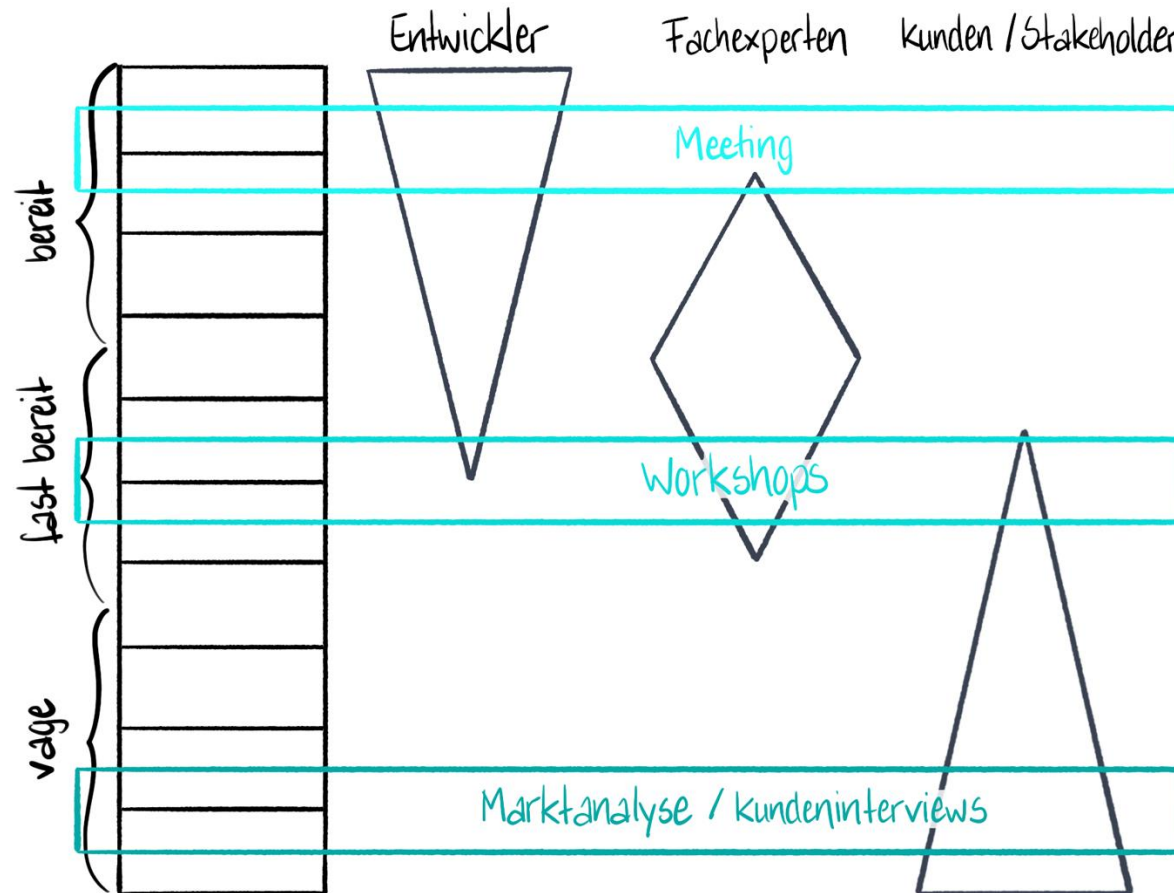


Sketches by Denise

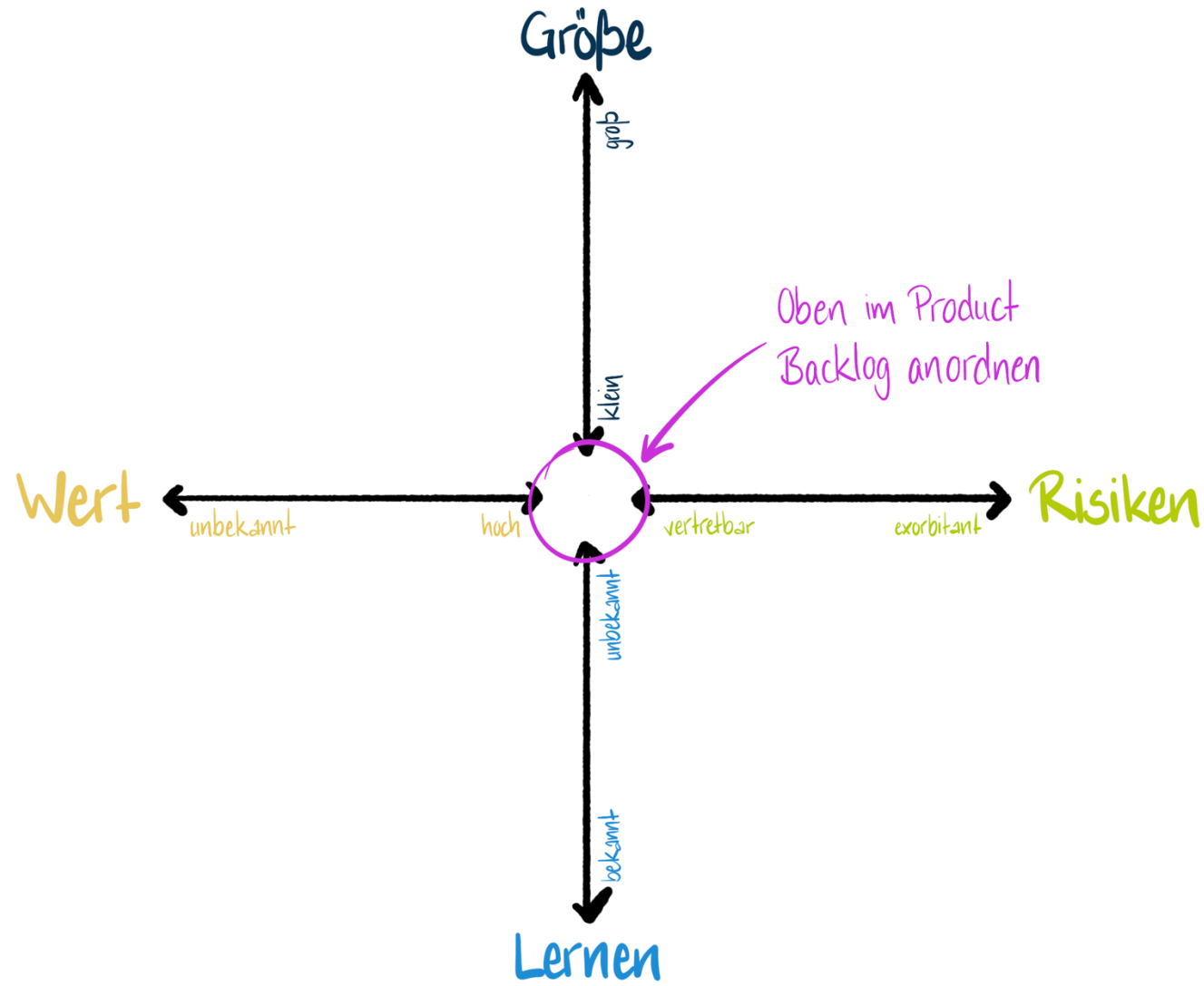
- Simon Flossmann -

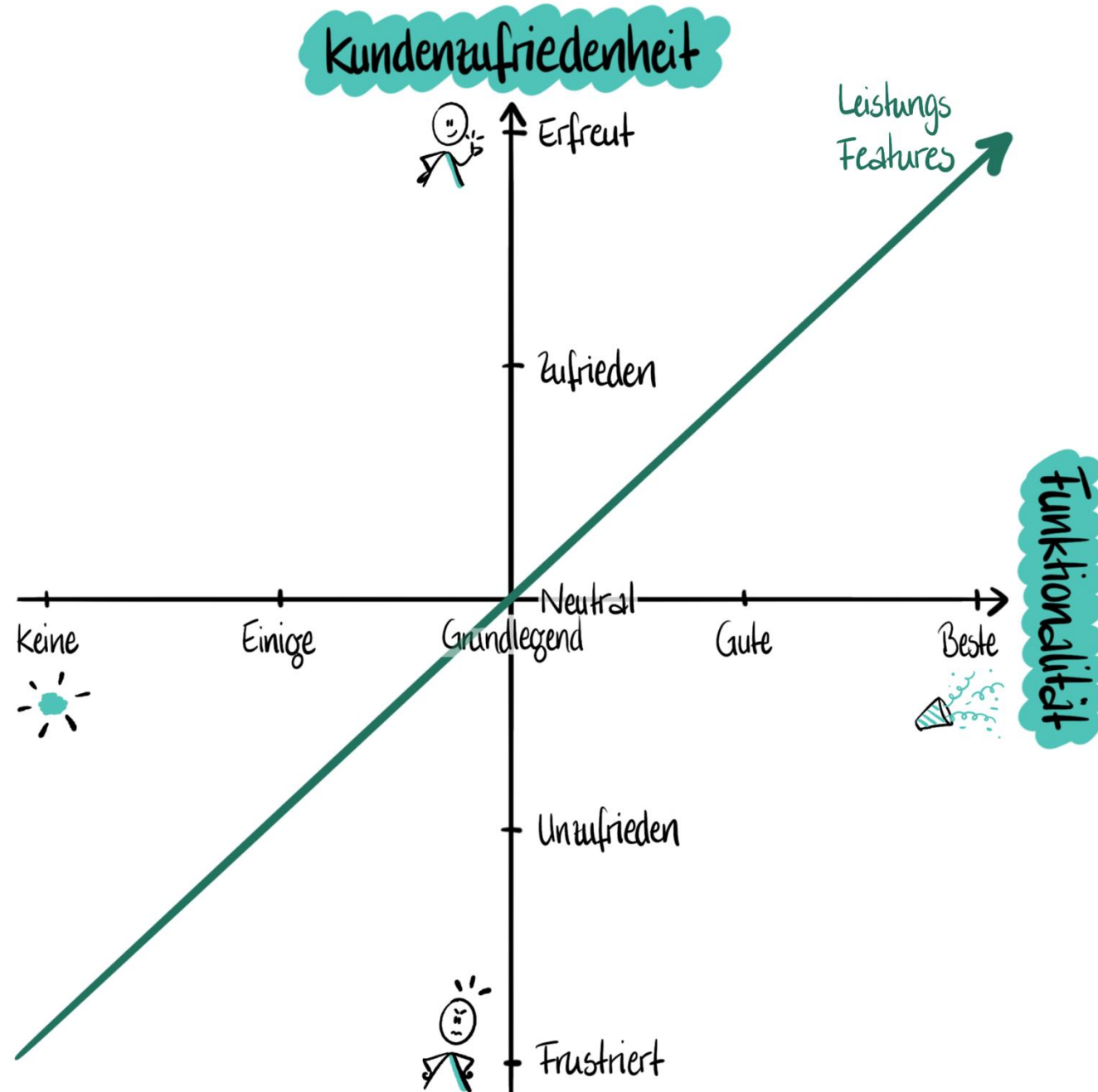
Product Backlog Refinement

- eine kontinuierliche Aktivität -



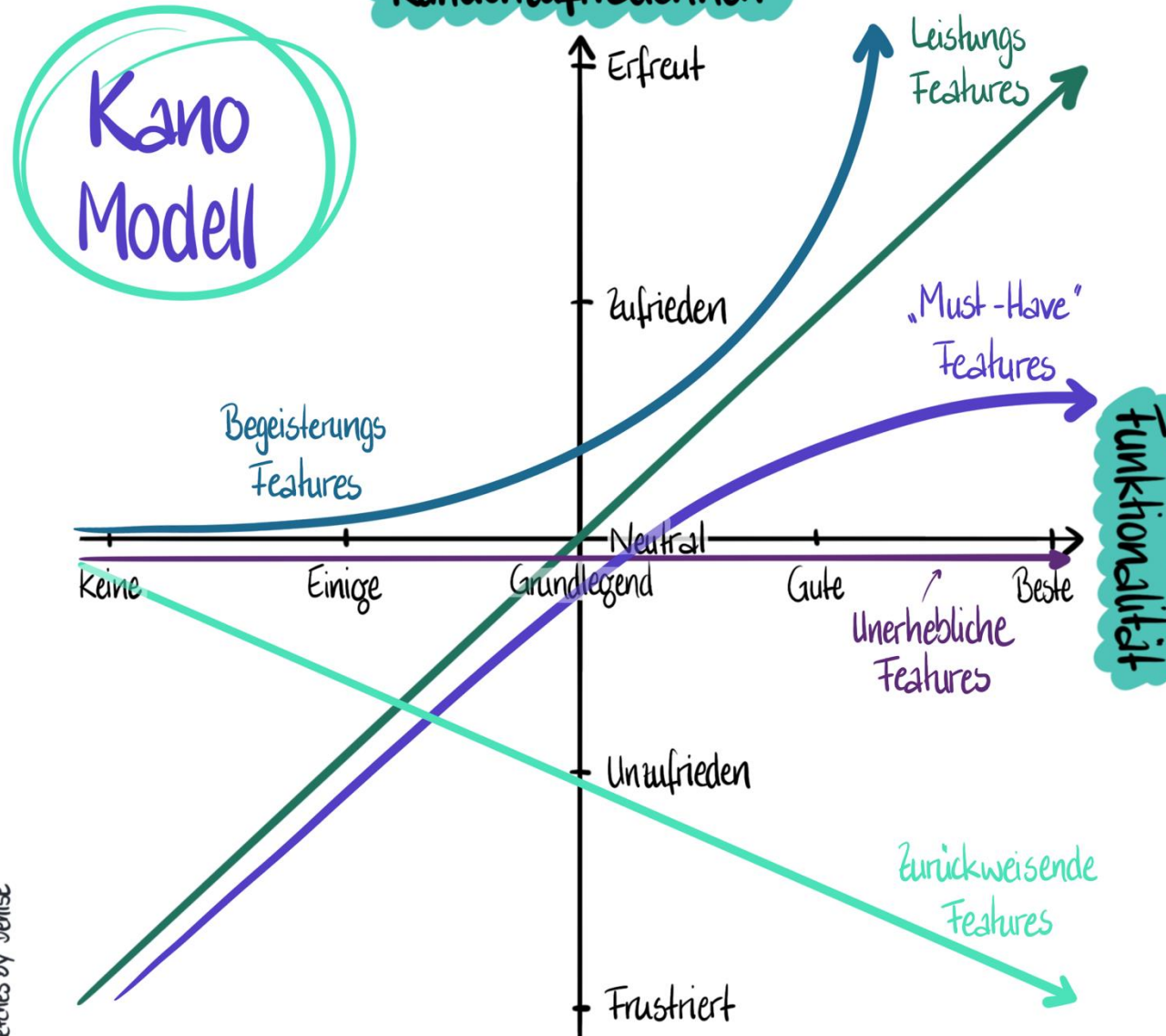
Ursprüngliches Konzept von Dr. Charles Suscheck





Sketches by Denise

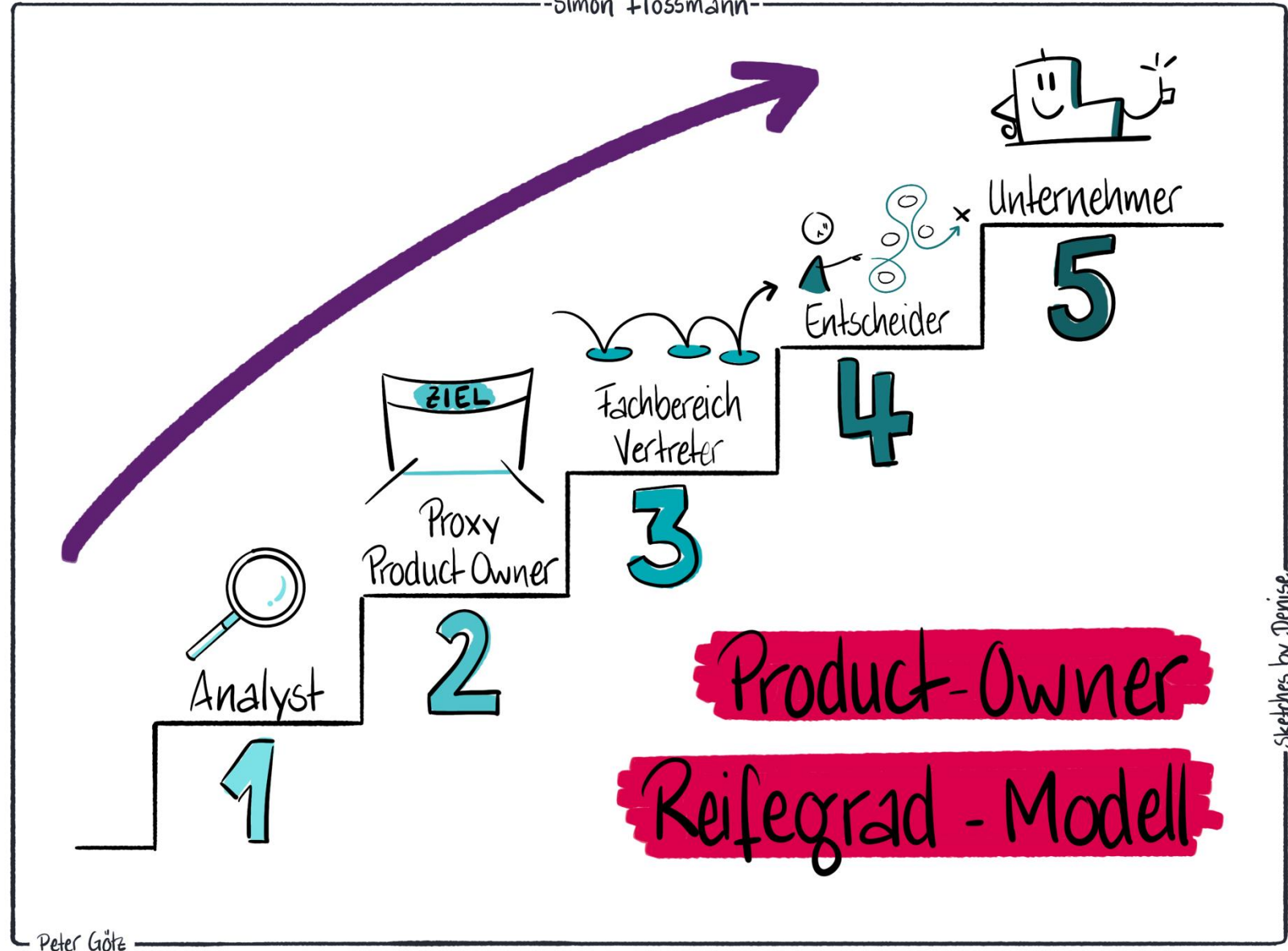
- Simon Flossmann -



Sketches by Denise

Kano Analyse

Feature	Must-be	Performance	Attractive	Indifferent	Reverse	Questionable	Category
Feature 1	9%	14%	28%	29%	10%	9%	Indifferent
Feature 2	7%	13%	13%	42%	12%	12%	Indifferent
Feature 3	4%	23%	33%	19%	6%	14%	Attractive
Feature 4	3%	9%	41%	29%	6%	11%	Attractive
Feature 5	31%	23%	9%	19%	8%	9%	Must-be
Feature 6	7%	14%	38%	26%	6%	8%	Attractive
Feature 7	29%	22%	7%	22%	10%	10%	Must-be
Feature 8	12%	21%	26%	23%	9%	9%	Attractive
Feature 9	21%	22%	18%	23%	9%	7%	Indifferent
Feature 10	30%	19%	8%	26%	7%	11%	Must-be



Mehr zum „PSPO-A“-Kurs:



Fragen?

Scrum on!

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