The Roadmap to Value

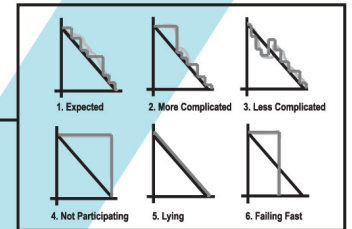**Release to Customer**
[Per the release plan]

PRODUCT GOAL

Description: The goal for the product and its alignment with the company's strategy.
Owner: Product owner
Frequency: At least annually

Platinum Edge
AGILE EXPERTS

SPRINT RETROSPECTIVE

Description: Team improvement of environment and processes to optimize efficiency
Owner: Scrum team
Frequency: At the end of each sprint

| 1. Expected | 2. More Complicated | 3. Less Complicated |
| 4. Not Participating | 5. Lying | 6. Failing Fast |

PRODUCT ROADMAP

Description: Holistic view of product features that enable the product goal.
Owner: Product owner
Frequency: At least biannually
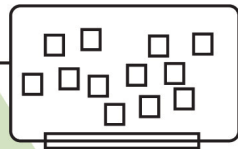
SPRINT REVIEW

Description: Demonstration of working product and receiving feedback from stakeholders
Owner: Product owner and developers
Frequency: At the end of each sprint
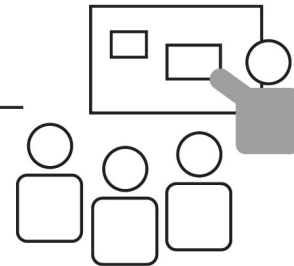
RELEASE PLANNING

Highest-priority features release

Next highest-priority features release

| JAN | FEB | MAR | APR | MAY | JUN | JUL |

Description: Timing for release of specific product functionality
Owner: Product owner
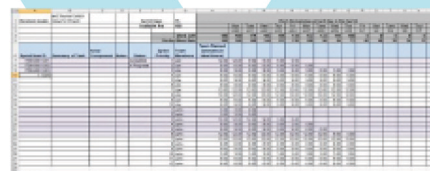**Frequency:** At least quarterly

24 hours

1 - 4 weeks

SPRINT

DAILY SCRUM

Description: Coordinate work for the day.
Owner: Developers
Frequency: Daily

(Product Roadmap and Release Planning are common practices outside of scrum)

SPRINT PLANNING

Description: Establish specific iteration goals and tasks
Owner: Product owner and developers
Frequency: At the start of each sprint

Preparation

Execution