Platinum Edge
Non-IT Artifact Examples

PLATINUM EDGE
AGILE EXPERTS

A product is a vehicle to deliver value. It has a clear boundary, known stakeholders, well-defined users or customers. A product could be a service, a physical product, or something more abstract. - Scrum Guide 2020

Product Goal

CONTENT DEVELOPMENT
For product development professionals
who need guidance for agile ways of working
the Agile Project Management For Dummies
is a book
that is a field guide for practitioners.
Unlike books based on theory,
our product incorporates real-world applications for every topic,
which supports our strategy to improve business decisions through early, empirical evidence of quality and progress.

MARKETING CAMPAIGN
For Smarty Desk online retailers
who want to maximize Smarty Desks sales
the Stop Sitting Around
is an ad campaign
that highlights Smarty Desk's unique benefit.
Unlike email marketing,
our product crowd-sources the storytelling,
which supports our strategy to make retailers more successful.

EVENT PLANNING
For professionals
who want the highest quality scrum certification,
the Platinum Edge Certified ScrumMaster Course
is a live instructor-led certification class
that provides high quality learning of agile principles and the scrum framework.
Unlike online self-paced learning,
our product ensures learning of scrum by doing scrum as we do in the real world,
which supports our strategy to help people and organizations achieve their biggest goals.

Points to address:
- Who?
- What?
- Why?
- How does it address business goals?

PHYSICAL PRODUCT
For remote workers
who need help staying physically active throughout the day
the Smarty Desk
is a work station
that ensures physical activity while working at a desk.
Unlike sit-stand desks,
our product automates regular workspace adjustments throughout the day.
which supports our strategy to reduce health defects in our modern world.

COTS/ERP
For utility customer care representatives
who need a central place for managing customer needs
the CCM
is an ERP
that consolidates billing, CRM, dispatch and utility service management.
Unlike separate specialized tools with custom integrations,
our product ensures security, privacy and data consistency throughout the customer lifecycle,
which supports our strategy to ensure customers have power to live their lives.

SOFTWARE
For XYZ Bank customers
who want access to banking capability while on the go,
the MyXYZ
is a mobile application
that allows secure, on-demand banking, 24 hours a day,
Unlike online banking from your home or office computer,
our product allows users immediate access,
which supports our strategy to provide quick, convenient banking services, anytime, anywhere.

Progressive Elaboration

CONTENT DEVELOPMENT
- Feature (large): Section 1: Understanding A Being Agile
- Epic (medium): Chapter 3: The Agile Mindset - Being Better
- User story (small): Heading: Why people like Agile; Heading: Traditional vs Agile - historical comparison; Heading: Agile Benefits

MARKETING CAMPAIGN
- Feature (large): Ads for retailers
- Epic (medium): Ads - increase physical health
- User story (small): Ad: A test; Ad: B test

EVENT PLANNING
- Feature (large): Determine best location
- Epic (medium): Research competitive landscape in CA
- User story (small): Research competition in LA

PHYSICAL PRODUCT
- Feature (large): Customize chimes
- Epic (medium): Create new chimes
- User story (small): Select from pre-recorded chimes; Record audio; Upload audio file

COTS/ERP
- Feature (large): Billing Management
- Epic (medium): Schedule billing
- User story (small): One-time bill; Recurring bill

SOFTWARE
- Feature (large): Bill pay
- Epic (medium): Bill pay with credit card
- User story (small): Bill pay with Visa card

Release Planning

CONTENT DEVELOPMENT
Release Goal: Enable customers to understand the values and principles of agility as a foundation.
Product Backlog Items: Chapter 1: Modernizing product development; Chapter 2: The Agile Manifesto & 12 Agile Principles

MARKETING CAMPAIGN
Release Goal: Enable retailers to increase awareness of health benefits.
Product Backlog Items: Ad options for physical health; Testimonials landing page

EVENT PLANNING
Release Goal: Enable training company to determine event viability.
Product Backlog Items: Determine profit margin; Assess competitive landscape

PHYSICAL PRODUCT
Release Goal: Enable customers to adjust desk height automatically on a basic schedule.
Product Backlog Items: Set basic schedule; Adjust height

COTS/ERP
Release Goal: Enable customers to create utility customer and initiate service.
Product Backlog Items: Create & update customers; Create & update rates & services

SOFTWARE
Release Goal: Enable customers to access, view and transact against their active accounts.
Product Backlog Items: Bill pay; Transfer

Definition of Done

CONTENT DEVELOPMENT

Sprint	Release	Risks Accepted
InDesign; Spell check; Grammar check; Line edit; Copy edit; Technical edit; Style guide; Graphics inline; SEO optimized; Print proof; Attributions cled; Final files saved; Outdated files archived	Editor review; Author review	

MARKETING CAMPAIGN

Sprint	Release	Risks Accepted
InDesign; Spellgrammar check; Copy edit; Line edit; Technical edit; Image licensing; Brand guidelines; Attributions cled; Print proof; Asset sign-off; SEO optimized; Internal access verified; Approved assets uploaded; Retired assets archived	Legal review; Retailer access check; Release number check; Training calendar updated	

EVENT PLANNING

Sprint	Release	Risks Accepted
For Research: Results documented; Results in repository; Peer review; Update checklist for next time	n/a	
For Materials: Style review; Peer review; Filed in LMS; Shipped-ld applicable; Update checklist for next time		
For Logistics: Checklist complete; Peer review; Update checklist for next time		

PHYSICAL PRODUCT

Sprint	Release	Risks Accepted
Configuration complete (workflow, roles, etc)	This is a test box.	

COTS/ERP

Sprint	Release	Risks Accepted
Test environment; Configuration complete (workflow, roles, etc); Two-way sync with current system; Test cases updated; Security matrix updated (PCI-compliance/pci-framework); Peer review; Security review; Validate production ready; Workflow documentation updated; Data migration file updated; RFC (request for change) submitted; Update training materials; Update KB; Release notes	Help desk review; RFC approval; Validate Production; Remove test records in Production; Refresh Test environment; Refresh Dev environment	

SOFTWARE

Sprint	Release	Risks Accepted
QA environment; Unit test; Functional test; Integration test; Security (en code) test; Regression test; User acceptance test; Static test; Peer review; Tech doc (xdoc); Wiki updated	Stage test; Performance test; Security (net/blue) test; Focus group; Enterprise test; Regulatory test; User documentation; Training documentation	Load testing

Product Roadmap

Enable my customer to _____

CONTENT DEVELOPMENT
- Understand and how to be agile: Ch 1: Modernizing project management; Ch 2: Agile Mindsets & Principles; Ch...
- Agile planning & execution: Ch 9: Product Planning; Ch 10: Release Planning; Ch 11: Sprint Planning; Ch...
- Agile management: Ch 13: Portfolios; Ch 14: Scope & Procurement Mgmt; Ch...
- Ensuring success: Ch 18: Developer Owner; Ch 19: Scaling; Ch 21: 10 Signs You're Agile; Ch...

MARKETING CAMPAIGN
- Create awareness: Create ads targeting physical health; Create ads targeting lifestyle; Create ads targeting mental health; Submit testimonials; Choose from testimonial landing page assets
- Socialize customer feedback: Promote incentives for sharing your 50 story; Link testimonials to retailers; Select best photo, video, testimonials from library; Use templates to create posts from best testimonials
- Increase NPS: Order swag items to give away with purchase; Administer NPS survey at time of purchase; Review NPS results on dashboard; Refer to customer success guidebooking; Send affiliate link to customers
- Increase referral revenue: Administer NPS survey at time of purchase; Track customer affiliate links; Offer incentives for customer referral purchases; Retailer referral code generation; Offer incentives for customer referral engagement

EVENT PLANNING
- Determine class viability: Determine best venue/s; Establish pricing model; Select timing; Engage with marketing partners; Create marketing materials
- Setup class logistics: Secure venue; Book air travel; Book hotel; Book ground; Plan team meals; Order instructor materials; Order student materials; Assemble instruction materials
- Fill the class with students: Create ads; Coordinate channel partner promotion; Setup website registration; Promote by social; Promote by newsletter; Optimize SEO; Setup pre-class student comms
- Carry out the class: Confirm travel logistics; Confirm classroom logistics; Review/ update "day of" checklist; Confirm venue/-ame logistics; Post-class student comms; Register b pay for students; Update alumni list; Create certificates; Issue final invoices; Update class analytics

PHYSICAL PRODUCT
- Adjust desk height automatically: Preset heights; Auto adjust timing between two settings; Chime reminder to adjust desk; Set default reminder to move
- Customize schedule: Set time to automatically adjust height; Warning chime for desk adjustment; Set recurring schedule; Allow exceptions to adjustments (OOO, etc)
- Customize audio prompts: Customize chime tones; Upload custom audio tones; Create voice tones; Snooze/ skip
- Customize tactile prompts: Haptic reminder; Haptic notification; Customize haptic pattern; Customize haptic intensity

COTS/ERP
- Initiate and modify service for a customer: Customers; Single family; Rates; Service fees; Payment history; Billing codes; Service codes; Regions; Bulk customer upload; Call log
- Billing management: Invoices; Multi-family; Service changes (rate changes, terminations, help); Accept payments; Schedule billing; Asset management; Financial statements; Coupons; Bulk customer import; Credits
- Service issue reporting: Commercial; Request service; Service history; Quality tracking; Call tracking integration; Service resolution; Audit trail; Website integration request integration; Reports
- Incident/dispatch management: Dispatch integration; Create and update checklists; Reports; Manage device tamper events; Notifications

SOFTWARE
- View balance & pay a bill: Create an account; View statements; View account balance; Mobile deposit; Pay bills
- Transfer, pay loans & recurring payments: Transfer money; Update my payment info for recurring payments; Dispute charges; Wire transfer; Make loan payment
- Track financial goals and external accounts: View credit report; Manage external accounts; Track financial goals; Alert me about account activity
- Loans and savings: Apply for a loan; Activate new card; Loan calculator; Savings incentives

Sprint Planning

CONTENT DEVELOPMENT
Sprint Goal: Demonstrate the ability to read chapter 1 in its entirety, including illustrations and attributions.
Product Backlog Items: Heading B: Comparison history; Waterfall v Agile comparison graphic
Sprint Backlog Tasks: Line edit; Copy edit

MARKETING CAMPAIGN
Sprint Goal: Demonstrate the ability for retailers to post ads on social media for A/B testing across platforms.
Product Backlog Items: Instagram A test ad; Instagram B test ad
Sprint Backlog Tasks: Design ad; Write copy

EVENT PLANNING
Sprint Goal: Demonstrate the demand for a CSM in LA.
Product Backlog Items: Report on job posting trends; Report on talent profile trends
Sprint Backlog Tasks: Research Indeed job postings; Research LinkedIn profiles

PHYSICAL PRODUCT
Sprint Goal: Demonstrate the ability to move a desktop up and down manually.
Product Backlog Items: Set & save height preference; Set reminder
Sprint Backlog Tasks: Install speaker; Test save after power off

COTS/ERP
Sprint Goal: Demonstrate the ability to create a utility customer profile.
Product Backlog Items: Create customer; Create rate type
Sprint Backlog Tasks: Configure business rules on input form; Test input validation

SOFTWARE
Sprint Goal: Demonstrate the ability for personal banking users to view account balances and pending transactions.
Product Backlog Items: View account balance; View pending transactions
Sprint Backlog Tasks: Write automated integration test; Implement UI

User Stories

User stories isn't for everything. You may find other patterns that work better.

Goal: describe the who, what & why

Examples below map BI, but might not be useful

Acceptance criteria may take on different forms, as well.

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