The point is value.

Tuukka Smolander
Head of Digital Platforms at ALSO

European B2B Marketplace
7792,1 M€ net sales
~3600 employees in 14 countries

Why?

Agile relies on a prioritized backlog.

Estimating work sucks.

Transparency is the only option.

What?

Do something simple and practical.

Give the right amount of influence to the right stakeholders.

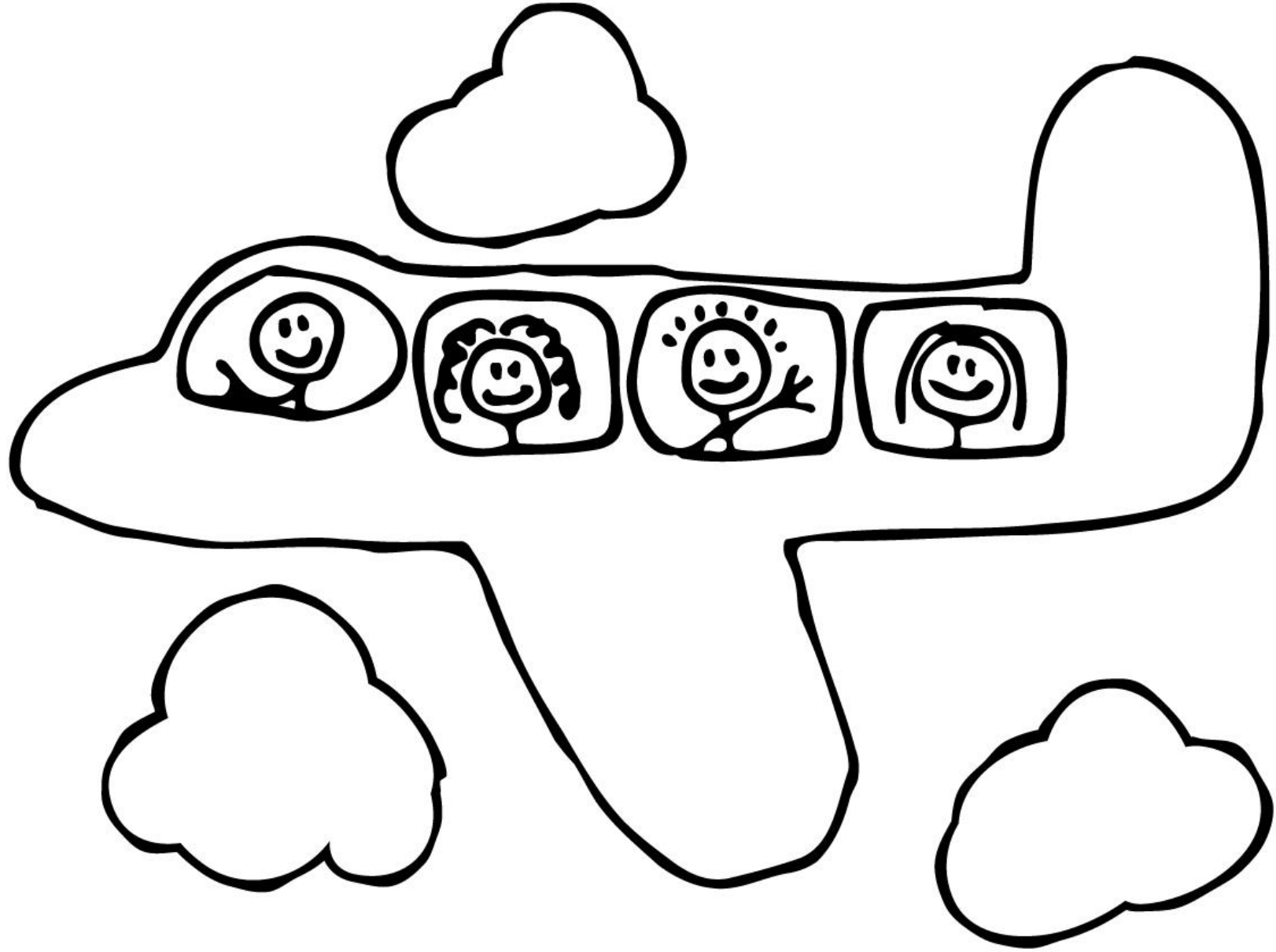Encourage stakeholders to think value instead of cost.

How?

Remember – simple and practical.

The roadmap is about strategy and contains epics.

The backlog is about deliverables and contains stories.

The purpose of a sprint is to deliver maximum value.

1) Have a strategy meeting and create the roadmap.

Epic	Value
Comfort	5
Security	4
Efficiency	1

2) Groom the backlog.

Story	Epic
Install winglets to improve the lift-to-drag ratio and handling	Efficiency
Install seatbelts in the cabin so passengers are protected in turbulence	Comfort
Prevent access from the cabin to the cockpit so bad guys can't get in	Security
Put a lavatory in the back so passengers don't have to hold it in	Comfort

3) Have a priority meeting where stakeholders spend virtual income.

Story	Epic	Luigi v = 5	Mario v = 5	Peach v = 5	Yoshi v = 5
Install winglets to improve the lift-to-drag ratio and handling	Efficiency	1	4	2	
Install seatbelts in the cabin so passengers are protected in turbulence	Comfort				1
Prevent access from the cabin to the cockpit so bad guys can't get in	Security	2	1	3	
Put a lavatory in the back so passengers don't have to hold it in	Comfort	2			4

4) Give stories an epic bonus.

Story	Epic	Luigi (v = 5)	Mario (v = 5)	Peach (v = 5)	Yoshi (v = 5)	Story value
Install winglets to improve the lift-to-drag ratio and handling	Efficiency (v = 1)	1	4	2		**8**
Install seatbelts in the cabin so passengers are protected in turbulence	Comfort (v = 5)				1	**6**
Prevent access from the cabin to the cockpit so bad guys can't get in	Security (v = 4)	2	1	3		**10**
Put a lavatory in the back so passengers don't have to hold it in	Comfort (v = 5)	2			4	**11**

5) Let the team do its job.

Story	Value
Put a lavatory in the back so passengers don't have to hold it in	11
Prevent access from the cabin to the cockpit so bad guys can't get in	10
Install winglets to improve the lift-to-drag ratio and handling	8
Install seatbelts in the cabin so passengers are protected in turbulence	6

Remember – deliver maximum value.

Story	Value
Put a lavatory in the back so passengers don't have to hold it in	11
Prevent access from the cabin to the cockpit so bad guys can't get in	10
Install winglets to improve the lift-to-drag ratio and handling	8
Install seatbelts in the cabin so passengers are protected in turbulence	6

You can reward the team for delivering, or call it a game.

You can have multiple stakeholder groups.

You don't have to have a roadmap.

Thanks for your time.

tuukka.smolander@also.com
+358456700674