GlobalOrange

Agile Product Manifesto

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Agile Product Manifesto

We believe all products and services exist to make the world better. We've noticed that many product, platform, and infrastructure teams struggle to make an impact. We want to help teams create value sooner. That's why we came up with the following manifesto:

Values

Simplicity over perfection
Pursuing goals over executing project plans
Understanding the problem over thinking of solutions
End-user needs over stakeholder opinions
Measuring results over assuming impact

That is, while there is value in the items on the right, we value the items on the left more.

Building upon the values above and those of the Agile Manifesto, we suggest the following principles to guide product development. We believe they will help teams focus on what matters most to thrive.

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Principles

Creating value for end-users and businesses is what defines success

Frequently reorient to what creates value

Embrace uncertainty. Be bold to ask for forgiveness instead of permission

Saying NO unlocks focus to deliver valuable solutions

Make assumptions and validate them as fast as possible

The key to innovation is to take small risks enabling learning and evidence based evolution

Measure business metrics and focus on improving them beyond monetary results

Keep the Product Backlog clean. Backlog items age like milk, not like wine

Craft a go-live strategy early and work backwards

Know your customer and users! Every product has both

Bond cross-functional teams around the product vision, where everyone is responsible for outcomes

Product teams are empowered by top management

To benefit from this manifesto, step back from your work, reflect on your scenario and share your thoughts with people you work with.