

What is a sprint goal?

Each sprint should have an explicit sprint goal, e.g. written out across the Scrum board. Think of the goal as the elevator pitch of a sprint. During planning a Scrum team commits to the sprint goal, not a bunch of stories.

Why set one?

The goal helps the team focus and make good trade-offs, even when the product owner is not available to help. A team might reach the sprint goal even if they can't finish all stories.

Sprint Goal

Why are you doing this iteration?

Who sets the goal?

The product owner can envision a goal beforehand to help her order the backlog according to that goal. But the whole team gets to choose the real goal at the end of planning, when they know which stories will be part of the sprint.

Examples of good and bad goals

- Bad: “Complete all 4 stories we pulled”
Doesn't add information to enable good team decisions
- Bad: “Improve the dubbledigook widget”
Completely fuzzy. How can you tell when / if you're done?
- Better (i.e. enabling and measurable):
“Customers can pay with bank transfer”
“Time to first byte on the landing page is less than 0.7s”
“Increase conversion rate by 10%”.

