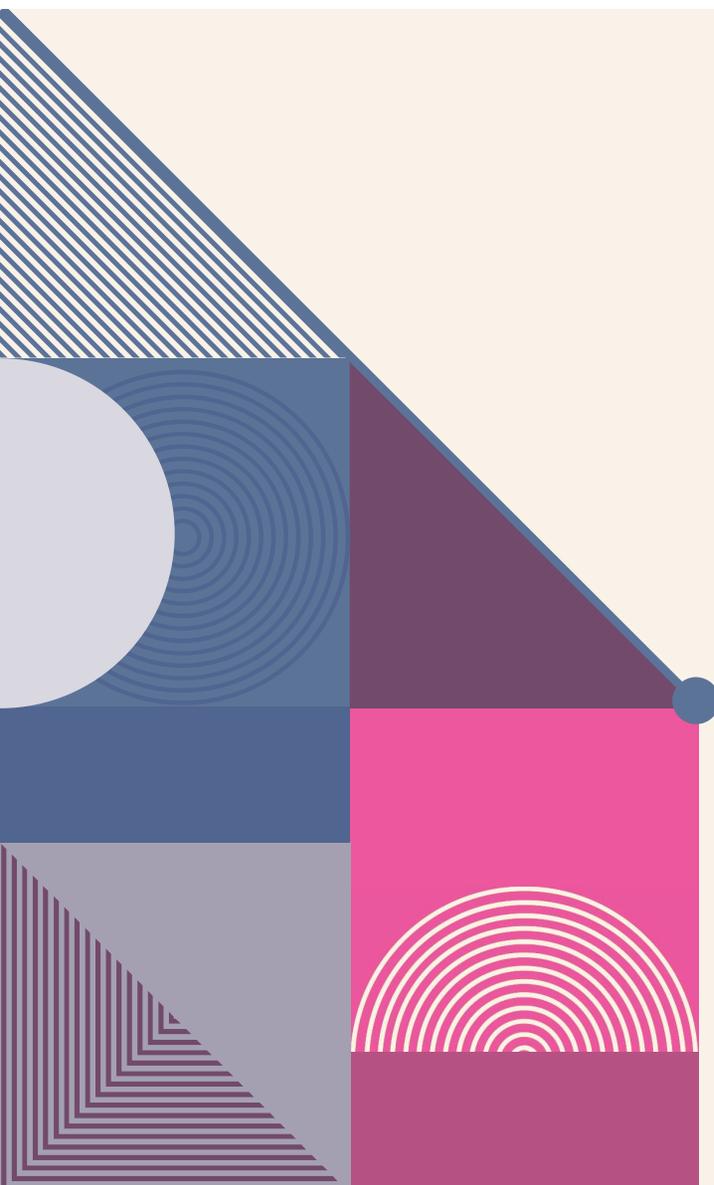


CSPO CERTIFICATION EXERCISE SAMPLES

Scrum Alliance - February 2026





SAMPLES

Build Your Own Scrum

Core Competencies: Identify at least two ways to overcome the challenges of being a Product Owner for multiple Scrum Teams

Creating a Product and a Product Goal

Personas

Customer Journey Maps: As Is and To Be
Product Backlog



BUILD YOUR OWN SCRUM

Define Sprint Planning, Daily Scrum, Sprint Review, and Sprint Retrospective including their purpose, participants, sequence, and maximum recommended timebox



PRODUCT OWNER CORE COMPETENCIES

Identify at least two ways to overcome the challenges of being a Product Owner for Multiple Scrum Teams

A PO CANNOT BE EVERYWHERE. MULTIPLE TEAMS = COMPETING PRIORITIES

Problem: Too Many Priorities

Solution:

- Establish a Clear Product Strategy and Shared Backlog
 - Prioritize!
 - Maintain a unified product backlog
 - Define product goals and priorities at the top level
 - Break it down, but prioritize centrally
- Communication and transparency (All Stakeholders)

Why?

- Prevents teams from pulling in different directions
- Reduces constant re-prioritization conversations
- Keeps you focused on Value, not noise
- Everybody is aligned



Problem: Alignment of Work

Solution

- Alignment and Allocate product goals/projects/work
- Organize backlogs - keep it clear - Prioritize
- Ensure each team contributes to the same outcomes
- Empower your teams

Why?

- Similar work - streamline it
- Less Re-Work = Time Saving
- Keeps teams connected to the bigger picture
- Makes prioritization and decisions easier
- Shows trust in teams

WHEN YOUR BOSS GIVES YOU AN IMPOSSIBLE TASK AT WORK





PRODUCT GOAL

Practice the creation of a product goal. Come up with a product and map what the goal of that product is

A NEW TRAVEL APP: ONE-STOP TRAVEL APP

THE PRODUCT GOAL BOARD

<div style="display: flex; align-items: center;"> <div> <p>GOAL What is your purpose for creating the product? Which positive change should it bring about?</p> <p>Ease Travel and create a one stop shop for your itinerary and search for things to do/food/etc. around you and to keep it all in one place.</p> </div> </div>			
<div style="display: flex; align-items: center;"> <p>TARGET GROUP</p> </div> <p>Which market or market segment does the product address? Who are the target customers and users?</p> <p>SEGMENT: Travelers</p> <p>USERS:</p> <ul style="list-style-type: none"> -Younger demographic -Older once able to use -Business Travelers -Leisure Travelers -First-time Travelers 	<div style="display: flex; align-items: center;"> <p>NEEDS</p> </div> <p>What problem does the product solve? Which benefit does it provide?</p> <ul style="list-style-type: none"> -Ease of Travel Burdens -Complexity of Organizing a trip -Bookmarks all your screenshots/dream destinations in one place -Provides directions/websites/hours/etc. all in one place 	<div style="display: flex; align-items: center;"> <p>PRODUCT</p> </div> <p>What product is it? What makes it stand out? Is it feasible to develop the product?</p> <p>Product: One-Stop Travel App</p> <p>Stand Out: Ease of Use and searching/finding travel destinations. Use of AI Automation. First of it's kind. Keeps you organized and from having to dig back into past data.</p> <p>Ease of Development: Easy - App Developer</p>	<div style="display: flex; align-items: center;"> <p>BUSINESS GOALS</p> </div> <p>How is the product going to benefit the company? What are the business goals?</p> <p>Benefit to Company: One-Stop Shop. Ease of Travel for customers - doesn't exist - Monopoly at this point.</p> <p>Business Goals: Make Profit. Onboard 10k+ users within the first year. Partner with 5k clients/business.</p>

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PRODUCT ROADMAP

Create a Product Roadmap for your Product

ONE-STOP TRAVEL APP ROADMAP

THE GO PRODUCT ROADMAP



DATE The date or time frame when a goal should be met.	Core V1: ~6-12 Months Year 1 Q1	2nd Iteration V2: ~2-6 Weeks Year 2 Q2	3rd Iteration V3: Year 3 ~2-6 Weeks
NAME The name of the new release.	One-Stop	Layover	Landing
GOAL The outcome or benefit you want to achieve.	-Develop App & Launch -Basic Functionality	-Updates -New Functionality -UAT (user validation) -Debugging	-More new functionality -More Partnerships -More Monetization Avenues -Expansion of locations -Debugging
FEATURES The high-level features required to meet the goal.	-Screenshot uploads -Organization	AI/Automation -Partnerships -Automatically book through app	-Trip Sharing -Paid vs. Free -Loyalty Program
METRICS The measures to determine if the goal has been met.	Users/ Clicks	-Partnerships -\$ -Conversions	-Paid vs Free -\$ -Referrals -Partnerships with Social platforms

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PERSONAS

Come up with 3 different personas that would use your product

3 PERSONAS: THE TRENDY JET-SETTER, THE COUPLE WHO LOVES ADVENTURE, AND THE BUSINESS TRAVELER

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? How is it called? Choose a realistic and believable picture and name.</p> <p>-Taylor Trendy -Younger Traveler -Lives in a hot-spot urban area</p> 	<p>What are the persona's relevant characteristics? For instance, demographics such as age, gender, occupation, and income; psychographics including lifestyle, social class, and personality; behavioral attributes like usage patterns, attitudes, and brand loyalty. Only state details that are relevant.</p> <p>-Influencer Techy Job -Unlimited PTO -Decent Income -Extrovert -Very Social -Adventurous -Used Daily/Monthly -Brands: Starbucks, Sephora, Nobu, Concerts, Apple</p>	<p>What problem does the persona want to solve or which benefit does the character want to gain? Why would the persona use or buy the product? If you identify more than one goal, prioritize them and state the main goal at the top.</p> <p>-Find new trendy travel (destinations and activities) -Planned and On the spot</p>

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? How is it called? Choose a realistic and believable picture and name.</p> <p>-Carl and Ellie Ups -Older Traveler(s) -Couple -Suburbs</p> 	<p>What are the persona's relevant characteristics? For instance, demographics such as age, gender, occupation, and income; psychographics including lifestyle, social class, and personality; behavioral attributes like usage patterns, attitudes, and brand loyalty. Only state details that are relevant.</p> <p>-Not as Organized -Has time -Previously used travel agents -Not as tech savvy, but catches on easily and likes new tech -Good Income -Retired -Social -Ready to Explore -Likes to travel with their dogs -Used Yearly or when they are ready to travel -Brands: TJMaxx/Homegoods, Costco/ Sam's Club/BJs, Local restaurants</p>	<p>What problem does the persona want to solve or which benefit does it character want to gain? Why would the persona use or buy the product? If you identify more than one goal, prioritize them and state the main goal at the top.</p> <p>-Keep travel simple and organized in one spot -Find places along the way</p>

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? How is it called? Choose a realistic and believable picture and name.</p> <p>-Marty Money -Business Traveler -Finance District or Tech City</p> 	<p>What are the persona's relevant characteristics? For instance, demographics such as age, gender, occupation, and income; psychographics including lifestyle, social class, and personality; behavioral attributes like usage patterns, attitudes, and brand loyalty. Only state details that are relevant.</p> <p>-Very Organized -Likes to keep everything in one spot -Very Busy Individual -Tech Savvy -Company likes latest spa/tech trends -Social -High Income Plus Company Paid Trips -Used Weekly -Brands: Lux Brands (LV, Gucci, Burberry, etc.), Bloomberg Subscription, Apple Products, Stays at highend hotels (Plaza, Trump, Cosmo)</p>	<p>What problem does the persona want to solve or which benefit does the character want to gain? Why would the persona use or buy the product? If you identify more than one goal, prioritize them and state the main goal at the top.</p> <p>-Find high-end and new places to take clients -Find new and high end spots for himself after business hours -Keep Business Travel Organized</p> 



CUSTOMER JOURNEY MAPS

Create an 'As Is' and a 'To Be' storyboard of your user's experience. Define a particular experience or workflow that a customer is currently encountering that relates to the problem your product is intending to solve.

For that same experience, describe what it will look like with your product or service solving the customer's pain points and making the experience awesome!

CUSTOMER JOURNEY MAP - AS IS

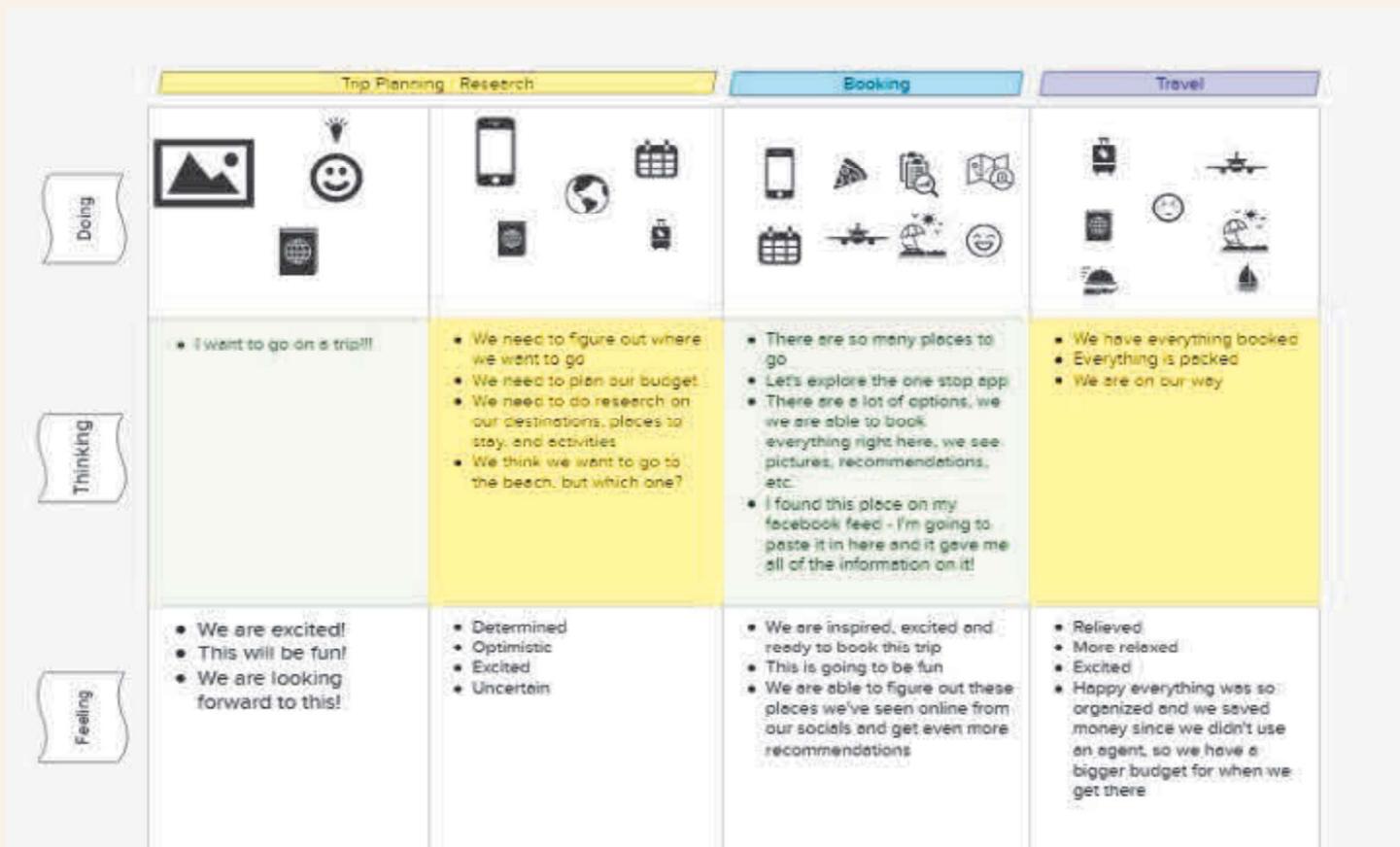
Customer Journey Maps

45 mins

Select one customer and identify one AS-IS Journey map for that customer and the TO-BE Journey map that your product/service will provide in terms of higher value.

	Trip Planning / Research	Booking	Travel				
Doing							
Thinking	<ul style="list-style-type: none"> I want to go on a trip!!! 	<ul style="list-style-type: none"> We need to figure out where we want to go We need to plan our budget We need to do research on our destinations, places to stay, and activities 	<ul style="list-style-type: none"> There are so many places to go There are so many websites to visit There are mixed reviews on everything 	<ul style="list-style-type: none"> We still need to decide where to go, but the options are narrowed down and we don't have to book it This has upped our budget significantly 	<ul style="list-style-type: none"> We need to figure out activities, where to eat, and make reservations We've never been to this place, how do we decide Let's go back to the travel agent 	<ul style="list-style-type: none"> We still need help This is costing us more money, so we are going to be doing less on the trip At least we know we have things booked 	<ul style="list-style-type: none"> We have everything booked Everything is packed We are on our way
Feeling	<ul style="list-style-type: none"> We are excited! This will be fun! We are looking forward to this! 	<ul style="list-style-type: none"> Determined Optimistic Excited 	<ul style="list-style-type: none"> We are overwhelmed We need a break from this We should just call a travel agent because we want to just say forget it What did we get ourselves into? 	<ul style="list-style-type: none"> Stressed, yet relieved Feeling good about where we are going 	<ul style="list-style-type: none"> Stressed Overwhelmed Confused 	<ul style="list-style-type: none"> Stressed - budget Discouraged 	<ul style="list-style-type: none"> Relieved More relaxed Excited Still concerned over budget

CUSTOMER JOURNEY MAP - TO BE





PRODUCT BACKLOG

Create a Product Backlog that supports the achievement of a Product Goal

PRODUCT BACKLOG

<p>Epic 1: Develop app with basic functions</p>	<p>1. Login 2. Homepage 3. Upload Photo 4. Search 5. Record Start and End dates 6. One Click booking</p>	<p>Acceptance Criteria ac1. user can login - Enter PW and Username ac2. User can search - Can type in Searchbar</p>
<p>Epic 2: Trip Organization</p>	<p>1. Click on Activity/ Restaurant/Hotel 2. View Additional Information 3. Save to Favorites</p>	<p>Acceptance Criteria ac1. Activity opens up with more details upon clicking ac2. View details/facts about the activities, restaurants, and hotels ac3. User can go to favorites and create different lists</p>
<p>Epic 3: Hotel Booking</p>	<p>1. View Favorited Hotels 2. Compare Hotels 3. Compare Price 4. Click Book</p>	<p>Acceptance Criteria ac1. Book Hotel</p>
<p>Epic 4: Flight Booking</p>	<p>1. View Favorited Flights 2. Compare Flights 3. Compare Price 4. Click Book</p>	<p>Acceptance Criteria ac1. user can book flight</p>
<p>Epic 5: Activity Booking</p>	<p>1. View Favorited Activities 2. Compare Activities 3. Compare Prices 4. Select date and time 5. Click Book</p>	<p>Acceptance Criteria ac1. user can Book Activity</p>
<p>Epic 6: Restaurant Booking</p>	<p>1. View Favorited Restaurants 2. Compare Restaurants 3. Compare Prices 4. Select date and time 5. Click Book</p>	<p>Acceptance Criteria ac1. Book Restaurant</p>
<p>Epic 7: Summary Page</p>	<p>1. View Summary of Trip 2. Confirm Bookings 3. Checkout</p>	<p>Acceptance Criteria ac 1. user can see summary page and confirm booking</p>

FINAL THOUGHTS ON MY CSPO EXPERIENCE

The CSPO course enhanced how I approach product ownership by reinforcing a value-driven mindset—focusing on clear product vision, prioritization, and stakeholder alignment. It strengthened my ability to translate business needs into actionable work, make informed trade-offs, and continuously deliver meaningful outcomes through iterative development. Throughout the course, we worked in groups – it challenged us to work together, organize our ideas, clarify priorities, and make sure we were aligned on outcomes so we could move forward efficiently with a limited amount of time.

