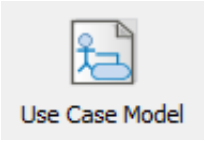
How to identify business goals

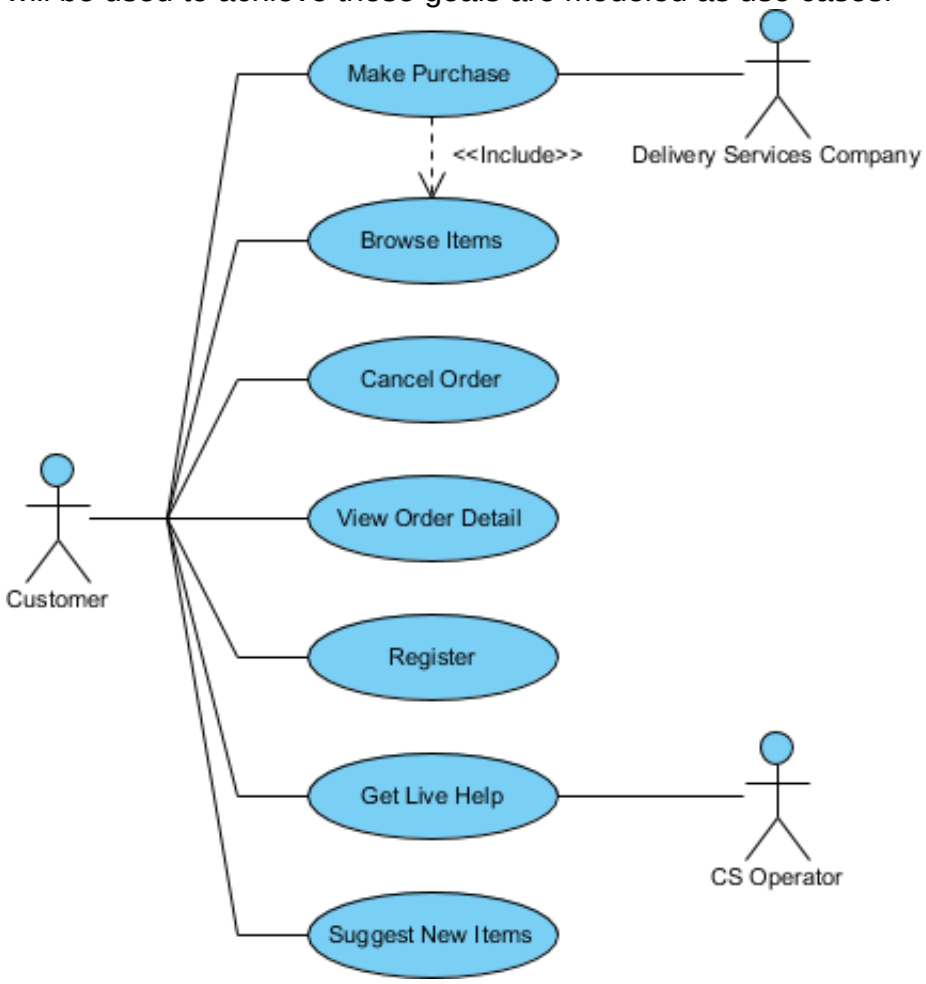
In Scrum Process Canvas, the scrum tool, perform the steps below to identify the goals of your scrum project and represent them in a use case model. You may try the steps interactively by visiting the interactive product tour.

1. In the Scrum Process Canvas, click on the work item **Identify Business Goals** to open it.

2. To perform the step, click on the action artifact **Use Case Model**.

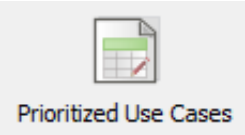


3. Draw a use case diagram to represent the actors (i.e. kind of product users) and use cases (i.e. the business goals to be achieved). A use case diagram is a visualization of use case model. In a use case model, the stakeholders that use the system and/or assists in the completion of goals are modeled as actors and the ways that the system will be used to achieve these goals are modeled as use cases.



4. When you finish drawing, Go back to the work item page via the breadcrumb.

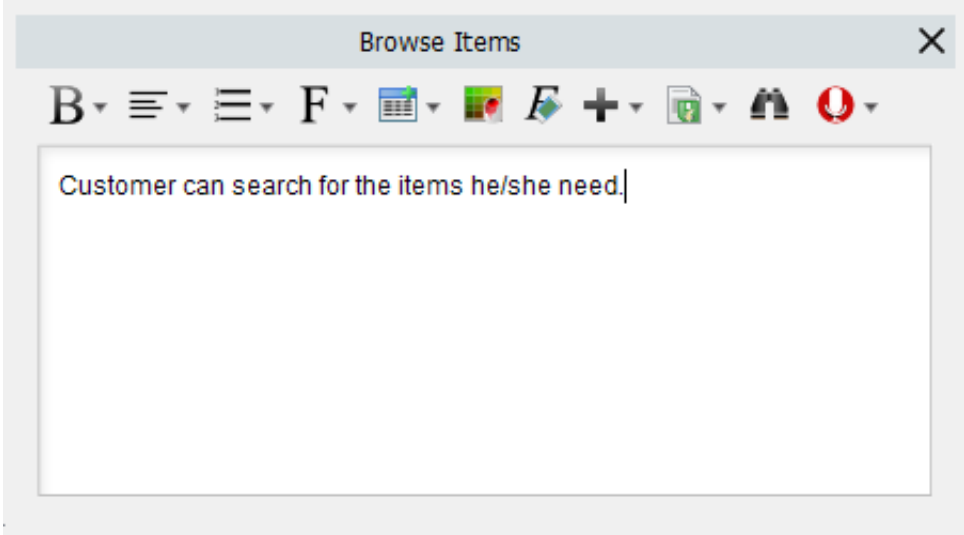
5. This step has one more action artifact - **Prioritized Use Cases**. Click to open it.



6. This shows an ETL Table that lists the use case you created in the diagram. Complete this table by entering the priority, size and complexity of the use cases. To describe a use case, click on the **Description** cell of the row of use case.

Name	Description	Priority « »	Size « »	Complexity « »
Browse Items				
Make Purchase				
Get Live Help				
Register				
Cancel Order				

7. Enter the description in the in the **Description** pane.



8. Select the priority of use cases. Use cases are prioritized to deliver the greatest and most immediate business benefits early. Read the **Instruction** pane for details about the choices.
9. Select the size of use case, which is a subjective rating of the effort required to support the use case.
10. Select the complexity of use case, which is a subjective rating of the relative difficulty in supporting the use case.
11. Repeatedly update the other use cases.

Name	Description	Priority « »	Size « »	Complexity « »
Browse Items	Customer can search for the items he/she need.	Must	Medium	Low
Make Purchase	Customer can make an order for items that he/she wants to buy.	Must	Very Large	High
Get Live Help	Customer can get immediate help through the online live help system.	Should	Large	Medium
Register	General visitor can create an online account to start using services like sho...	Must	Small	Medium
Cancel Order	Customer can cancel a non-delivered order.	Could	Small	Low
View Order Detail	Customer can view the details of orders created.	Should	Medium	Low
Suggest New Items	Customer can submit requests for products that he/she cannot find in our s...	Won't	Very Small	Low

12. Go back to the work item page via the breadcrumb.
13. When you are done, click on **Commit** at the bottom right corner, and then select **Complete** from the popup menu.