

A horizontal decorative bar consisting of a teal segment on the left and an orange segment on the right.

# Pragmatic Product Leader Course

Become a Product Manager with Superpowers





# Defining EPICS

## What is an EPIC?

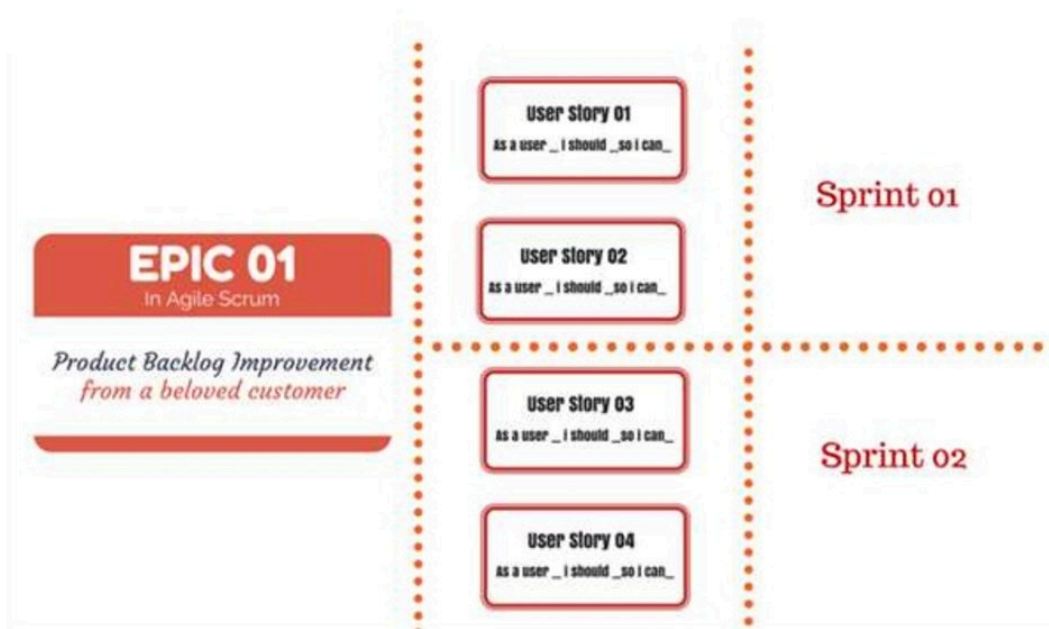
- An agile artifact
- It is a large piece of work that can be broken down into specific tasks(user stories) based on customer needs
- Epics group more than one functionality or feature
- Important for enforcing Lean Portfolio Management
- Describes the desired output of the user requirements
- Takes more than one sprint to complete
- Epic stories align with business values

## Structure of An Epic:

As a (Type of user/User persona), I would like to ( Goal), so (Reason).

Example:

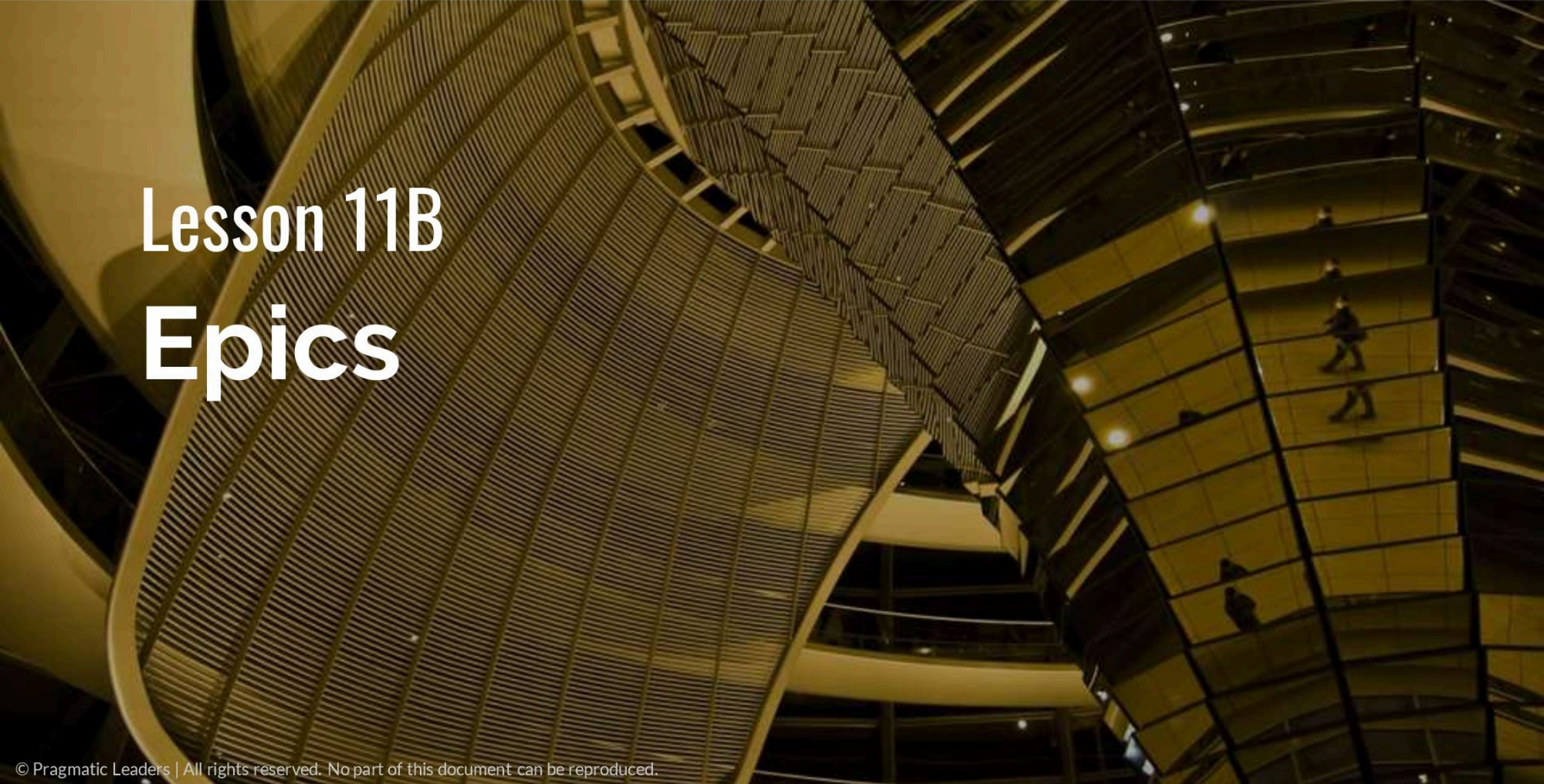
As a working individual, I would like to buy groceries online, so I don't waste time.





# Lesson 11B

# Epics





# Where do EPICS originate?





# EPIC Hypothesis Template

## Components of EPIC Hypothesis Statement:

1. **Value statement**
  - a. For <customers>
  - b. Who <perform certain tasks>
  - c. <solution>
  - d. How it benefits?
  - e. What value?
  - f. Unlike <competitors>
  - g. Why our solution is better
2. **Business Outcome Hypothesis**
  - a. If the hypothesis is correct, what are the economic benefits the business can expect?
3. **Leading Indicators**
  - a. These are the early measures that can predict the business outcome
4. **Non-Functional Requirements**



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# To conclude

A short horizontal bar with a teal-to-orange gradient, positioned above the main text.

# Thank you.

