What is a product owner?
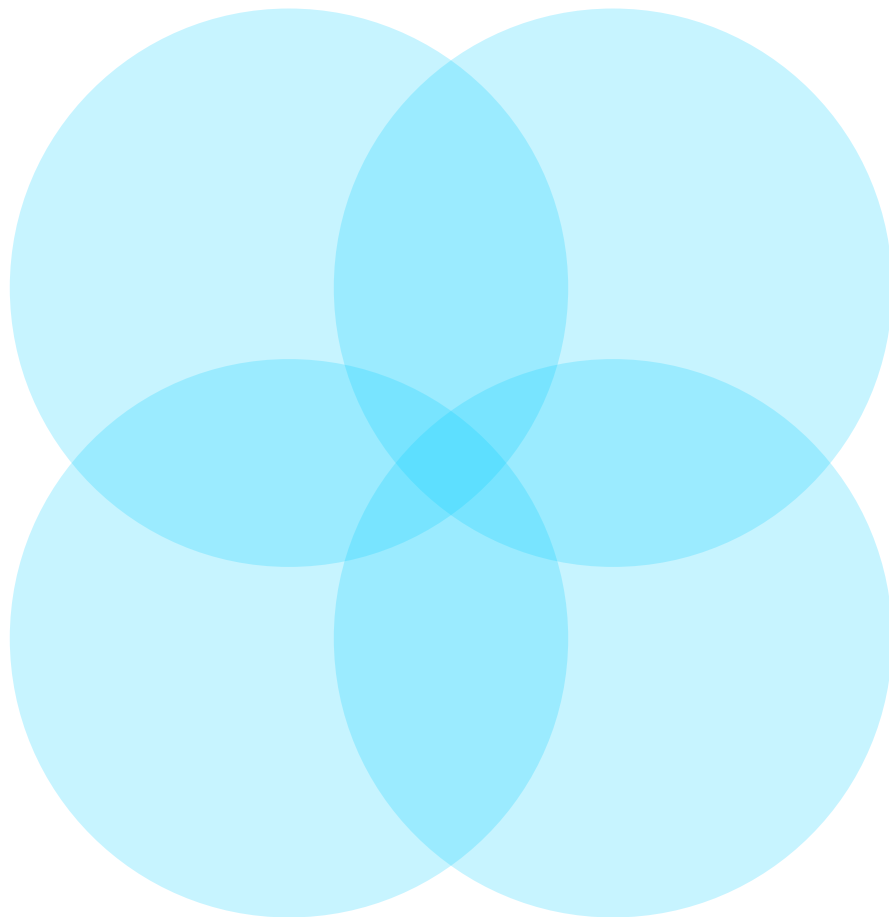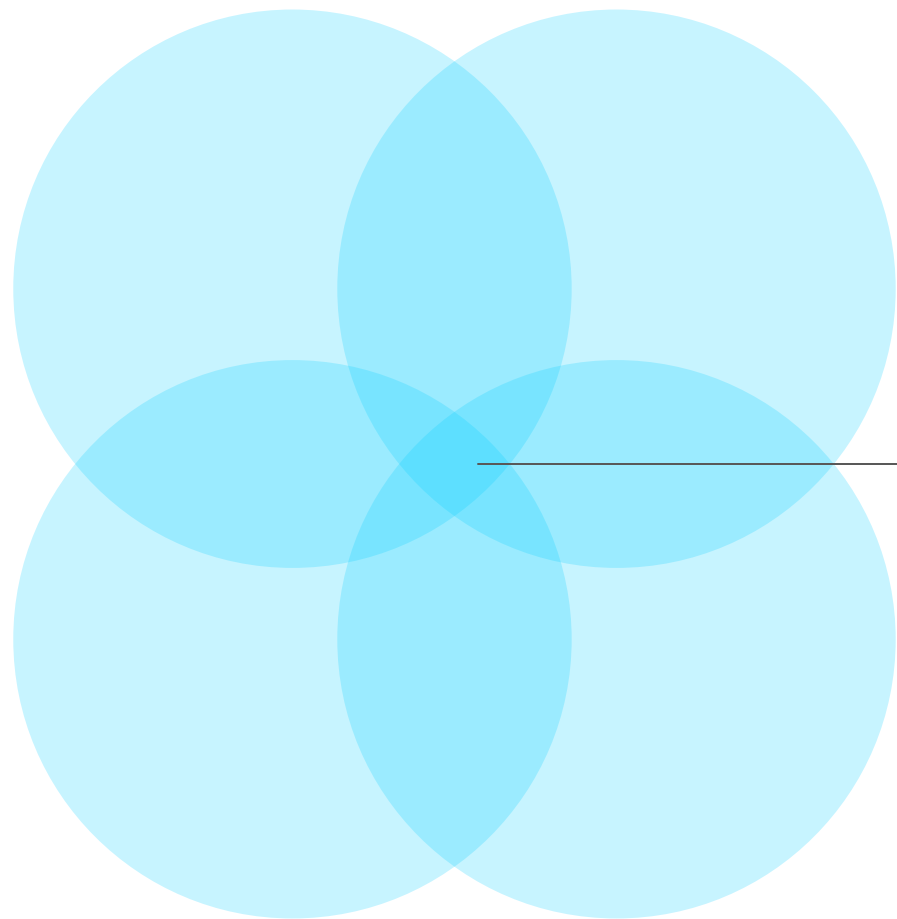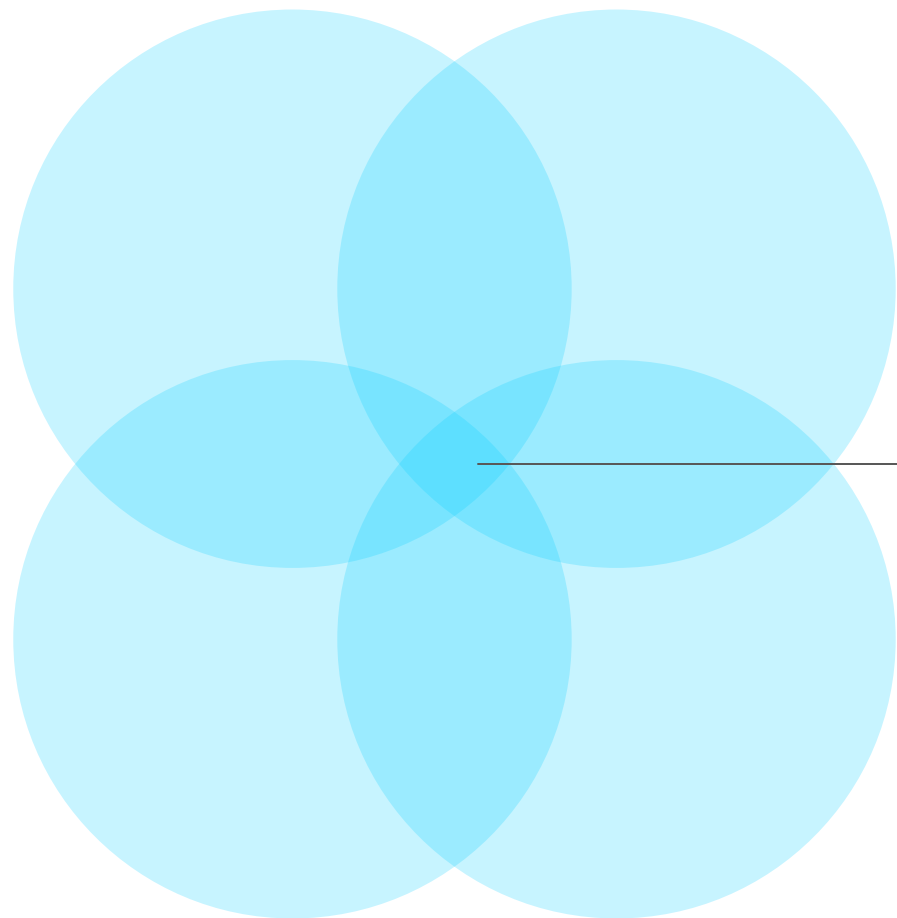
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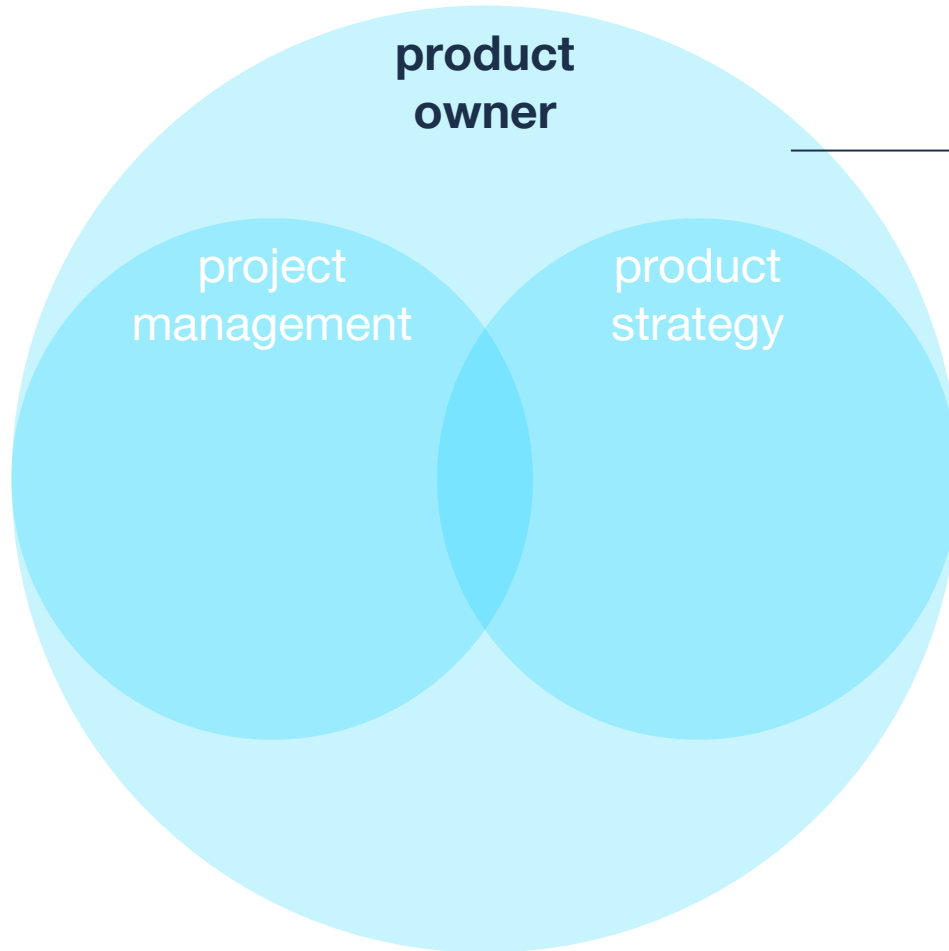
user need

stakeholders

technology

business

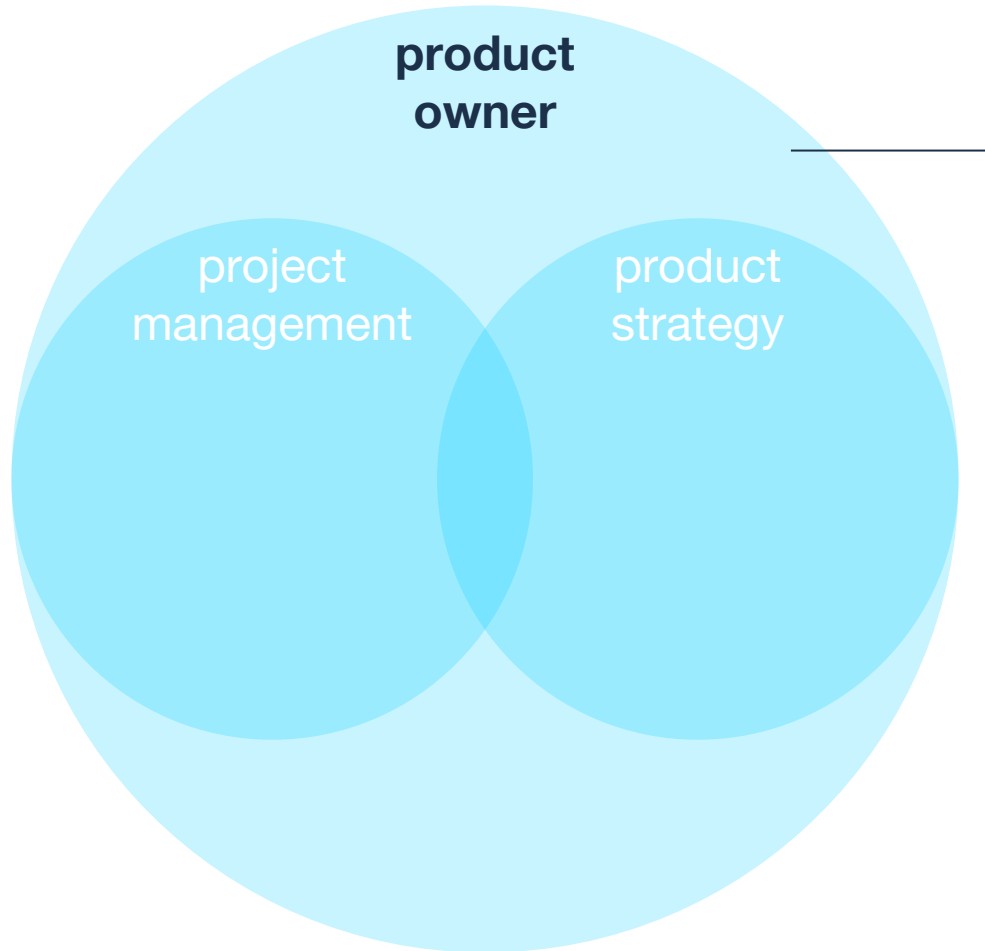Product owner sits at the intersection of design+research, development, business, policy, and politics.

Product owner sits at the intersection of design+research, development, business, policy, and politics. **They are a bridge across all of those groups.**

product owner

project management

product strategy

Product ownership straddles traditional project management and strategy, with less depth in each.

product owner

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Product owners are outcome oriented leaders and team players, and they're the first to jump in to fill gaps on the team.

Product owners are responsible for the **strategy, roadmap, and feature definition** of a product.

Additionally,

- make sure that there is a strategy, and they also make sure that the **strategy actually happens**
- decide **what the work is and what the work isn't**
- lead, or **orchestrate**, the larger team to deliver the right thing to the right customers
- are the "**CEO**" of the product, as the technical lead is the "CTO" of the product

Problem

Product owner role

Problem	Product owner role
stakeholders don't understand vision	*articulate a vision and get alignment*
team is blocked	*take action to unblock*
work not clearly defined	*define tasks and success criteria*
team can't agree on what's important	*align on priorities everyone understands*
stakeholders don't understand impact	*track metrics and communicate impact*
team doesn't feel like there is a plan	*develop a roadmap*

Product owner

Project manager

Product owner	Project manager
the what	the how
strategy	execution
discovery and definition	delivery
products user love	on-time, on-budget
long-term	temporary endeavor

Both

organizational and interpersonal skills

time management