

Master Product Owner essentials

|| strategies for success ||

⚠ Agile is a set of principles & practices that help teams deliver products more effectively & efficiently

⚠ Agile Manifesto

- individuals and interactions over processes & tools
- working software over comprehensive documentation
- customer collaboration over contract negotiation
- responding to change over following a plan

⚠ Agile Principles



Customer Satisfaction



Welcome Changing Requirements



Deliver Value Frequently



Work Together



Motivated Team



Face-to-face



Tracking Outputs



Sustainable Development



Good Design



Simplicity



Self-Organizing Team



Reflect and Adjust

⚠ responsibilities of a product owner

- maximizes value of product
- builds right product
- manages product backlog
- makes informed decisions
- define product vision
- prioritize needs

1. The product vision is a high-level description of what the product aims to achieve and the value it will provide to customers

⚠ key skills of product owner

- communication
- decision-making
- prioritization
- visionary thinking
- collaboration
- analytical skills

⚠ Scrum is an iterative and incremental framework used to manage complex product development

⚠ pillars of empirical process control

- ↳ transparency
- ↳ inspection
- ↳ adaptation

⚠ Scrum five values

- ↳ courage, focus, commitment, respect, openness

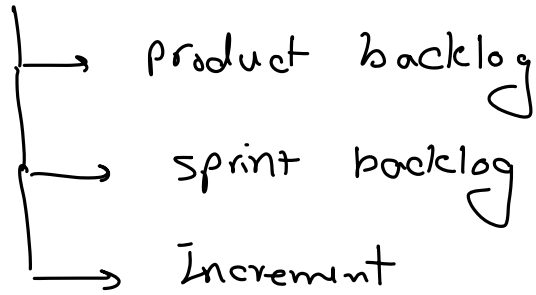
⚠ Scrum roles

- ↳ product owner
- ↳ scrum master
- ↳ development team

⚠ Scrum Events

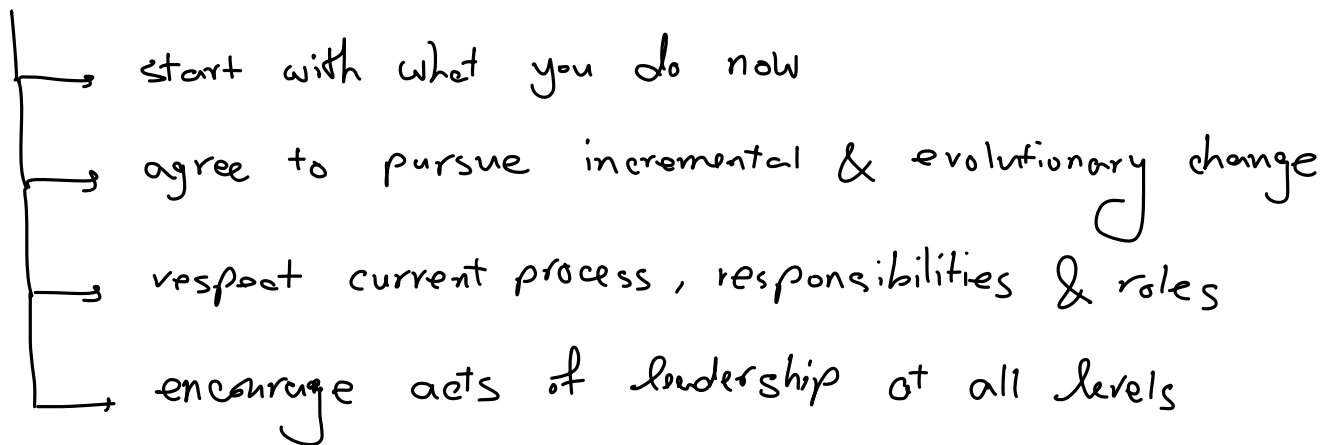
- ↳ sprint planning
- ↳ daily scrum
- ↳ sprint review
- ↳ sprint retrospective
- ↳ sprint refinement

⚠ Scrum Artifacts



⚠ Kanban is a visual management method used to manage work in-progress and improve workflow efficiency

⚠ Kanban principles



⚠ Comparing agile frameworks - structure & process

Structure & Process	
Scrum	Structured approach
Kanban	Visualize work & manage flow
Lean	Continuous improvement & eliminate waste
(XP)	Technical excellence
(FDD)	Build & design features

⚠ comparing agile frameworks - roles & responsibilities

Roles & Responsibilities	
Scrum	Product Owner, Scrum Master, & Development Team.
Kanban	Does not define specific roles
Lean	Leadership & collaboration
(XP)	Coach, Tracker, Customer, & Developer.
(FDD)	Chief Architect, Programmer, & Domain Expert

⚠ comparing agile frameworks - focus & goals

Focus & Goals	
Scrum	Incremental value
Kanban	Improve workflow
Lean	Maximize value
(XP)	Technical excellence
(FDD)	Delivering tangible

⚠ elements of compelling vision statement

- ↳ ① inspiration ② clarity ③ purpose
- ④ feature-focused ⑤ concise

⚠ How to create inspirational vision statement

- ↳ what is ultimate goal of product?
- ↳ how will our product change lives of customers?
- ↳ what makes product stand out from competition?

⚠ steps to create product vision statement

- ↳ gather input
- ↳ identify core values
- ↳ define purpose
- ↳ describe the future
- ↳ draft and refine
- ↳ communicate & embed

⚠ product strategy is a high level plan that outlines what you want to achieve with your product & how

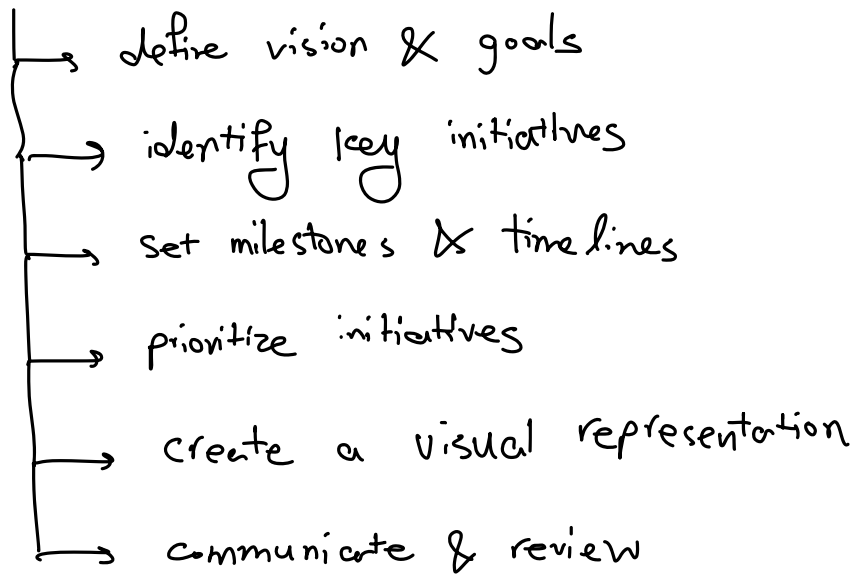
- ↳ provides direction
- ↳ ensuring alignment
- ↳ prioritizing initiatives
- ↳ adapting change
- ↳ allocating resources

⚠ components of product strategy



⚠ product roadmap provides a high level view of the product development journey, helping to communicate plans & progress to stakeholders

⚠ steps to create an effective product roadmap



⚠ user personas are fictional generalized representation of your ideal customers

⚠ components of user persona

- name & photo
- demographics
- background
- goals & motivations
- challenges & pain points
- behaviors
- quotes

⚠ How to create user persona

- Collect data
- identify patterns
- Segment users
- develop personas
- validate personas

⚠ How to analyze competitors

- identify competitors
- gather information
- analyze strengths & weaknesses
- identify opportunities & threats
- develop strategies

⚠ SWOT analysis

└

Strengths	Weaknesses
Opportunities	Threats

⚠ The product backlog is a prioritized list of all the work that needs to be done on a project

└ includes features, enhancements, bug fixes, technical work & knowledge acquisition activities

⚠ How to create product backlog

- └ gather requirements
- └ define user stories
- └ prioritize items
- └ estimate effort
- └ review and adjust

⚠ Define user stories

└ As a [user], I want [goal] so that [benefit]

⚠ techniques for writing clear user stories

- use simple language
- be specific
- focus on value
- keep it concise
- acceptance criteria

⚠ importance of prioritization

- maximizes value
- enhances efficiency
- facilitates decision making
- aligns with goals
- responds to change

⚠ prioritization methods

- MoSCoW method
- kano model
- value vs effort matrix
- weighted scoring
- ICF scoring model

⚠ Steps in release planning

- define release goal
- Prioritize backlog items
- estimate effort
- create release plan
- review and adjust plan

⚠ a release plan is a high level roadmap that outlines the timeline and scope of upcoming product releases

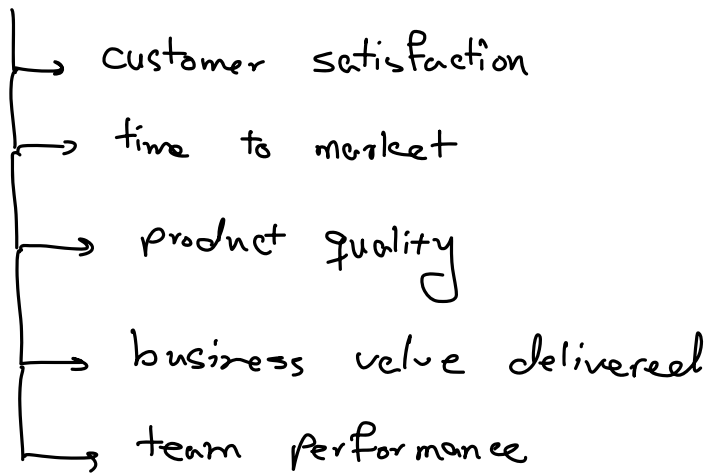
⚠ How to build a release plan

- define release scope
- prioritize backlog items
- estimate effort & capacity
- schedule releases
- communicate plan

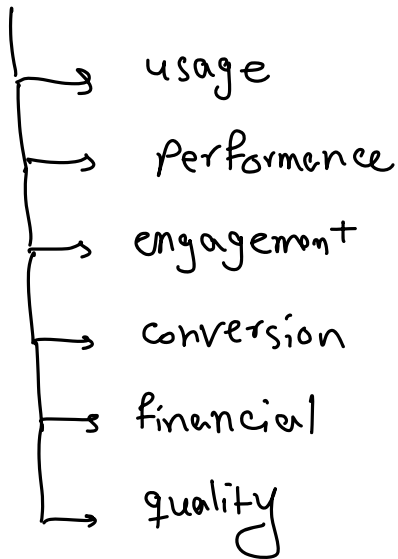
⚠ Best practices for stakeholder management

- build relationships
- communicate proactively
- manage expectations
- anticipate needs
- celebrate successes

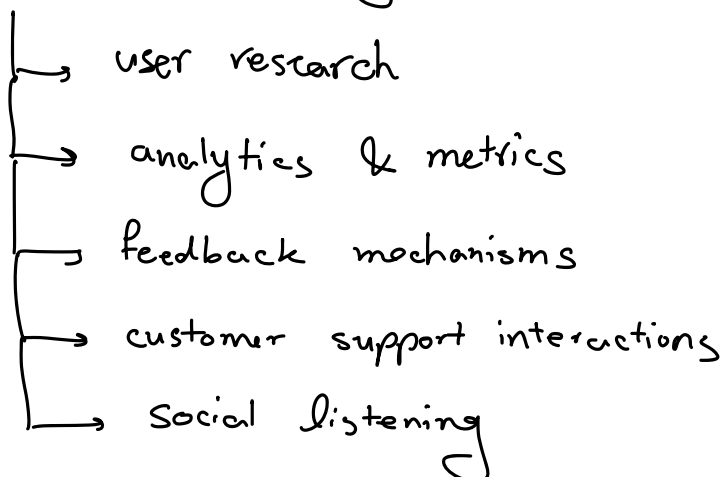
⚠️ KPI types



⚠️ type of product metrics



⚠️ strategies for gathering feedback



⚠ Scaling agile frameworks

- ↳ SAFe
- ↳ LeSS

⚠ Lean Thinking in product management

- ↳ customer development
- ↳ minimum viable product (MVP)
- ↳ iterative feedback loops
- ↳ lean startup methodology
- ↳ data driven decision making
- ↳ cross functional interaction