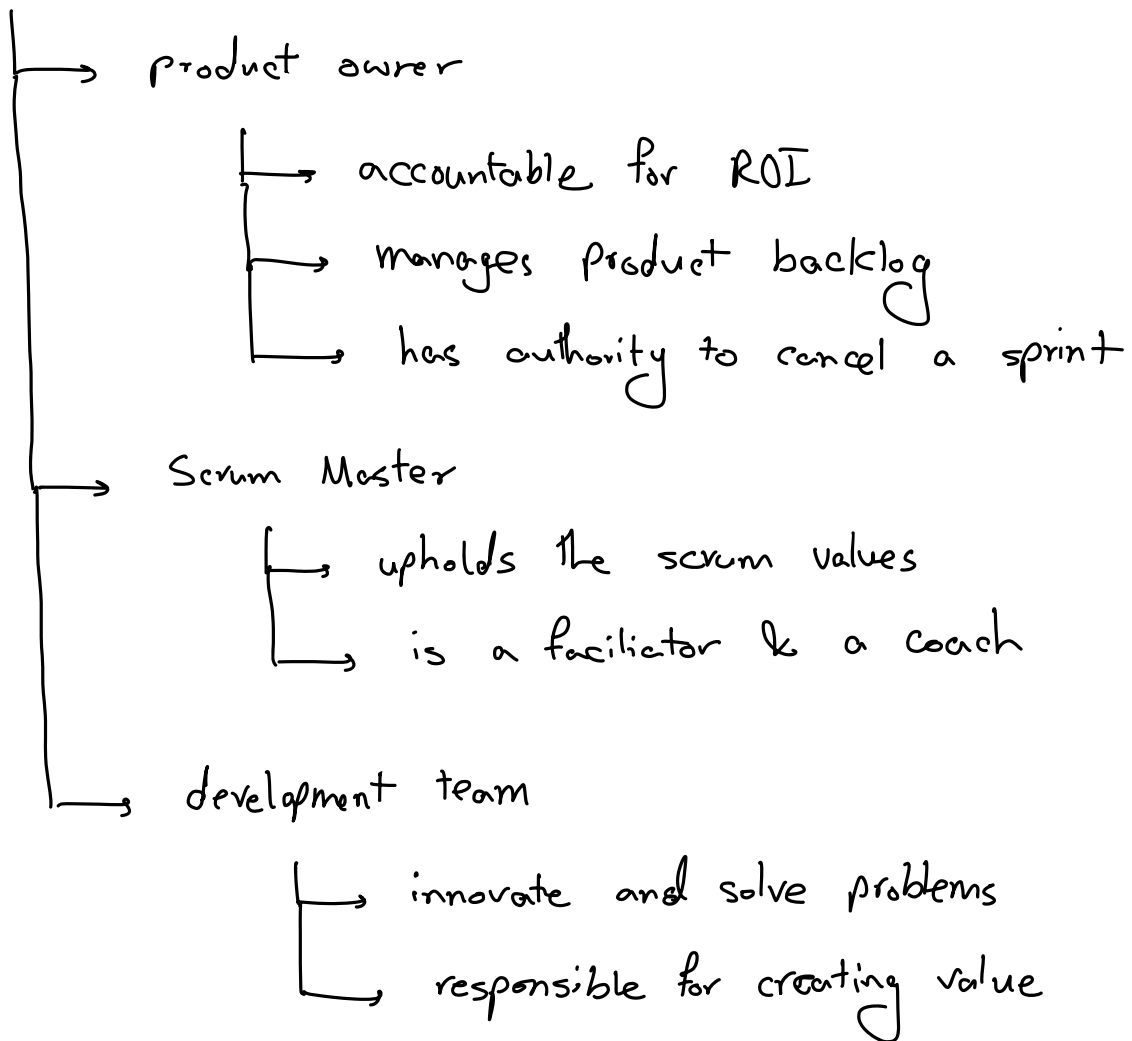# Scrum Expert Level 2- Product Ownership

⚠️ Product Owner owns the product vision statement

⚠️ Owner vs manager

    ↳ owner suffers the consequences of the value of what they own going up or down

⚠️ Scrum Roles

    → Product owner
        ↳ accountable for ROI
        ↳ manages product backlog
        ↳ has authority to cancel a sprint

    → Scrum Master
        ↳ upholds the scrum values
        ↳ is a facilitator & a coach

    → development team
        ↳ innovate and solve problems
        ↳ responsible for creating value

⚠️ Scrum Team is (1) cross functional, (2) Multi-skilled, and (3) Self-organizing

⚠️ The sole job of business analyst is to communicate business needs in a very structured way to ensure the business and technical risk is minimized

⚠️ The Product owner role & business analyst role can not be mixed together

⚠️ types of feedback loops

→ about the product that you're delivering to customer

→ about process improvements (which is mostly internal)

⚠️ Every Product backlog is an option for what to build and ultimately what to keep in the product or service

→ on the other hand, requirements are not optional

⚠️ definition of done items actually are those things that if you don't do them and you delay doing them, the cost increases over time (cumulative debt)

→ all DoD items are required in order to release

⚠️ A product slogan or marketing slogan's audiences are those who might use or purchase or influence the purchase of the product

⚠️ A product vision statement is for the team building the product and its stakeholders

- → should be relatively simple
- → creates an emotional response in your scrum team
- → creates a sense of urgency in scrum team

⚠️ Personas are fictional people that are used in a business to help everyone understand who their customers, clients, and users are for whatever product or service that they're developing

⚠️ effectiveness of Personas can be evaluated based on how much your team actually talks about them by name

⚠️ Every Persona must contain a story

- → start by describing the character's normal life
- → what problem / need are they facing

⚠️ Persona allows you to short circuit any of negative relationships that might exist between your team members and the actual people coming to your sprint review

⚠️ when to retire a persona?

- when team members, no longer seems to have empathy for that persona

- they are no longer important (because of a shift in business strategy or ---)