

Agile Scrum Product Owner Certification

△ 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

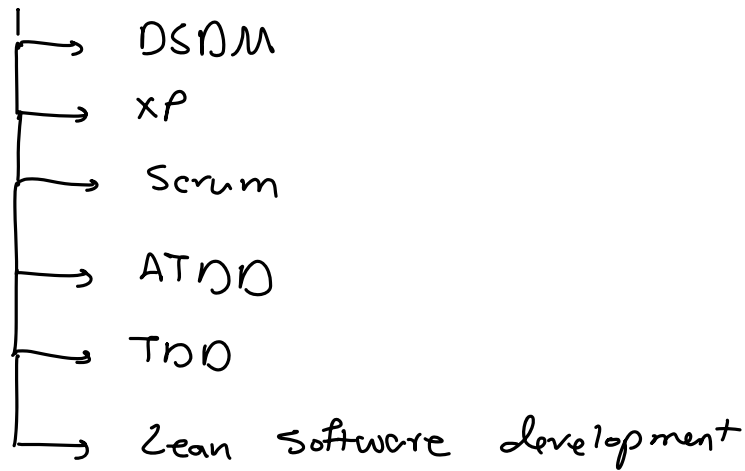


Self-Organizing
Team



Reflect
and Adjust

⚠ Agile Methodologies

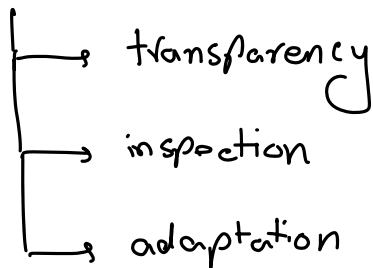


⚠ Scrum is based on empirical process

↳ Scrum is also based on Lean thinking

↳ Lean thinking reduces waste and focuses on the essentials

⚠ pillars of empirical process control



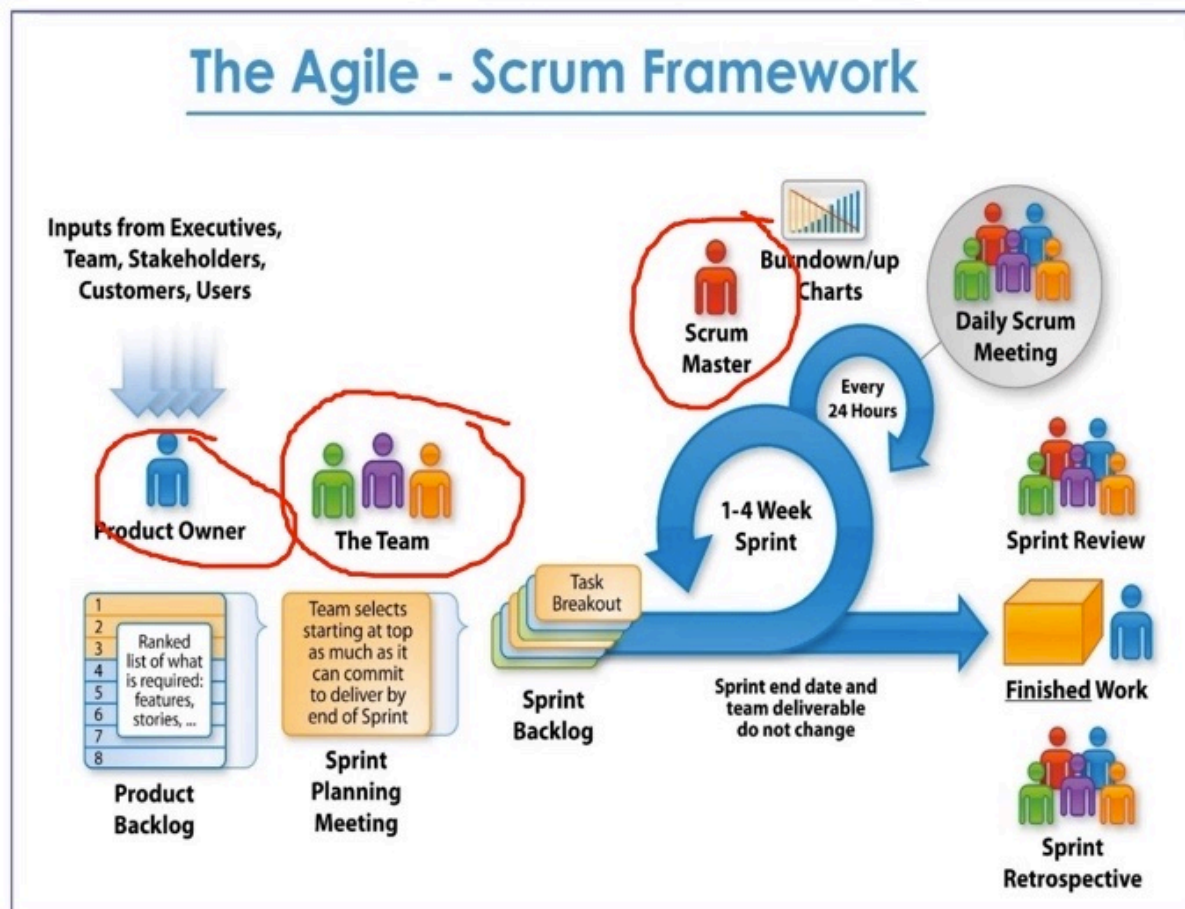
⚠ Empiricism means working in a fact-based, experience-based, and evidence-based manner

↳ Scrum implements an empirical process where progress is based on observations of reality, not fictitious plans

⚠ Methodology vs Framework

Methodology	Framework
<ul style="list-style-type: none">• a document approach for performing activities in a coherent, consistent, accountable & repeatable manner• It tells what to do & how to do it• The rules are rigid	<ul style="list-style-type: none">• A framework is a loosely coupled guidelines• It tells what to do but leaves the how on you• are based on values and principles which ties the activities suggested by the frameworks to the why behind doing it all

⚠ Scrum framework



⚠ 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

↳ product backlog
↳ sprint backlog
↳ increment

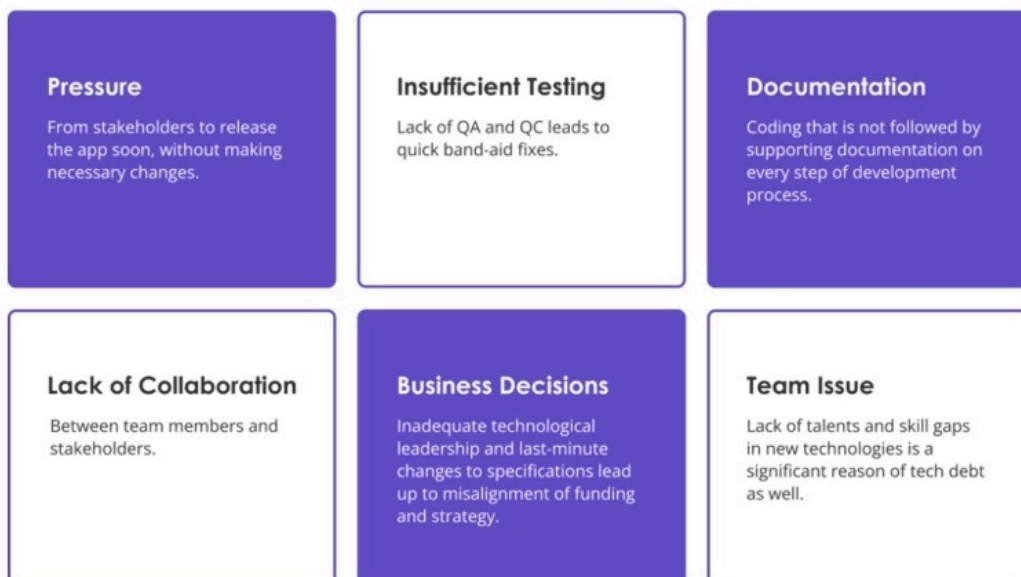
⚠ Definition of done

↳ outlines quality criteria that product backlog items must meet to be considered complete

⚠ Acceptance Criteria Vs. Definition of done

Definition of Done	Acceptance Criteria (condition of satisfaction for User Story)
It serves the purpose of making unambiguous understanding of what all is needed before any product backlog item can be declared complete.	It serves the purpose of clarifying business requirements / conditions which must be met to satisfy the user for given requirement.
Definition of Done uniformly applied to all product backlog items.	It applies to specific product backlog item since it clarifies one item
Development team owns Definition of Done and it is understood and agreed by complete scrum team.	Product Owner owns Acceptance criteria, and development team understands them
Definition of Done does not change frequently, it is not expected to change during the sprint	Acceptance criteria are negotiable between product owner and development team.
Meeting Definition of Done ensures one meets the acceptance criteria	Just meeting Acceptance Criteria may not necessary mean that Definition of Done is also met.

⚠ Causes of technical debt



⚠ Definition of ready vs Definition of done

Aspect	Definition of Ready	Definition of Done
Purpose	Ensures that user stories or tasks are adequately prepared for sprint planning and execution.	Defines the criteria that a user story or task must meet to be considered completed and ready for release.
Used in	Pre-sprint planning	Post-sprint completion
Focus	Readiness for sprint planning and execution	Completion and readiness for release
Criteria	<ul style="list-style-type: none"> - User story is clear and well-understood - Acceptance criteria are defined - Dependencies are identified - Team capacity is available - Necessary resources are accessible 	<ul style="list-style-type: none"> - All acceptance criteria are met - Code is reviewed and meets coding standards - Necessary tests (unit, integration, etc.) are passed - Documentation is updated - Product owner approves
Ownership	Typically owned by the development team and product owner collectively.	Typically owned by the development team.
Role	Preparation for sprint planning and commitment	Verification of completion and readiness for release
Review Frequency	Reviewed at the beginning of sprint planning	Reviewed at the end of each sprint
Flexibility	More flexible, can be adapted as needed during sprint planning based on team and stakeholder feedback.	Less flexible, represents a non-negotiable standard for completion.
Impact on Process	Helps prevent incomplete or ambiguous work from entering the sprint backlog, reducing rework and misunderstandings.	Ensures that work meets quality standards and is ready for deployment, maintaining product integrity and customer satisfaction.

⚠ responsibilities of product owner



⚠ characteristics of an effective product owner

- domain knowledge
- visionary leadership
- strong communication skills
- decision-maker
- empathy

- result-oriented
- stakeholder management
- continuous learning

⚠ the roles of a product owner

- setting a clear product vision
- prioritizing the product backlog
- collaborating with stakeholders
- defining acceptance criteria
- participating in sprint planning
- inspecting and adapting
- communicating effectively
- empowering the team
- continuous improvement

⚠ the goal of product discovery is not necessarily to ship features. rather, it's to promote an environment of learning that will help you improve your product incrementally & consistently

⚠ 4 big risks in product management

- ① value risk ② usability risk
- ③ feasibility risk ④ business viability risk

⚠ Customer journey mapping

↳ involves visualizing and understanding the end-to-end experience of customers as they interact with the product or service

⚠ User personas

↳ fictional representation of different user segments based on user behaviors

⚠ Developing product strategy



⚠ 8 types of customer segmentation

- ① demographic
- ② geographic
- ③ behavioral
- ④ value-based
- ⑤ need-based
- ⑥ technographic
- ⑦ psychographic
- ⑧ lifecycle stage

⚠ key components of an empathy map

- ↳ ① Persona ② quotes ③ actions

⚠ validation techniques for product assumptions

- ↳ customer interviews
- ↳ surveys and questionnaires
- ↳ A/B testing
- ↳ prototype testing
- ↳ landing page experiments
- ↳ MVP Launch
- ↳ data analysis

⚠ How to define value for product

- ↳ identify key stakeholders
- ↳ conduct market research
- ↳ define value proposition
- ↳ prioritize features
- ↳ measure success metrics
- ↳ iterate and improve
- ↳ communicate value

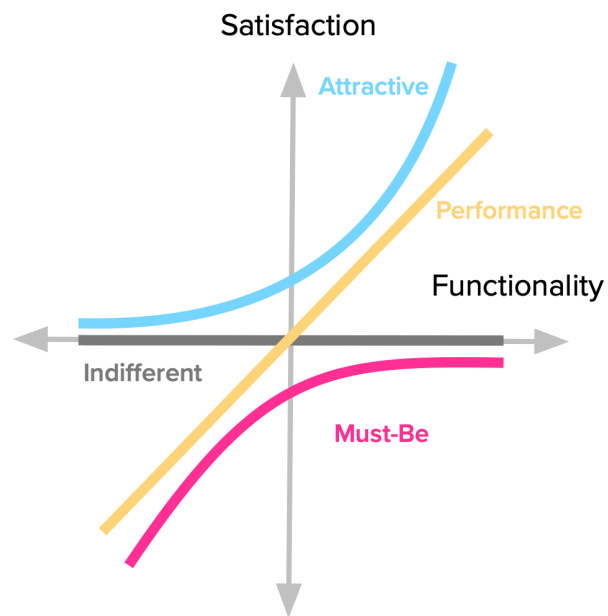
⚠ Product backlog

- ↳ ① ordered ② value-based prioritized ③ estimated

⚠ MoSCoW technique

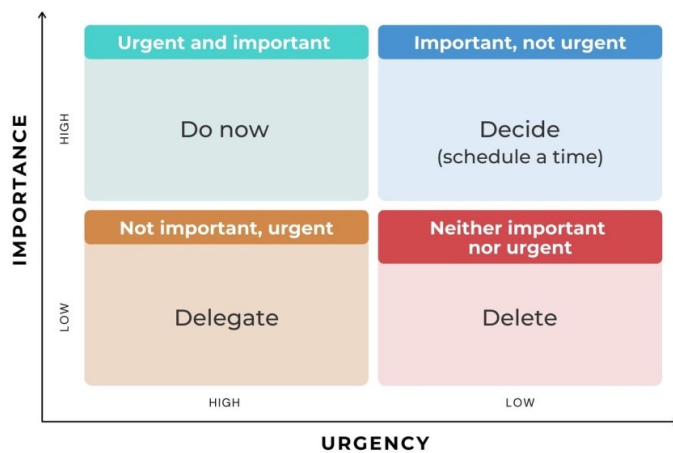
- Must have
- should have
- could have
- won't have

⚠ Kano model



⚠ value-effort matrix

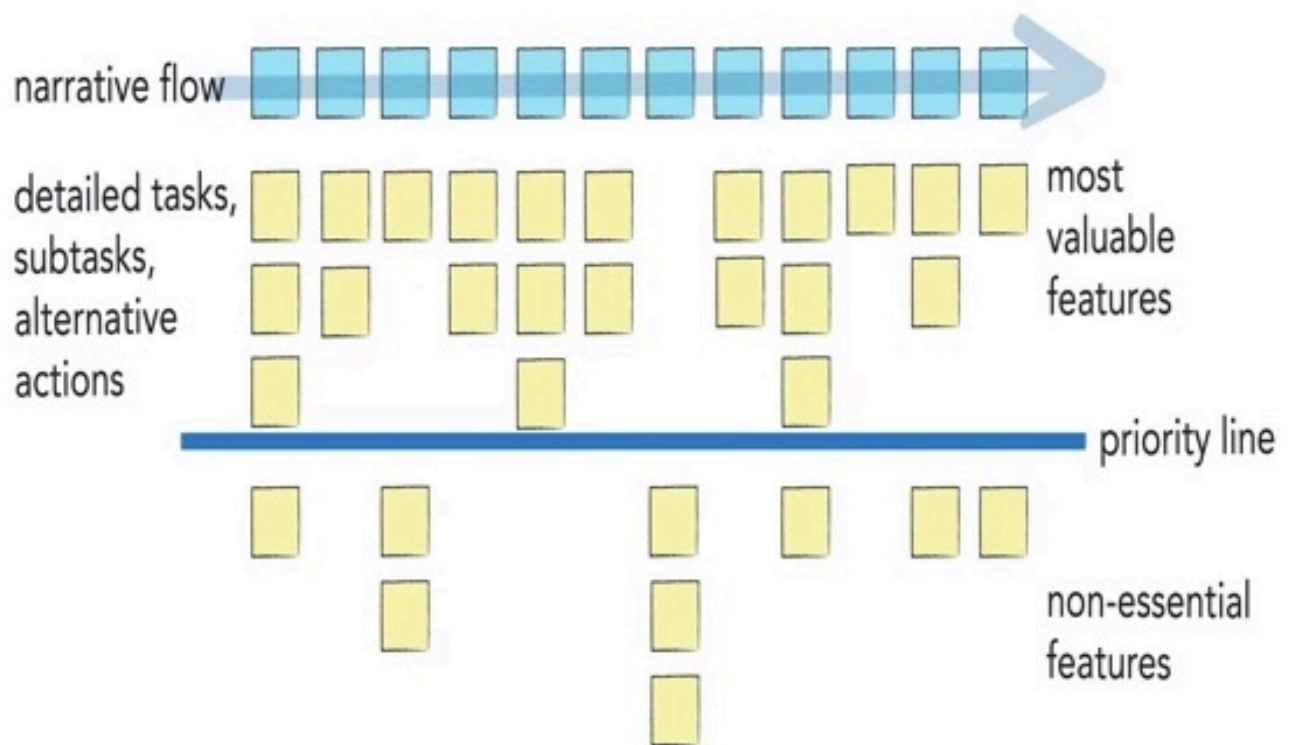
Eisenhower matrix quadrants



⚠️ RICE model

Reach	Impact	Confidence
How much of your customer base will this affect?	What is the impact of your idea on the users? To what extent will this solve their problem or improve their life?	How confident are you in the answers to the first two questions?
	Effort	
	Which resources are needed to make the idea happen?	

⚠️ User Story mapping helps in understanding the flow of product development process and facilitates communication and collaboration among cross-functional teams



! components of a user story

