



ROLE

PRODUCT OWNER

Goals

My goals are:

- Provide clients with the best possible product experience.
- Understand client needs.
- Organize team's workflow and workload.
- Meet business goals for the product.

External influences

- Master's program has become very time consuming.
- Need to report product's success/failure in upcoming board meeting.

Concerns

My concerns are:

- Clients say Tax Free! isn't always intuitive.
- Current documentation isn't particularly helpful.
- Unsure how to bring more focus to product documentation without sacrificing progress toward business goals.