**What benefits can you gain by engaging with users or stakeholders?**

The benefits one can gain by engaging with stakeholders are the ability to learn important factors from the engagement such as value creation, strategic planning and decision making, the ability to innovate, and learning the importance of corporate social responsibility and sustainability. (Kujala et al., 2022) All of those things listed help improve one’s ability to communicate, be responsible in the making of a product, and establish plans on how to achieve one’s goals.

**Reflect on the User Stories assignment in this module. How can user stories help the Scrum Team?**

User stories help the Scrum Team by gaining a deep understanding of what the customer wants in their product. Not only that, but also it helps the team figure out what each member can focus on based off their position in the Scrum Team. Even so, user stories help lead to better performance using the Agile planning method and help run the sprint a lot smoother and effectively.

**How did the interviews/user meetings help in writing these user stories?**

The user meetings helped in the writing of these user stories by having each top customer voicing out their thoughts in what they like to see in the SNHU travel product. Each idea a customer had was a way of giving the Scrum Team a picture of how to optimize the product by, for example, adding a method that sets the price ceiling and sorting out each location based on said price. Another example would be to sort out the top five destinations to travel in that product. So, case in point, these user meetings helped in writing these user stories by having the customer give the Product Owner a verbal blueprint on what they like to see in the SNHU travel product.

**What other methods for collecting feedback are needed to build the user stories?**

Another method for collecting feedback that is needed to build user story is the prototype testing method. Basically, after you’ve gathered the verbal input from the customer, you design a prototype as a demo to show its functionality to the users. Once the prototype is ready to be presented to the customer, either a video call or face-to-face appointment can be made to explain and show the user how the new feature is used. (The Product Manager & Exner, 2022) This method is key because it gives the user a premise of what’s to come for the product based off their needs. From there, further critique can be made regarding what to do (and what not to do) for the product.

References

Kujala, J., Sachs, S., Leinonen, H., Heikkinen, A., & Laude, D. (2022). Stakeholder Engagement: Past, Present, and Future. Business & Society, 61(5), 1136–1196. https://doi.org/10.1177/00076503211066595

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