AGILE A-Z – CHAPTER 2

THE PRODUCT OWNER

PRACTICAL INFORMATION

▸ Sponsors

▸ Certificate of Participation

▸ ...

SPONSORS

CERTIFICATE OF PARTICIPATION

▸ GOLD: 5-6 Meetups

  ▸ Will be handed over at the Lean and Agile ME Summit 2018 conference in March

▸ SILVER: 3-4 Meetups

▸ BRONCE: 1-2 Meetups

Remember to fill in the participation list!

THE CHAPTERS

Chapter 1:
Agile
- Agile Manifesto
- Methodology vs Mindset & Culture
- Value of Agile
- Scrum
- Kanban

Chapter 2:
The Product Owner
- Vision
- Backlog
- Epic & User Stories
- Agile Planning

Chapter 3:
The Scrum Master
- Planning
- Daily Scrum
- Review
- Retrospective
- Team Organization

Chapter 4:
Feedback Loop
- Failing is Learning
- Feedback Loop
- DevOps
  - CI / CD

Chapter 5:
Growing with Agile
- Scaling with Agile
  - Safe
  - Less
- The Agile Organization

Chapter 6:
Retrospective
- Modern Agile
- The Future of Agile
- Agile ME Dubai Chapter Retrospective

WHAT IS AGILE?

THE AGILE MANIFESTO

▸ Individuals and interactions over processes and tools

▸ Working software over comprehensive documentation

▸ Customer collaboration over contract negotiation

▸ Responding to change over following a plan

That is, while there is value in the items on the
right, we value the items on the left more.

SCRUM AND KANBAN

Releasing software early

+

Collaborative and self-managed teams.

WHAT IS AGILE?

▸ It's not a process - It's a mindset and a general way of working

▸ Frequent deliveries, enabling a strong and quick feedback loop is key to be truly agile

▸ Be transparent - Why are you doing what you're doing

▸ SCRUM and KANBAN are tools and processes that *can* be followed to become agile as long as it adds value

TODAYS AGENDA

▸ The Product Owner

▸ Creating a Vision

▸ Planning

▸ Backlog

IS THE PRODUCT OWNER AN AGILE ROLE?

SO WHAT DO A PRODUCT OWNER DO?

THE PRODUCT OWNER

"The **Scrum product owner** is typically a project's key stakeholder. Part of the product owner responsibilities is to have a **vision** of what he or she wishes to build, and convey that vision to the **scrum team**. This is key to successfully starting any **agile software development** project. The product owner does this in part through the **product backlog**, which is a prioritized features list for the product"
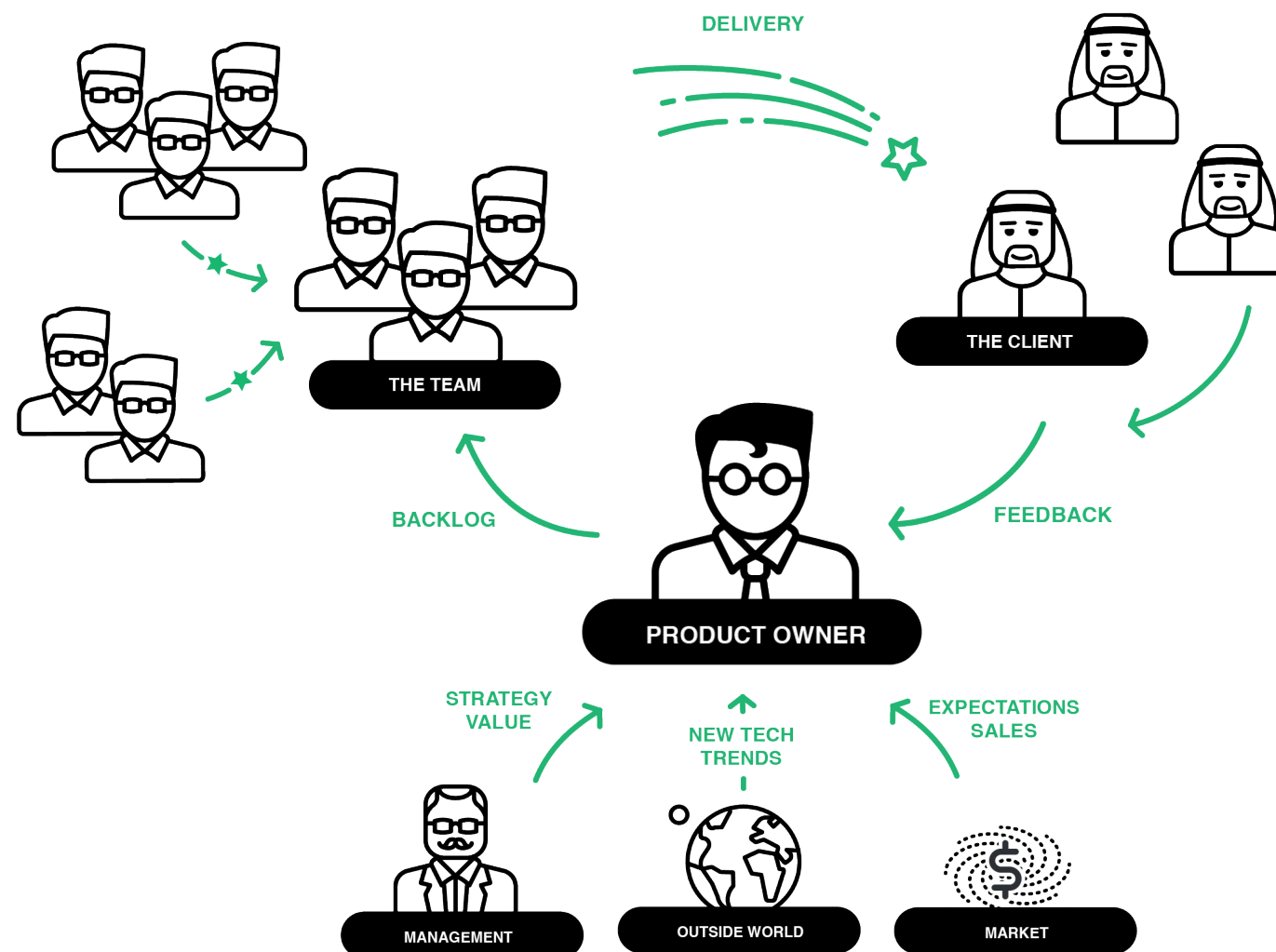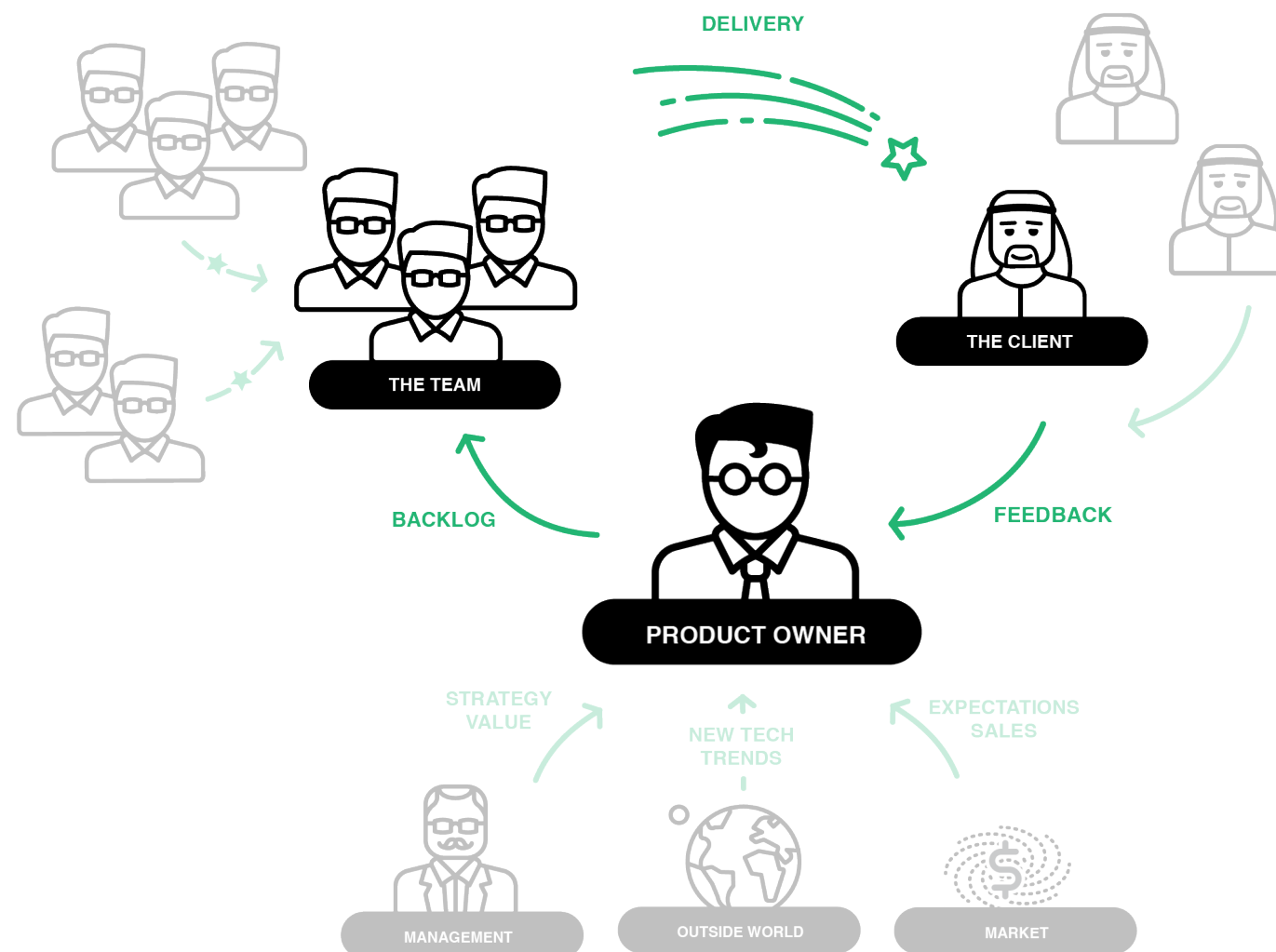
Mike Cohn

THE REALITY OF THE PRODUCT OWNER
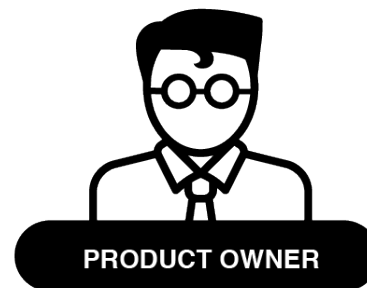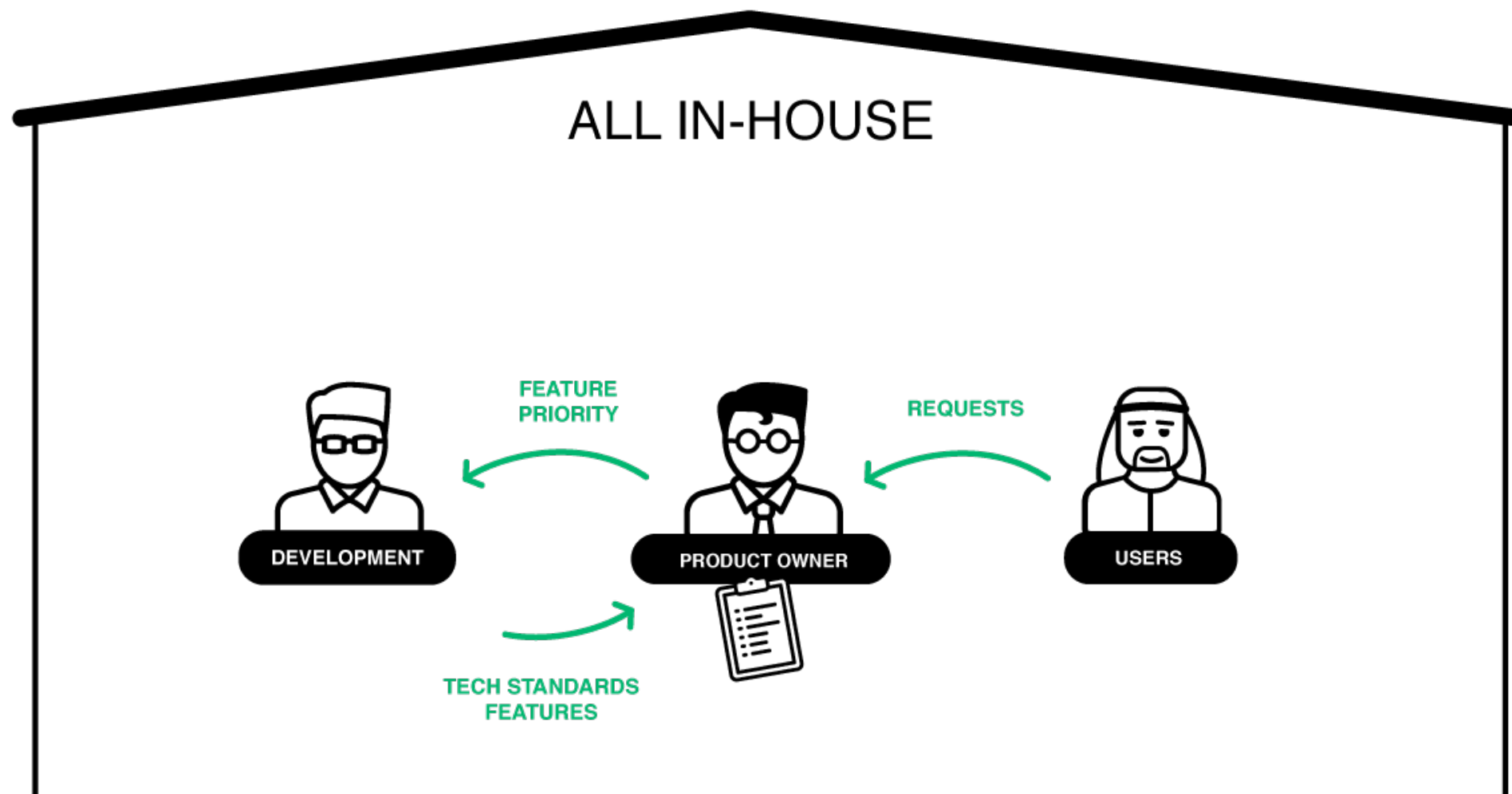

The Scrum definition of
the Product Owner

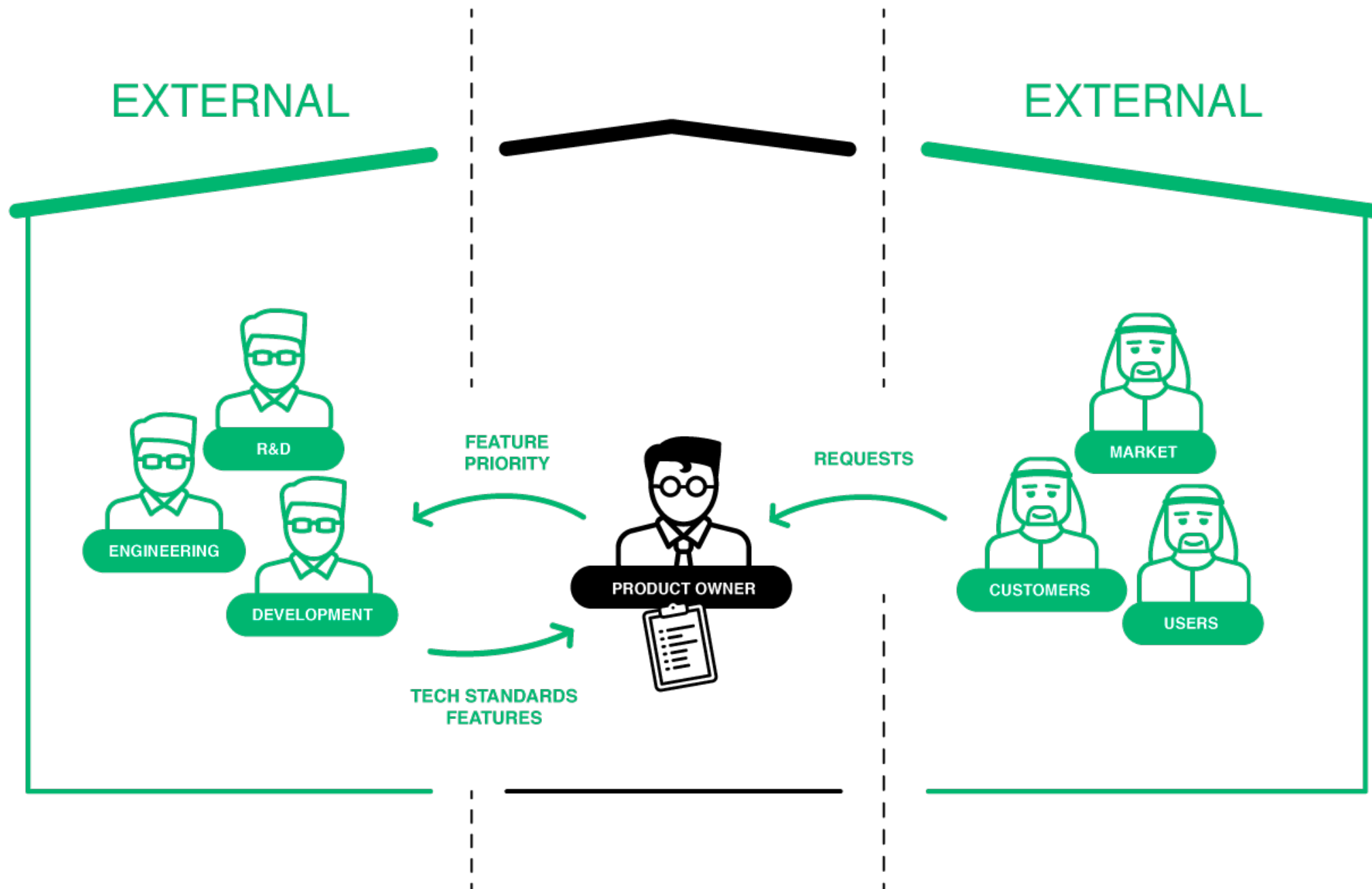# THE REALITY OF THE PRODUCT OWNER

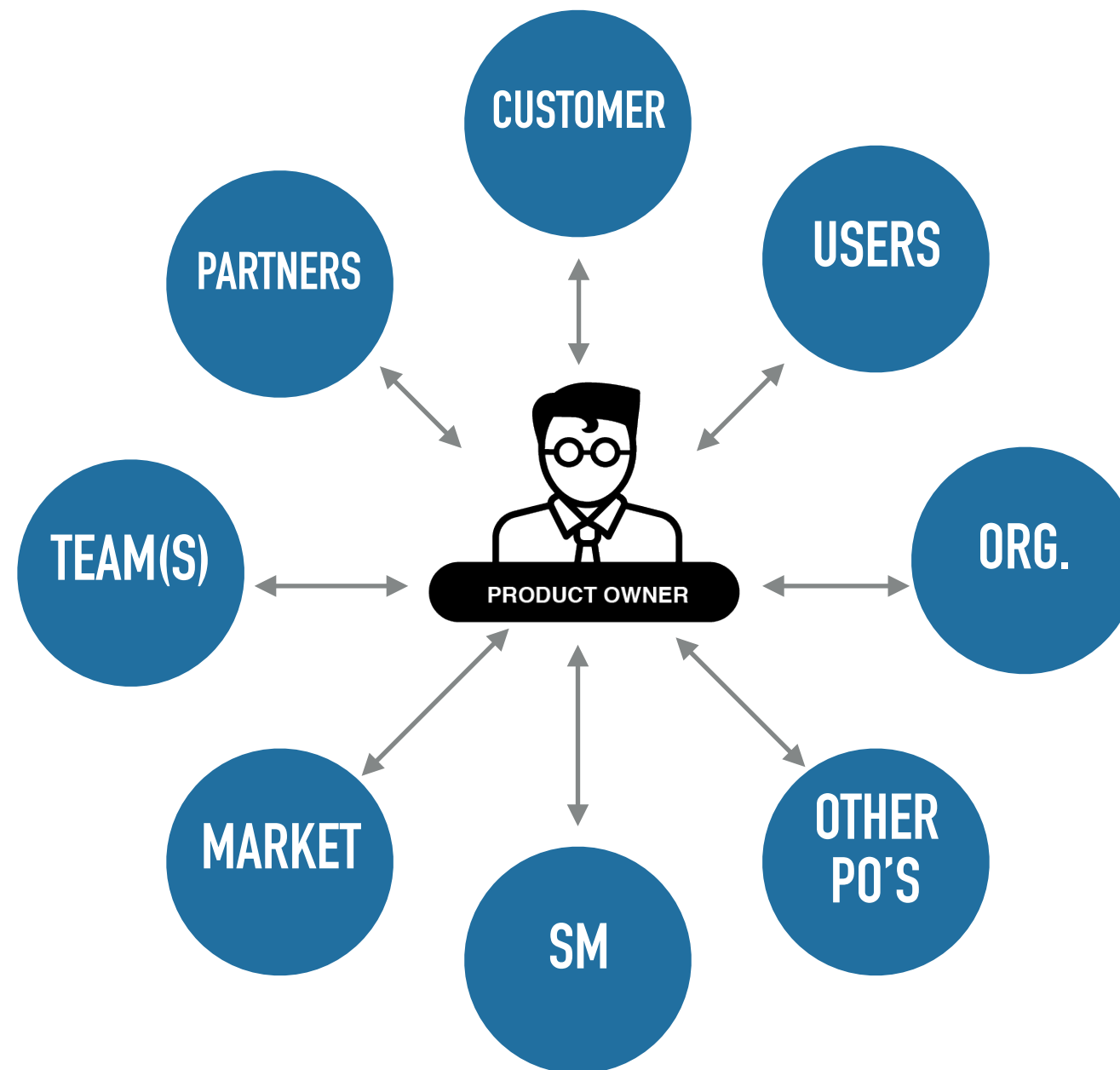# THE REALITY OF THE PRODUCT OWNER

THE REALITY OF THE PRODUCT OWNER

THE REALITY OF THE PRODUCT OWNER

THE PRODUCT OWNER

▸ The one person ultimately responsible for the success of the product

▸ Liaison between all stakeholders
(Team, Clients, Management etc.)

THE PRODUCT OWNER

THE PRODUCT OWNER

▸ Collaboration!

    ▸ Only by standing together and utilizing skills from the development teams, the organization, the clients etc. the PO will stand a chance

    ▸ The Product Owner should see himself more as a facilitator, that ensures things get done, and dots are connected, rather than the single entity (single point of failure) that has to do it all

    ▸ Self-Organized and Empowered teams

BY ANDREW

CREATING A VISION

VISION

"or why I needed to know where I was going to see if I got there"

this is not a sales tool, this is a product tool

but it uses sales tools

1. must be broad and engaging
2. must be elevator pitch-able
3. short and sweet
4. clear and stable

Questions which a vision can answer

- Who is going to buy the product?
- Which customer needs will the

unique selling points?
- What is the target timeframe and budget to develop and launch the product?

VISION CREATES DIRECTION

customer

**if we know how the customer's future is
we know what our future is**

its about alignment,

and knowing how the future should work

for the customer

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VISION CREATES BUY-IN

1 is it amazing

2 am I safe?

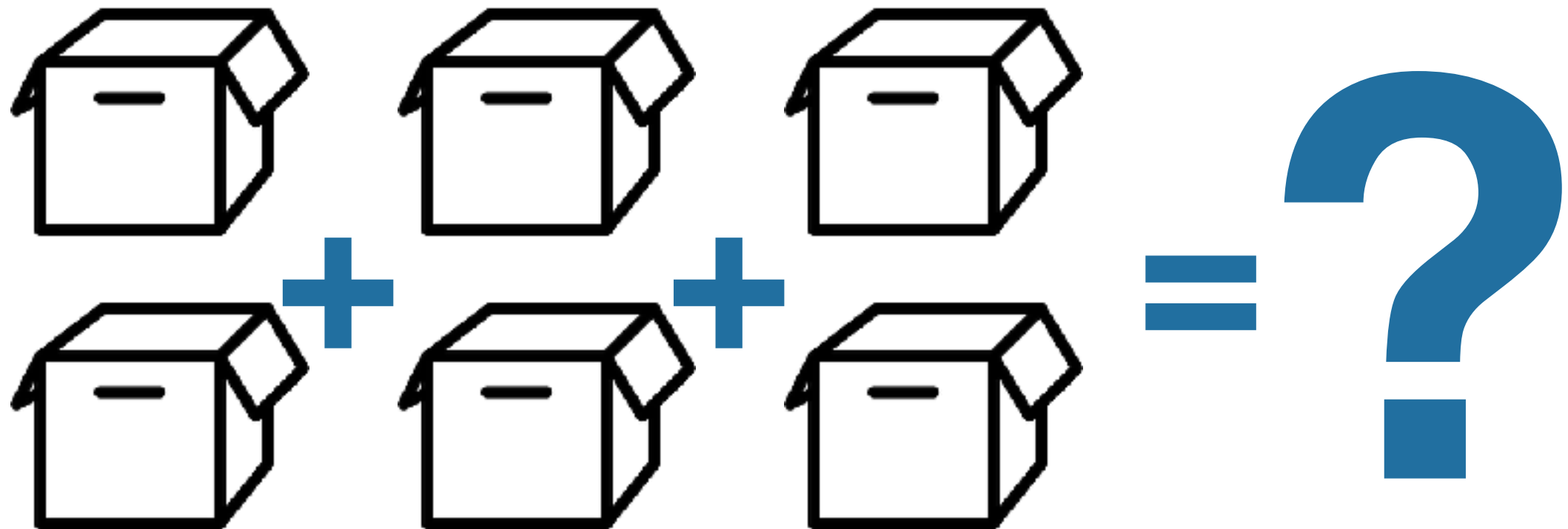**3** am I awesome?

4 does it solve my problem?

5 can I experience it?

6 when can I have it?

VISION ENHANCES YOUR PRODUCT

How do you know if the pieces fit together?
and if your shipped value measures up to the test of time?

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VISION GIVES YOU TRANSPARENCY

The challenge with a "traditional" delivery pipeline

1	2	3	4	5
Client	PO	SM	Team	Tester

Client: I know I want this button to be this color, and that way we will sell 40 million

PO: Clearly I know what the best version of this would be, as I know the market!

SM: I know what "he" means and what the team can do within that timeframe, after all… its just scope right?

Team: Sure what "he" wants is this, but it would be better this way, this technology is newer!

Tester: I will show what I can get to work , and its not my responsibility

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VISION BUILDS TRUST

will the client feel like you have
their best interests at heart?

will the industry gain valuable traction
in your efforts to be even more outstanding?

be safe

experiment

make awesome

deliver value
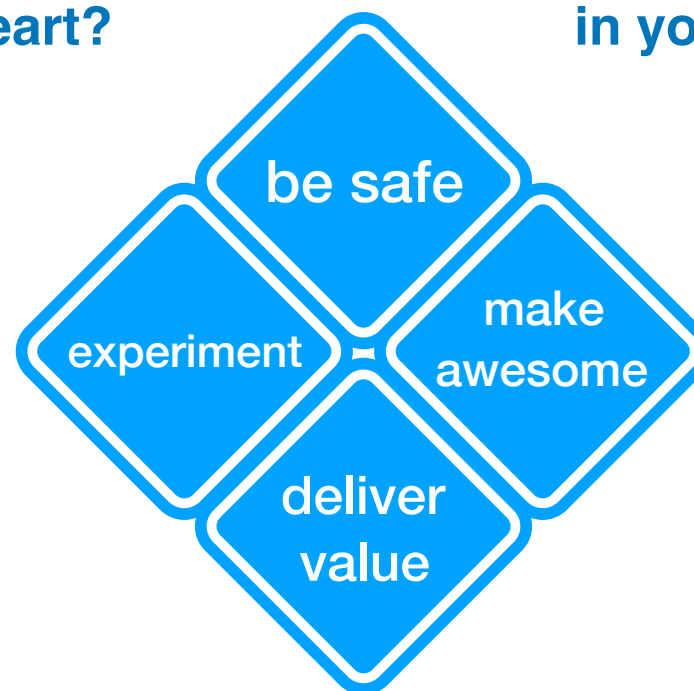
will the business feel like
its safe to oppose a view but commit to value

are you constantly adding value which
can be measured against an overall vision?

THE BACKLOG

THE BACKLOG

IDEA

EPIC   **EPIC**   **EPIC**

STORY   STORY   STORY

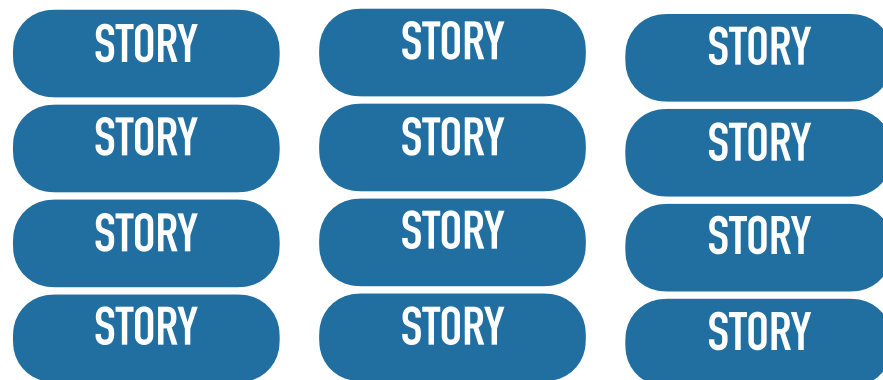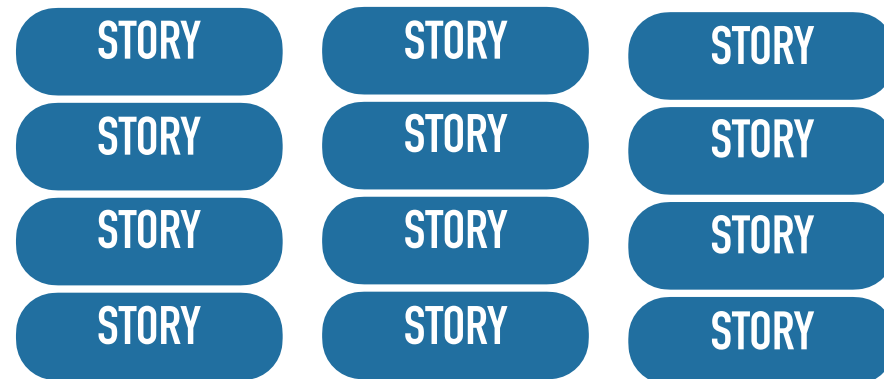STORY   STORY   STORY

STORY   STORY   STORY

STORY   STORY   STORY

You start with your **idea**

You break your idea into **Epics**

And your epics are broken down to **user stories**

THE BACKLOG

STORY STORY STORY
STORY STORY STORY
STORY STORY STORY
STORY STORY STORY

EPIC EPIC EPIC

IDEA

User stories should **describe the value** you would like to create - and should always be full stack features

Stories in top should be groomed to a level where they are **ready to be picked** for the next sprint

Epics **can be used** as a first attempt to break down you ideas into smaller entities - or to group a collection of features that together creates a component

In the bottom of your backlog you keep ideas and features that you **plan to build** in the future but have not yet a full overview of

THE BACKLOG

STORY

STORY

STORY

STORY

STORY

STORY

STORY

STORY

STORY

STORY

STORY

STORY

Stories in top should be groomed to a level where they are **ready to be picked** for the next sprint

Keep your **stories small** - Rule of thumb, your team should in a sprint be able to finish more than a few stories

When Grooming your stories, keep in mind that you do **not need to identify all tasks** / risks
2/3 tasks before you start and 1/3 during your sprint usually is good balance

Each user story in your backlog should create value - Keep in mind **M**inimum **V**iable **P**roduct (MVP)

THE BACKLOG

STORY	STORY	STORY
STORY	STORY	STORY
STORY	STORY	STORY
STORY	STORY	STORY

EPIC   EPIC   EPIC

IDEA
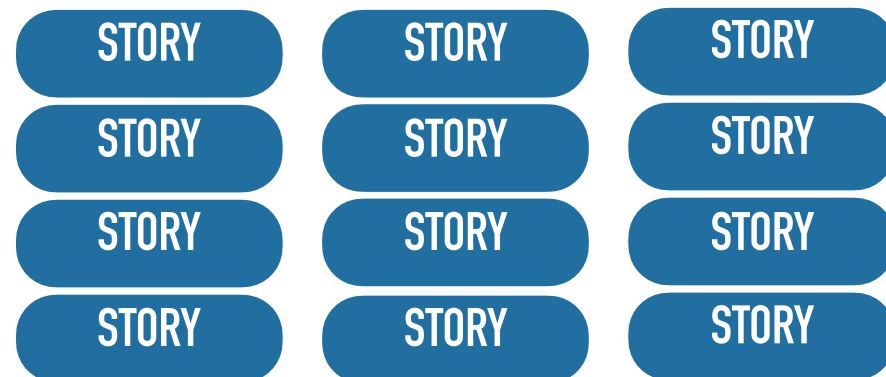
The Product Owner is in charge of the backlog, and should make sure that at least the top is always prioritized
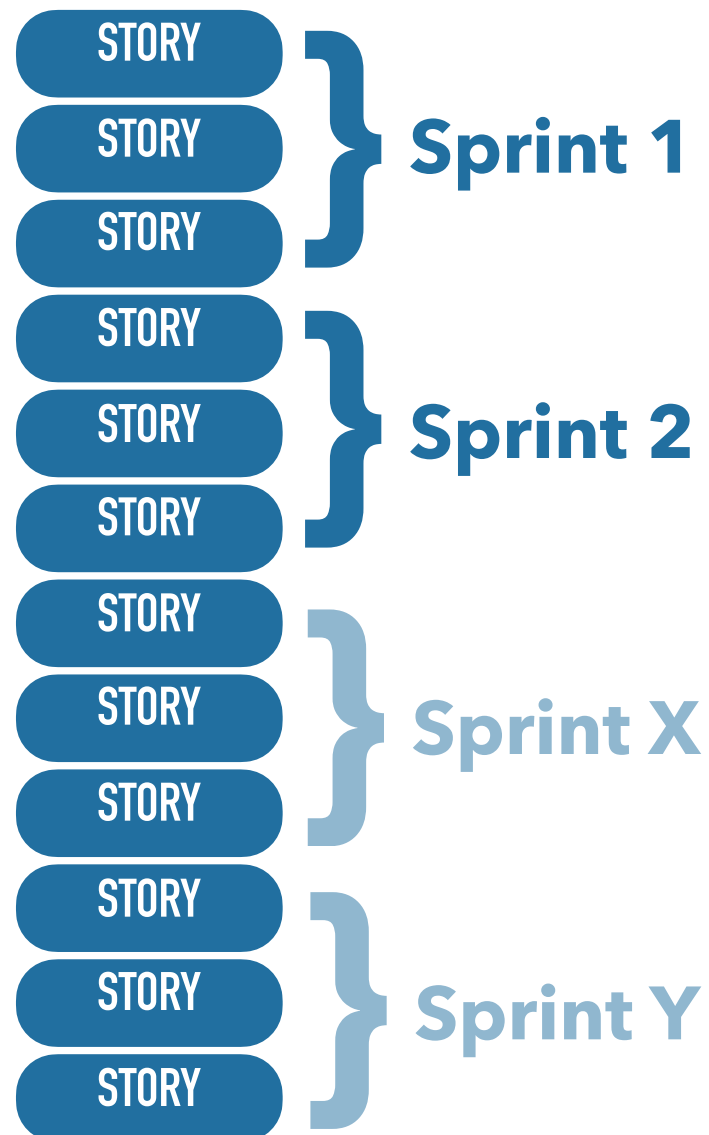- But that doesn't mean others can't contribute!

A good backlog is key to a good sprint planning

PLANNING

WHAT TOOLS DOES AGILE GIVE TO HELP YOU PLAN?

PLANNING

STORY
STORY
STORY
} **Sprint 1**

STORY
STORY
STORY
} **Sprint 2**

STORY
STORY
STORY
} **Sprint X**

STORY
STORY
STORY
} **Sprint Y**

Velocity

Measure how much you have delivered in the past sprints, and use this to estimate when the items in your backlog will be delivered

If a team's velocity is 26 story points per 2-week sprint but John takes a 3 hour lunch and Sally is sick for 2 days, what's the team's velocity?

PLANNING

STORY
STORY } Sprint 1
STORY

STORY
STORY } Sprint 2
STORY

STORY
STORY } Sprint X
STORY

STORY
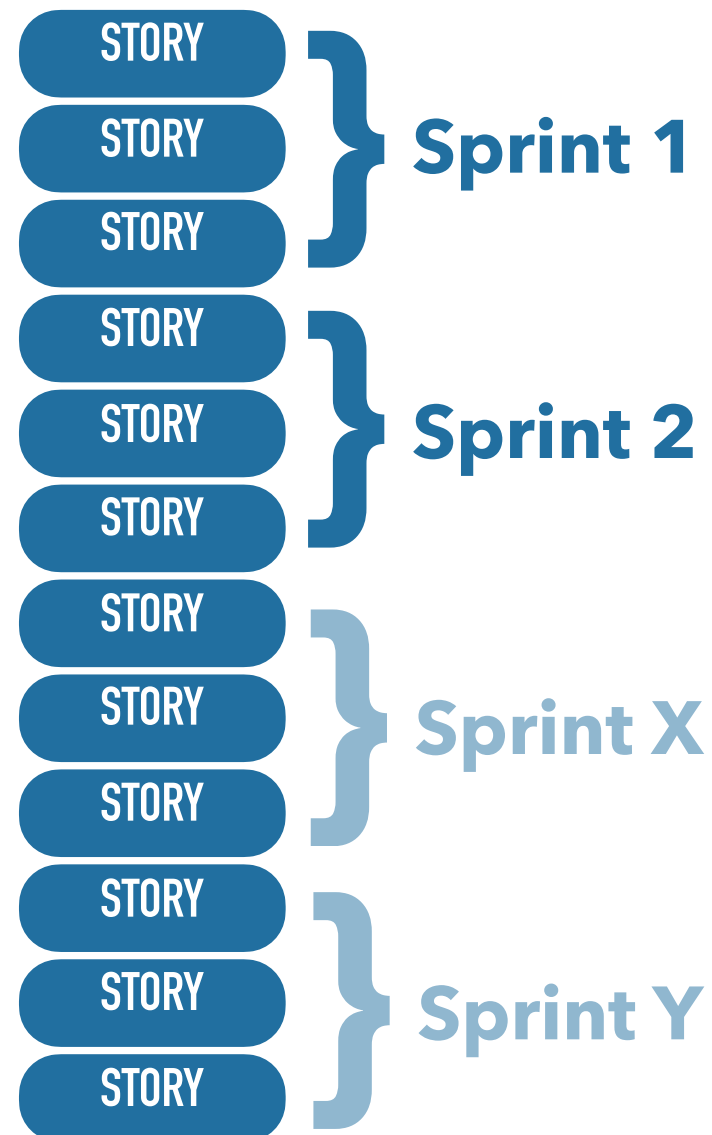STORY } Sprint Y
STORY

Velocity

Measure how much you have delivered in the past sprints, and use this to estimate when the items in your backlog will be delivered
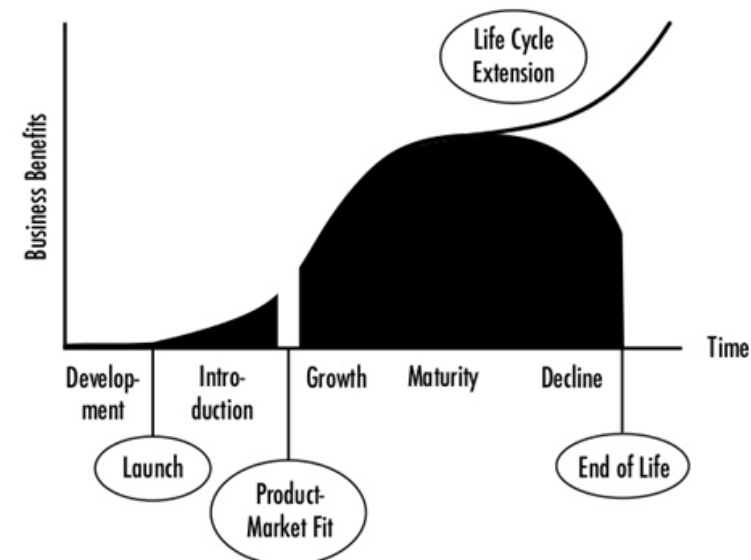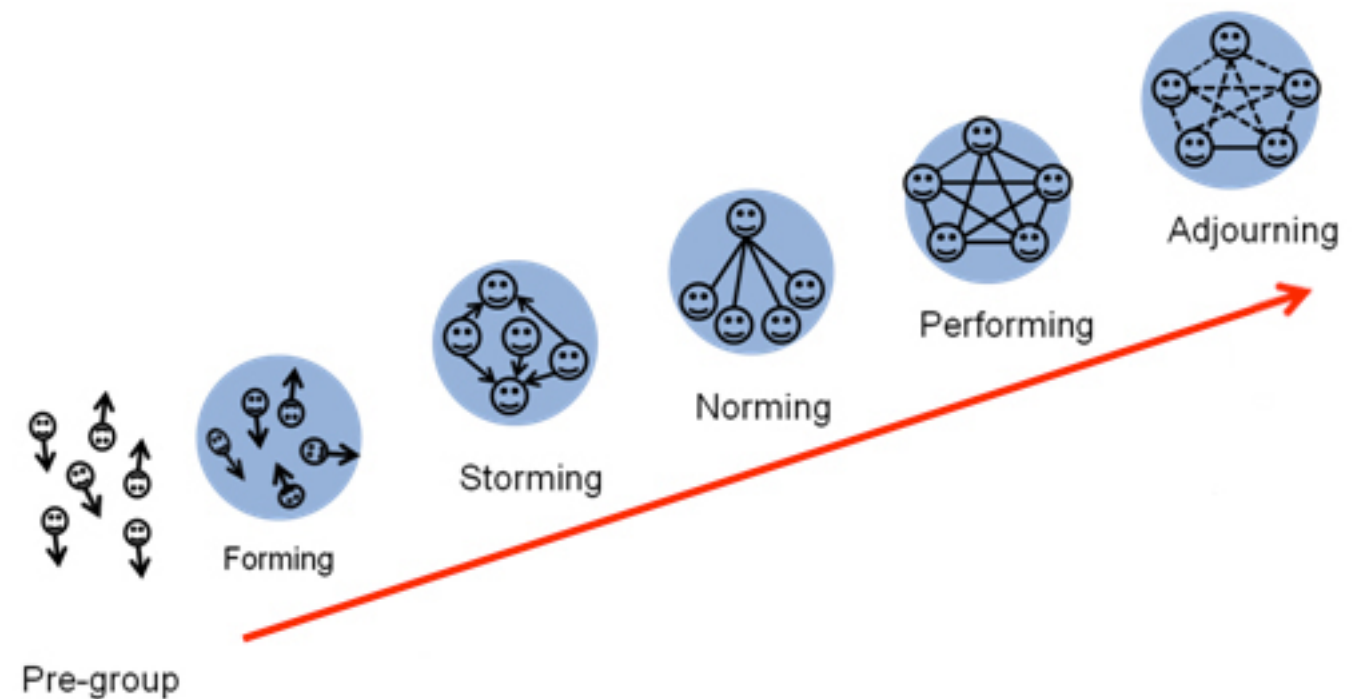

Based on Theodore Levitt "Exploit the Product Life Cycle", Youngme Moon "Break Free from the Product Life Cycle", and Geoffrey Moore "Crossing the Chasm".

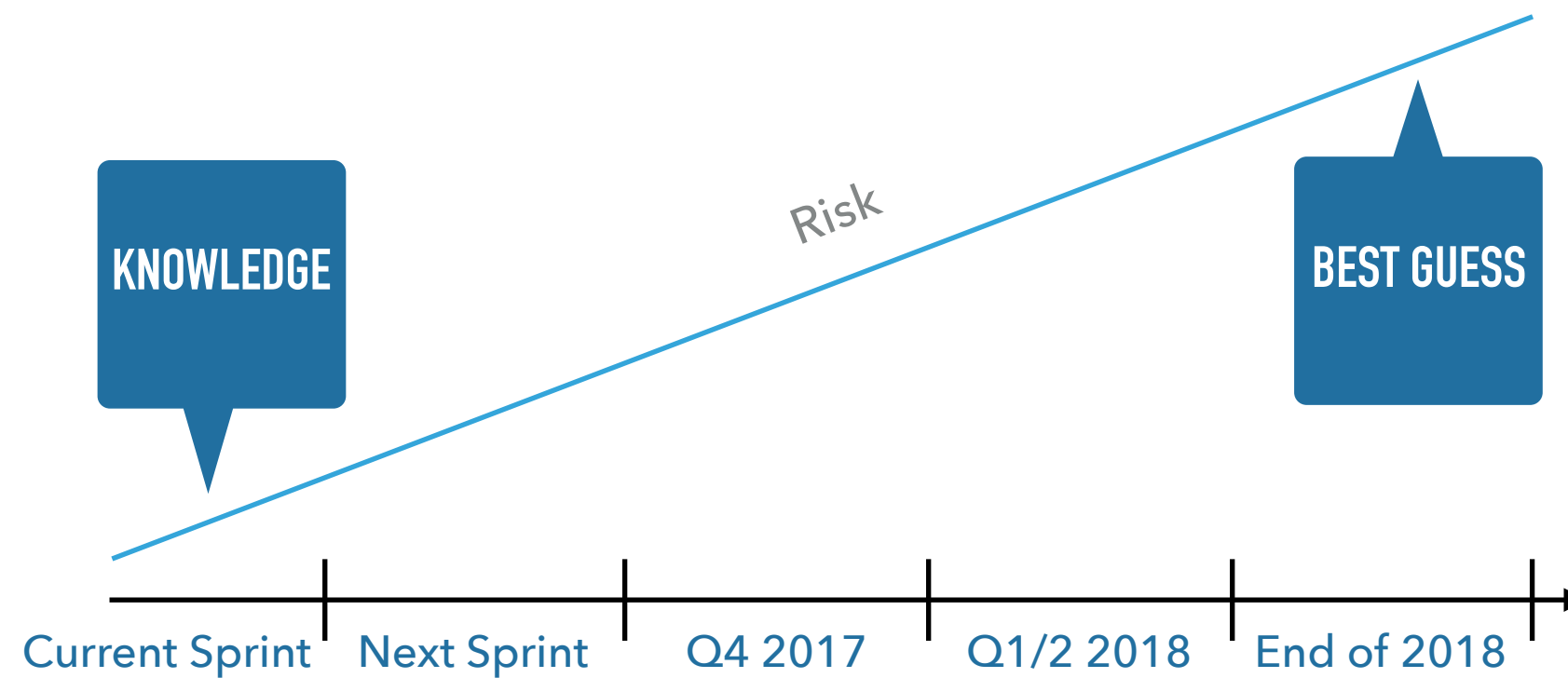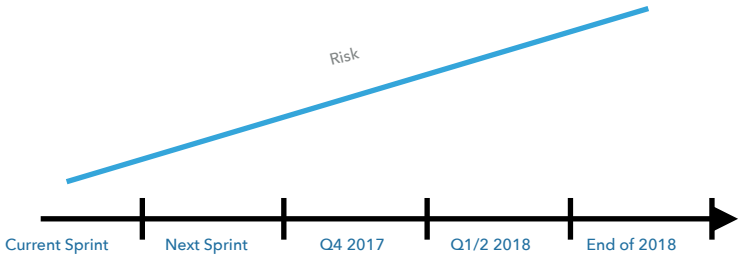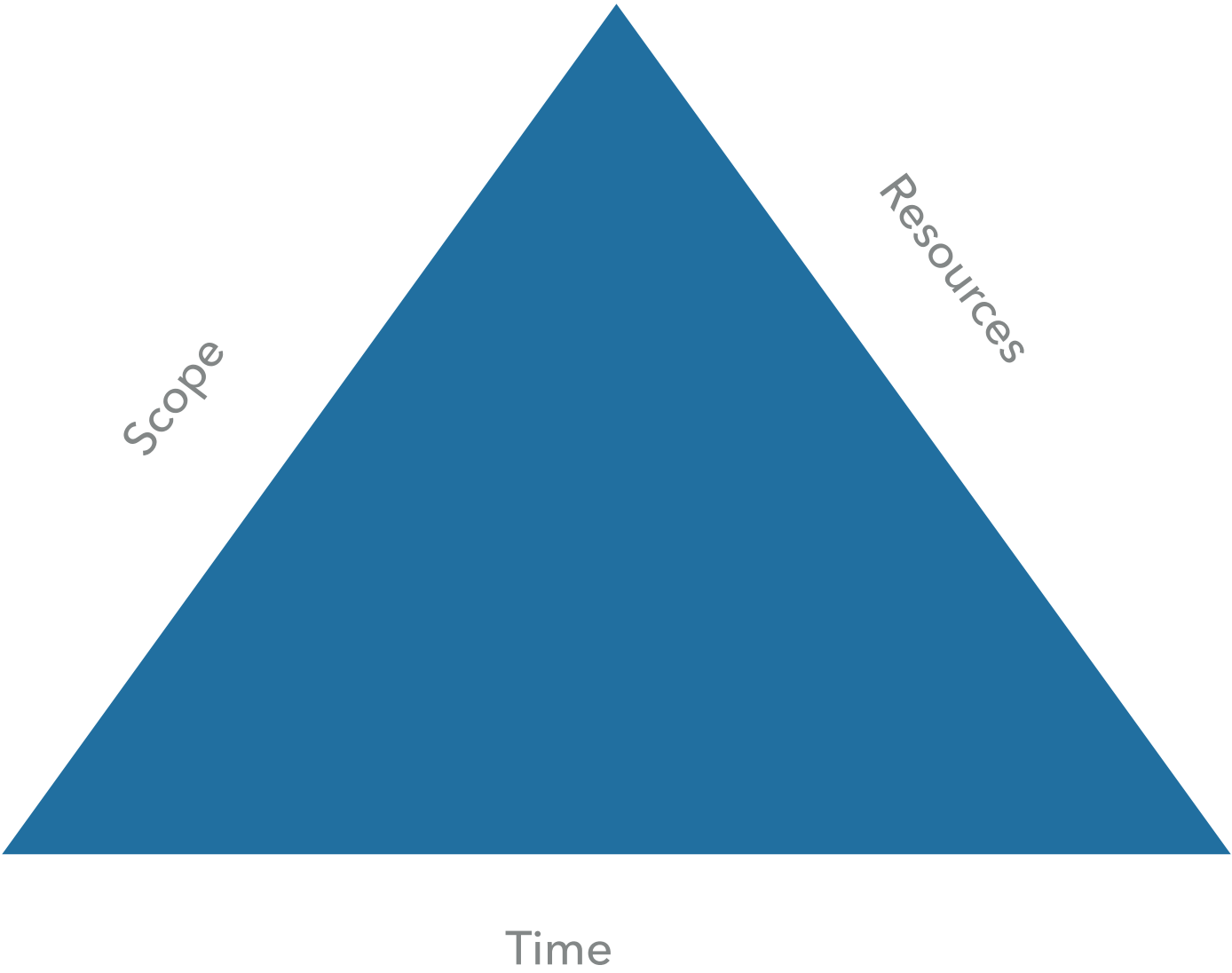pichler consulting

PLANNING

STORY
STORY } **Sprint 1**
STORY

STORY
STORY } **Sprint 2**
STORY

STORY
STORY } **Sprint X**
STORY

STORY
STORY } **Sprint Y**
STORY

Velocity

Measure how much you have delivered in the past sprints, and use this to estimate when the items in your backlog will be delivered

Pre-group

Forming

Storming

Norming

Performing

Adjourning

PLANNING

PLANNING

Resources

Scope

Time

Risk

Current Sprint | Next Sprint | Q4 2017 | Q1/2 2018 | End of 2018

PLANNING

▸ Not a management task!

▸ The plan is not the product of planning

▸ "Individuals and interactions over processes and tools"

▸ Your plan should be a living document

QUESTIONS