**3-4 Journal: Product Owner**

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

Results from user and stakeholder interaction create final products that meet their required standards and expectations. When developers work with stakeholders through collaboration, they create a process which builds stronghold and ownership leading stakeholders to experience higher satisfaction with smooth adaptation of the product (Atlassian, n.d.). The team can optimize feature prioritization through this process by spotting issues early so they can minimize reworking requirements and ultimately save project time.

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

User stories act as a common communication tool between stakeholders and the Scrum Team permitting successful understanding of the product deliverables. User stories transform complicated requirements into smaller achievable tasks which maintain paced development according to user objectives (Atlassian, n.d.). Together with Agile principles, they enable Scrum Teams to prioritize delivering value because features remain linked to user requirements.

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

To establish user pain points together with priorities, researchers conducted essential interviews and user meetings. Through user feedback, users asked for custom profile creation capabilities and affordable travel deals which led to developing user stories. The direct user feedback delivered precise direction by making sure user stories contained well defined targeted tasks. By collecting user insights, the project team made adequate feature decision to direct resources towards creating the most important product goals.

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

Usability testing combined with surveys represents a valuable method for obtaining supplemental information about user’ experiences. Through usability tests, teams can watch users interact with prototypes to detect design problems before project development begins. Surveys help collect numerical information concerning user choices and interactions. The Nielson Norman Group finds that brief, yet relevant, feedback requests, which avoid interrupting users, create optimal conditions for user input. These approaches allow teams to collect extensive user feedback that assists user story development.

Atlassian. (n.d.). *User stories with examples and a template*. Retrieved January 25, 2025, from <https://www.atlassian.com/agile/project-management/user-stories>

Nielsen Norman Group. (n.d.) User Feedback: 5 Guidelines. Retrieved January 25, 2025, from <https://www.nngroup.com/videos/user-feedback/>