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Journal 3 – The Product Owner

As the product owner it is my job to talk with my team and share the client’s goal while prioritizing the work. When working as a team, some of the key responsibilities of each member of the team are to have good communication and listening skills. By doing this it allows the team to spread the workload and make sure that all members of the team stay on track.

Engaging with stakeholders or users can be very helpful when it comes to developing the perfect product. Talking with the users you can gain insightful information on what they are looking for when using the product that the client is describing. Finding what features are going to be most desirable in the final product and why they would like such items, whether it is for ease of use, or just convenience factor alone. Learning more about the users on a personal level will be helpful with that, this can give the scrum team a more of a meaningful perspective when developing the final product. Performing interviews with the users by having an open discussion will give you more information, with the use of open-ended questions can help get the users to more easily describe to you on how they feel about things, more so than if you were to just “do you think this would be useful” or “do you like this”.

When it comes to things like user stories it can be a vital element for the booking process on the trip package product. They can provide incremental steps to work through that process of development of the final product. More importantly, the user’s stories can help explain to the scrum team why they are looking for such items within the product itself and why they feel it is necessary to be there. When the team can have a better understanding of why there needs to be something within the product it tends to help the scrum team feel that they have meaning and purpose for the development of those features. With the end goal in mind, the process of getting there can be open-ended giving them a chance to feel creative with their way of problem solving.

Performing interviews can being vital in the creation of the client’s product they wish to have created. They help provide better understanding and goals that the users are wanting to see alongside pointing out things that they don’t. You do need to gather as much information as you can from different perspectives, their choices, and many types of details, good or bad that they have experienced with other travel history. With this it allows us to create and plan for development and ideas of what sort of items that we should implement. Having the ability to see customers’ reactions when talking about previous experiences we can gauge what sort of things they enjoy or dislike. With interviews we can gain insight into the customer about what they are experiencing with other companies, so we can aim to achieve better satisfaction. As a company we seek out the happiness of our customers more than anything else.