Module 3 Journal

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Short Journal

As I reflect on my role as the Product Owner for the travel booking software, I've gained valuable insights into communicating user needs and preferences effectively.

Benefits of engaging with users or stakeholders: I've discovered that engaging directly with users and stakeholders offers numerous benefits. Through this process, One could gain firsthand insight into their needs and preferences, which I wouldn't have fully understood otherwise. I've found that these interactions help me validate our product ideas and features, ensuring we're on the right track. Moreover, I've been able to identify pain points and opportunities that weren't initially apparent. I believe this engagement process can build user trust and loyalty, as they feel heard and valued. Most importantly, I've realized that this direct communication ensures our product aligns closely with market demands.

How user stories help the Scrum Team: Reflecting on the User Stories assignment, I've come to appreciate how crucial these are for the Scrum Team. I've seen how user stories provide clear, user-centered goals that keep our development focused on delivering value. I've found that they help us break down complex features into manageable tasks, making our work more efficient. In team discussions, I've noticed how user stories facilitate estimation and prioritization, allowing us to plan our sprints more effectively. I believe they've improved communication between team members by providing a common language centered on user needs.

How interviews/user meetings helped in writing user stories: The interviews and user meetings were invaluable in writing these user stories. I found that they provided real-world context for user needs, which I couldn't have imagined on my own. I was surprised by how much I learned about specific user language and terminology, which helped me write more authentic

and relatable stories. These interactions uncovered unexpected user priorities, reshaping my understanding of what features were most important. I appreciated the opportunity for immediate clarification of user requirements, which helped me avoid misunderstandings. Overall, I found these meetings extremely helpful in prioritizing features based on direct user feedback.

Other methods for collecting feedback to build user stories: While interviews were insightful, I recognize the need for diverse feedback collection methods. I believe surveys and questionnaires could help us gather quantitative data to complement our qualitative insights. I'm interested in exploring user behavior analytics to understand how users interact with similar products. I think prototype testing and usability studies could provide valuable insights into how users engage with our designs. I also see potential in monitoring social media for unsolicited feedback and analyzing customer support logs to identify common issues or requests.

To conclude, I've found that my role as Product Owner requires me to be a bridge between users and the development team. By engaging with users, crafting clear user stories, and continuously seeking feedback, I believe I can guide our team towards creating travel booking software that truly meets user needs and preferences.

References

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