As the Product Owner, my job is to help stakeholders and business communicate their needs and requests to the development team. By engaging with users or stakeholders, I can benefit from listening to their requests and requirements firsthand. It also gives me a chance to clarify any abstract requests and refine them into stories so the agile team can follow them easily.

By turning business requirements into user stories, the scrum team can view the tasks from a user point of view as opposed to a simple list of requirements. This allows us to breakdown complex tasks into smaller features that can be quicky implemented by the development team. User stories also help enhance and foster collaboration between the stakeholders and the development team in a way which is easy for everyone to understand and participate in.

The interviews with the users and Product Owner greatly help in writing the user stories as the PO is able get a good picture of what the users/stakeholders want in their application. Thus, enabling the PO to construct the stories that reflect the requests and demands of the user in a way that benefits the development team with clear understanding of each request.

Sometimes user interviews alone may not be enough to build the stories, usually after the stories are build by the PO, the Scrum Team meets up with them and go through a story refining session which allows them to further break down stories into features to develop. To streamline the process, showing users existing applications and pointing out any desirable features, or have them mockup features in a presentation can help a lot for collecting their feedback. Also meeting up with Stakeholders every iteration as a form of demo day can also help in getting direct feedback, this helps in understanding what the stakeholders really want and write the stories better for the future iterations.

Resources:

Ravlani, K. (2018a, March 22). *6 benefits of good user stories*. Scrum Certification Training and Agile Coaching.   
[https://agileforgrowth.com/blog/userstory-benefits/](https://agileforgrowth.com/blog/userstory-benefits/%20)

*Why is product owner important?: Wrike Product Guide*. Versatile & Robust Project Management Software.  
[https://www.wrike.com/product-management-guide/faq/why-is-product-owner-important/](https://www.wrike.com/product-management-guide/faq/why-is-product-owner-important/%20)