

PRODUCT OWNER

Scopriamo questo sconosciuto!



19 novembre 2016

ALESSIO DEL TORO

- Agile Coach
- ICF Associate Certified Coach
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ALESSIO DEL TORO

- Ed ero un PO (felice!)





POCamp

Product Ownership Camp



2016
2015
2014
2013



SCRUM



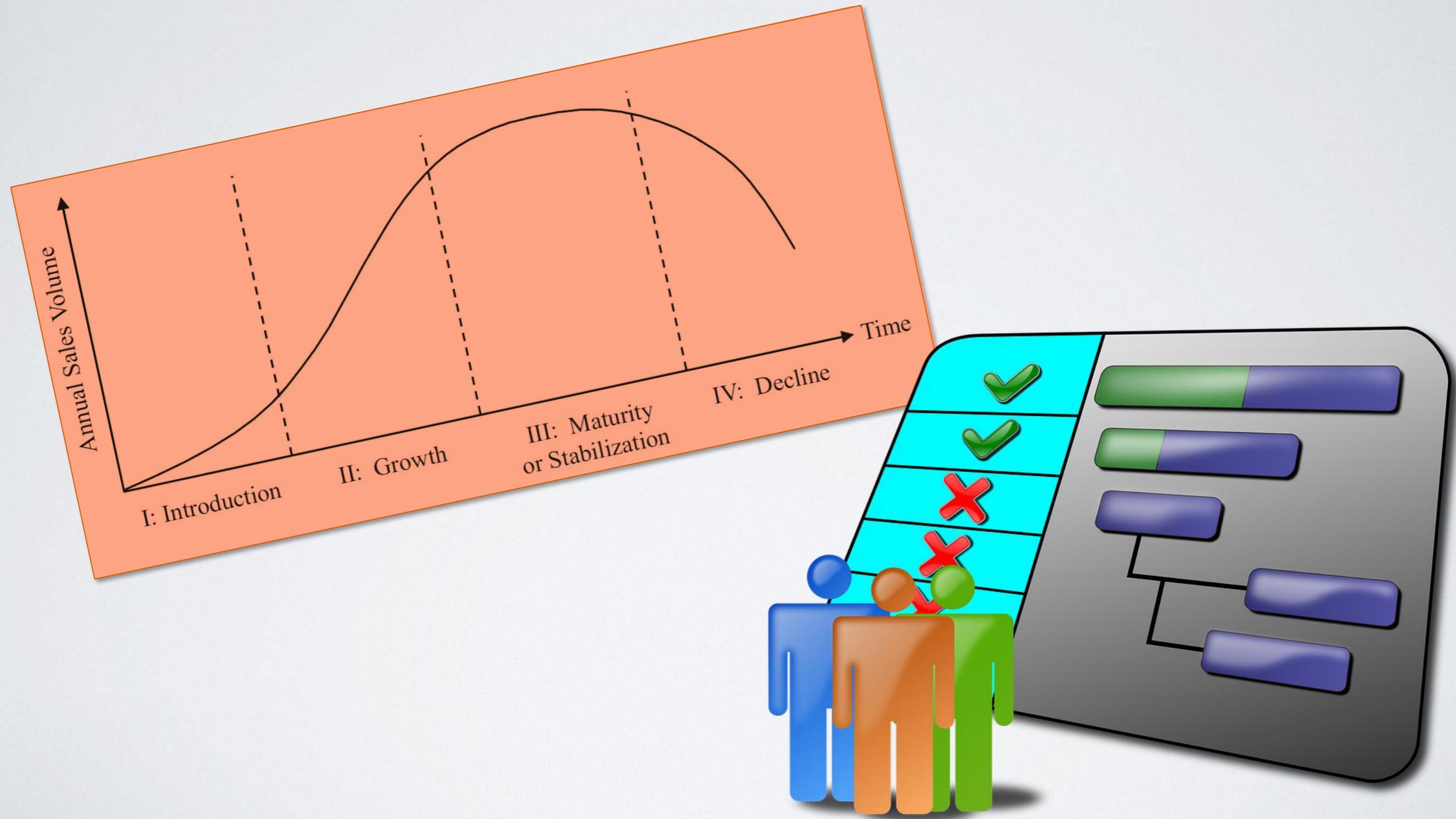
“Business people and developers must work together daily throughout the project.”

Agile Manifesto principle
www.agilemanifesto.org

“The Product Owner is responsible for maximizing the value of the product and the work of the Development Team.”

*Ken Schwaber and Jeff Sutherland
Scrum Guide 2016*

Product vs Project



MASSIMIZZARE IL VALORE





La piramide dei bisogni di Maslow (1954)









AVERE UNA VISION





Aggiustiamo la rotta il prima possibile.



Cambiamo la destinazione il meno possibile!



LA VOCE DEI CLIENTI

CLIENTI



OUTENTI?











... WORST - DAY - EVER





“Se avessi ascoltato i miei clienti, avrei dato loro un cavallo più veloce”.

–Henry Ford

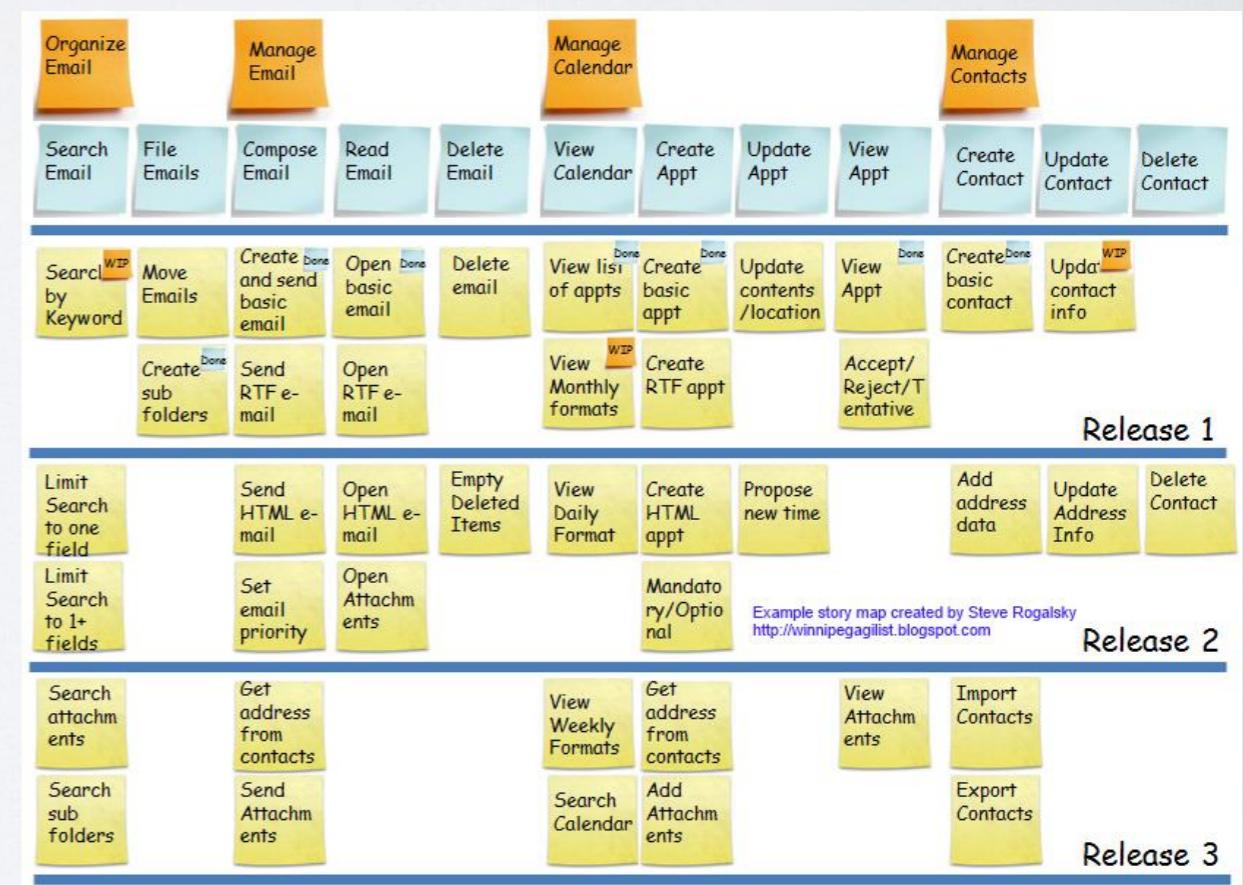




GESTIRE IL PRODUCT BACKLOG



La piramide dei bisogni di Maslow (1954)





A₁

J₁

B₃

G₂

S₁

M₃

P₃ R₁ I₁ O₁ R₁ I₁ T₁ Y₄

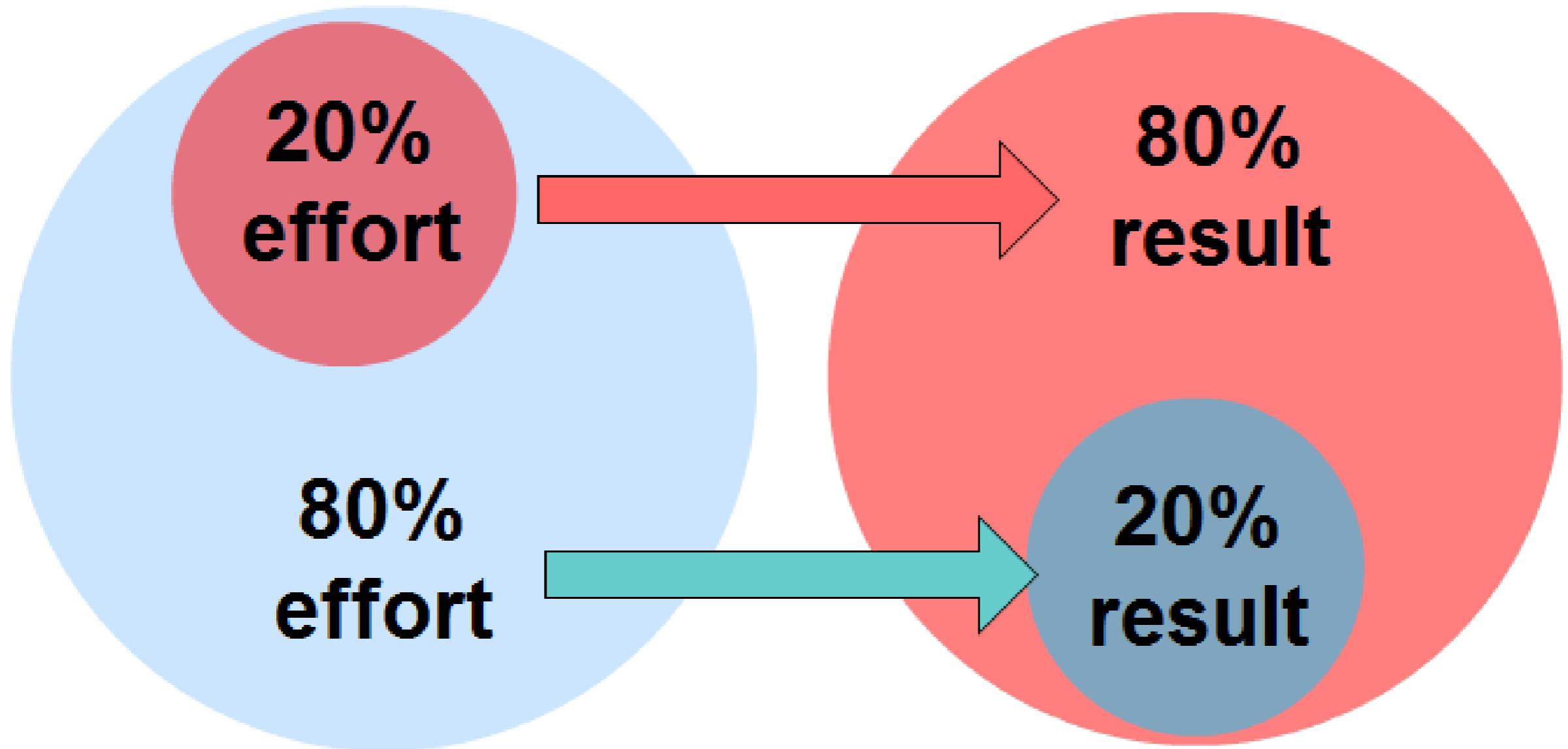
R₁

A₁

N₁

D₂

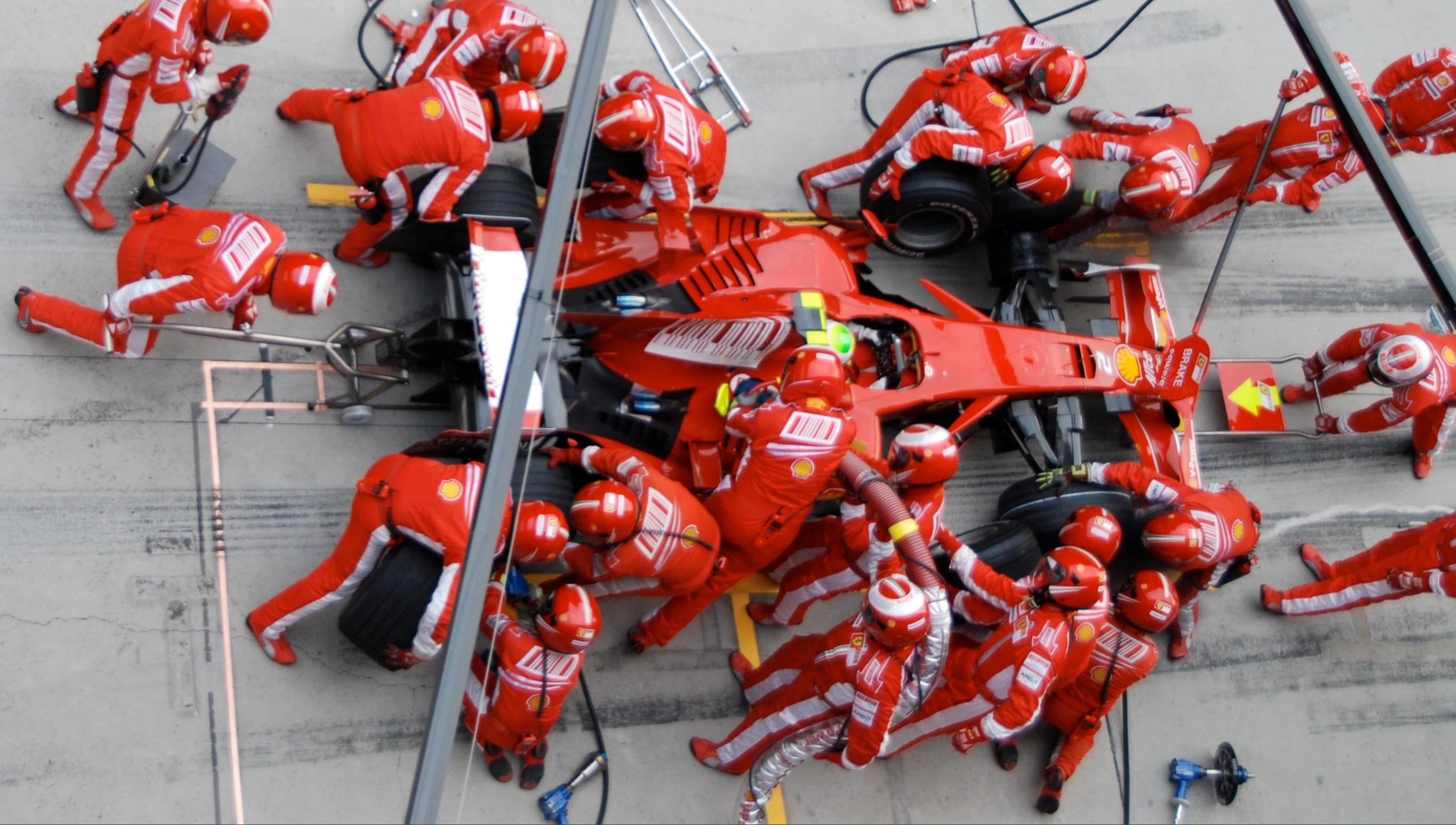
Principio di Pareto



THE TIME IS SHORT







COLLABORARE









RESPONSABILITÀ

MASSIMIZZARE IL VALORE

AVERE UNA VISION CHIARA

ESSERE LA VOCE DEI CLIENTI

GESTIRE IL PRODUCT BACKLOG

COLLABORARE COL TEAM E GLI STAKEHOLDER





DISFUNZIONI

DISFUNZIONI 1/6

overworked



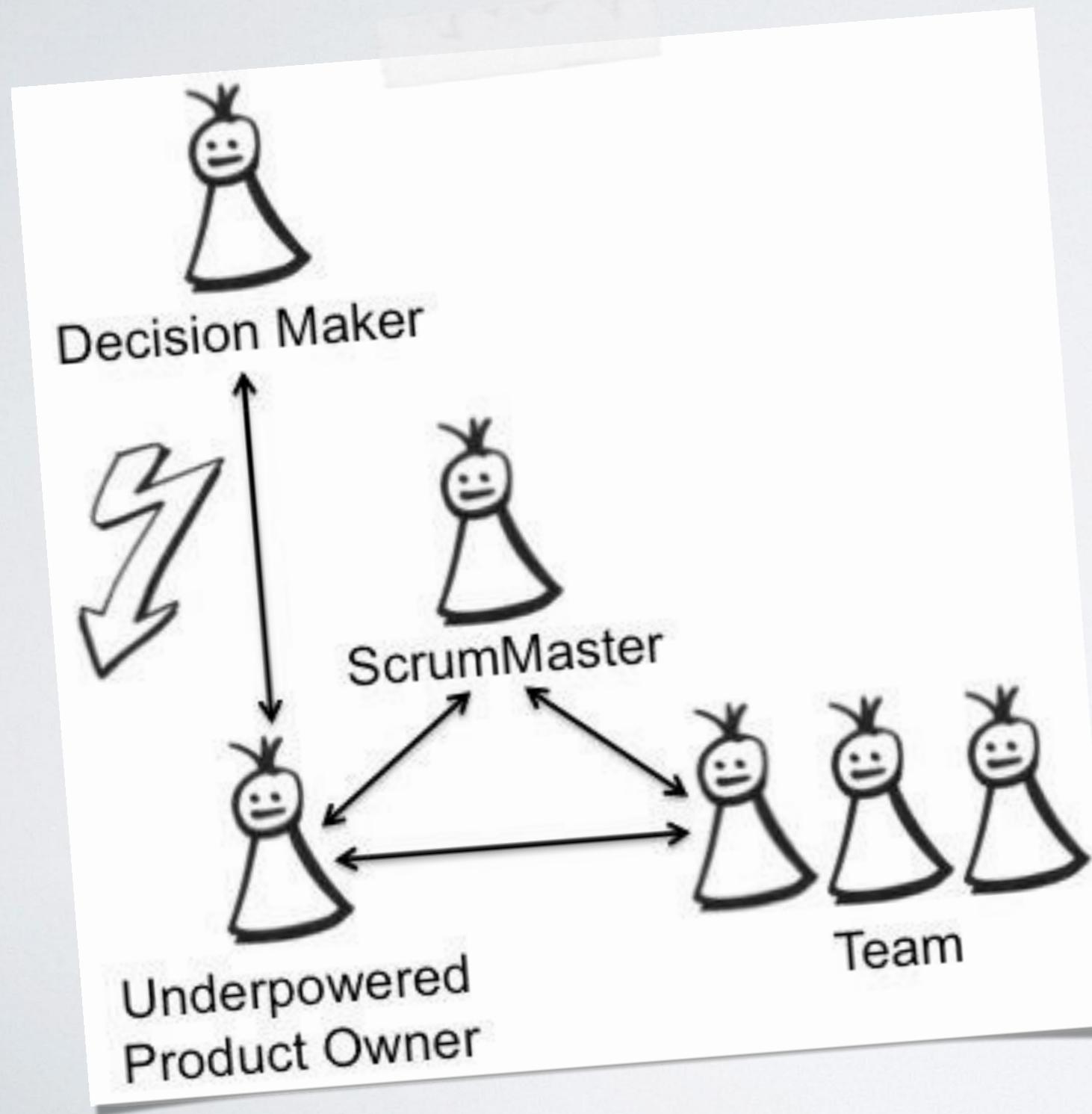
A photograph of a LEGO castle scene. In the foreground, a group of LEGO minifigures in medieval-style armor are gathered. One figure in the center-left has a speech bubble above them. Another figure to the right has a speech bubble below them. A small blue sign with a crown icon is visible in the top right corner.

Are you too busy to innovate?

I don't have time;
I have a battle to fight!

Sir?

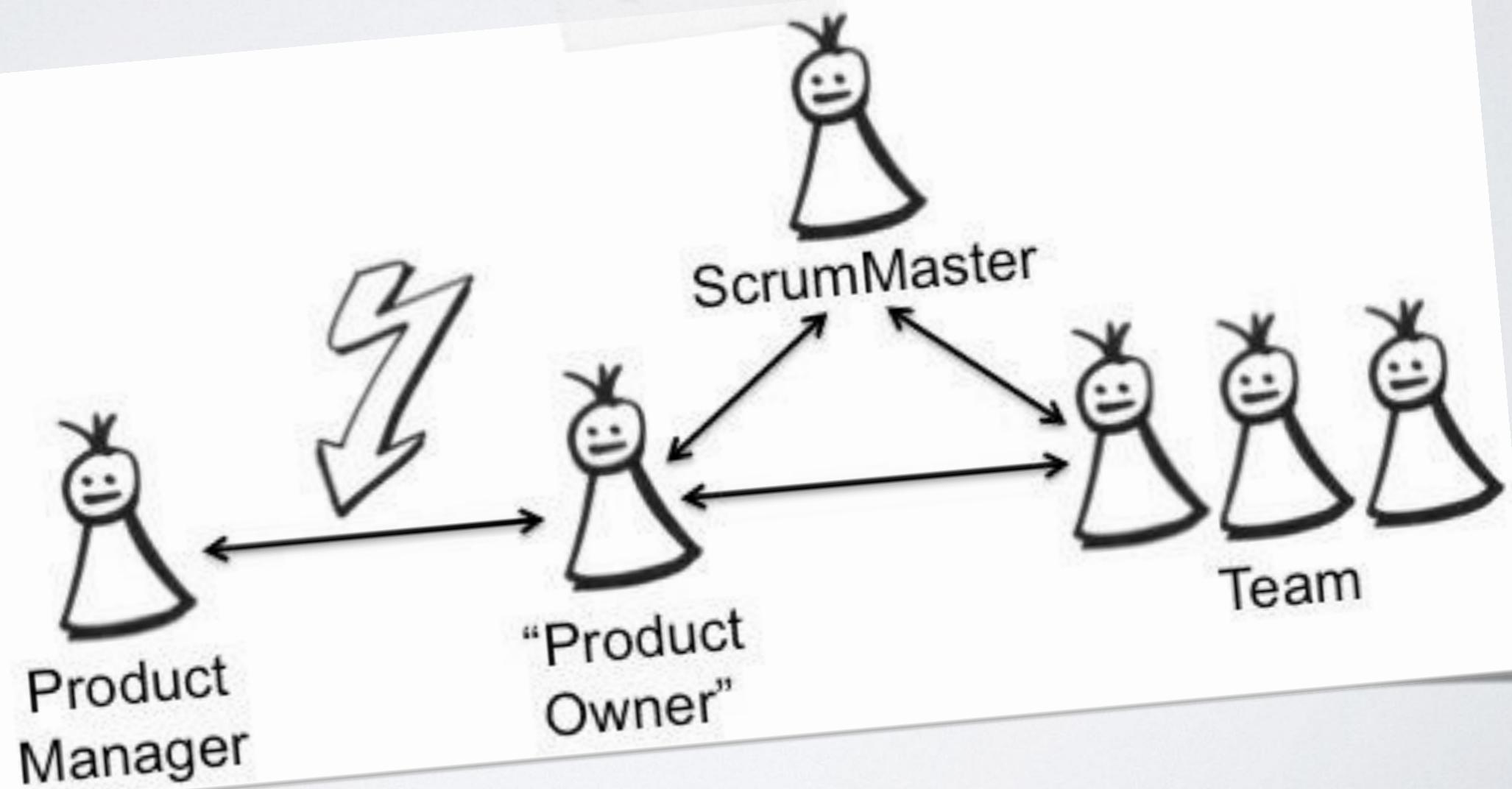
DISFUNZIONI 2/6



underpowered

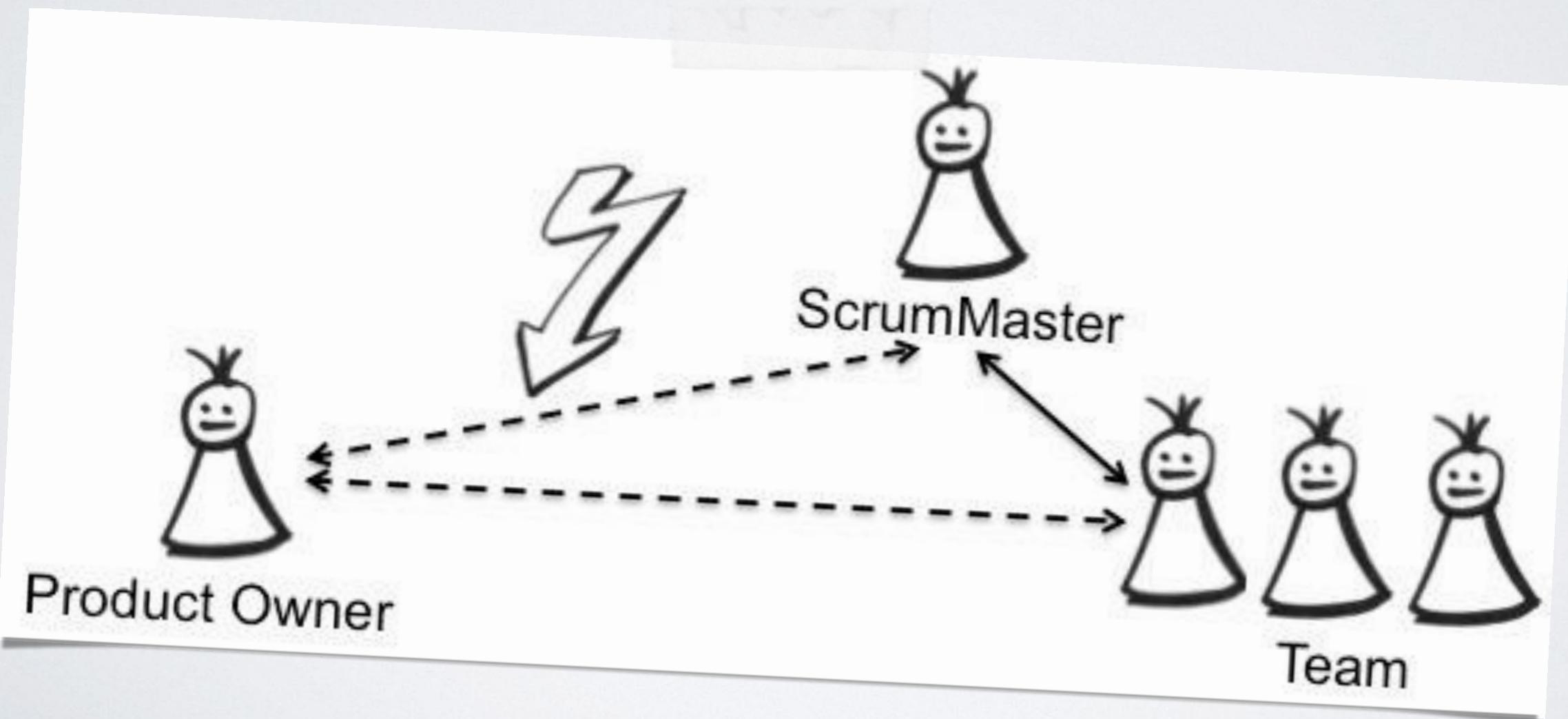
DISFUNZIONI 3/6

partial



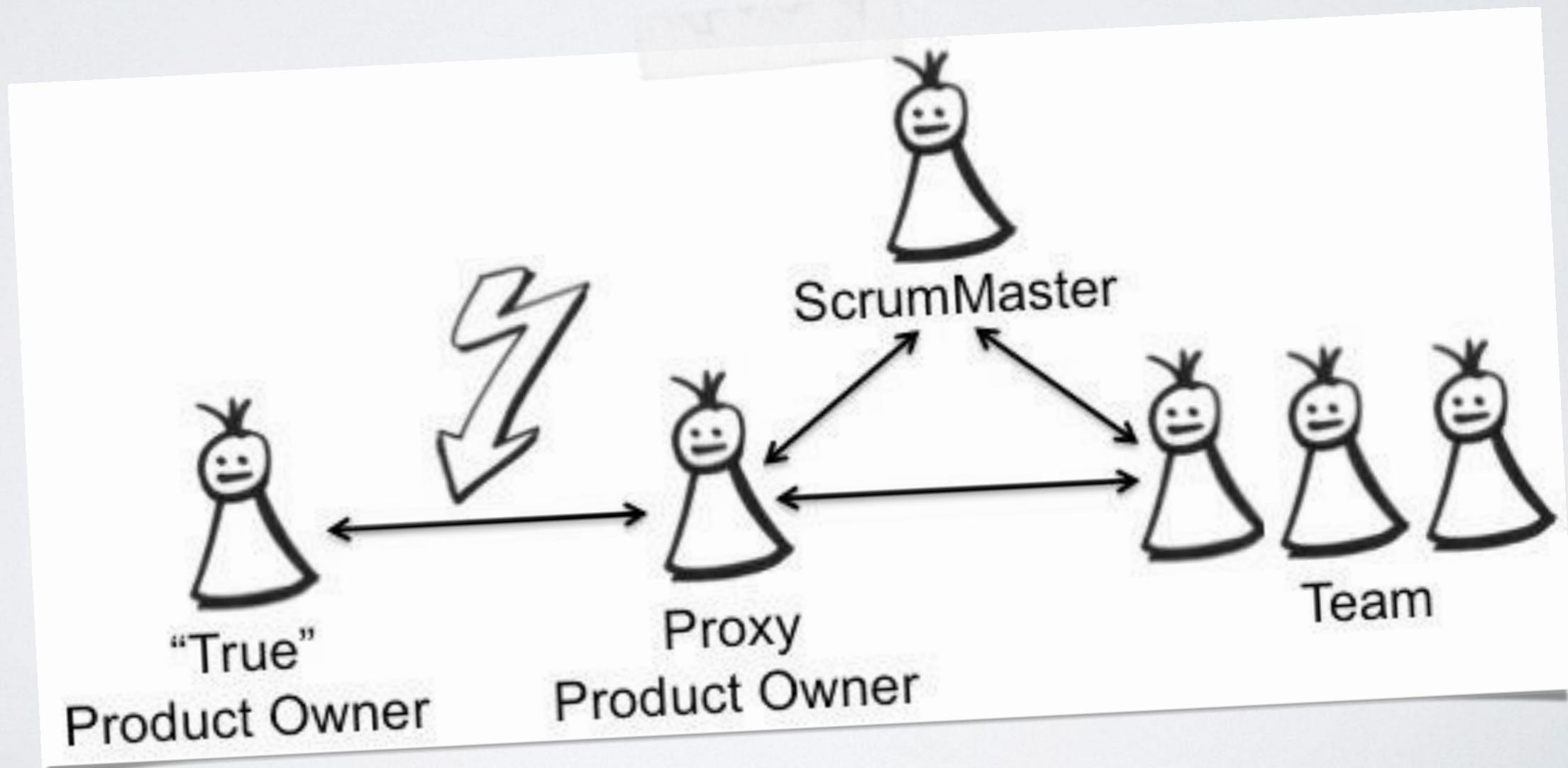
DISFUNZIONI 4/6

distant



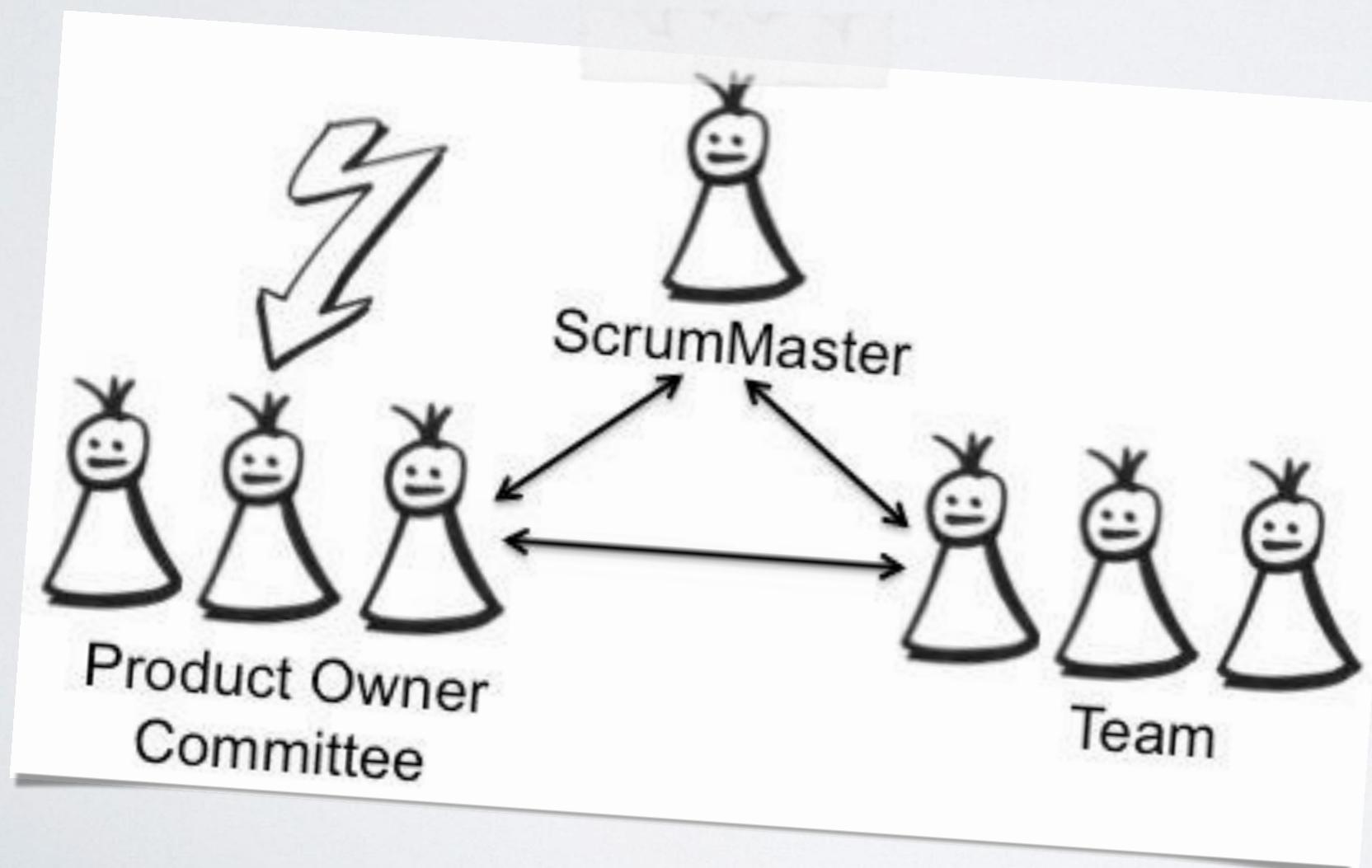
DISFUNZIONI 5/6

proxy



DISFUNZIONI 6/6

committee





HELP

TOOLS



TOOLS

- Personas
- User Stories
- Product Backlog Refinement
- M.V.P.
- Elevator Pitch
- Business Model Canvas
- Kano Diagram
- User Story Mapping
- Prototyping
- Interviewer
- Product Vision Board
- Product Canvas

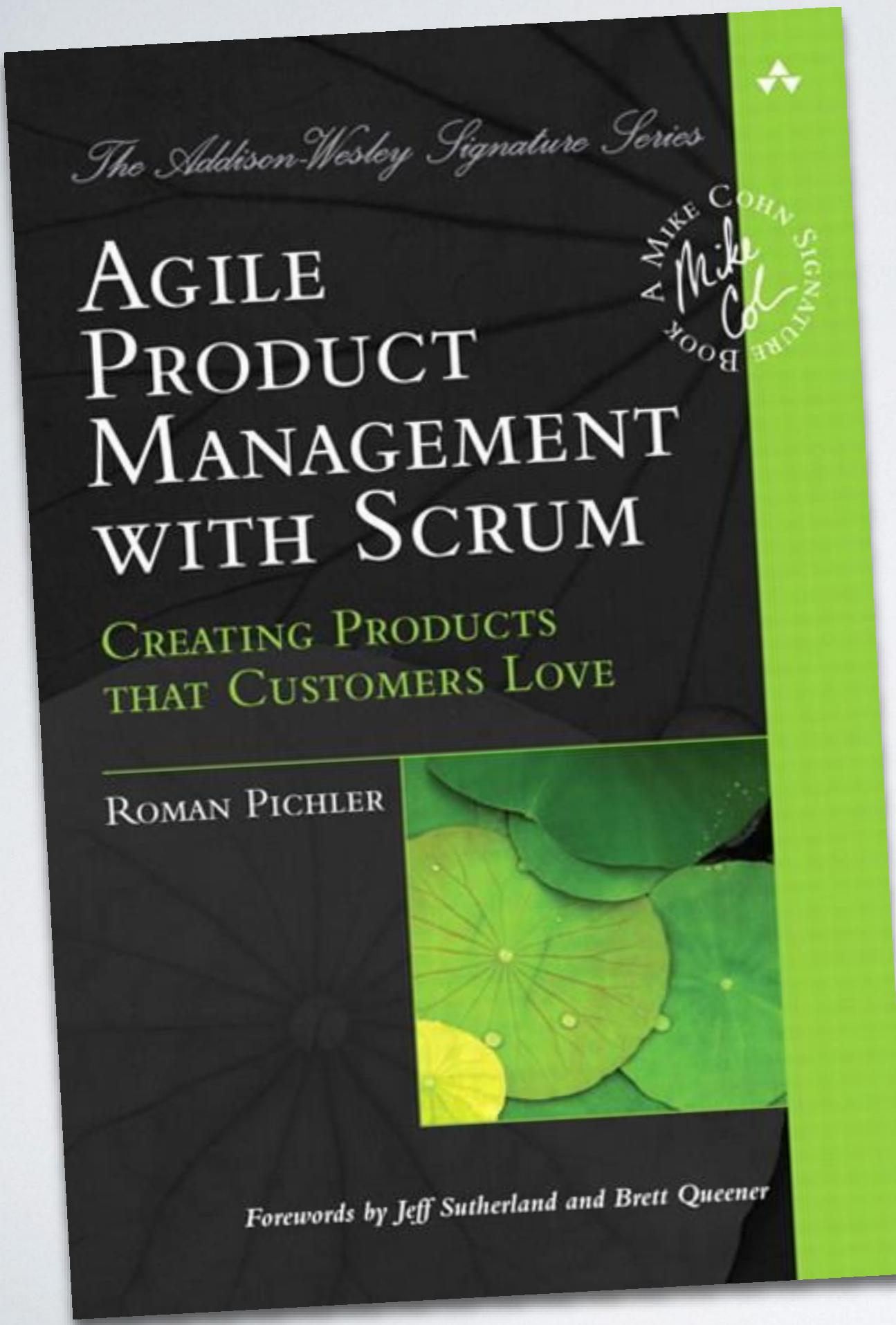
FEEDBACK



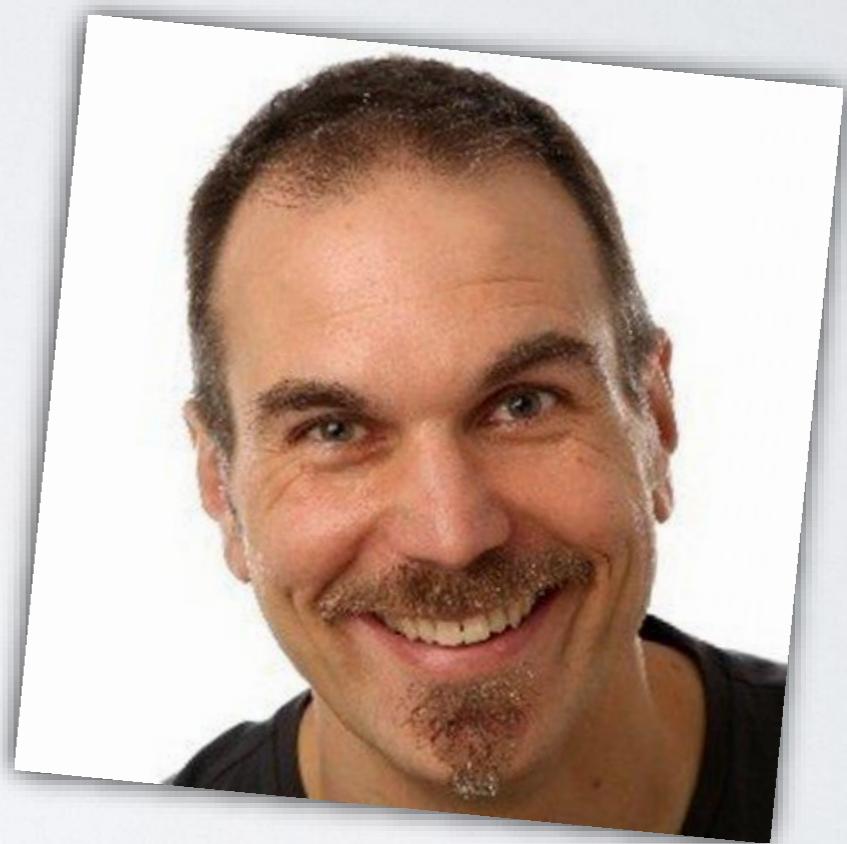
delegate

remember





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BUILD THE RIGHT PRODUCT

Jeff Patton
with Peter Economy
Forewords by Martin Fowler,
Alan Cooper, and Marty Cagan

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PO

GRAZIE A TUTTI!

