

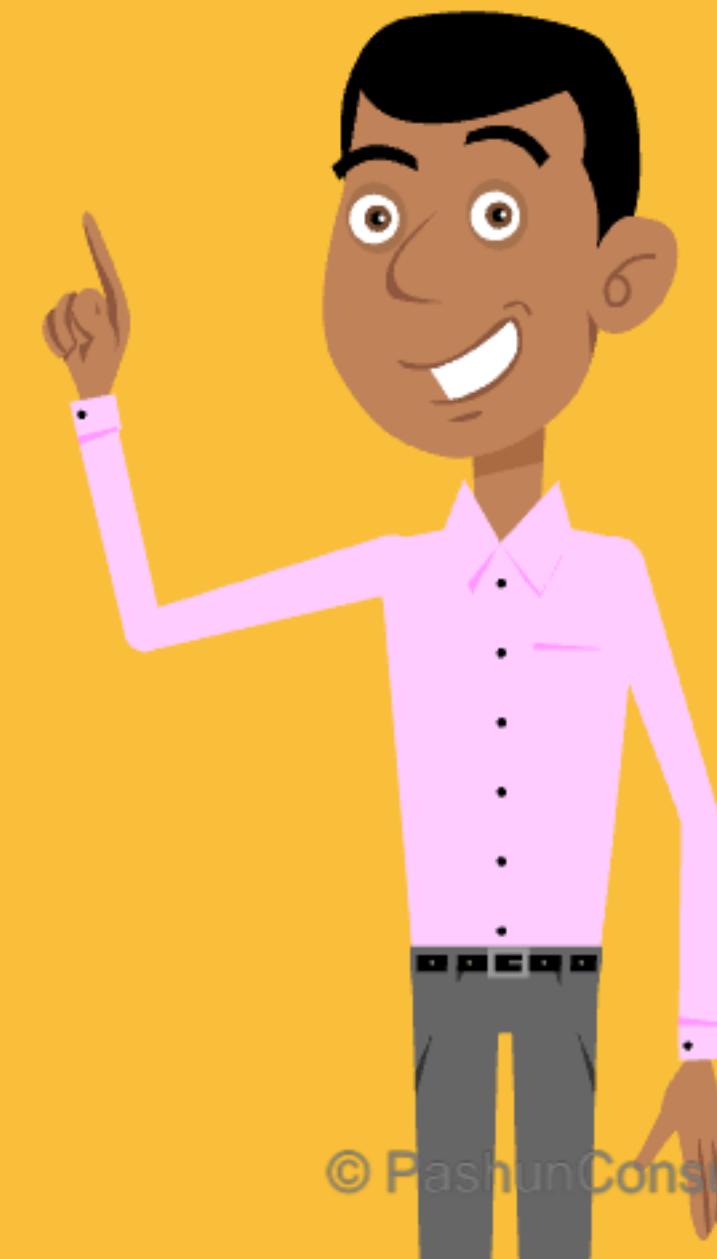
Key Principles To Use When Carrying Out The Role Of The Product Owner





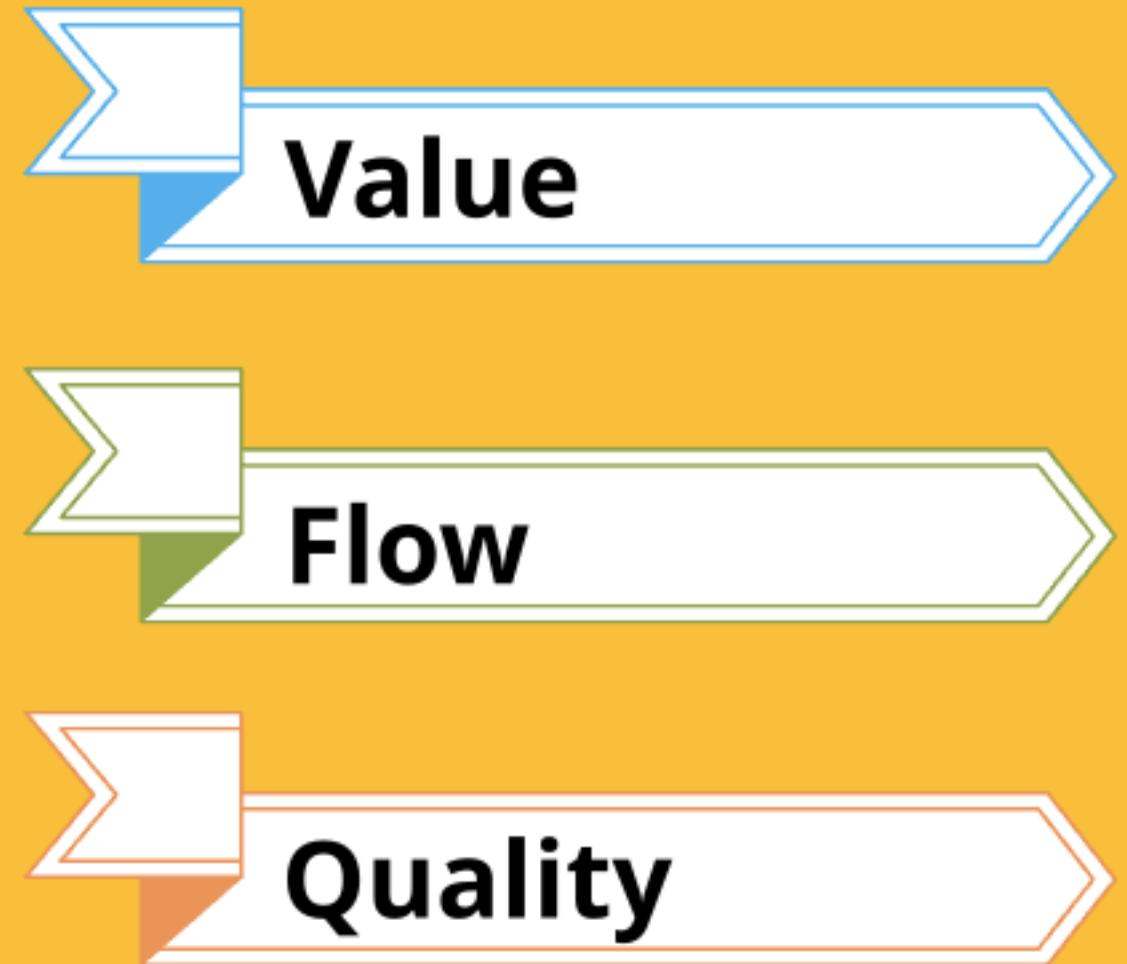
- He or she is fully responsible for ensuring that the final deliverables are met as per set standards and requirement
- He or she is the only person who is responsible for managing the product backlog

- Order the items in the product backlog



- This is the basis of the quality of the final shipment





- **Very visible**
- **Very transparent**
- **Very clear to all**
- **Shows what the Scrum Team will proceed to work on**

- Ensure efficiency in execution of duties

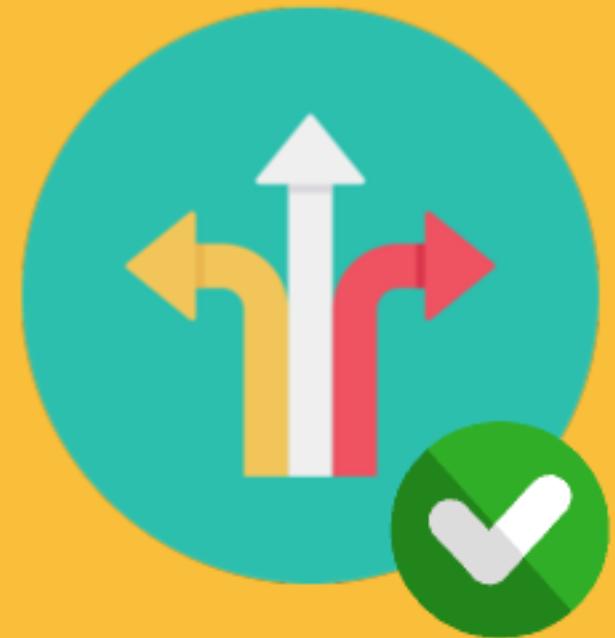


- Accountability rests fully upon his/ her shoulders



- His or her decisions should be fully backed up by the entire organization for his/ her work to be successful





- **Visible in the content and ordering of the product backlog**
- **The product owner has to see to it that that is ensured**



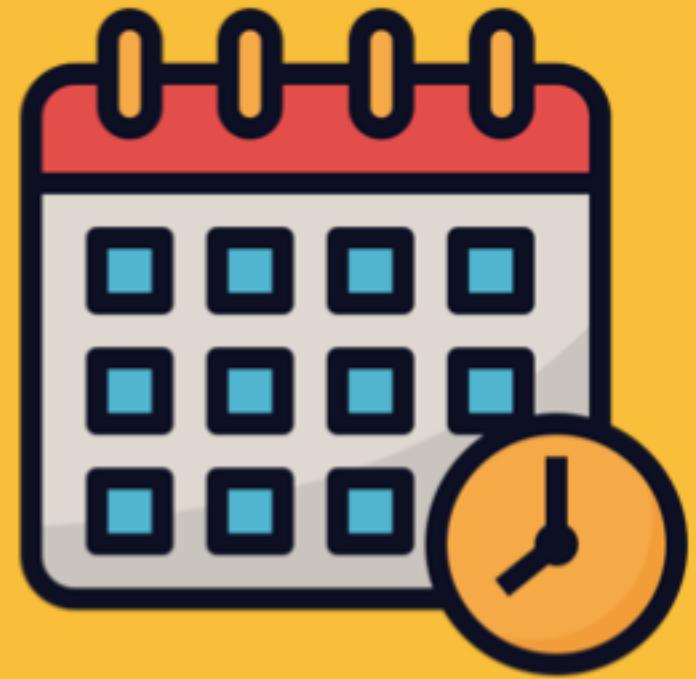
- **The developers can only work on the requirements as stipulated by the product manager for accountability purposes**

- Active user participation is important and non-negotiable



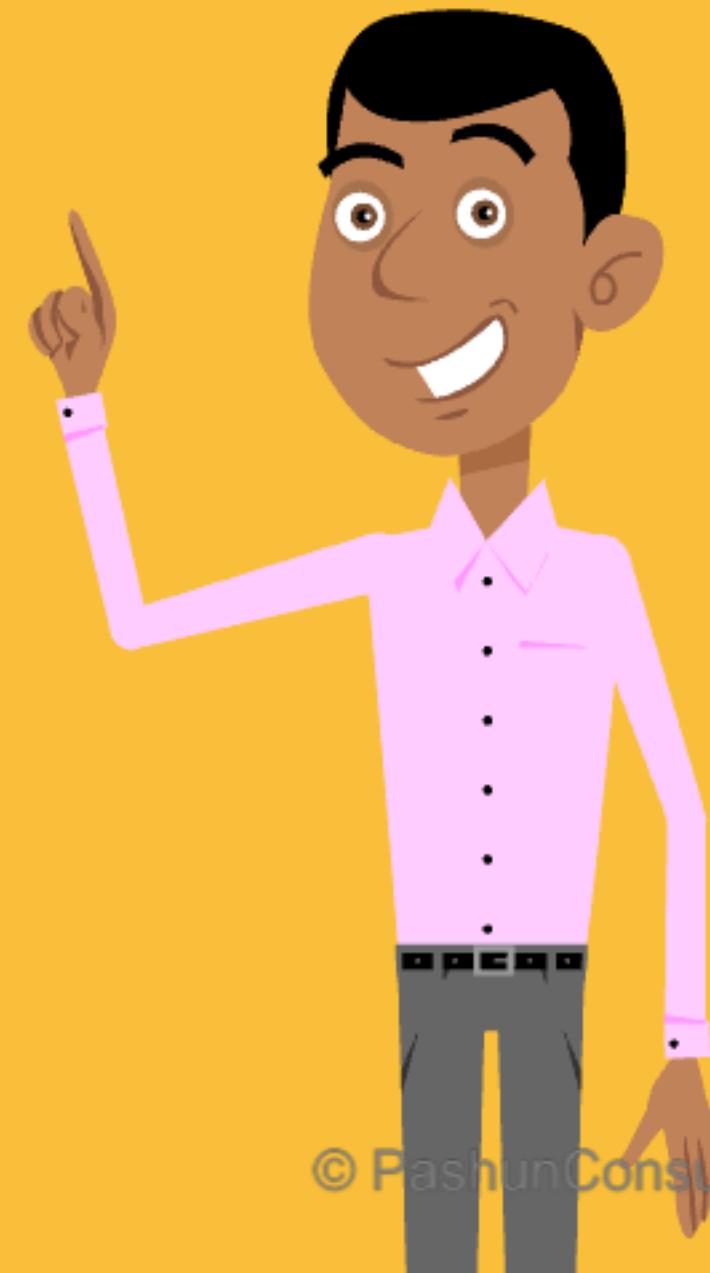


**Effective and efficient
decision makers in promotion
of self-organization**



- Obligations for the product and conditions of development may change
- The timescale is not (always) flexible

- Regular delivery of product





- Ensure that each feature is completed before the team can move on to the next



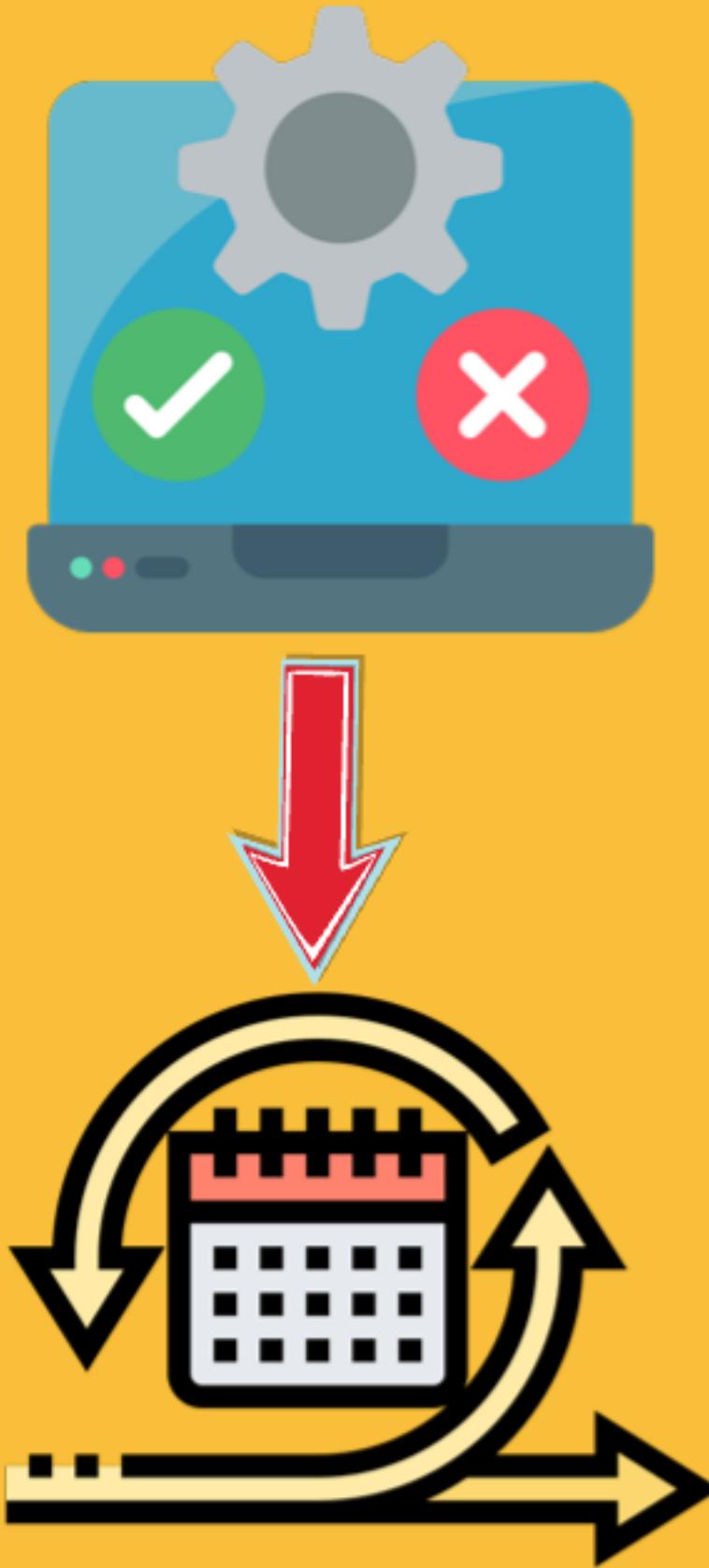
20% Effort



80% Results

- The 20/80 rule must be applied throughout the process
(As discussed earlier)





- Testing must be incorporated all over the project development
- There must be early and regular testing implemented
- The earlier the user testing can commence, the sooner it can be incorporated into future sprints



- There must be collaboration and cooperation between and among all stakeholders





- She/he is a collaborator and facilitator but not commander or controller of the development process



**Produce maximum business value
starting from the beginning of the
project and going on until the end**