Product Owner

Product Owner – Represent the Business

Require domain knowledge

Understand the short term and strategic goals

Work with other business stakeholders and subject matter experts

Communicate updates to stakeholders and the wider community

Product Owner

The product owner:

- The Product Owner is one person, not a committee
- Represents the needs and desires of the stakeholder community to the Dev team
- Represent the work of Dev team to the stakeholder community
- Has clear product vision and impart the passion of the product
- Maximizing the value of the product

Development team has a dedicated product owner to go to for information and prioritization of their work

Product Owner

The product owner is responsible and accountable for managing product backlog which includes (not limited to) :

- Clearly expressing product backlog items;
- Ordering the items in the product backlog to best achieve goals and missions;
- Optimizing the value of the work the development team performs
  ensuring that the product backlog is visible, transparent, and clear to all
- Defining what the scrum team will work on next

Product Owner

- Ensuring the development team understands items in the product backlog to the level needed
- Answers any business-related queries for the development team.
- Is accountable for product backlog refinement along with the development team.
- The PO has the authority to cancel a sprint – Only the PO can cancel the sprint, if the goal is obsolete, and can then start the next one immediately

Product Owner

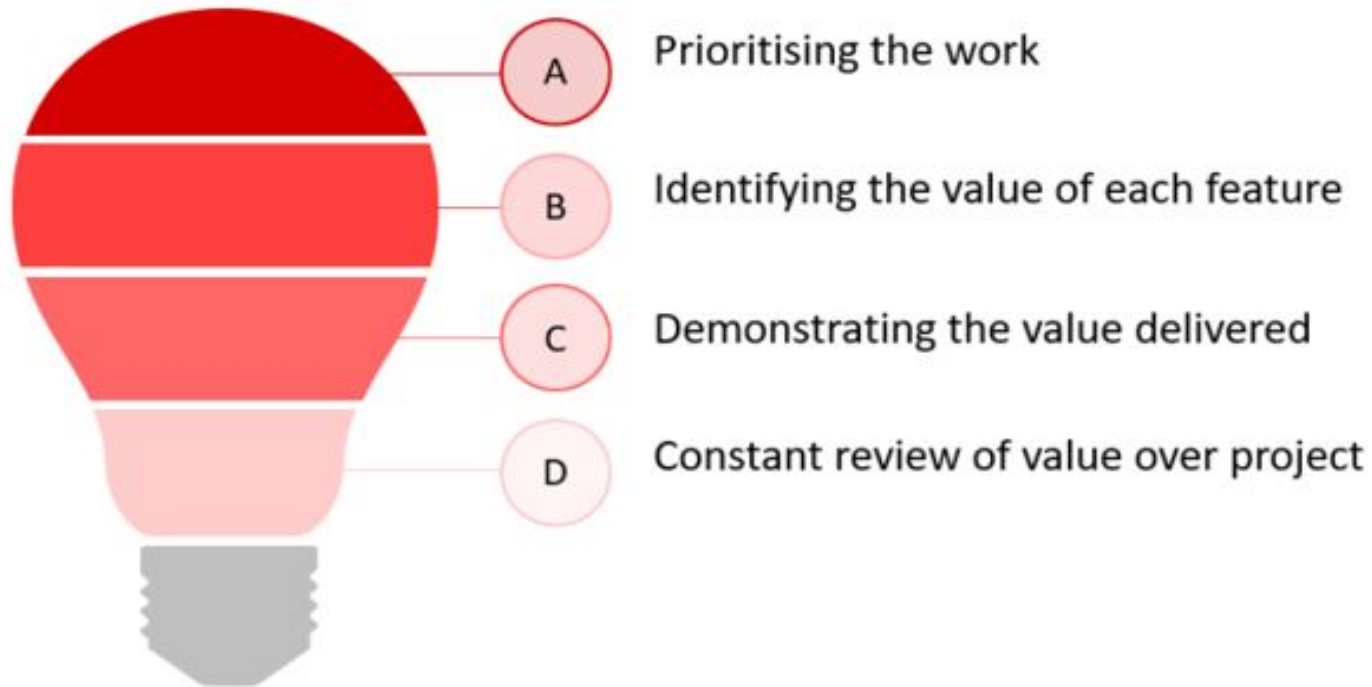Successful product owner require right skills :

Leadership skills : empathy, vision,
communication, decision-making, stakeholder management

Strategic skills : product roadmap, business model, market
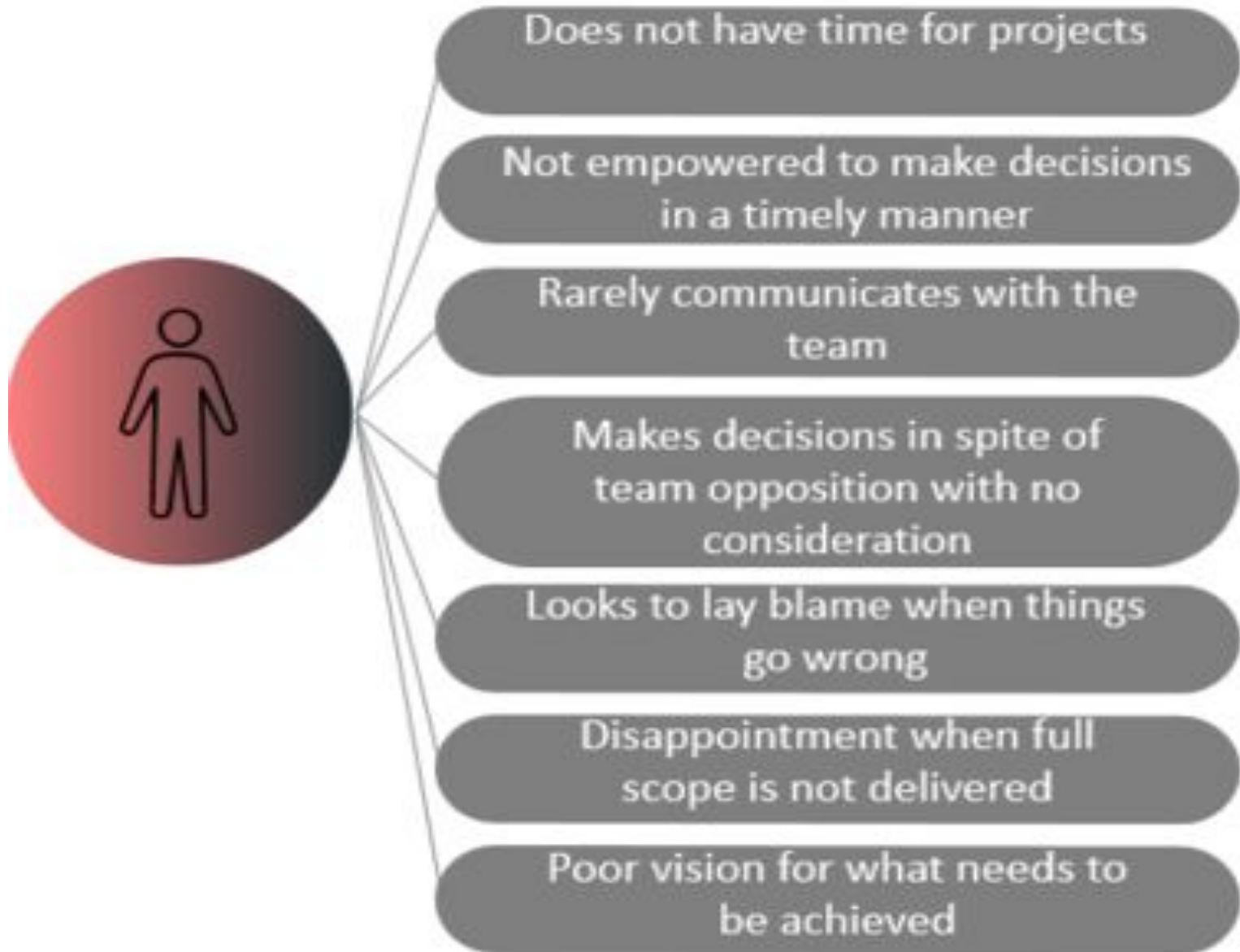research and validation, and product discovery

Tactical skills : product backlog
prioritization and management, user stories, product validation
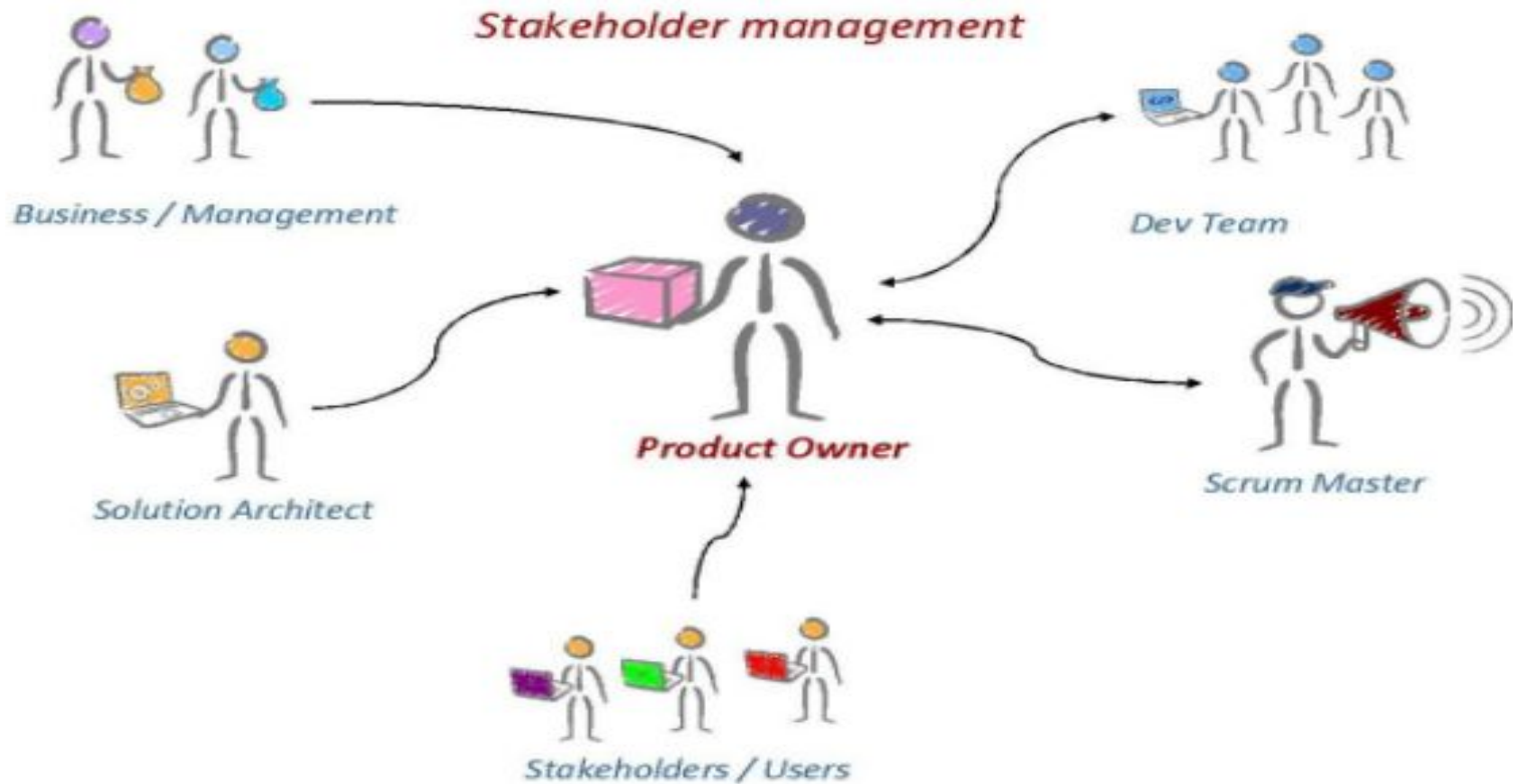techniques

Product Owner – Maximize Value

Product owner maximizes value by

A — Prioritising the work

B — Identifying the value of each feature

C — Demonstrating the value delivered

D — Constant review of value over project

BAD Product Owner

- Does not have time for projects
- Not empowered to make decisions in a timely manner
- Rarely communicates with the team
- Makes decisions in spite of team opposition with no consideration
- Looks to lay blame when things go wrong
- Disappointment when full scope is not delivered
- Poor vision for what needs to be achieved

Product Owner

QUIZ TIME

Who should know the most about the progress toward a business objective or a release, and be able to explain the alternatives most clearly?

(choose the best answer)

○ A) The Development Team

○ B) The Product Owner

○ C) The Scrum Master

○ D) The Project Manager

Which statement best describes a Product Owner's responsibility?

(choose the best answer)

- A) Optimizing the value of the work the Development Team does.

- B) Keep stakeholders from distracting the Development Team.

- C) Directing the Development Team.

- D) Managing the project and ensuring that the work meets the commitments to the stakeholders.

Which description best fits the role of the Product Owner?

(choose the best answer)

- A) Scope Protector
- B) Chief Analyst
- C) Value Maximizer
- D) Requirements Collector
- E) Project Manager 2.0

True or False: A Product Owner is essentially the same thing as a traditional Project Manager?

○ A) True

○ B) False

What is the Product Owner accountable for in Scrum?

(choose the best answer)

- A) Writing the User Stories so they are understandable to stakeholders

- B) Clearly expressing a Product Backlog that maximizes value and represents the needs of the stakeholders

- C) Refining the top level Product Backlog items until they are ready to be handed over to the Development Team

- D) Describing an Increment at the Sprint Planning and make sure that the Development Team delivers it by the end of the Sprint

What two phrases best describe the relationship of the Product Owner and the Development Team?

(choose the best two answers)

A) They collaborate often so the Development Team builds Increments keeping end-user and stakeholder concerns in mind.

B) They should share no more than the Sprint Planning and the Sprint Review meeting.

C) The Product Owner should be with the Development Team full-time to grow a deep understanding of the technology being used.

D) They collaborate often so the Product Owner can make informed decisions in balancing effort and value of Product Backlog items.

E) They should work apart as much as possible in order to keep the concerns of business and technology separated.