**Module 3 Journal Entry - Product Owner**

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11/9/23 - 3:22 AM

11/11/23 – 3:29 AM

**0. Prompt:**

**In this second journal assignment, you will think about your work as the Product Owner for the travel booking software and how you communicate user needs and preferences.**

**1. What is useful when engaging with users or stakeholders?**

* When engaging with users or stakeholders, a good strategy is to have clear, open communication channels such as interviews, surveys, or feedback sessions where users and stakeholders can express their views and concerns.
* Asking targeted questions that spur discussion, active listening, and note-taking must be used to ensure the full context and relevant information are captured within feedback sessions. Taking notes of users' desires and non-verbal cues can also be a helpful strategy when receiving feedback.
* Workshops and focus groups can also help create collaboration, discussions, and new ideas. Overall, the goal is to enact strategies for establishing openness, trust, deeper understanding, and the creation of new ideas.

**2. How will user stories be helpful to the Scrum Team?**

* User stories are little stories that explain a desire for the program from an end user's perspective. It's a tool used to bridge the gap between the technical and non-technical team members and to ensure the team has a user-centric approach during the development of the program. With the program, there is the potential for many types of users, as there will likely be people using the program with different goals in mind. This allows for the generation of multiple perspectives on the program and helps to determine features that may need to be added to appeal to a broader range of users.
* User stories can then be used as a categorization and planning tool. Each story describes a feature that can be added to the overall program. Each story is assigned a grading of small, medium, or large, depending on the difficulty and resources needed to complete that task. The stories are then organized by the importance level based on the features tied to them. With these stories' difficulties and importance level defined, we can then plan to make those stories a reality.
* The next step is to decide which stories and features to add as goals to a sprint, who is to work on those goals, and when they should be completed. Things like acceptance criteria will also be discussed to define the end goals of the tasks, ensuring that the tasks have clear objectives with success metrics.

**3. How did the interviews/user meetings help in writing these user stories?**

* The user meetings for the user stories helped create new ideas for features from the perspective of different types of end users. This allows for generating ideas the team may not have considered before. It can also reveal the intentions and motivations behind the actions and desires of the users. With the interviews, we can get a deeper look into some of the problems users face when using this or similar types of programs, allowing for a greater appeal and user experience to a broader audience.
* There are also many other positives to having these types of meetings:
  + Validate user needs in the program through direct contact instead of just depending on hypotheses.
  + Meetings can guide the refinement of user stories, which could change the story's goal or importance value to the program.
  + Defining strategies and ensuring an accurate representation of the stories are created, along with a proper plan of action to undertake and implement the tasks.