

PABLO ESCOBAR -

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**DRUG KING PIN OR PROTOTYPICAL  
PRODUCT OWNER?**

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# KEVIN SEIDL

- ▶ Product Owner at John Deere
- ▶ CS - Bradley University
- ▶ MBA - University of Iowa







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"I DEAL WITH THE GOD DAMN  
CUSTOMERS SO THE ENGINEERS DON'T  
HAVE TO! I HAVE PEOPLE SKILLS, I AM  
GOOD AT DEALING WITH PEOPLE!"

Tom Smykowski

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# AGENDA

- ▶ Relationships important to a Product Owner
- ▶ How to be a ruthless Product Owner

# RELATIONSHIPS

- ▶ Developers
- ▶ Designers
- ▶ Customer Support
- ▶ Customers

# RELATIONSHIPS

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# DEVELOPERS



## DEVELOPERS

- ▶ Product Owners commonly lack a software background

## RELATIONSHIPS

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## DEVELOPERS

```
@Test  
public void acceptanceTest() {  
    assertThat(true, is(true));  
}  
}
```

\*Disclaimer: Kevin did not actually write this test, he did however foolishly hire a supplier and found this after they were gone. Please do not let these actions reflect poorly on Kevin's hire-ability in the future. Please only mention this test to Kevin after 3 or more drinks have been consumed\*

# DEVELOPERS

- ▶ A real world example
- ▶ Tyler Hogrefe:



# DEVELOPERS

- ▶ A real world example
- ▶ Tyler Hogrefe:



# CHALLENGE:

Spend 1 day writing software with your team

# RELATIONSHIPS

# DESIGNERS



# RELATIONSHIPS

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# DESIGNERS



Welcome to the homepage for the Bradley University Rock Climbing Club. This newly founded club's website is in development so check back for updates.

If you would like to sign up for the climbing club email list please click [here](#).

**NEWS-**

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11/13/08-  
[\*\*Executive board application\*\*](#)

**OLD NEWS-**

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**Mississippi Palisades Trip:**  
The new cost is \$25 (because we're camping)  
To sign up contact [Kevin](#)  
There will be a Trip Only Meeting on October 9th at 7 pm in the Braves Room  
The last day to sign up/pay for the trip is at this meeting

**Dues were due today!**  
But were extending it to the Sunday the 5th  
If you still need to pay your dues contact [Josh](#)  
(when you speak with him.. give him your tshirt size)

**Tshirt designs were chosen-**  
The shirts will be maroon with white lettering-  
To receive a shirt... pay dues and give Josh your size by the 5th



Random image

## DESIGNERS

- ▶ What the heck do they do?

## DESIGNERS

- ▶ What the heck do they do?
- ▶ They just use photoshop right?

## RELATIONSHIPS

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# DESIGNERS

- ▶ A real world example
- ▶ Attending  
a UX  
conference:



## RELATIONSHIPS

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# DESIGNERS

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## RELATIONSHIPS

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# DESIGNERS

- ▶ A real world example
- ▶ Attending  
a UX  
conference:



# CHALLENGE:

Spend 1 day with your designers

## RELATIONSHIPS

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# CUSTOMER SUPPORT



## CUSTOMER SUPPORT

- ▶ Listen in to calls your customer support takes

# CHALLENGE:

Spend 1 day in your call center

# RELATIONSHIPS

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# CUSTOMERS



## CUSTOMERS

- ▶ You can't be successful without knowing your customers

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- ▶ You can't be successful without knowing your customers
- ▶ Take care to not rely on a select few customers for all your opinions

## CUSTOMERS

- ▶ You can't be successful without knowing your customers
- ▶ Take care to not rely on a select few customers for all your opinions
- ▶ Head to the bar for real insights

# CUSTOMERS

- ▶ A real world example
- ▶ Harvesting corn:



# CHALLENGE:

Spend 1 day (hopefully much more) with  
your customers

# RUTHLESSNESS

# RUTHLESS DEMOS

- ▶ Prove that your team / product is worth continuing to fund
- ▶ Do not be complacent

## RUTHLESSNESS

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# RUTHLESS CHAMPION

- ▶ You are the face of your team to the rest of the organization
- ▶ Be their biggest supporter

# IN CLOSING

# QUESTIONS?

Contact:

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- ▶ [@kevin\\_seidl \(twitter\)](https://twitter.com/kevin_seidl)

