**Product Owner**

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**Product Owner**

               As a Product Owner, I find that the most effective way of dealing with stakeholders to gather proper feedback would be to understand their needs. In short, place myself squarely in their shoes to help both of us come to an effective and efficient end product. This involves me being ever vigilant to their needs, being an active listener, being receptive to constructive criticism, learning how to communicate through verbal and non-verbal means, being honest, and most importantly, being able to problem solve in a timely manner.

User stories become a crucial component due to how they shape the final product from a functional but unappealing product to something that is attractive and engaging at the same time. User stories allow us to prioritize the areas that require the most attention, allows us to see gaps we miss when in the tunnel of creativity, and draws us back to the end user, who in the end, is the one that we must appeal to.

The interviews with the users proved invaluable in the end. It helped us see them as more than just “end users”, but rather, regular people that are looking to plan a vacation. This helped and inspired us as it pushed us to make a better product. Having the ability to speak with them helped us to properly understand what they desire after a long day's work, which is a product that works seamlessly, rather than a product that frustrates and or is over complicated.

The interviews ended up becoming the best part of the project for me as a Product Owner, as the information learned through the interactions allowed us to be more accurate, more efficient, and design a product that is tailor made to be enjoyed and experienced by young and old alike.