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Journal - Module 3: Product Owner

As a Product Owner we must think in the big picture and engage all aspects involved in the project. Meaning we must make sure we are the point of contact for stakeholders and the Developers’ Representative (Scrum Master). To be able to do that we need a great understanding of both sides of the coin of any project, “The PO in Scrum is the central point of product leadership and is responsible for identifying and prioritizing stakeholder and end-user requirements throughout the development process,” (Thouin 2024). Benefits from engaging stakeholders and users is that you get everything you need to do from both sides to make the whole. The Product log is your tool to keep it all organized and completed in a timely manner. “The PO has primary responsibility for the creation, modification, and prioritization of user stories in the product backlog and is required to work with a wide variety of constituents in an ongoing basis,” (Thouin 2024). Being engaged with the users and/or the stakeholders allows the Product Owner to update and customize the Product Log properly which allows them to communicate accurate information to both the stakeholders and the users. User stories are a great way to track and complete each requirement from the people you’re trying to sell the product to. Having a user story that has nothing to do with any user in your demographic is a waste of time and the Product Owner takes care of that problem most of the time. They also help the Scrum Team stay on track for completion through the Product Log, and it guarantees that each user story has been seen in the order they need to be seen and completed. The interviews conducted to find the user stories we created were a perfect questionnaire to ask the customers what they would want. It’s one of the more important aspects to completing a project. If the consumer does not like it what was the point? The Product Owner is someone who can understand this quote, “We involved people who were going to be users of the system to clarify their needs. We ran a test with users before we launched the system for everyone, and after launch I followed up on everyone who experienced errors and / or had input for changes,” (Magnussen 2024). They can start focus groups for usability testing and have feedback forms as an alternative to surveys and questionnaires. All of these can be used for collecting and prioritizing the user stories in the product log. The Product Owner keeps the wheel rolling until completion through everything that role entails. Time for them to be on the ball.

Sources:

1. Thouin, M. F., & Hefley, W. E. (2024). Teaching Scrum Product Owner Competencies Using an Experiential Learning Simulation. *Journal of Information Systems Education*, *35*(1), 37–47. <https://doi.org/10.62273/GXMA1727>
2. Magnussen, E. F., Havnelid, E., & Molléri, J. S. (2024). The Product Owner and its Impact on Success and Challenges in Agile Scrum Projects: An Interview Study. *Procedia Computer Science*, *239*, 1157-1164. https://doi.org/10.1016/j.procs.2024.06.282