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Journal 3 – Product Owner

Being the product owner, the first goal I would set for myself is to clearly express everything in the product backlog and to mold them around the team’s goals to accomplish as much as possible. To accomplish this task, I would need to interact with the users and figure out which features they want/need in the final product and the reasoning behind it to gain a better understanding. Interacting and learning about the users on a personal rather than strictly professional level would help tremendously with understanding their end goals, it would give me insight as to why they request specific features or certain designs and would allow me to provide far greater meaning and purpose to the Scrum Team. One key thing I could do to interact easier with the users would be to ask open-ended questions rather than yes/no so that conversations would flow more naturally, and we could develop better understandings of one another.

User stories are the backbone of the product backlog and understanding them will give the Scrum Team steps to work through and around during development as well as understanding “why” or “what for” the features are being developed in specific ways. Understanding the importance of the “why” helps invest the team more and gives them a deeper purpose on the project, and while the user stories give an explanation why, they don’t provide an idea of how to accomplish the goals which allows for in house creativity and problem solving to the best of their abilities while working together. Interviews and user meetings are crucial to getting the stories into the product backlog and providing insight into the features that users expect the most and which features that are important to them but aren’t prioritized. In the sample interview, the entire process was established as conversationalist with users discussing amongst each other as well as the product owner, this style is important because it allows the users to toss around ideas and aids in expanding on ideas of everyone involved and aids users in putting their ideas into words and provides an all-around positive experience.

References

Cobb, C. G. (2015). Chapter 3: Product Owner Role. In *The project manager's guide to mastering agile: Principles and practices for an adaptive approach* (pp. 35–36). essay, John Wiley & Sons.

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