

# Agile Product Owner

A Deep Understanding



# What is a Product Owner?



- **Representative of the business and its customers**
- **Considers the stakeholders' interests on behalf of the company**

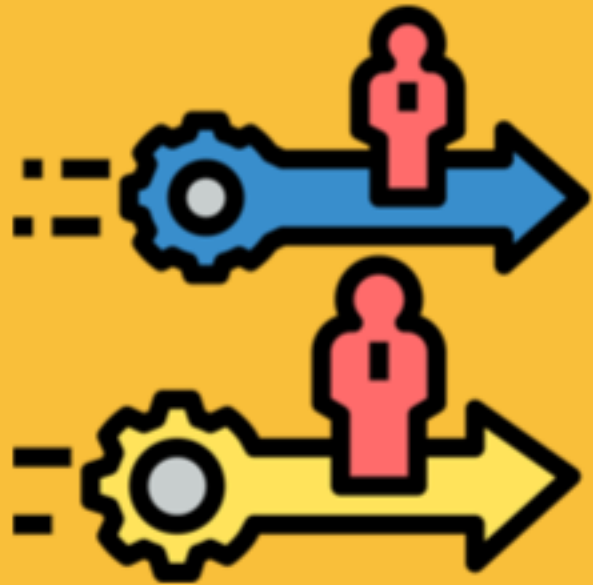
# Responsibilities



- **This is central to Effectively and Efficiently commencing any scrum project.**



**Product's users**

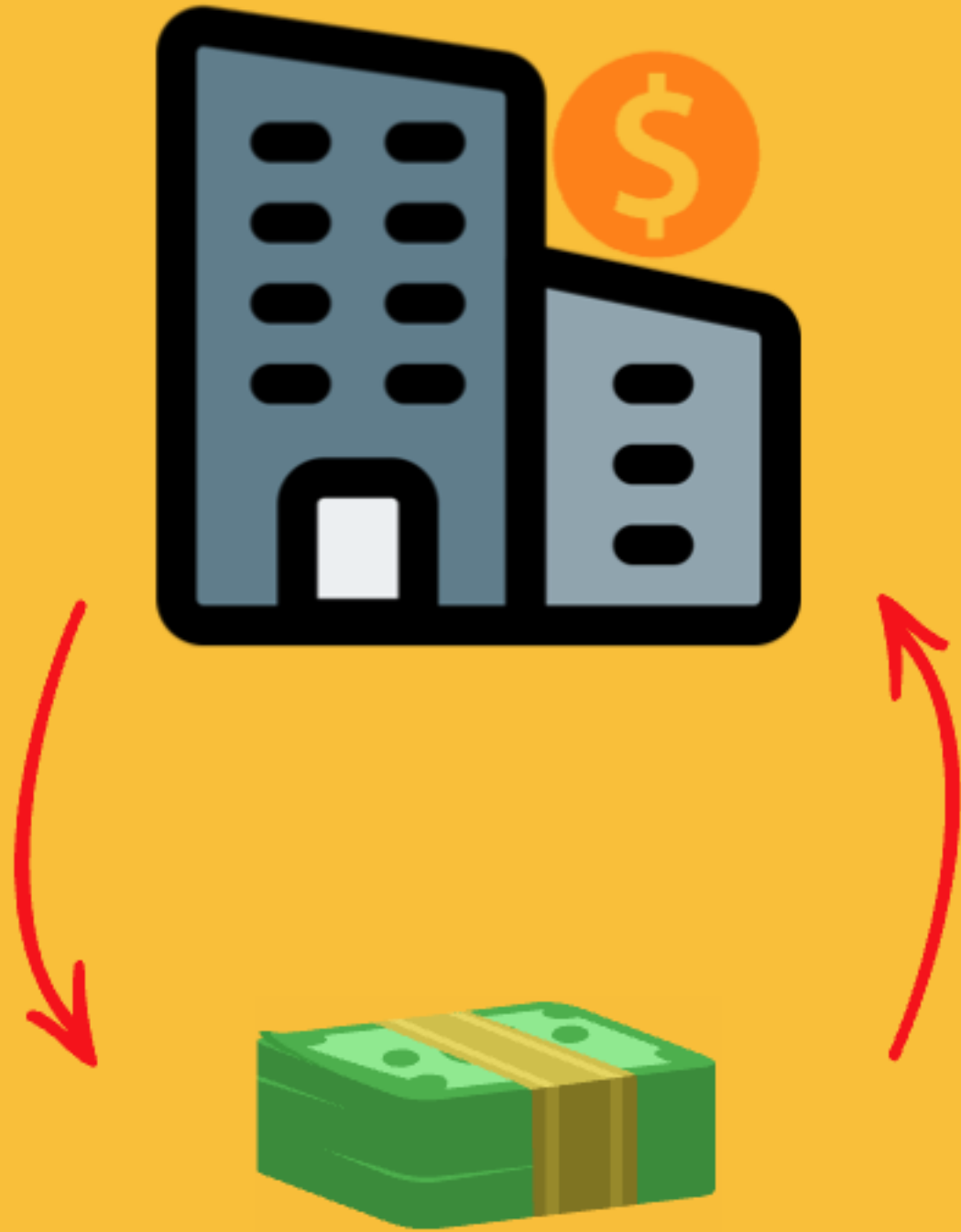


**Competition**



**Projected  
tendencies**

- **Lead user of the system itself**
- **Someone from marketing, product management**
- **Anyone with a concrete understanding of the product's users, the competition and the projected tendencies of the product being developed**



- **Intensification of business value**





- **Defines and owns the vision of the product in addition to owning the product backlog**





# Roles that the product owner undertakes



- **Identification and prioritization of the product features (also called stories)**
- **Creation of acceptance criteria for product features**

# Roles that the product owner undertakes



- **Decides the right shipping times of the functionalities**
- **Decides whether or not development should carry on, on a given feature**



# Roles that the product owner undertakes



- **Accepts and rejects the presented product increments**
- **The final arbitration of requirements and questions about the project rests upon him/ her**

- **He or she may also contribute as a scrum team member**



# Product Owner's key skills



## ● Communication



# Product Owner's key skills



→ **Stakeholders**

→ **Users**

→ **Developers**

## ● **Communication**

