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CS 250: Software Development

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3-4 Journal: Product Owner

As the Product Owner for the Travel Booking Software, you need to be able to clearly and concisely communicate the client’s needs and wants and prioritize the features of the products based on their budget and their end requirements. When talking to your client, needs must be prioritized first when establishing the product before preferences are applied based on the budget. If we don’t prioritize, we may not have enough budget to create the product, or we won’t meet the deadline with the necessary requirements.

Engaging our stakeholders allows us to gauge the priority level of each task within the project and the preferences that we could potentially add later. Engaging with the stakeholders builds rapport and builds confidence in the product that we’re developing. As they are part of the process, they can see what features work out best for them and they may even take out advice on changes that could benefit not only them, but our team as well.

I believe User Stories can benefit the Scrum team by allowing our users to prioritize the most important task to be done at hand. By prioritizing the task to the most important or the most time consuming the project can be done in a timely manner. Once the important projects are out of the way, secondary features can be added which enhance the user experience and that can be prioritized with the input of the client. This prioritization is part of the communication of the Scrum Team which allows all teams to focus on one particular goal before moving onto the next.

The interviews and user meetings were important to build a direction to the general idea of the project. We initially had the problem of building a website for our client which is broad in terms of what actually needs to be inputted on there. With the customers of the client’s input, we could better cater to their user base and have a sense of direction in what needs to be prioritized for their website.

Some other methods required for collecting feedback could be to ask others who use different websites to book their travel requirements. Other companies may have established websites we’re building right now and we could ask their customers what they liked about the competing organizations website and so forth. This way we have a different perspective from people who use a su=similar program so that we can implement it directly within our website has features from other companies and we can build on what they’re lacking.