

ABOUT

---

**PRODUCT OWNER**

## PRODUCT OWNER

---

- ▶ Responsible for representing the interests of everyone with a stake in the project and its resulting system
- ▶ Achieves initial and ongoing funding for the project by creating:
  - ▶ project's initial overall requirements
  - ▶ return on investment (ROI) objectives
  - ▶ release plans
- ▶ The list of requirements is called the Product Backlog
- ▶ The most valuable functionality is produced first
- ▶ Prioritize the Product Backlog to queue up the most valuable requirements for the next iteration

## PRODUCT OWNER

---

- ▶ Single person responsible for maximizing the return on investment (ROI) of the development effort
- ▶ Responsible for product vision
- ▶ Constantly re-prioritizes the Product Backlog, adjusting any longterm expectations such as release plans
- ▶ Final arbiter of requirements questions
- ▶ Decides whether to release
- ▶ Decides whether to continue development
- ▶ Considers stakeholder interests
- ▶ May contribute as a team member
- ▶ Has a leadership role

## WORKS WITH THE SCRUM MASTER

- ▶ Finding techniques for effective Product Backlog management.
- ▶ Scrum Master works with the product owner and the Scrum Team to understand the need for clear and concise Product Backlog items.
- ▶ Scrum Master works with the Product Owner to arrange the Product Backlog to maximize value.
- ▶ Scrum Master works with the Product Owner on Understanding and practicing agility.
- ▶ Scrum Master facilitates Scrum events as needed.