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**Journal**

**Product Owner**

As a product owner, one should be the liaison between the team and the stakeholders. In this case the clients are the stakeholders and they are providing us with features that are helpful for them to maybe have them consider moving their browsing and travel package shopping to our application instead of the competition’s.

End users are the ones using the application, they are our clients. It is so important to hear what they find useful for them, in order to keep our application consistent and updating. In the field of technology, things are always moving, so it is so important to adjust the direction of a product based on trends and what’s new now otherwise the application will be outdated and a lot of users will find an alternative to use. Like most social media applications today, if they were the same as 6 months ago, people will find them boring and shift to a newer more amusable alternative.

In addition, users provide the owner with requirements. The dev team is employed for a purpose, and this purpose is to maintain, build and update the current application, the product owner is the one who sets these changes and actions, sometimes the product owner finds the application perfect, and there’s nothing to do with it because it is generating good reports for example, but reaching for users and asking them for their feedback may provide the owner with ideas and insights of things to add or update on the application. Therefore communication with user or stakeholders is key for a product owner.

Users provide verbal, non-technical requirements (stories) like they need to filter through packages to only see what’s in their budget. It is the product owner’s job to translate these requirements into meaningful request for the team. Translating the requirements is not easy for someone who does not know the team and the technology the application is built on. So the owner needs to break down the requirements into pieces and provide a prioritized list with titles and description so it’s clear for the team and the scrum master what is needed.

Getting users to provide us with insights is not a straightforward process, especially if the application is famous and well spread. Having a meeting with some users is helpful only when the application is targeting a small audience, whereas surveying people through the application will provide us more insights of how the application is doing and what is needed. However when trying to get more users from another application (competitor) it is a good idea to start small and ask them what they like about the competition’s application so that we can implement these features in ours and maybe work the extra mile to have it more productive for the users. At the end it depends on the application and the audience we are targeting.

In this meeting we can say that we reach a milestone grabbing some insights from the users that are not using our application to book their travels. We have came up with a backlog and we have something to rely in order to update the application and grab more audience.

Thanks for reading.