Module Three Journal: Product Owner Reflection

As the Product Owner for the travel booking software, my main role is to make sure the product meets the needs of users while helping guide the Scrum Team during development. This role focuses heavily on communication, especially when working with users and stakeholders to understand what they want from the system. Taking on this role helped me better understand how important user feedback is in Agile development.

One major benefit of engaging with users and stakeholders is gaining a clearer understanding of their expectations and concerns. Talking directly with users helps avoid making assumptions about what features are most important. For the travel booking software, stakeholder input helped identify priorities such as an easy booking process, clear pricing, and a user-friendly design. Engaging users early also helps build trust and makes it easier to adjust the product as needs change (Project Management Institute [PMI], 2021).

User stories are helpful because they allow the Scrum Team to focus on the user rather than just technical requirements. Reflecting on the User Stories assignment, I learned that writing stories from the user's perspective helps explain why a feature is needed. This makes it easier for developers to understand the goal of each feature and for the team to break work into smaller, manageable tasks. User stories also support flexibility, which is an important part of Scrum (Schwaber & Sutherland, 2020).

The interviews and user meetings were especially useful when creating user stories. Hearing users talk about their experiences and frustrations helped me write clearer and more realistic stories. These conversations provided details that would not have been obvious from

written requirements alone, such as confusion during booking or concerns about confirmation steps.

In addition to interviews, other methods are needed to collect feedback. Surveys can help gather opinions from a larger group of users, while analytics can show how users interact with the system. Usability testing and feedback on early prototypes can also help identify problems before features are fully developed. Using different feedback methods helps keep user stories accurate and relevant throughout the project (PMI, 2021).

Overall, this experience showed me how important communication and user feedback are in the Product Owner role. By listening to users and continuously refining user stories, the Product Owner helps ensure the Scrum Team delivers a product that provides real value to its users.

References

Project Management Institute. (2021). *Agile practice guide* (2nd ed.). PMI.

Schwaber, K., & Sutherland, J. (2020). *The Scrum guide: The definitive guide to Scrum*. https://scrumguides.org