# CS-250 3-4 Assignment: Product Owner

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As a Product Owner for the Travel Company. One of the main responsibilities was to communicate and prioritize the clients’ needs. This would involve engaging with users, stakeholders, and the Scrum team to ensure the product was in sync and aligned with the client expectations. To do this, creating user stories is needed as it helps relay the clients’ requirements and serves as a foundation needed for the development of the software.

User stories are important in Scrum. They help present the client’s perspective and needs of the final product in a concise format. The stories will help guide the team in understanding what, where, and how to build the software and why. A user story can help define what is needed in the software and the expected outcome. This can keep the team focused and on track during the development process. An example such as a user story detailing “A user may want to compare flight prices across multiple airlines to find the best deal for their trip”. This user story provides a clear direction on the functionality needed to help the Scrum Team with breaking down the task and assigning action items to the team. The user stories themselves can also help with collaboration. During the discussion phase the Product Owner and team can clarify the requirements needed to complete the task.

Surveys and Questionnaires can be useful for collecting input from the clients. This can also be useful for gathering input from a larger group of users as it can help gather quantitative data and to identify trends or issues found during testing and feedback. As users can provide feedback in these questionnaires it can help the team gather information on which features were most used, how users were using the software, and any difficulties they found along the way. For example, a user can report how long a page took to load, how many clicks in it can take to get to a certain feature that is used commonly. Giving this information can help the team understand how end users are using the product and address these concerns. Monitoring social media and customer support channels is also useful. For example, on the support side the team can look through a collection of support cases and review case trends. What were customers calling in about? Were they calling in for configuration issues? Was setting up or going through settings in the software difficult or confusing? These data trends in support cases are useful in understanding how users are using the product and to help build possible stories based on user experiences that can be improved upon.

Engaging with users and stakeholders is necessary for creating a product that can meet the users needs. By engaging with one on one interviews, surveys, and questionnaires the Product Owner can gather the information needed to write a detailed user story. The stories can then help guide the Scrum Team and ensure the team is aligned on the development process and the users’ expectations. Getting continuous feedback through other channels such as social media or support channels can then help refine the user stories. Doing this can help create a more user-friendly experience.

**References**

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