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Module 3- Journal Product Owner

Being the Product Owner of the travel booking software there are several ways to interact with the users and stakeholders. To begin with, the travel booking software scenario is important to identify the users that will be involved. Understanding and getting to know each user and their goals will help to set requirements and connect the users’ stories into the travel booking software. Constructing a respectful and trusting relationship with the users will go a long way to ensure we are providing the highest quality outcome of the project while meeting their requirements. Demonstrating to the users that we are listening intently and asking questions to verify their needs helps indicate their requests are important and taken into consideration.

The users’ stories are helpful insight to the Scrum Team because they can explain the value of the product requirements which the users are looking for. Knowing what the users are looking for gives the Scrum Team a better perspective on what the users envision and see their importance. This also helps the Scrum Team to connect with the users and ensure that the best work is put in to satisfy the users and stakeholders.

Being the Product Owner of the travel booking software, having interviews or users meeting help write their stories in a variety of ways. One way the interview has benefited the team was by being able to create a rapport catered with each user. This gave us the opportunity to learn what each user will be looking for in order to make the travel booking software more appealing to the customers. Another way was for the users to provide several reasons as to why their requirements are important. This gave the opportunity to connect with each user to understand it in their perspective.

Some other methods that can be used to collect feedback to build the users stories are establishing a deep connection with each user. By doing so it deepens the connection with the user and will be easier to collect feedback to further build the user stories. Another way to collect more feedback is to have a group meeting with each phase the Scrum Team will be at to receive an update progress report but also the chance to “bounce” off each other’s ideas and reach a general agreement on what can be done to improve and benefit the users.