

1



No single
Product Owner
for one team

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

2



Interference
with the daily
work

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

3



Stories built
around product
layers

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

4



No projection of
the product
backlog

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

5



Backlog is filled
with a bunch of
"Strings", not
proper user
stories

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

6



The Product
Owner is
underpowered
and does not act
as the guard of
the backlog

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

7



The Product Owner that uses estimates to set deadline demos for clients

Product Owner Anti Patterns by Luis Goncalves / Card-Deck Layout by @UdoWiegaertner / V 0.1

8



The Product Owner is too busy for the team; he has too many teams

Product Owner Anti Patterns by Luis Goncalves / Card-Deck Layout by @UdoWiegaertner / V 0.1

9



The Product Owner is too busy for the team. He spends a lot of time in meetings with c...

Product Owner Anti Patterns by Luis Goncalves / Card-Deck Layout by @UdoWiegaertner / V 0.1

10



The Product Owner Proxy

Product Owner Anti Patterns by Luis Goncalves / Card-Deck Layout by @UdoWiegaertner / V 0.1

11



Product owner community

Product Owner Anti Patterns by Luis Goncalves / Card-Deck Layout by @UdoWiegaertner / V 0.1

12



The Product Owner sacrifices the quality of the product to ship the product faster

Product Owner Anti Patterns by Luis Goncalves / Card-Deck Layout by @UdoWiegaertner / V 0.1

13



Confusing the
Product Owner
role with the
Scrum Master
Role

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

14



The Product
Owner who
expects a
stretched
commitment
because "based...

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

15



Being Product
Owner because
they're a
department lead/
manager.

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

16



The PO who
feels it is not
their role to
maintain the
backlog or
delegates all of...

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

17



The Product
Owner who
thinks a Scrum
Master is just a
project manager
whose role is to...

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

18



The Product
Owner who
refuses to
choose between
five top priorities

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

19



The Product
Owner who
insists on
architecting the
solution design

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1

20



The Product
Owner who does
not regard
himself as a
team member

Product Owner Anti Patterns by Luis Goncalves / Card-
Deck Layout by @UdoWiegaertner / V 0.1