

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 clients

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 on their  
experience it  
shouldn’t take that  
long.”

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  
the actual User Story  
writing to team and  
SM

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  
pester people into  
doing their job

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