**3-4 Journal: Product Owner**

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**Defining Product Owners**

Product owners are part of a Scrum team responsible for the team's project outcome. The key responsibilities of an Agile product owner are to maximize and optimize the value's product, product backlog, and representation of a business sponsor that decides the team's direction.

**Benefits of Engaging Users and Stakeholders**

Communication with users or stakeholders is helpful because it provides proper insight and instructions to meet the demands of the travel booking software. Engaging users and stakeholders makes it easier to determine their expectations and could further hinder progressions if the product owner guessed their requirements. Every individual is unique, with different perspectives and opinions of what the final product of software should be. More efficient consultations with stakeholders are essential because they allow the product owner to understand and strategize how each feature and functionality affects the outcome of the project. Obtaining the feedback of the users and stakeholders helps clarify the product's priorities, which optimizes the product's value. Working together and collaborating with users and stakeholders helps discover new insights and innovations that guide what they want.

**How User Stories are Helpful to the Scrum Team**

User stories are beneficial tools Scrum Teams use because they create clarity, define requirements and functionality, and deliver the highest product value. Understanding the product's purpose builds transparency that improves accountability while strengthening collaboration between the team members. Defining requirements and functionality within the user stories creates a clear path of what users and stakeholders want. Focusing on prioritizing core values in decision-making makes it easier to gain timely feedback to deliver the highest value of the product. Verifying and validating the user stories enables the Scum team to continue to work consistently over time and ensures successful project developments.

**How did the interviews/user meetings help in writing these user stories?**

Interviews and user meetings help write user stories because they analyze the repercussions of previous trip histories, collect feedback, and increase creativity during the progression of the user stories. Analyzing impact analysis helps to gather vital information that can help spot problems and minimize potential risks that prevent the software from progressing. Collecting feedback helps build a deeper understanding of the customer’s experience, which is inputted into the design process to increase customer satisfaction and retention. With the weight of effective communication and face-to-face discussions of each user story, the Scrum team boosts their creativity, resulting in better estimations and accuracy that lowers uncertainty in agile methodology. The aid of impact analysis, feedback collection, and enhanced creativity from interviews and meetings allow the team to have better intuition of user stories that shape the user’s thoughts and feelings.