

THE ROLE OF THE PRODUCT OWNER

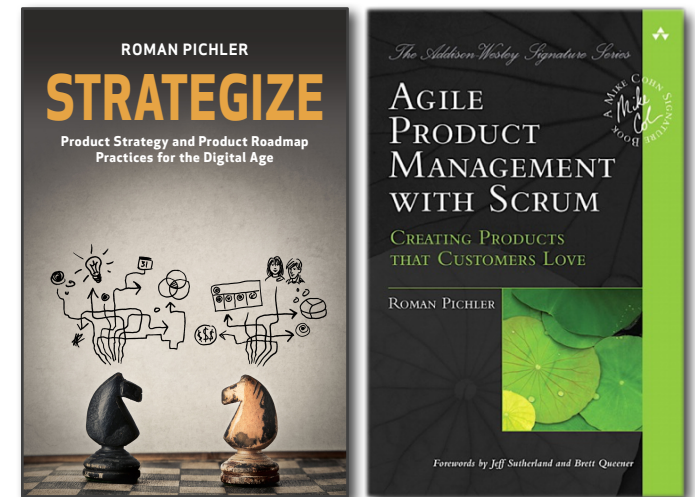
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About Roman

- Product management consultant and trainer
 - More than 10 years experience in teaching product managers and product owners and helping companies establish an effective product management function
 - Specialised in agile and in lean practices
- Business owner and product manager
 - I try to walk my own talk

My books →



There is a lot of
confusion about the
product owner role.



Let's take things
back to basics.

Product Owner:

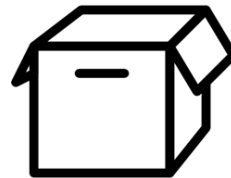
An individual who **owns** the **product** on behalf of the organization.

What is a product?

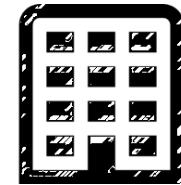
A Value-Creating Entity



**Users and
Customers**



Product



Company

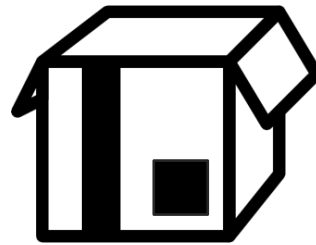
Addresses a problem or provides a benefit to a group of people.

Generates revenue, helps sell another product or a service, or serves another business goal.

Product, Feature, Component

Feature

A product capability
people can interact
with.



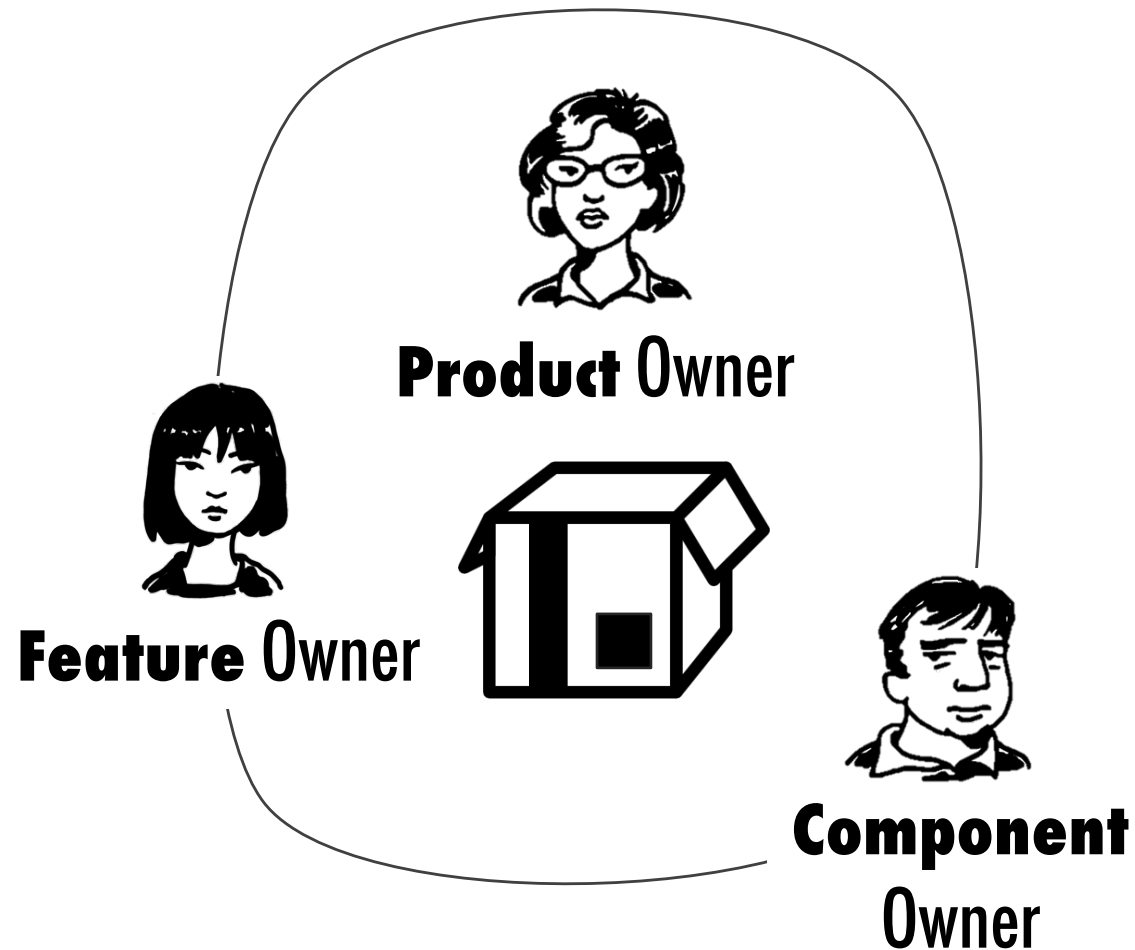
Component

A component is
a building block
of the product.

Product

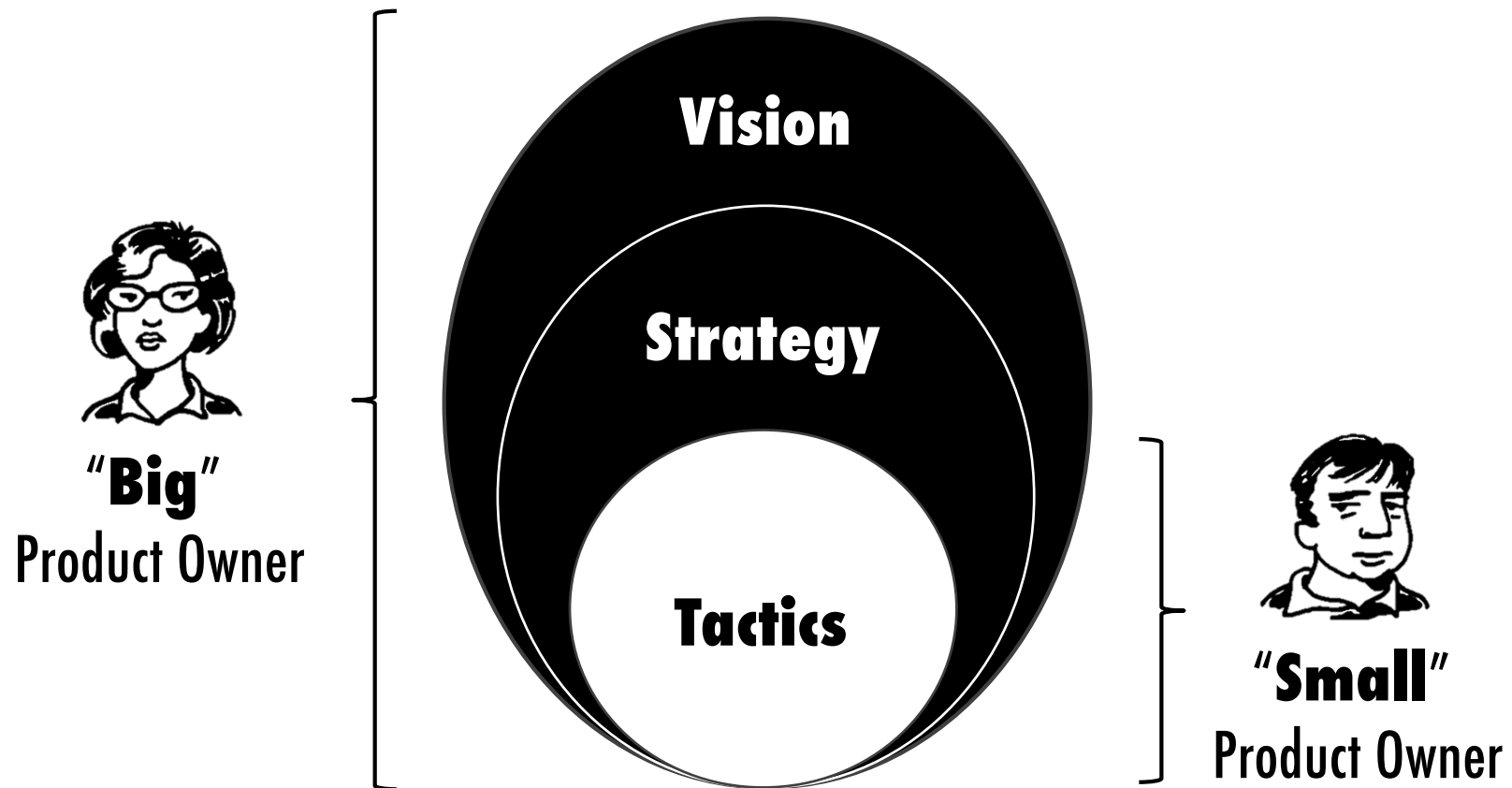
Creates value for a group
of people and the
company.

Ownership Scope

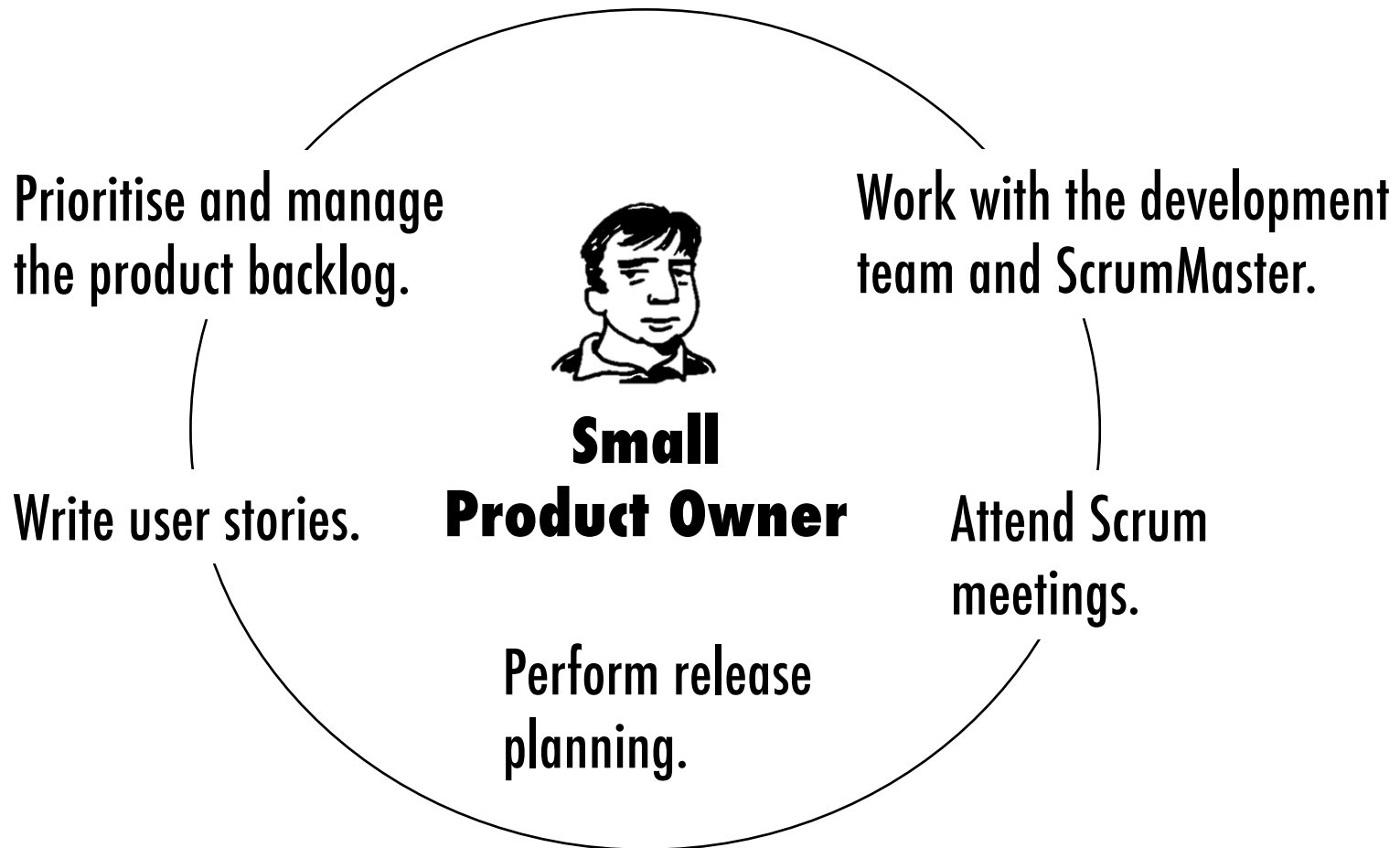


What does “own” mean?

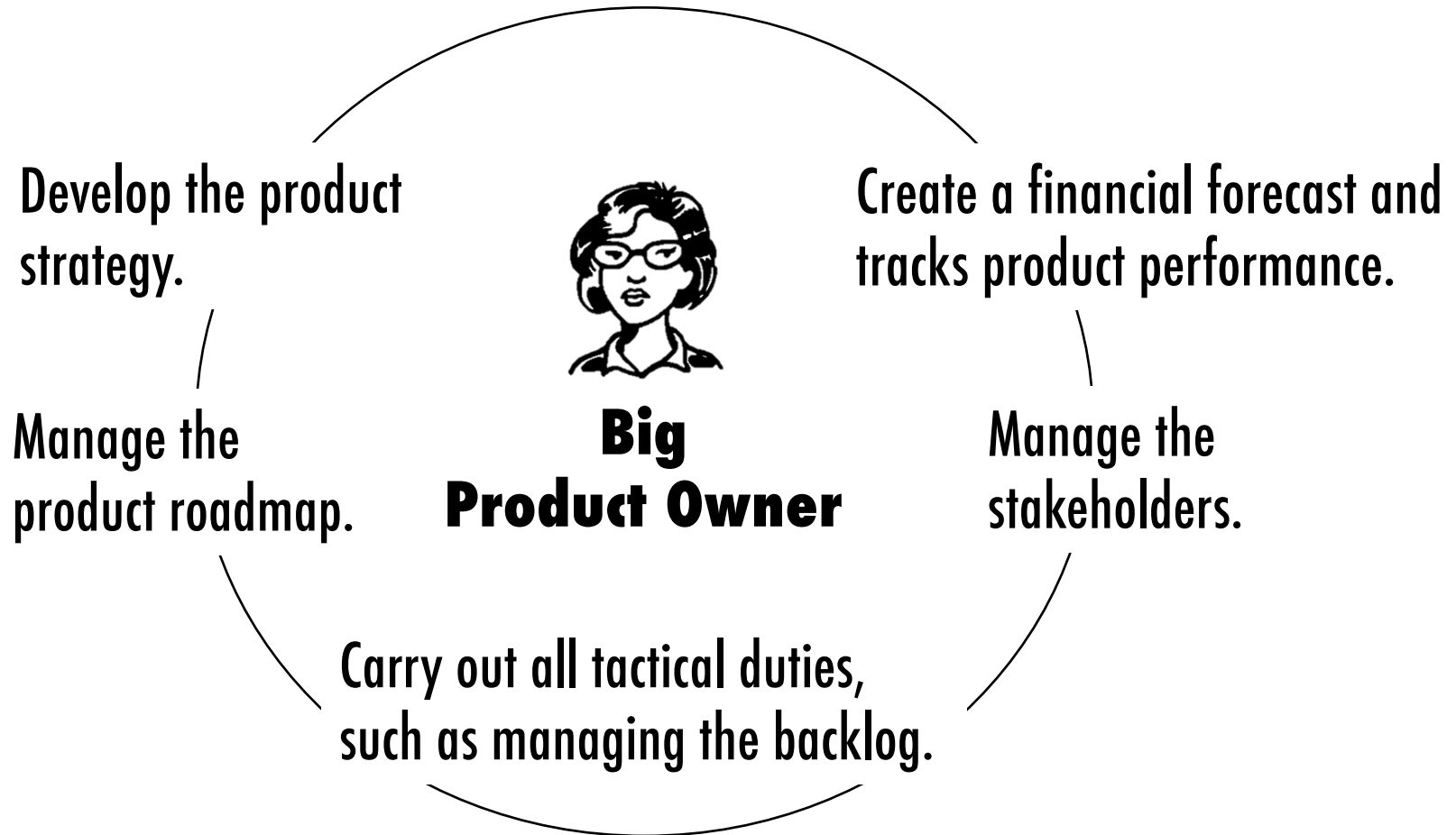
Ownership Depth



Responsible for tactical product decisions.

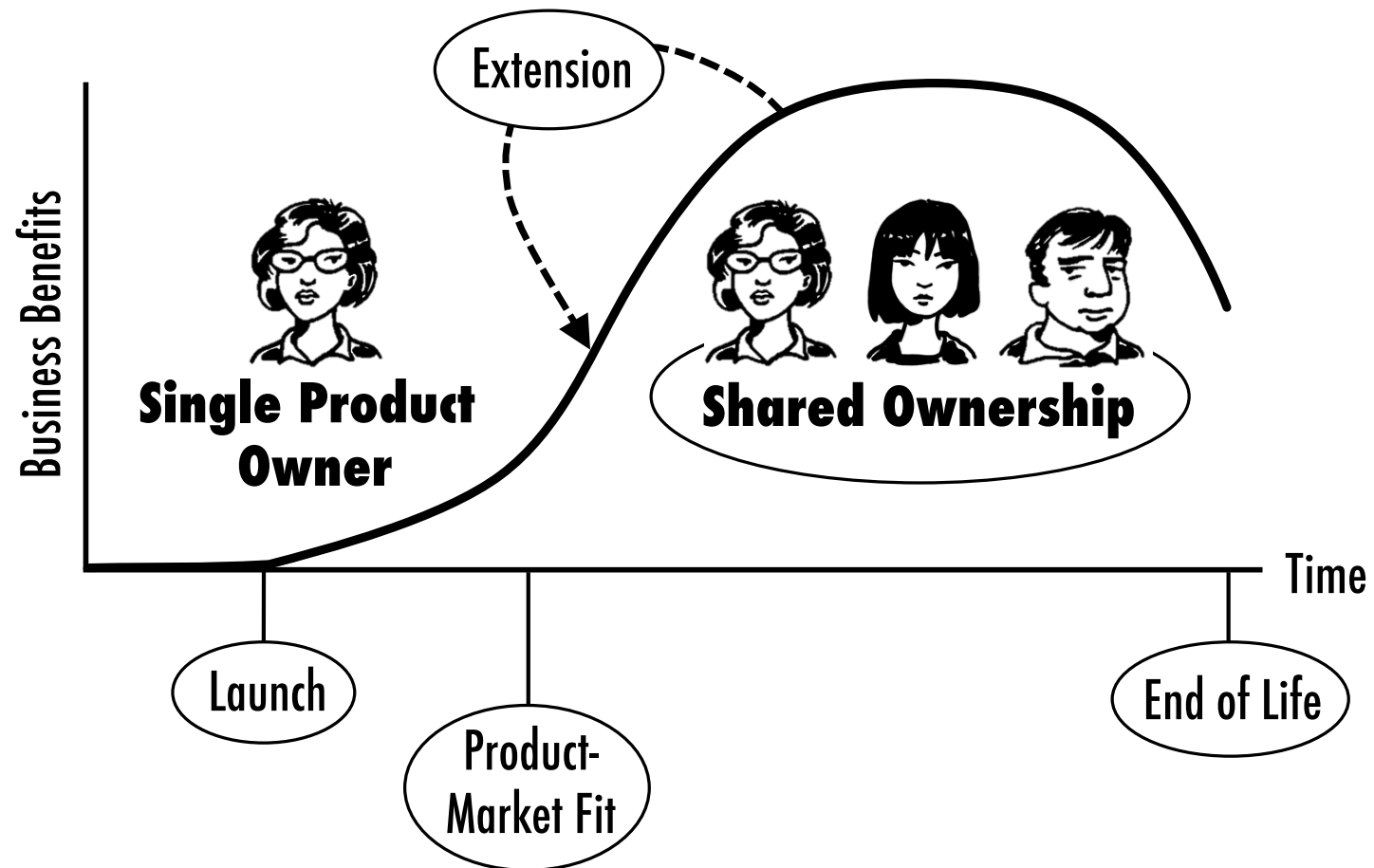


Responsible for strategic and tactical product decisions.

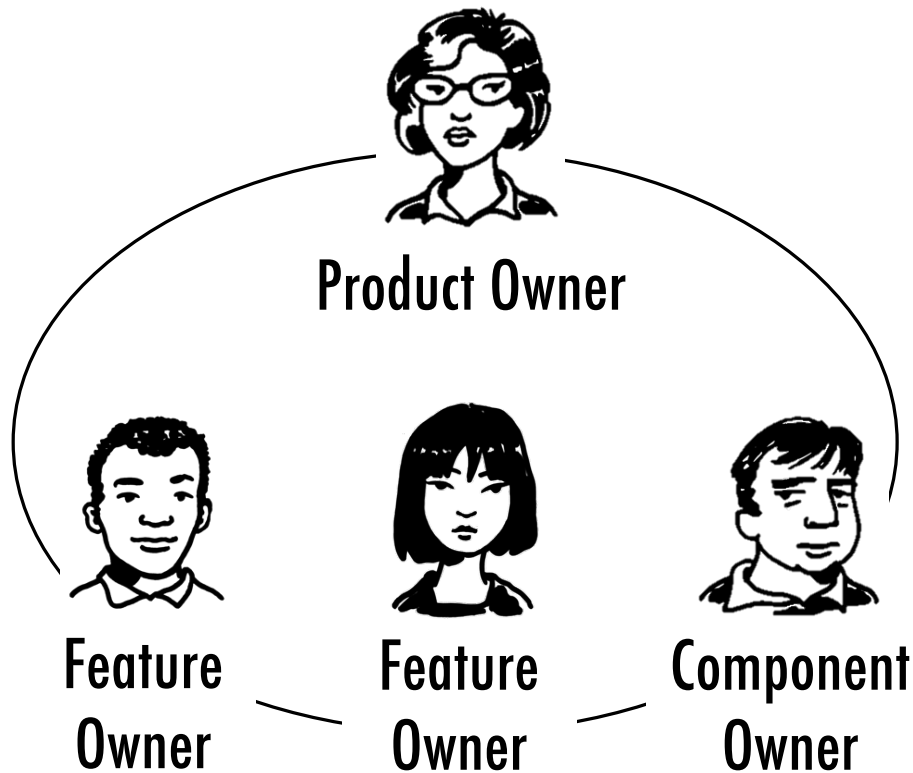


Can one person be
the product owner?

Scaling and the Product Life Cycle



Scaling Option 1



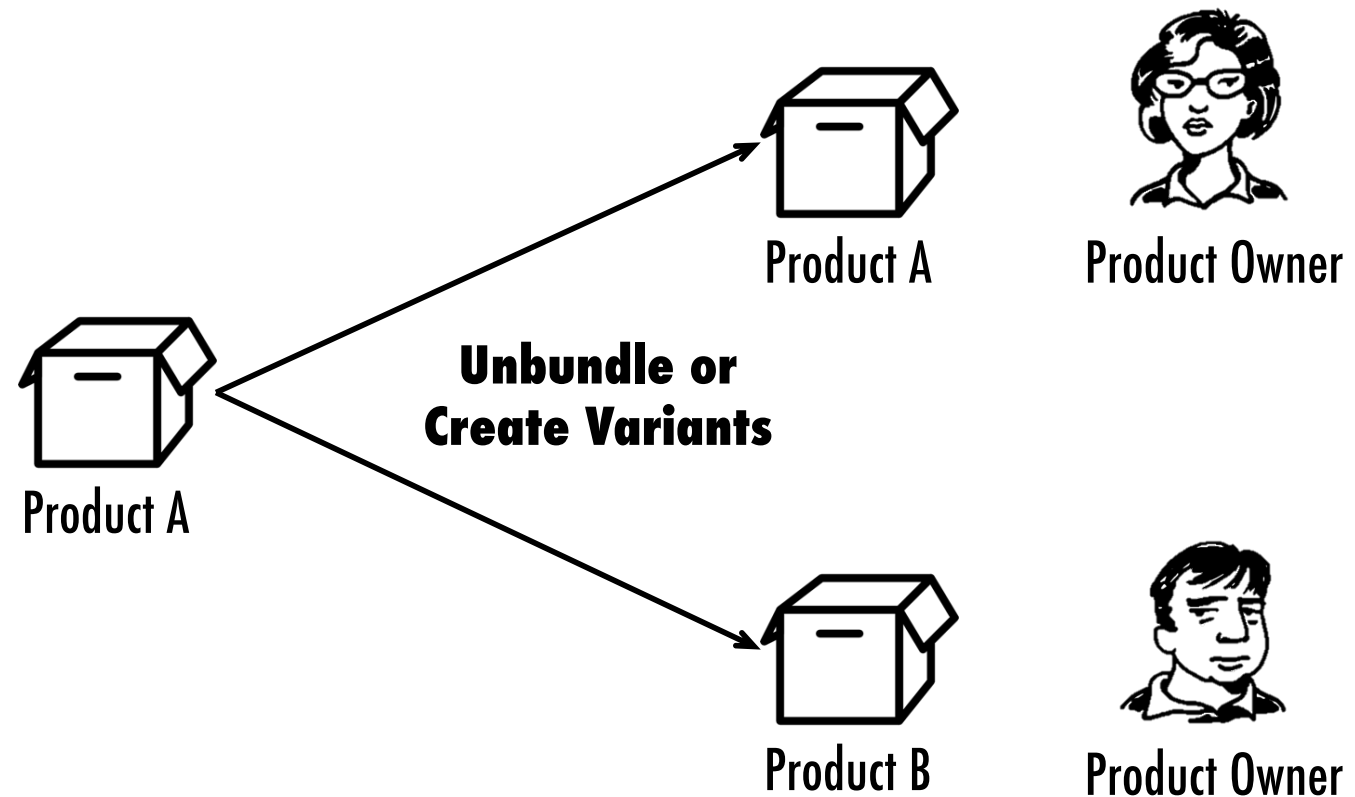
Overall product decisions

Product strategy, product roadmap, product backlog, stakeholder management

Feature and component decisions

Describing, validating, and prioritising features and components; working with the dev teams

Scaling Option 2



Scaling Option 3



Product Manager or
Chief Product Owner

Strategic product decisions

Product strategy, product roadmap,
stakeholder management, financial
forecast



Product Owner

Tactical product decisions

Product backlog management, epics
and user stories, collaboration with the
development team

Option	When to Use It
Single product owner	Before product-market fit
Product and feature owners	To facilitate growth
Product variants and unbundling	To help the product grow or extend its life cycle
Strategic and tactical product owners	When the product is mature

Let's recap.

There is **no one right way** to apply the product owner role.

It depends on the **asset** the individual owns, the **level** of the ownership, and the product's **life cycle stage**.

Thank You!

**Learn more about product ownership and
product management:**

`www.romanpichler.com`

I look forward to your feedback and questions:

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