3-4 Journal: Product Owner

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When it comes to engaging with anyone, you do so to not only get their attention but most times to make them believe what you are saying. By engaging with the users and stakeholders, you gain a better understanding as to what is expected of you, as well as the hidden clues as to what more you can do to get the job done to their liking. Most times, having conversations with anyone who is seeking your services, you get a clear and concise idea of what not to do as well. Typically, with stakeholders they lead with what is expected, and then what they do not want to happen during the duration of said project. All of this is especially important, as you want to make sure the right software and other items needed to get the job done mirror the users and stakeholders' wants and needs.

User stories are vital to the scrum team as they gain a better understanding of what will and what won't work. You find out what the user liked and what worked well. If there are reviews, you also get to see any positive and or negative experiences the users may have had when booking a vacation. Most times looking at negative and or positive reviews allows the production team and stake holders to build upon what is going right and remove what may be going wrong.

With understanding comes better accomplishments. Without these interviews we may not know what the user is looking for as well as what they are not looking for. User meetings allow us to build upon the data needed to get the job done, as well as what the users expect from us. Scrum teams can home in on what's needed, and objections and expectations the users may have through these user meetings.