Product Development Terminology

Development Team

- Group of people working to create product
- Can include a number of roles
  - Software developer
  - Product owner, scrum master
  - DevOps engineers
  - UX/UI designers
  - Quality assurance engineers
  - …

Product Owner

- Details here…
- All can play this role for this project
- Person who is most interested in idea might be product owner for your group

Product & Project Managers

- Focused on long-term vision for product
  - How will it provide value to customers?
  - How will it help business/organization thrive?
  - How does it compare to competitors?
- Identifies success criteria
- Inspires development team to realize vision
- Strategic focus (vs. tactical product owner)

Stakeholder

- Anyone who…
  - Has an interest in the product
  - Can influence product decisions
  - Is affected by the outcome and deliverables of your work
- Examples:
  - Development team, product manager
  - Management, sales/marketing, support, investors
  - Customers, suppliers, regulating agencies

Timeboxing

- Putting a limit on time an activity can take
- Includes:
  - What will be done—what is the result?
  - Maximum amount of time it can take
- Benefits:
  - Maintain focus, reduce likelihood of scope creep
  - Can plan/schedule activities, resources reliably