**Product Owner Journal**

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CS 250 Software Development Lifecycle

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May 26, 2024

I have been assigned the role of product owner for the SNHU travel expansion. The product owner is the link between the customers and the business to begin taking what they have to say and applying it to the project. If this role was missing, the expectations of the clients or stakeholders would be lacking substantially. The first step to succeeding in my role would be to engage with my potential clients and stakeholders by holding a meeting and gathering as much information as I can on their expectations. I would like to get to know them and see who they are to be able to find that middle ground where I can meet their goals. This allows them to open and be more transparent with how much I can help them with while still prioritizing the business needs.

I created several user stories based on the client animation that was assigned allowing me to get a sense of what the clients are wanting to get out of this improvement. This helped first and foremost to see what direction of changes need to be made to be able to hit our goal as well as meeting the customers goal. This also allows me to be able to see things that may have been brought up that aren’t necessary. Depending on the amount of time that is provided, I want to focus on what the clients are looking for. The clients gave me several things that they wished for such as a personalized page of top listings or being able to filter the vacations by budget. This tells me exactly what we need to do by breaking into down into a specific task. If they want to filter by budget, then I need to create a filter setting that will drop down in the search bar to allow for that. The last step to that notion would be to figure out what would be the acceptable criteria for that task. For this, I would gather more information from the client to allow me to see what would be considered passable for that notion. The minimum baseline would be does it filter by budget, but you could go as far as requesting a generalization price or a minimum and maximum budget. The way to go about these user stories can go in many directions, but I would have to decide between the customer, myself, and the business how to go about it.

The other most important method for getting feedback is to work with the scrum master as they are going to be the one who helps prioritize business needs above all else and make sure the timelines are realistic as the user stories are created. The second set of eyes can help dramatically when refining the product backlog and assist in gearing the prioritization of these tasks. Another important part is getting information from the development team since they are working direction on these backlog items. They could see firsthand how these changes will be made which will allow insight into things that may look better or make the site run smoother. As a product owner, I must be a team player and a caterer to the customer. It is paramount to consider every angle and make sure to work with my team closely to allow the project to reach its apex. I will also continue to engage with my shareholders to discuss progress on the project and see if any other wants may help the project become more successful throughout the process as they will be the ones receiving the final product. Being in contract via email, having meetings, or having surveys out there to help with developing a friendly relationship would go a long way in getting positive insight on the direction I would need to take the project.

References

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