# **CS Journal**

# **Product Owner**

### **Southern New Hampshire University – CS 250**

### **by: Brandon Rickman**

January 27, 2019

The Product Owner can be viewed as the product manager. This person is responsible to their company for interacting with the client/customer and producing a product that is on-time, in budget, and works exactly as intended. The Product Owner is the head of the Team and the face of the company.

A Product Owner must meet with the customer to sort out the specifics of the product and what the customer would like to be seen from the product. This meeting with the client will help the Product Owner create and sort the user stories in the backlog. The Product Owner also must conduct any necessary focus groups to ensure their team has all the information to complete any necessary features of the product.

During these focus group meetings, the Product Owner will need to engage the users of the customer and interact with them to get their honest feedback of questions posed by the Team. Encourage the users to be honest about what like and don’t like. It is always easy for us to tell others what we like, however, people tend to shy away from causing disruption when it comes to saying what we don’t like. Make the user feel empowered to assist the Team in creating something the user would be proud to use. Sometimes the Product Owner may have to guide the answers from the users. In the video presented we were informed by all three users about their preference of vacation, however, each had already agreed to having a filter for type of travel, would be handy. This made for redundant information. To avoid this repeat the main concern or task in an ensuring way that is of a top priority for the Team.

These users' stories, created by the Product Owner with the help of the users, will shape the product’s direction, and vision. Each user story will add a feature or combine other features to the product. The Product Owner needs to know how to set these stories for both the customer to understand and the Team to understand. The phrase, “As a [user] I want to [some task or feature] so that I can [what the feature does].” helps to narrow down these stories to a thesis. This product statement makes the user story have purpose, a goal, and title. The Team then takes one of these stories and creates the feature as necessary. With the purpose given to the story, the Team then takes on that purpose, ultimately ending in the product having a new feature.

The focus meeting is essential for understanding the product concept and presenting new ideas, that maybe the customer had not even thought of. This would directly affect the customers bottom dollar, because in business without happy customers you do not have money. and without money you do not have a business. The Product Owner needs to be able to see where they can step in and assist the customer in acquiring new or loyal customer base. This can be accomplished through the customer focus group setting. As mentioned earlier, I did feel this video had repeated information and only allowed for two main features: a personalized list and filtering options. I added a user profile with preferences and previous travelled locations for enhanced user experience and list creation. I also added, software created travel tracking, to generate reports and statistics of user travel selections, preference, etc. This will help the customer in the future to gain better deals within the travel community at destination locations. This could also help acquire future users that were not available at the moment due to the limitations of package selections.

The position of the Product Owner is challenging, as the customer’s expectations of the product, and the Teams ability to complete the expectations of the customer clash. The Product Owner needs to have a strong sense of self and be able to understand all levels of the product production. The Product Owner also needs to be a people person, charismatic, and knows when to say something can or cannot be done. This position is a leadership role and should not be taken lightly. Ultimately the profit margin will fall onto the Product Owner’s shoulders if the Team cannot produce, and the Company loses the customer.