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Module 3 journal

What benefits can you gain by engaging with users or stakeholders?

As a product owner it can be extremely helpful to get input from the end user and stakeholders. This input can give your project a firm direction and goals to hit along the way. A good example of this from the user stories animation is when one user asked for a suggestion list and then a second one added the detail of a personalized suggestion list based on past travel. This feedback can help the product owner properly direct the scrum master and development team to make a product that the end user will find extremely useful.

Reflect on the User Stories assignment in this module. How can user stories help the Scrum team?

User stories can be extremely helpful to the Scrum team. They give direct feedback to the Scrum Master and development team and can allow for more specific goals to be established. This feedback can point the development team in a direction that they would not have otherwise considered such as when one of the users in the animation mentioned not wanting to see a tropical destination in the suggested list if they did not have a history of that type of travel or another user suggested adding a cruise option. Any feedback that the development team gets early in the process can help direct the project in a better direction and can avoid wasting time and money on a product that would not be well received.

How did the interviews/user meetings help in writing these user stories?

The interviews with the end users helped to set product goals for the entire team. It allowed the product owner to have a conversation with people who could be the end users of the product and make changes based on things they would like to see in a live product. Feedback such as being able to sort the travel packages by price or by the type of vacation can be seen as extremely important to some customers and including them should help to ensure a larger customer base.

What other methods for collecting feedback are needed to build the user stories?

After getting feedback from the round of user interviews it can be important to get feedback from other entities involved in the process. First, it can help to get feedback from another group of end users such as ones that have used the SNHU travel website (In the animation they had used a competitor’s website). Second, it is important to take the feedback to the stakeholders to determine if the feedback meets their vision of the project or if additional changes need to be made. Third, it is important to get feedback from the Scrum Master and development team. This feedback can let you know how complex some of the requests are or how much time they will take. This can allow the product owner to properly set stories for the team to work on and to properly manage the expectations of the stakeholders.

Sources:

*CS 250 Software Development Lifecycle*. CS250-module three: Product owner and User Focus Group. (n.d.). https://snhu-media.snhu.edu/files/course\_repository/undergraduate/cs/cs250/storyline/mod3/story\_html5.html