

scrum day 2009

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Product ownership



Efficiency and effectiveness



Key relationships



Product owners and stakeholders

- Stakeholder commercial objectives
- Product strategy and direction
- Key strategy decision points and milestones
- Strategic relationships
- Product vision
- Business relationships
- Product recommendations
- Business case
- Corporate themes

Product owners and the team

- Direct production
- Share the vision
- Features and related benefits
- Prioritised list of work items
- User stories
- Technical and financial risk
- Team learning
- Product release
- Ship the product

Product owners and the market

User needs

New markets

Gap analyses

Follow trends

Customer and industry evangelists

Needs-based solutions

Customer issues and priorities

Champion the product

Product domain



Documents

Business case

Economic plan

Formulate the problem or opportunity

Ask questions

Product positioning

For [target market] who [compelling reason to buy] our
product [product category] that [key benefit] which
unlike [main competitor] our product [key
differentiation]

(Unknown)

Vision

Perfect product

Outer bounds of market and functionality

Problems to be solved

Not constrained by technicalities

Motivates the team

Data sheet, overview, and backlog

Features and related benefits

User language

Honours vision

Sparks conversation

Prioritised user stories

As a [user type] I want to be able to [feature description] so that [benefit description]

(Mike Cohn)

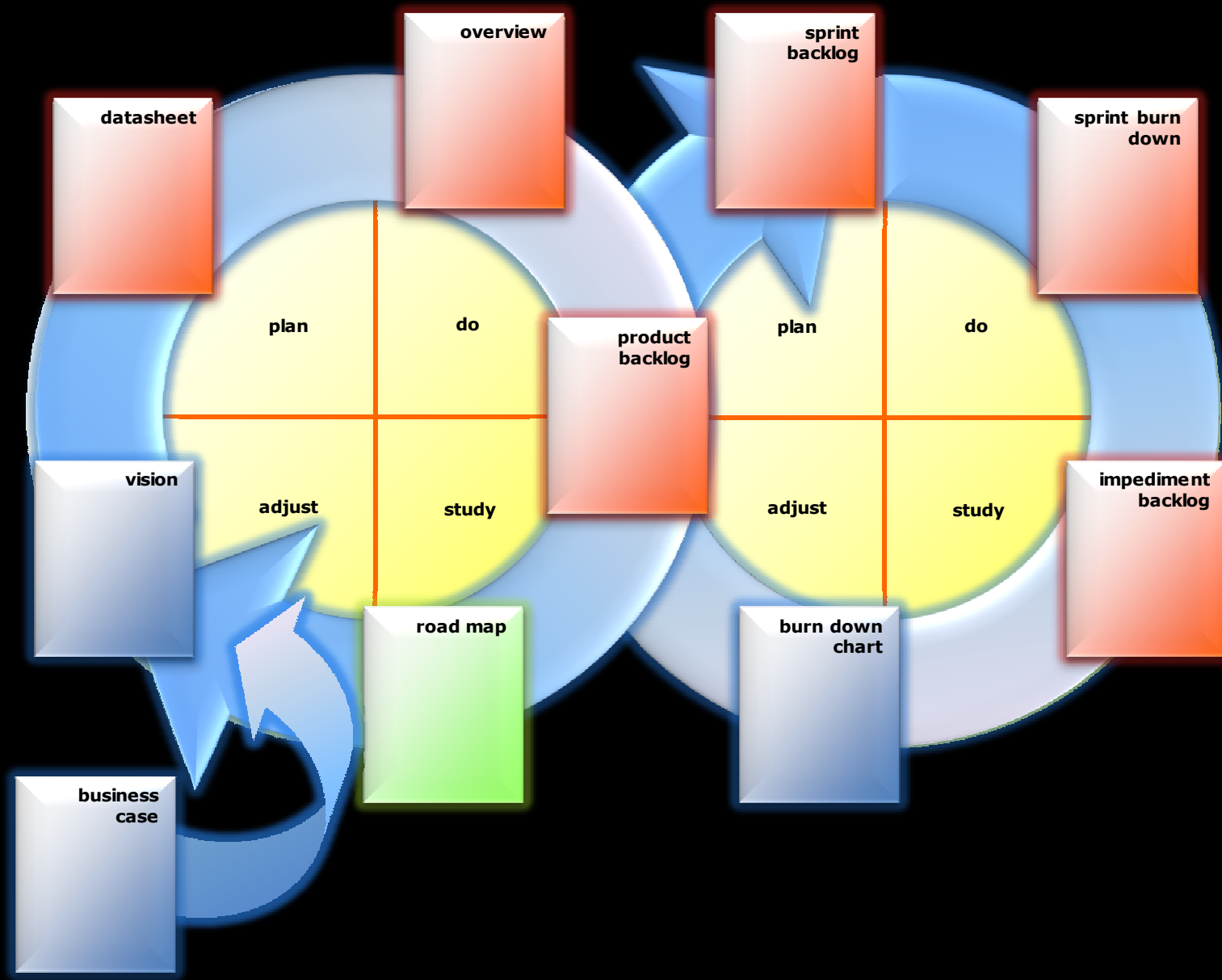
Road map

Release plan

Snapshot of backlog

Decision-making criteria for future functionality

“We have a plan.”



Characteristics and qualities



A product owner directs the team to deliver the right solution to market that meets user needs and stakeholder expectations, in a way that is innovative, ethical, and respectful of the rights of others.

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