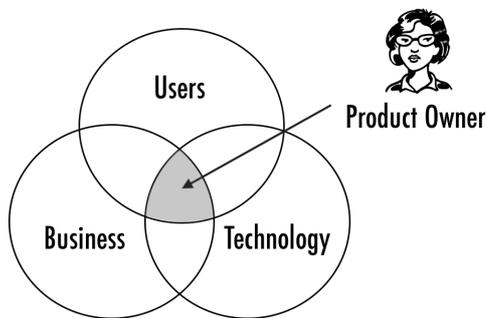


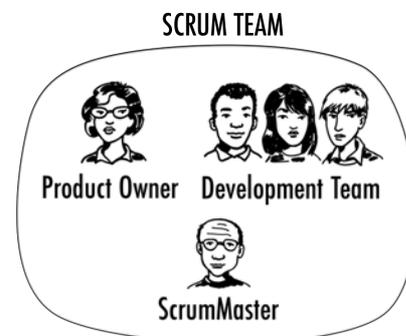
ROMAN'S PRODUCT OWNER GUIDE

THE PRODUCT OWNER IS RESPONSIBLE FOR MAXIMIZING THE VALUE A PRODUCT CREATES



The product owner should understand the user needs, know how the business works, and collaborate with development. I view the product owner as a product management role, as an agile product manager.

The product owner responsibility is derived from the Scrum Guide 2017. The Venn diagram above is based on Martin Erickson's definition of product management.



The product owner role originated in Scrum, where the person is a member of the Scrum Team; works with a cross-functional development team and a ScrumMaster in a trustful manner; and engages the stakeholders in the right way. These may include people from marketing, sales, support, and other business units.

A PRODUCT OWNER LOOKS AFTER A PRODUCT

Feature

A product capability people can interact with.

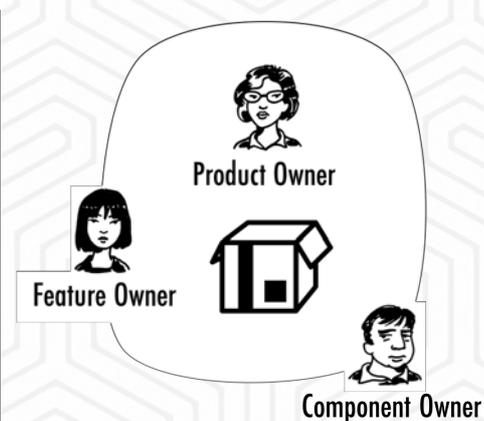


Product

Solves a problem or provides a benefit for a group of people and creates value for the company.

Component

An architecture building block of the product.



PRODUCT OWNERS MUST KNOW THE VALUE THEIR PRODUCT CREATES

In order to maximise value, a product owner must be able to determine the product's value proposition, market (segment), business goals, business model, and key features—no matter which format or templates are used. If you are unsure, try my Product Vision Board below to describe the value your product creates.

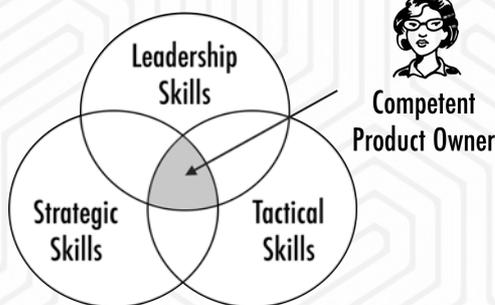
The Product Vision Board

 VISION			
What is the product's purpose? Which positive change should it bring about?			
 TARGET GROUP	 NEEDS	 PRODUCT	 BUSINESS GOALS
Which market or market segment does the product address? Who are the target users & customers?	What problem does the product solve? Which benefit does it provide?	What product is it? What makes it stand out?	How is the product going to benefit the company? What are its business goals and KPIs?

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PRODUCT OWNERS REQUIRE THE RIGHT SKILLS

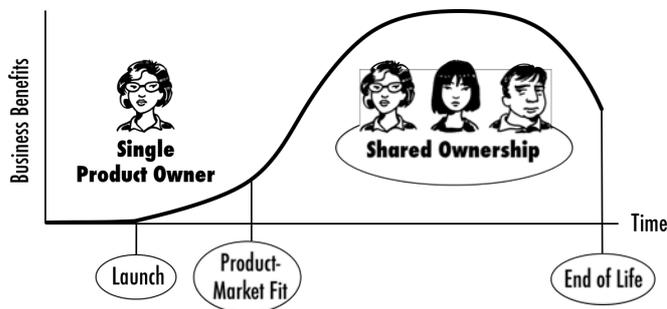


Leadership Skills include empathy, vision, communication, decision-making, stakeholder management, and product ethics.

Strategic Skills include product strategy and product roadmap, business model and financial forecast, KPIs, market research and validation, and product discovery.

Tactical Skills include product backlog prioritisation and management, personas, user stories, product validation techniques, and technical understanding.

APPROACHES FOR SCALING THE PRODUCT OWNER ROLE



Single Product Owner is particularly useful for brand-new and young products; enables fast and consistent decision-making.

Share Ownership is often necessary when product-market fit is achieved in order to facilitate growth. Don't scale prematurely!

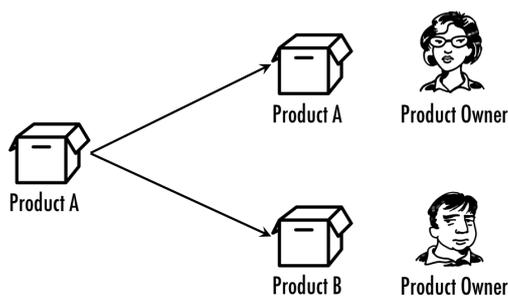
Scaling Option 1



Product Owner is responsible for product strategy, product roadmap, financial forecast, overall product backlog, stakeholder management.

Feature and Component Owners are responsible for describing, validating, and prioritising feature and component functionality; working with the dev teams. Feature owners are called "Area Product Owners" in LeSS.

Scaling Option 2



Split the Product, not the Role. Unbundle one or more features like Facebook did with Messenger, or create variants—think of iPod Shuffle and Touch, for example.

Scaling Option 3



Strategic role is responsible for product strategy, product roadmap, stakeholder management, financial forecast; called "Product Manager" in SAFe.

Tactical role is responsible for product backlog management, epics and user stories, collaboration with the development team; referred to as "Product Owner" in SAFe.