



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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*Product development
demystified – My journey as
a Product Owner*



About me

- Product Owner at Qubiz
- Started as Software Developer, made transition to Business Analyst and Product Owner
- Was part in multiple software products' development, different fields (logistics, healthcare, financial, media)

Summary

- The stakeholders
- Challenges and realities of the product development
- Techniques for dealing with project challenges
- Ingredients for a successful product
- Tips and tricks for a fantastic PO journey

The context



Global company



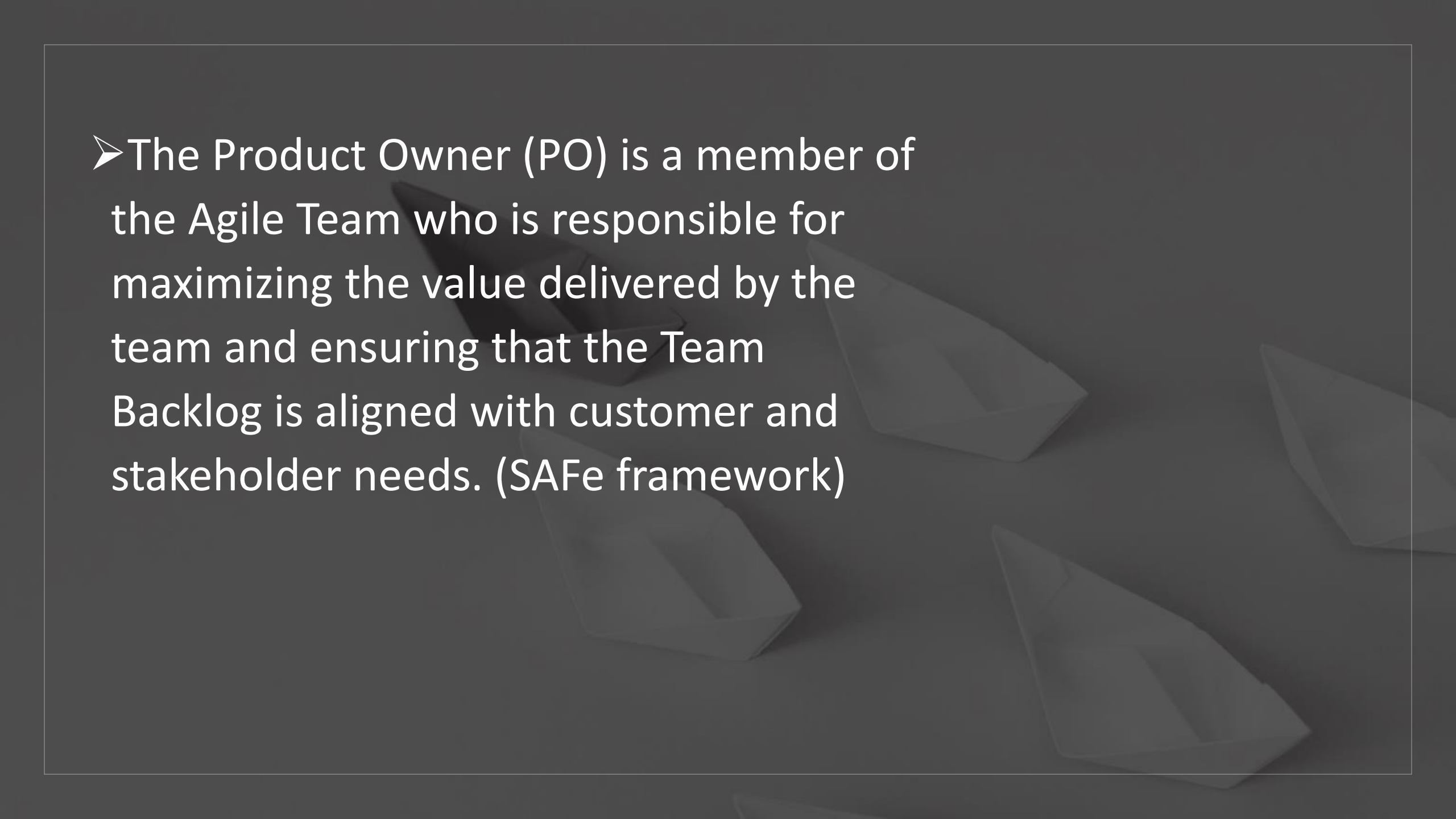
International
market



Supply chain
management
software

The focus

- Create and maintain the software
- Think of and keep the security, quality, performance
- Be prepared to offer support 24/7
- Continuous delivery
- Always be up to date



➤ The Product Owner (PO) is a member of the Agile Team who is responsible for maximizing the value delivered by the team and ensuring that the Team Backlog is aligned with customer and stakeholder needs. (SAFe framework)

Product Owner

- Responsibilities include prioritizing tasks and ensuring features meet user needs.
- Acts as a bridge between stakeholders and the development team.
- Effective communication and decision making are key skills for product owners.

Business Analyst

- Like the PO, the BA plays a critical role in working with the scrum team to execute the product vision by defining needs and recommend solutions that deliver value. The BA goes a bit deeper by breaking down high level product features into user stories, with the appropriate amount of detail (IIBA).

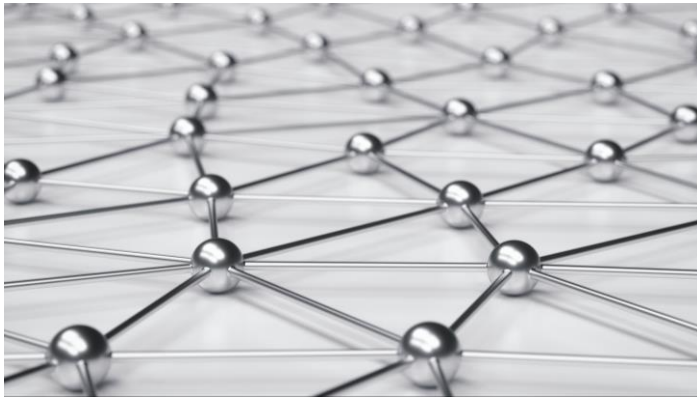
Areas to be considerate



The stakeholders

- Business Owner(s)
- Customers
- Suppliers
- Partners
- End User(s)
- Competitors
- Managers
- Development Team

Collaborating with the stakeholders



Product owners work closely with stakeholders to gather input and feedback.



They facilitate communication between stakeholders and the development team.



Building strong relationships with stakeholders is key to project success.



Transparency and accountability are essential in stakeholder collaboration.

Responsibilities



Understand
the business
need(s)



Create
solution
design



Be a SME



Explain it to
the
developers



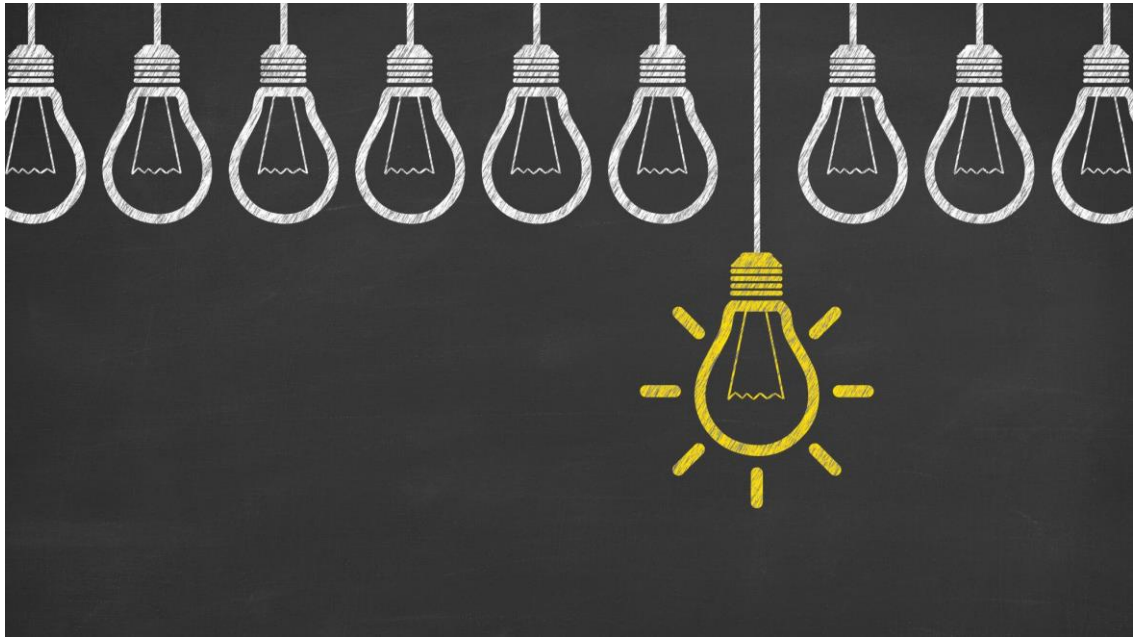
Requirements
management

Creating clear user stories

- User stories define product features from a user perspective.
- They help clarify requirements and guide development iterations.
- Well-written user stories are specific, measurable, achievable, relevant, and time-bound.
- Product owners collaborate with the team to refine and elaborate on user stories.

*What it takes
for a fantastic
journey?*





- Curiosity
- Listening
- Communication
- Team working
- Domain knowledge
- Technical background
- Experience
- Community

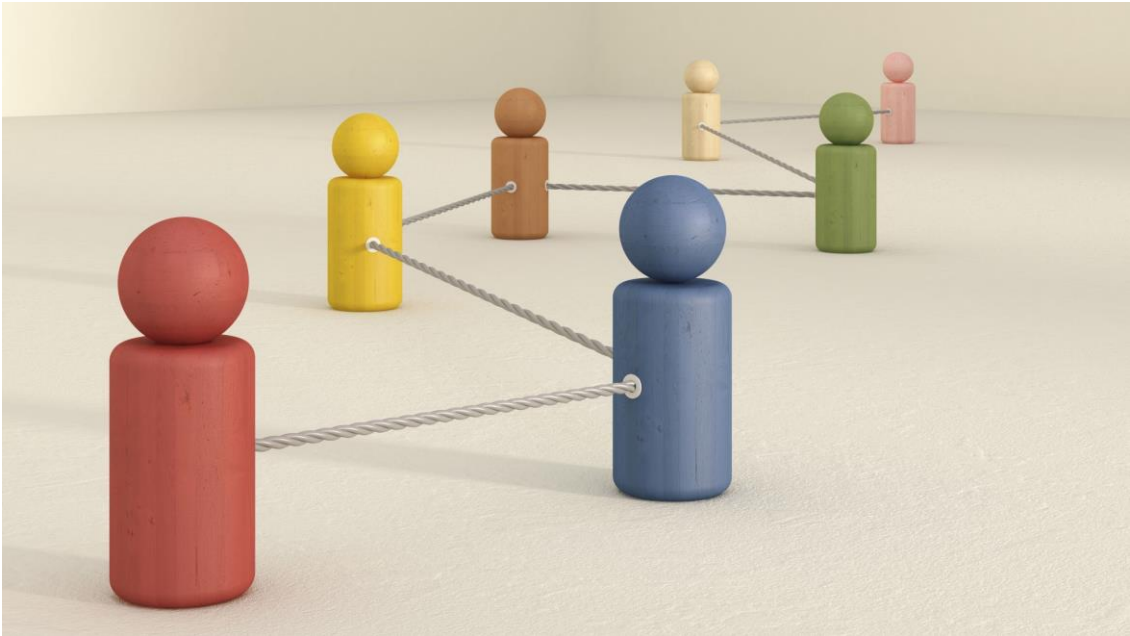


Techniques for a successful journey

- Stakeholders' analysis and management
- Investigation techniques
- Gap analysis
- Data modelling
- Requirements engineering

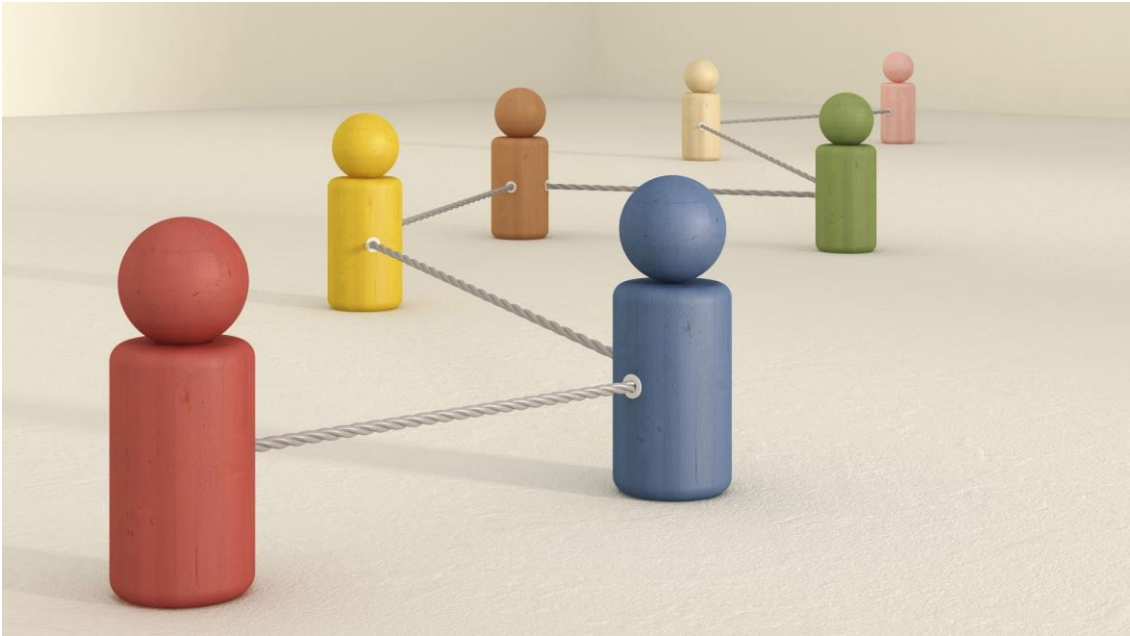
Areas of action

- Multiple teams
- Large area, different time zones
- Business knowledge and common understanding



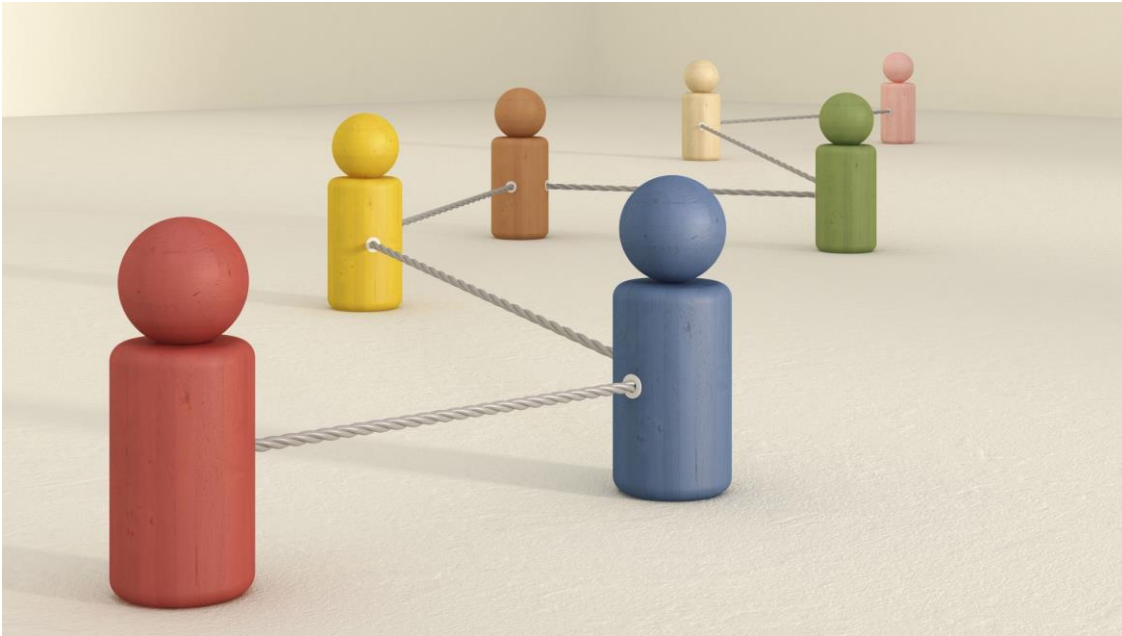
Areas of action

- Technical limitations
- Flows and processes
- Legal regulations



Areas of action

- Prioritizations
- Security
- Requirements management



PO's life in a sprint

- Backlog planning together with the SM / PM
- Solution document
- Manage multiple teams
- Development team support



Risk mitigation in agile

- Start with an MVP
- Address technical risks early
- Communication all day
- Engage users in the development process
- Follow the common rules, be compliant with naming conventions
- Maintain knowledge and expertise

Techniques

- Keep it simple
- Analyze where it suits better in the application
- Technical limitations
- Always think of potential performance issue
- Software Maintainability



*Ingredients for a
successful
product*



- Feedback from users and stakeholders helps identify areas for improvement.
- Iterative development allows for continuous feedback and refinement.

Overcoming challenges

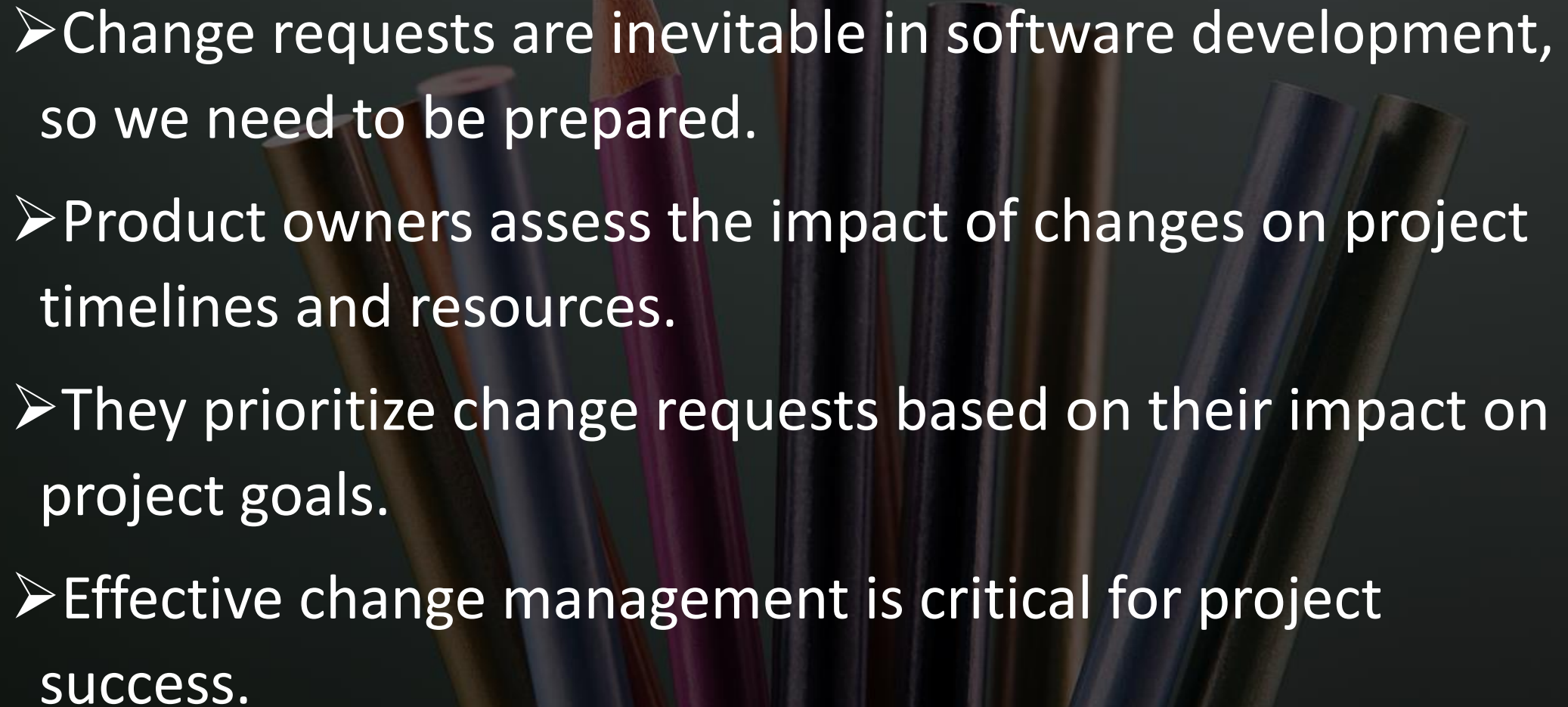


- Product owners face challenges such as conflicting stakeholder priorities and changing requirements.
- They must adapt to unexpected changes and maintain focus on project goals.

Overcoming challenges



- Collaboration with the team and stakeholders is essential to overcome challenges.
- Communication, flexibility, and problem-solving skills are key in addressing challenges.

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- Change requests are inevitable in software development, so we need to be prepared.
 - Product owners assess the impact of changes on project timelines and resources.
 - They prioritize change requests based on their impact on project goals.
 - Effective change management is critical for project success.

Thank you

Questions?

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