



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

1.

Product Owner at
Qubiz

2.

Started as a Software
Developer, made the
transition to Business
Analyst and Product
Owner

3.

Part of many software
product development
projects, different
industries (logistics,
healthcare, finance,
media)

Summary

1.

The Stakeholders

2.

Challenges and realities of product development

3.

Techniques for dealing with project challenges

4.

Ingredients for a successful product

5.

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 maintain security, quality, performance
- Be prepared to offer support 24/7
- Continuous delivery
- Always be up to date

Product Owner (PO)

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

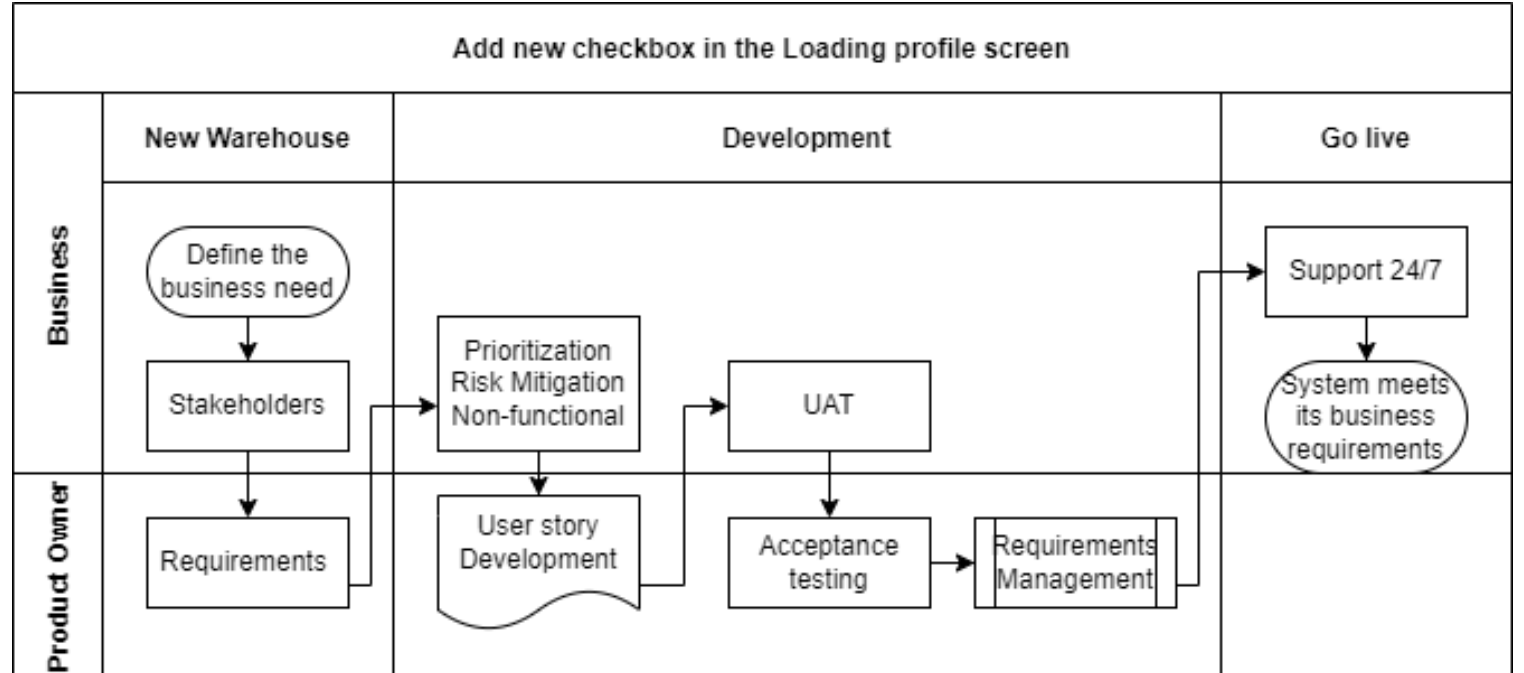
Business Analyst (BA)

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 considered



End to End Process



The Stakeholders



**Business
Owner(s)**



Customers



Suppliers



Partners



**End
User(s)**



Managers



Competitors



**Development
Team**

Trust in 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

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
Work**

**Domain
Knowledge**

**Technical
Background**

Experience

Community

Techniques for a successful journey

**Stakeholder
analysis and
management**

**Investigation
techniques**

**Gap
Analysis**

**Data
Modelling**

**Requirements
Engineering**

TECHNIQUES

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

PO's life in a sprint

**Backlog
planning
together with
the SM / PM**

**Solution
document**

**Manage
multiple teams**

**Development
team support**

Ingredients for a successful product



Feedback from users and stakeholders helps identify areas for improvement



Iterative development allows for continuous feedback and refinement

Tips and Tricks for a Fantastic Journey

- Changes are inevitable in software development, so we need to be prepared, by include a buffer when doing the planning.
- Product Owners assess the impact of changes on project timelines and resources, by deciding if is it an MVP (minimum viable product) change.
- Product Owners prioritize change requests based on their impact on project goals, by using MoSCoW matrix.
- Effective change management is critical for project success. This can be done by using feedback-driven model.

THANK YOU!



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