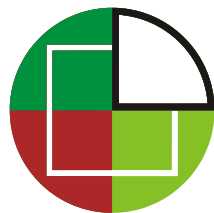


EFFECTIVE PRODUCT OWNERSHIP

Frank Saucier, Executive and Agile Coach
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FreeStandingAgility.com

SHOW OF HANDS

TIME TO PLAY

“WHAT’S MORE VALUABLE”

What's More Valuable?



[A]



[B]



Who's Your Customer?

What's More Valuable?



[A]



[B]



What Are You Building?

What's More Valuable?



[A]



[B]



What's In Your Way?

WHAT ARE THE CHARACTERISTICS OF AN EFFECTIVE PO?

Product Owner

- Responsible for defining a **vision**.
- Responsible for translating the vision into **value**.
- Responsible for delivering the value **incrementally** and **sustainably**.

Value Is Perceived & Dynamic

- Depends on **perspective**.
- Depends on **time**.
- Depends on **circumstance**.

WHO DO PRODUCT OWNERS DELIVER VALUE TO?

“Triple View” Product Owner



Business

Customer

Team

Business View Value

- Provide a return on investment
- Meet a contract obligation
- Improve time to market
- Grow market share
- Generate equity



Customer View Value

- Deliver working software
- Improve quality
- Save time
- Save money
- Listen to their requests

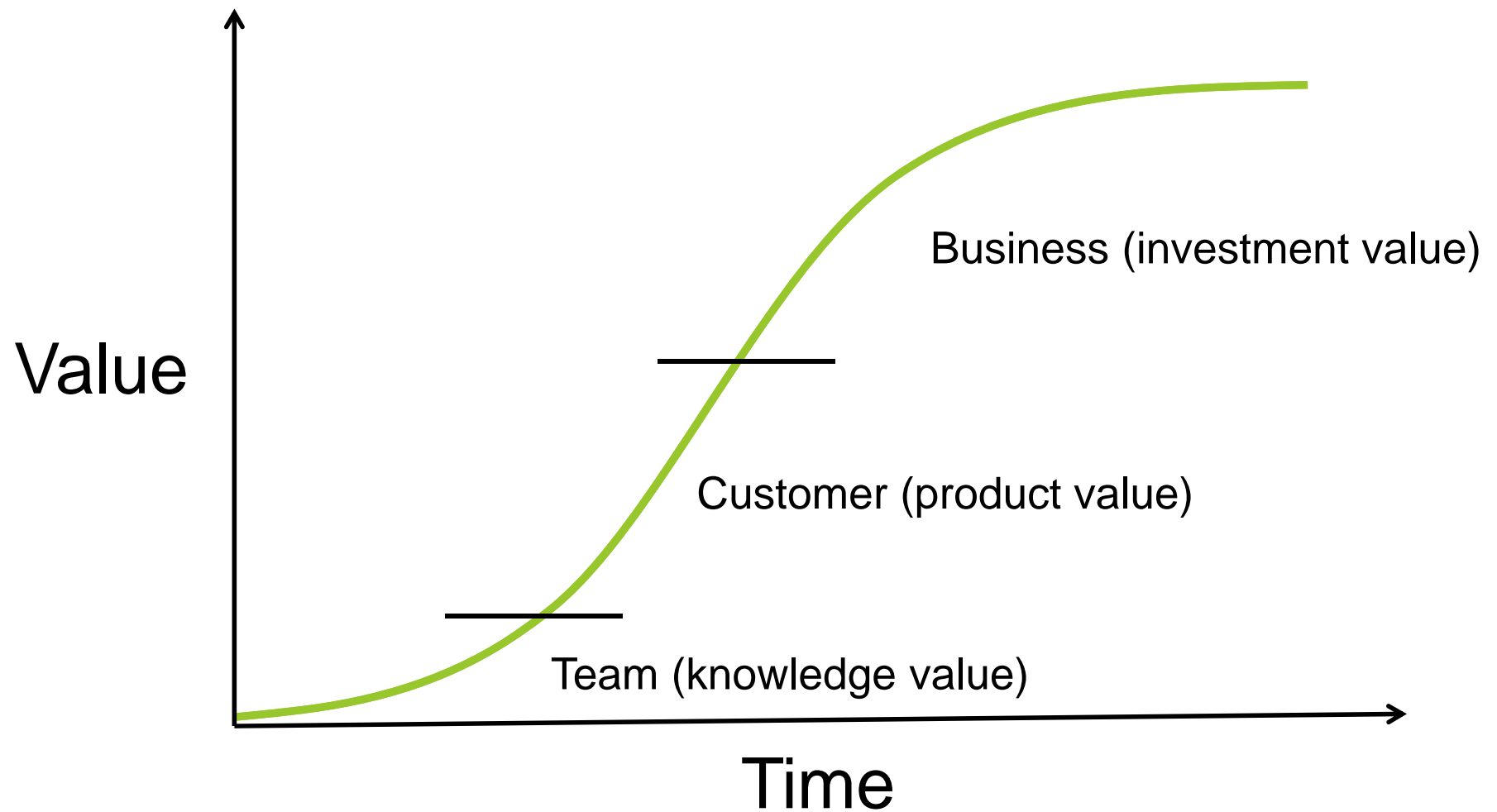


Team View Value

- Improve engineering practices
- Reduce uncertainty
- Gain knowledge
- Improve productivity
- Shed technical debt



Value Timeline



BUILDING A “VALUE TEAM”

“Value Team” Members

- Users
- Purchasers
- Sales
- Marketing
- Domain experts
- Developers
- Architects
- Trainers
- Technical support
- Business analysts
- Executives
- Former customers
- Other POs
- Competitors

MINING THE VALUE TEAM

Value Mining Techniques

- Conversations
- Interviews
- Questionnaires
- Experiments
- Observing users
- Paper prototyping
- Product visioning



ORDERING THE VALUE

Sensemaking

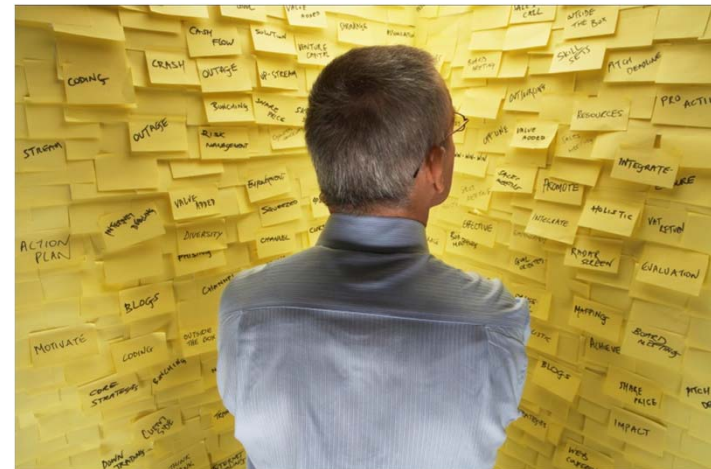
Stakeholders



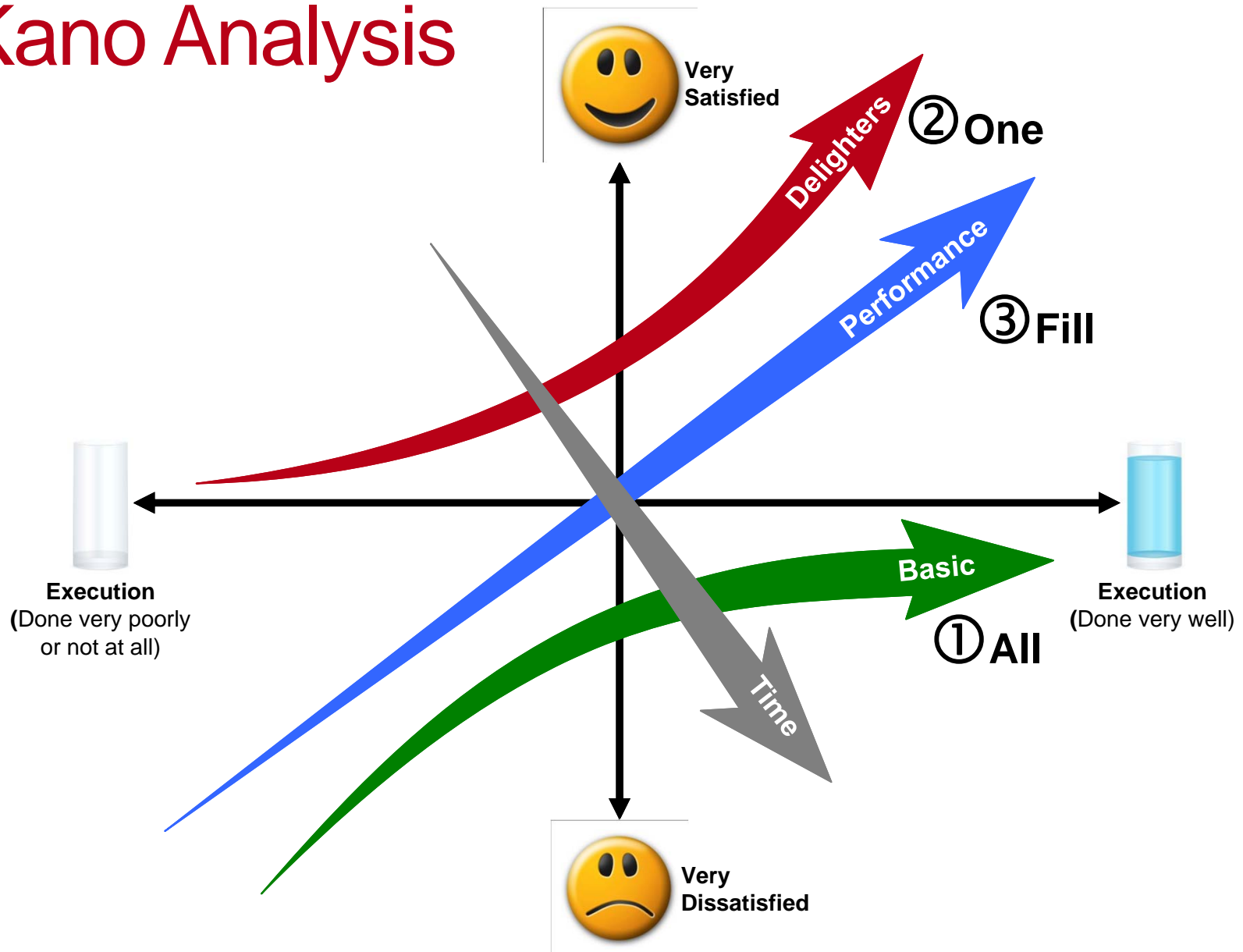
Scrum Team

Value Ordering Perspectives

- Kano Analysis
- MoSCoW
- Risk-Reward
- Relative Value Points



Kano Analysis



“Artifacting” the Product Backlog

- “Triple View” value type:
Who is it for?
- “Value Team” source:
Where did it come from?
- “Value Mining” method:
How was it found?

CLASSES

FreeStanding Agility 1-Day Classes

- **Agile and Scrum Fundamentals**

Tuesday 4/23, Waltham, MA

\$249 (earn 7.5 PDUs)

- **Scrum Master Skills**

Wednesday 4/24, Waltham, MA

\$399 (earn 7.5 PDUs)

TIME TO LAND THE PLANE: QUESTIONS & TAKE-AWAYS
