

Product Owner

Build the
right thing!



Is responsible for ...

- ensuring the squad builds the right product
- making sure the business benefits are delivered
- prioritising features and adjusting scope
- keeping stakeholders in the loop
- ensuring the impact of changes are measured and understood

On a squad they ...

- communicate the product vision to the team
- motivate the team with the product vision
- communicate the business benefits of the product/features
- create, prioritise and maintain the product backlog
- define release and sprint goals
- answer questions to add detail to user stories
- accept/reject developed user stories
- communicate the vision, progress and output within Trade Me
- are the single point of contact for questions
- involve other teams (e.g. finance, legal, CS, comms) when necessary

NOTES

Usually the Product Manager and the Product Owner are the same person. If the job gets too big because there is more than one squad involved, there may be a separate Product Manager.