

# Becoming a Successful Product Owner

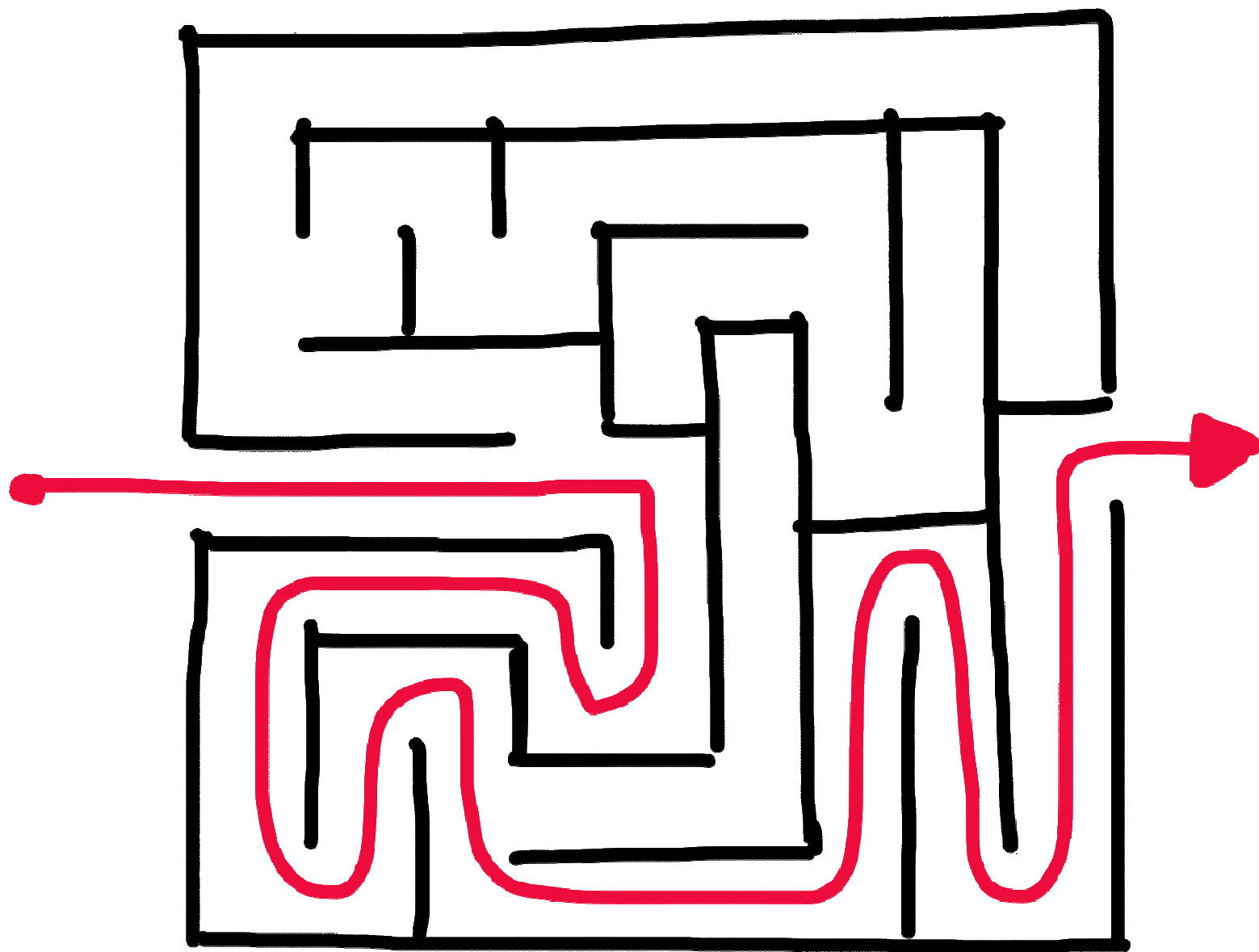
Arne Åhlander

[www.aqqurite.se](http://www.aqqurite.se)



CONFERENCE  
24-25.3.2015





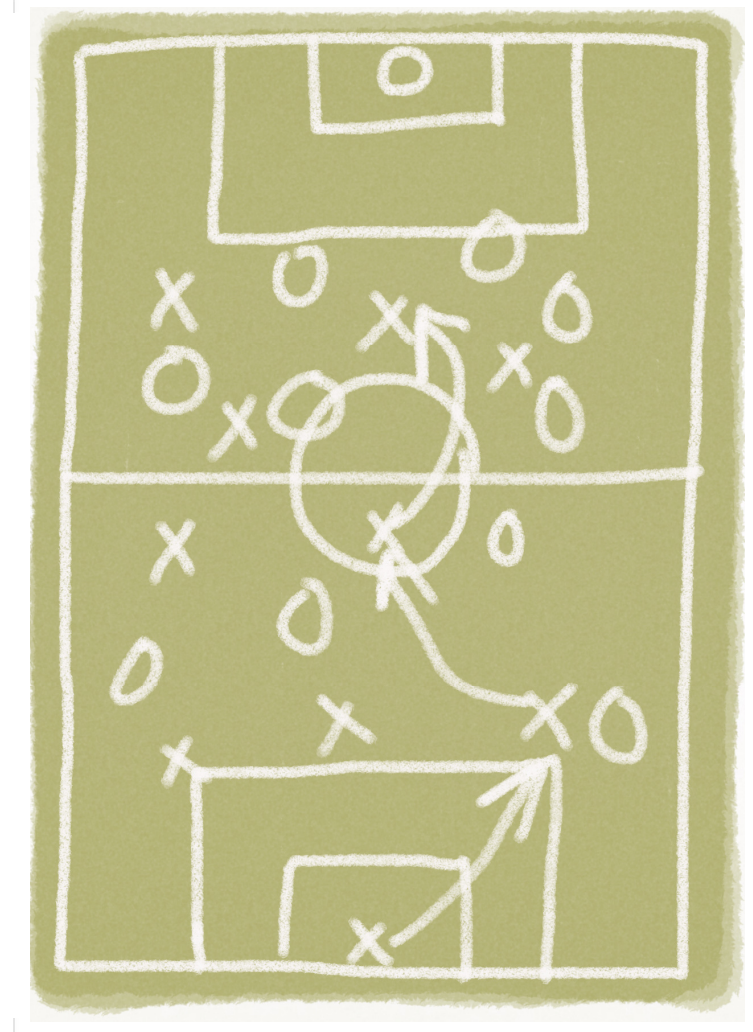






# Product Owner Playbook







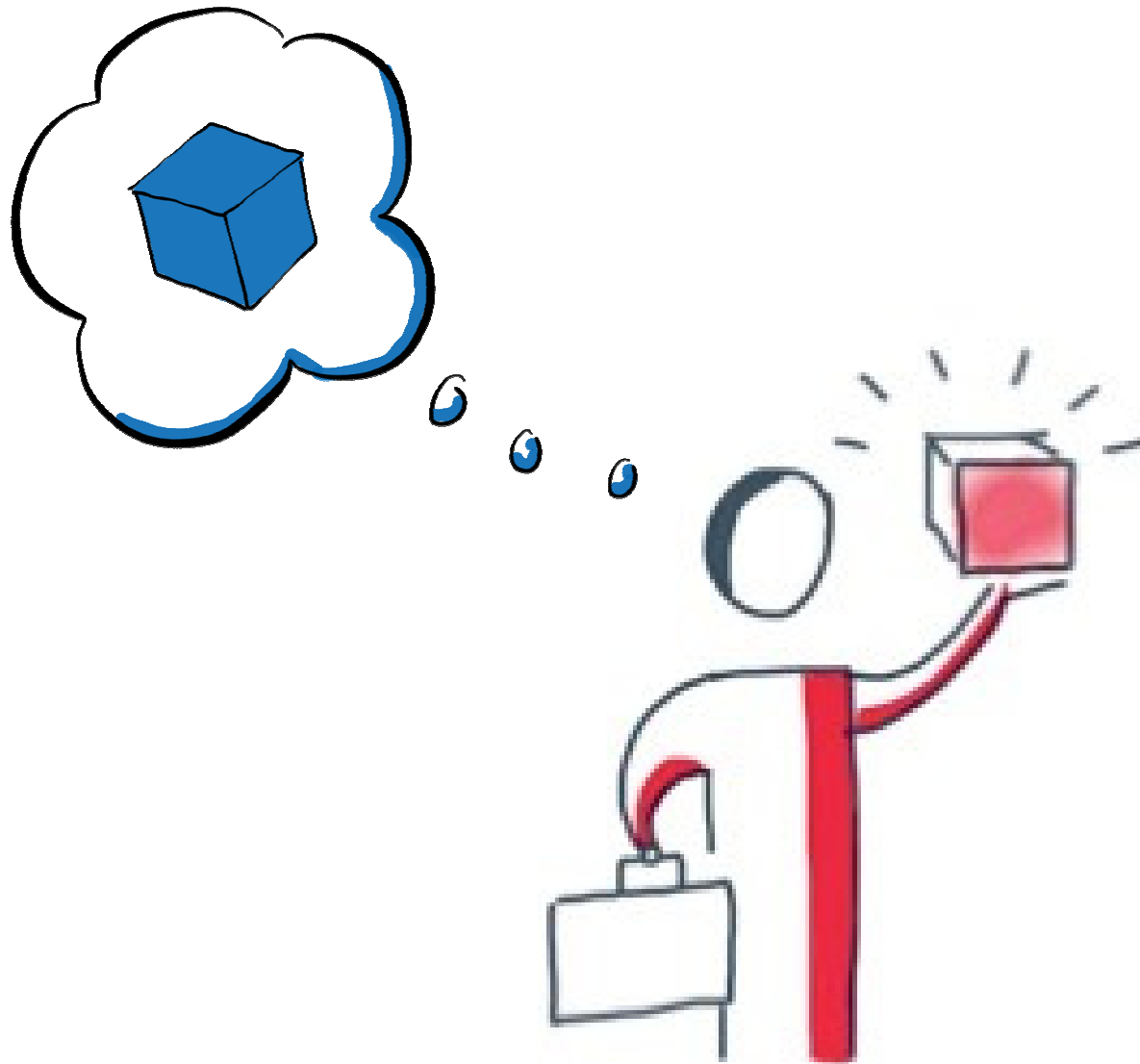
# Possible content



Anything missing?

- A list of important stakeholders
- Product Vision
- Product Roadmap
  - Release information
- Product Backlog
- Definition of Ready
- Definition of Done

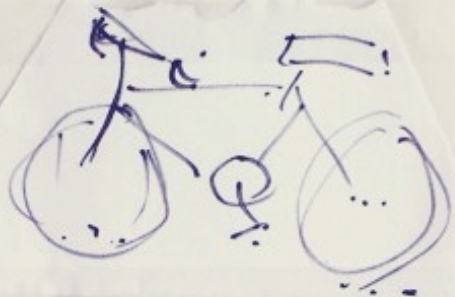
# Product Vision



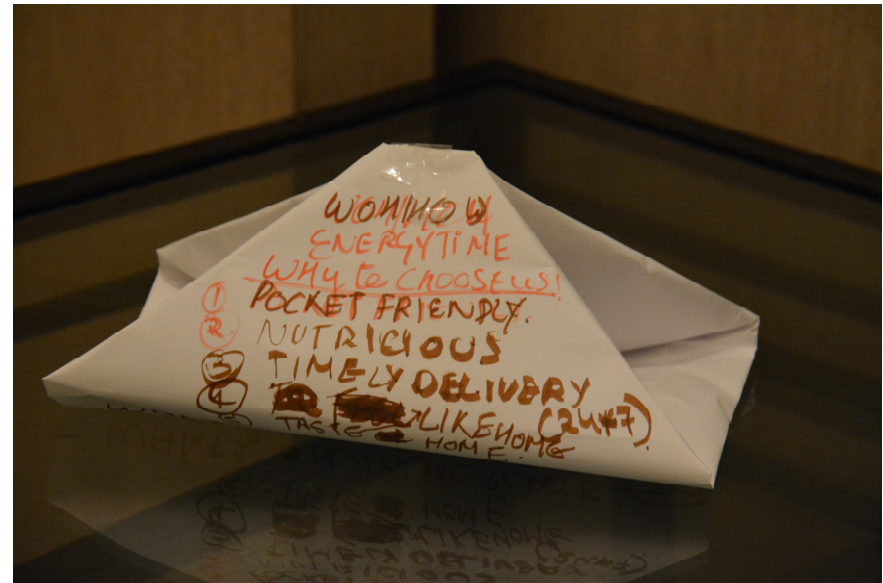




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# Common Template

**For** (target customer)

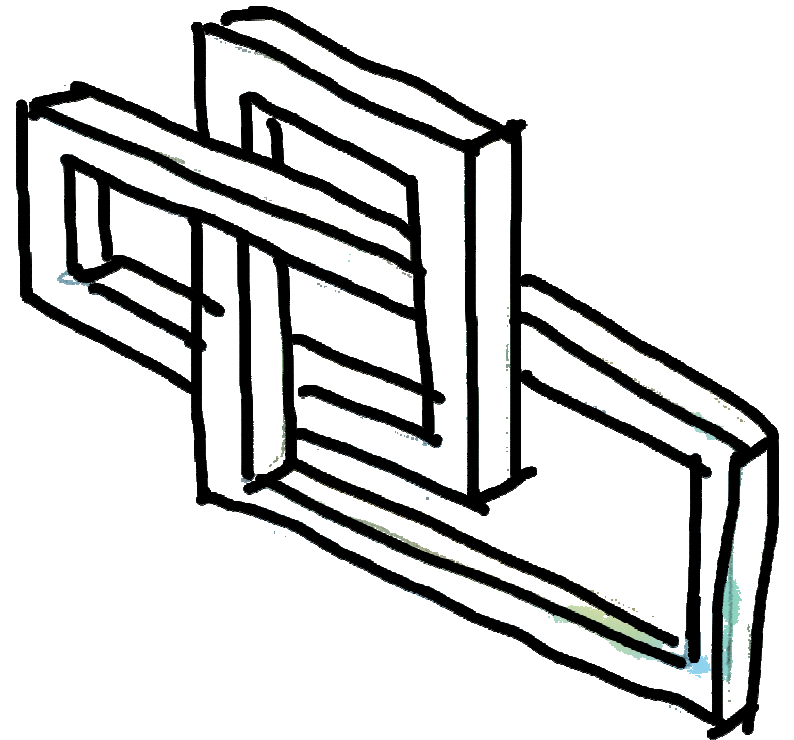
**Who** (statement of the need or opportunity)

**The** (product name) is a (product category)

**That** (key benefit, compelling reason to buy)

**Unlike** (primary competitive alternative)

**Our product** (statement of primary differentiation)



Source: Geoffrey Moore – "Crossing the Chasm"

# Example

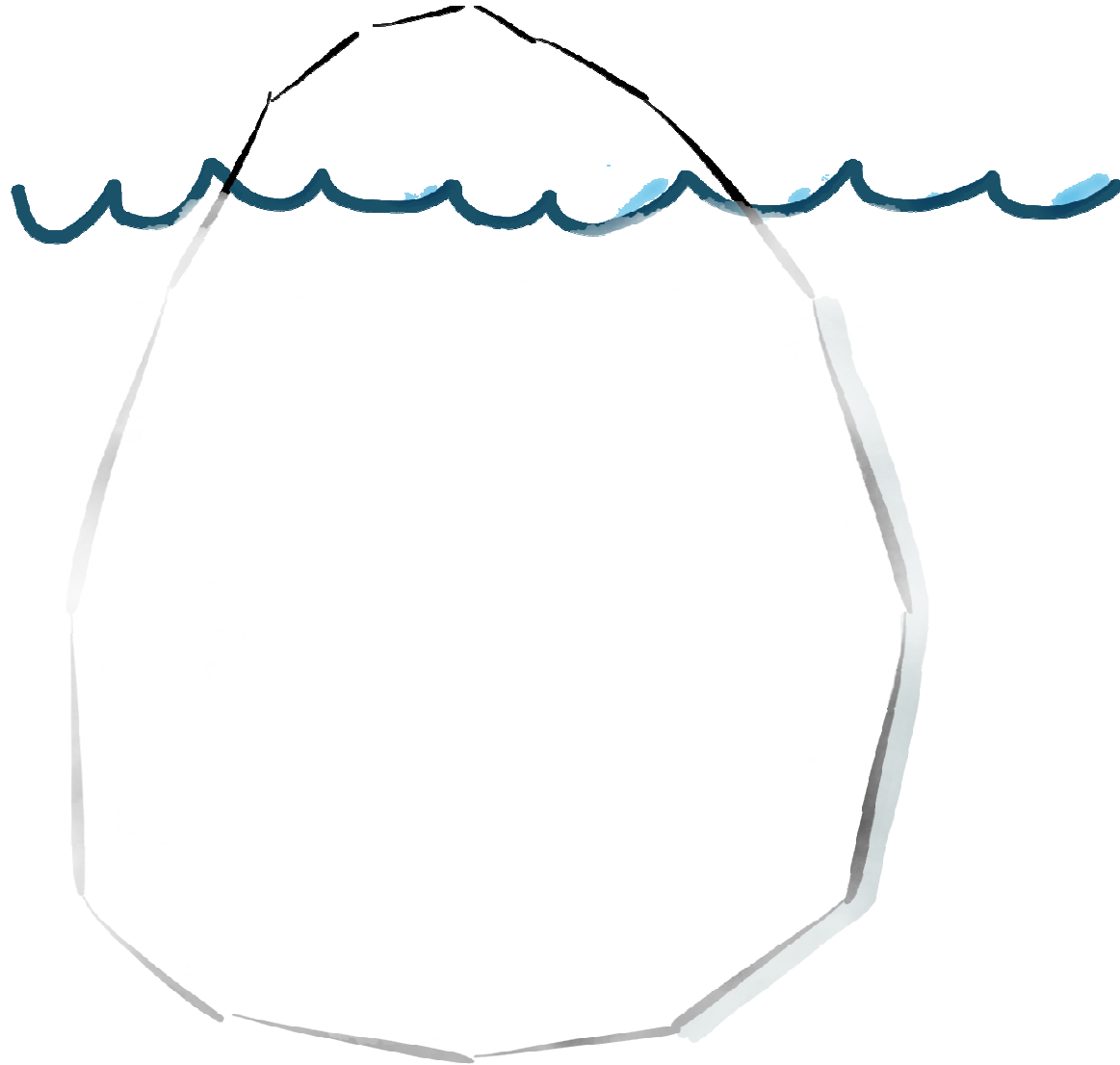
For bikeriders who want to buy a custom bike the YourBikey.com site is a marketplace that let constructors provide custom bikes for sale Unlike a traditional bike store where standard bikes are sold, our solution support purchase of individually and custom designed bikes.



# Product Discovery

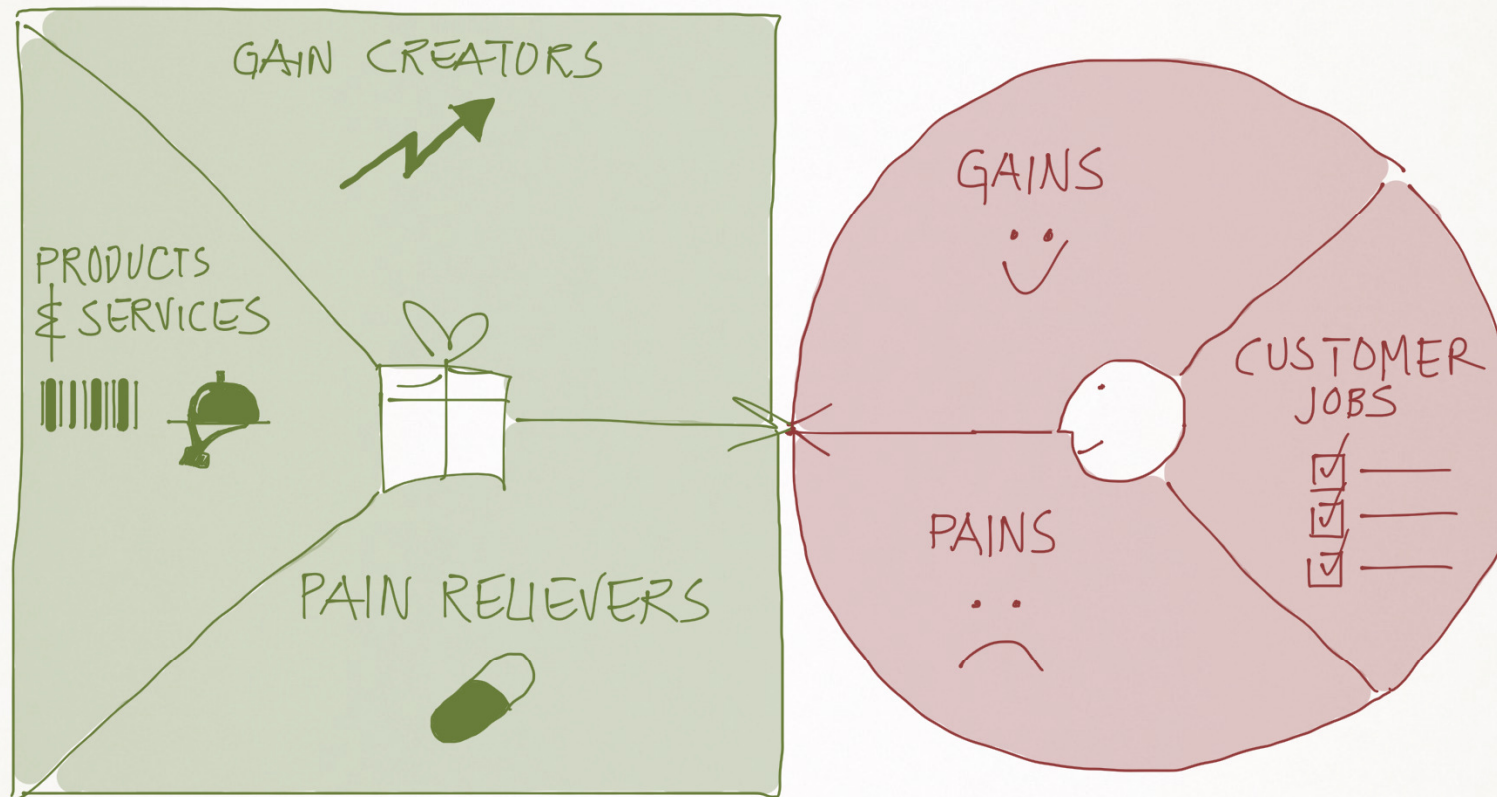


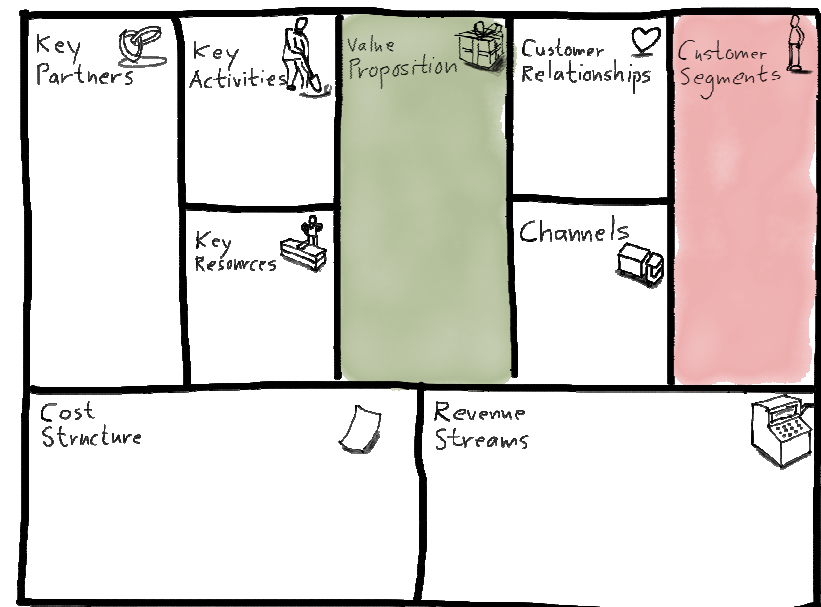
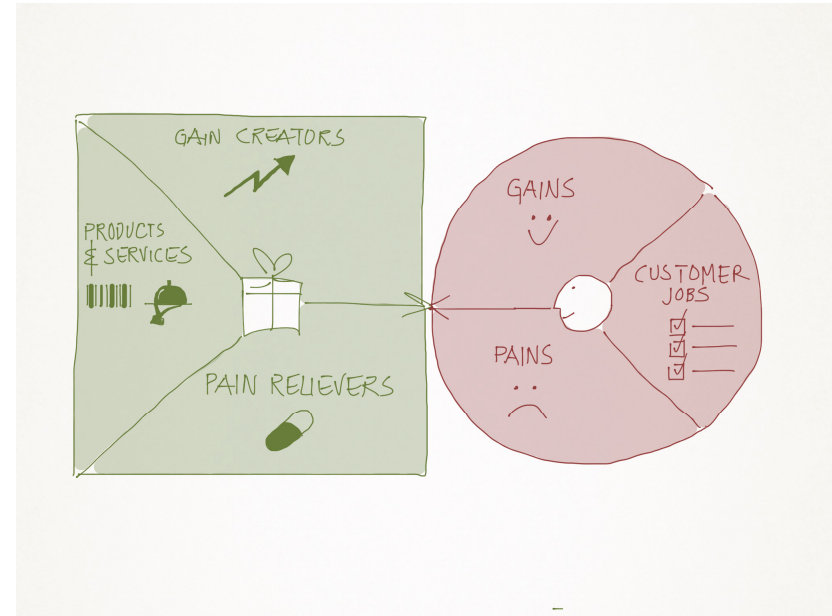
# Visualisation




- Value Proposition Canvas
- Business Model Canvas
- Lean Canvas
- Product Scorecard
- Product Vision Board








Key Partners 


8

Key Activities 


7

Value Proposition 

2

Customer Relationships 

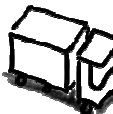
4

Customer Segments 


1

Key Resources 

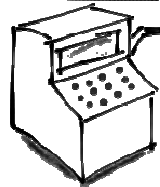
6

Channels 

3


Cost Structure 

9

Revenue Streams 

5



~~Key Partners~~ 


Problem


~~Key Activities~~ 

Solution

~~Key Resources~~ 

Key Metrics


Value Proposition 

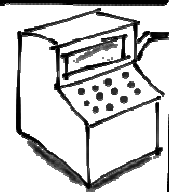
~~Customer Relationships~~ 

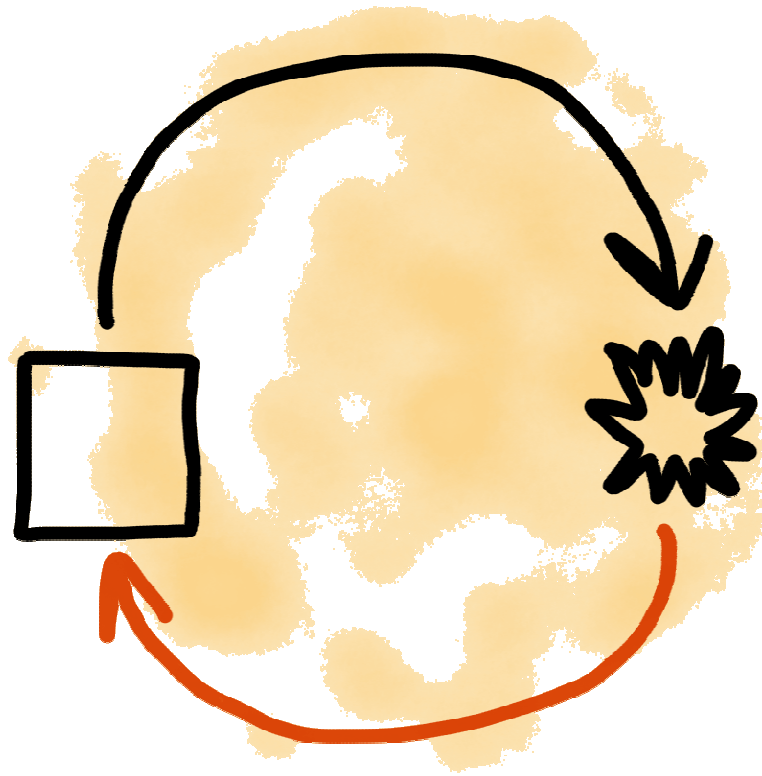
Unfair Advantage

Channels 

Customer Segments 

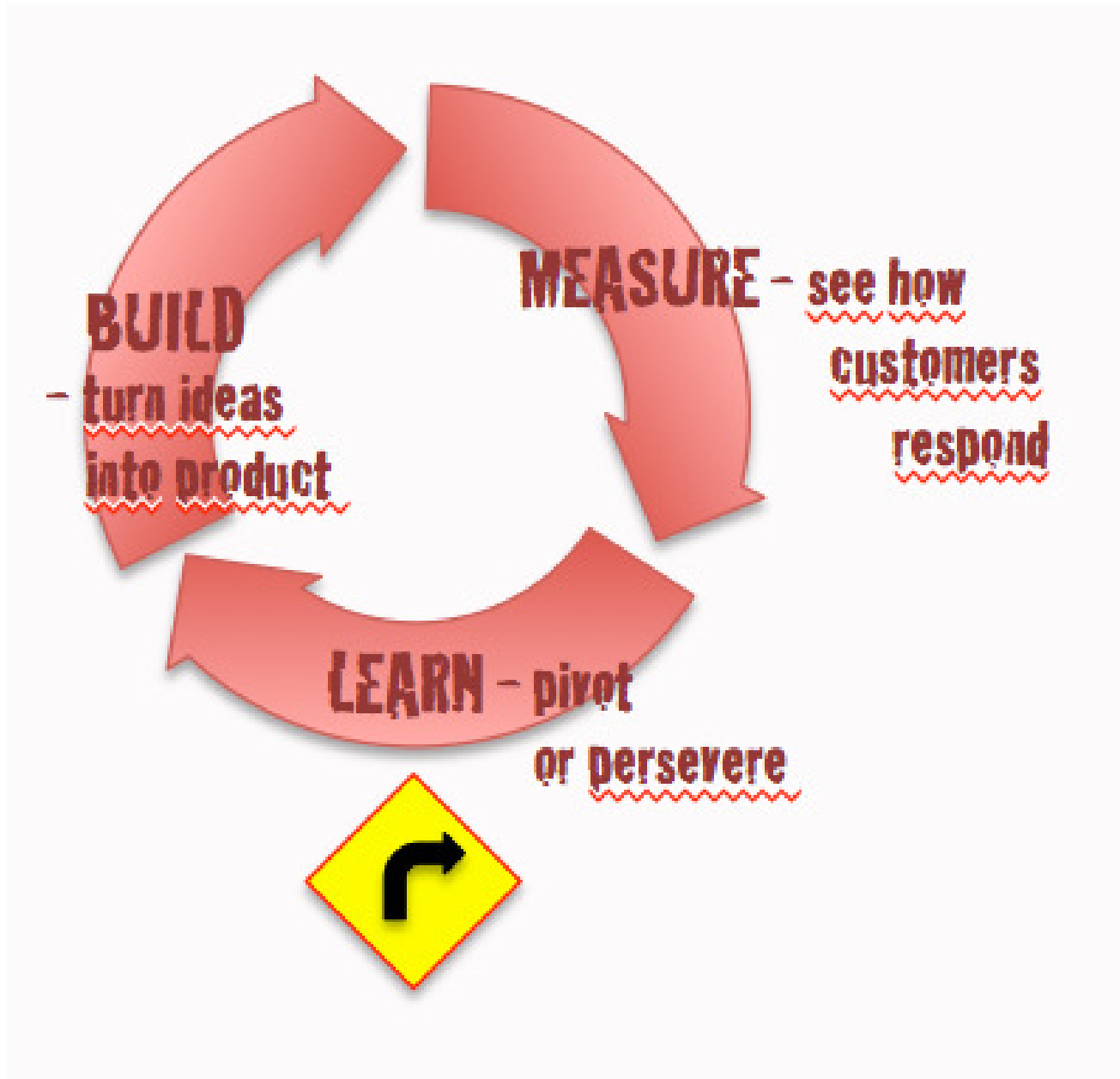
Cost Structure 

Revenue Streams 

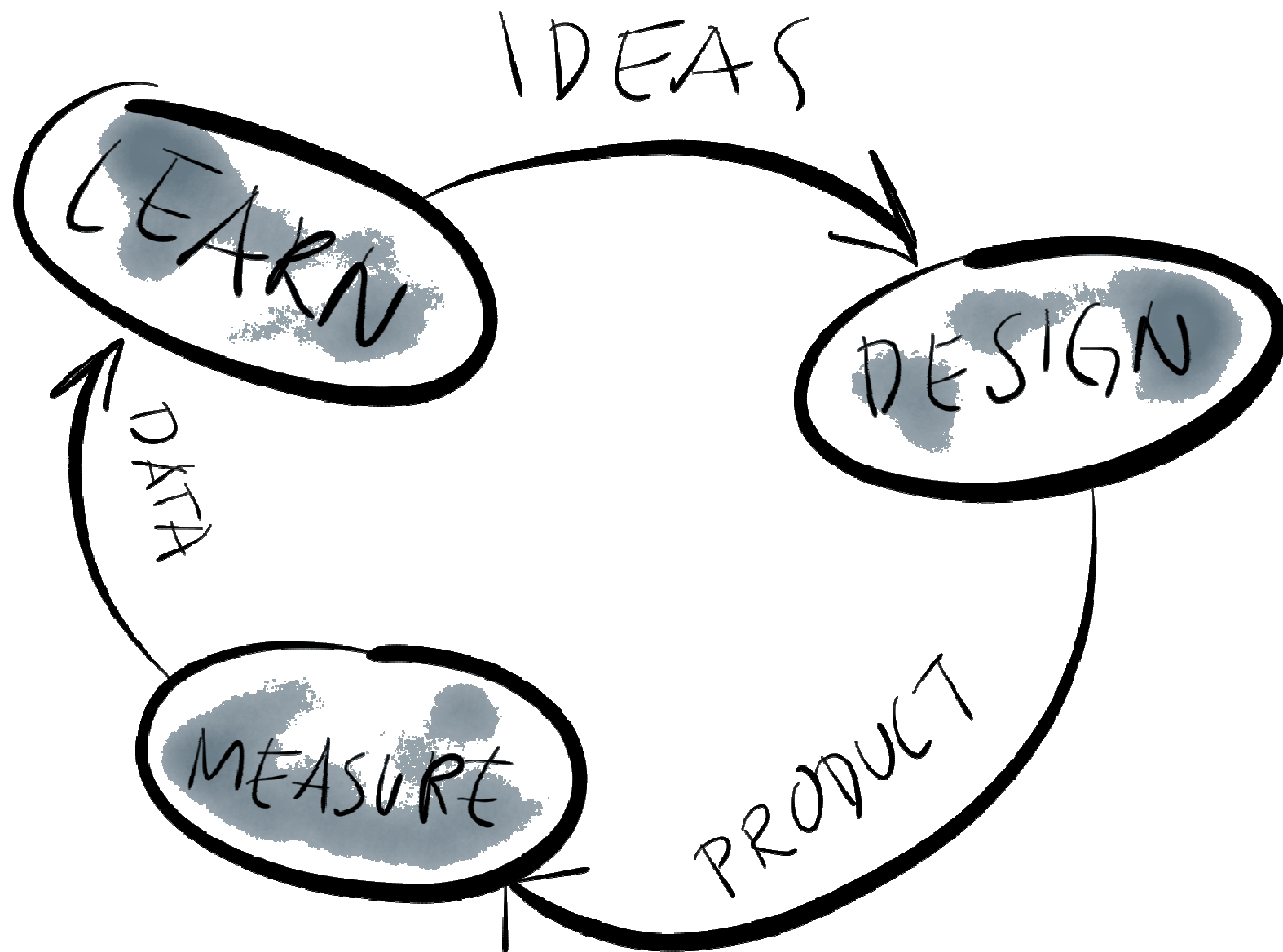


# Getting Early Feedback

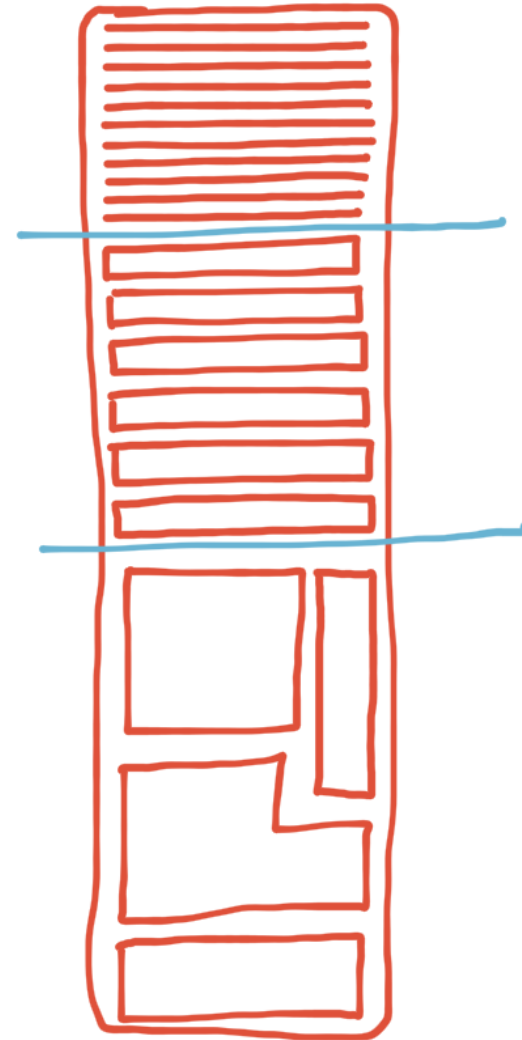
# MVP - Lean Startup







# Product Backlog Management



# Definition of Ready

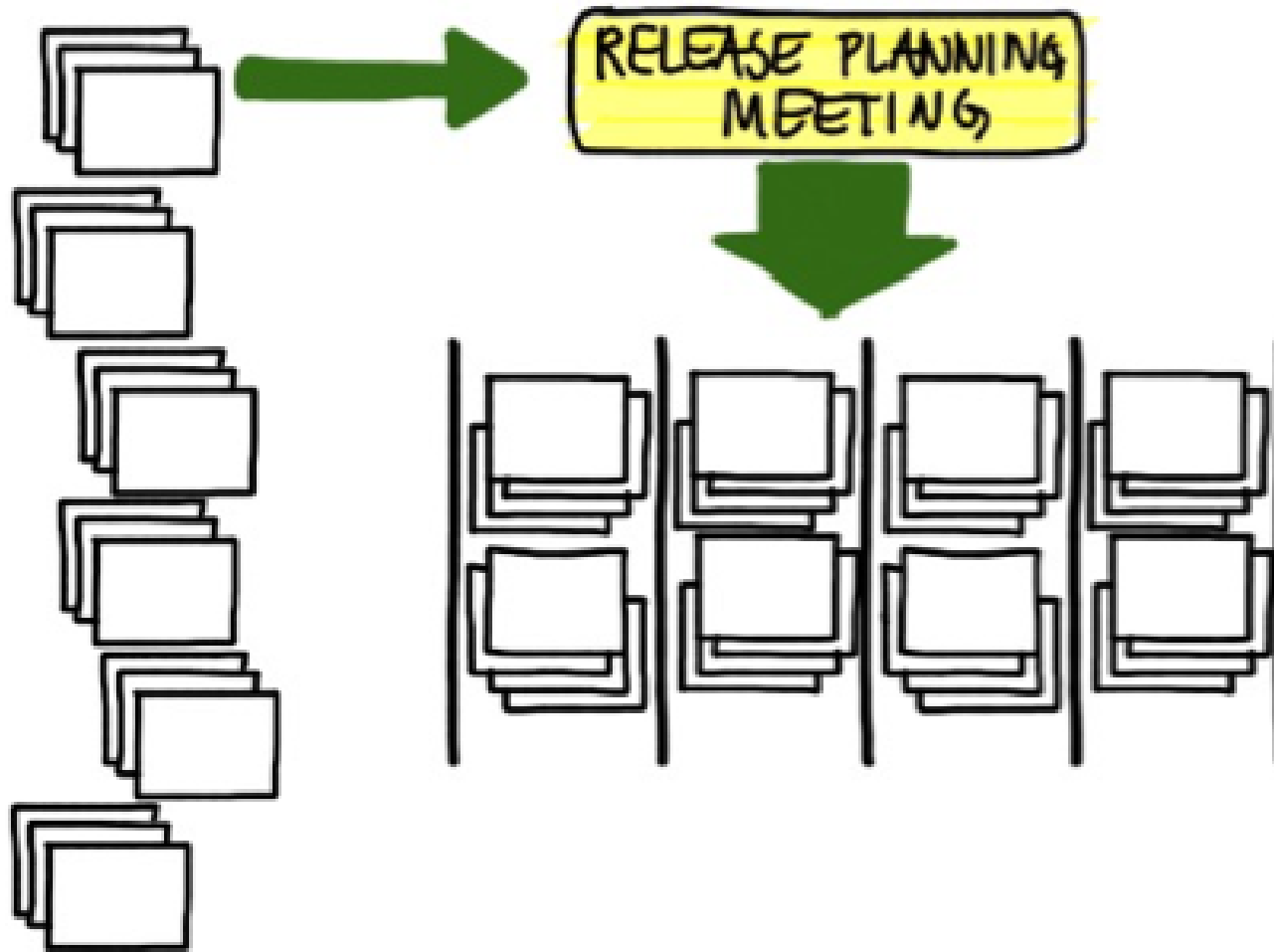




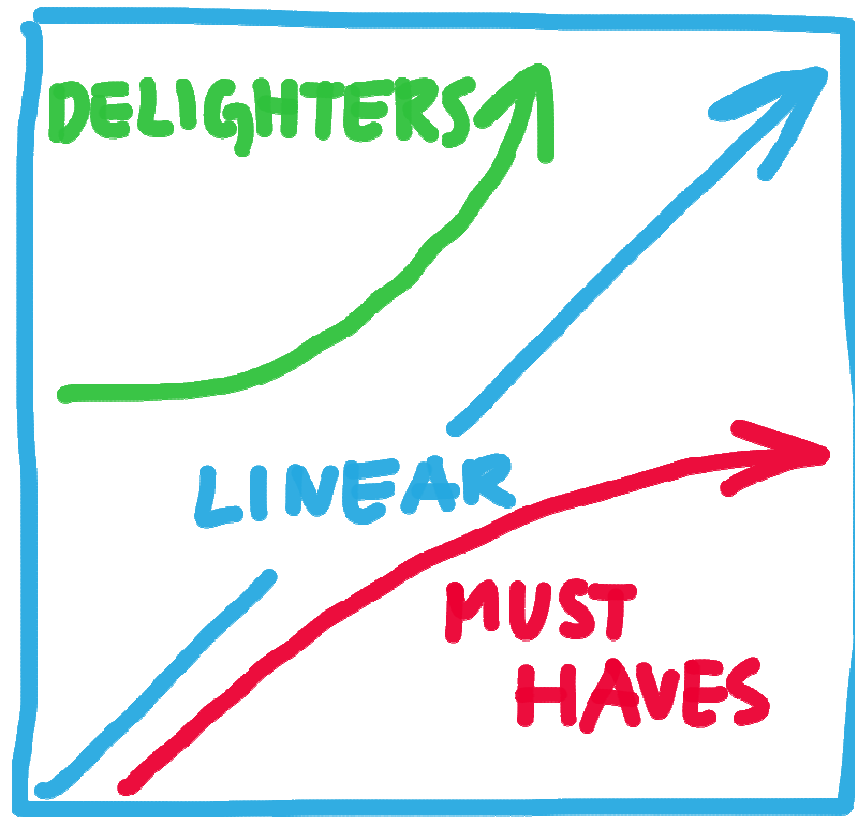
# Definition of Done



# Release Planning



# Kano

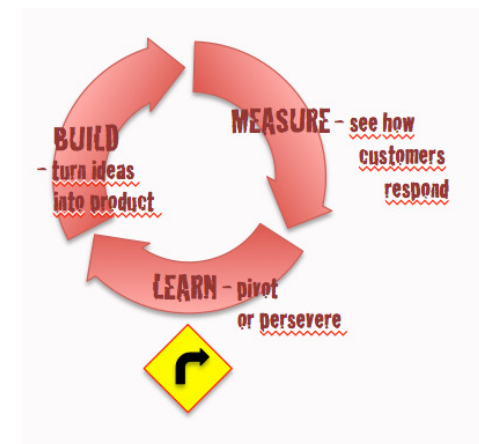
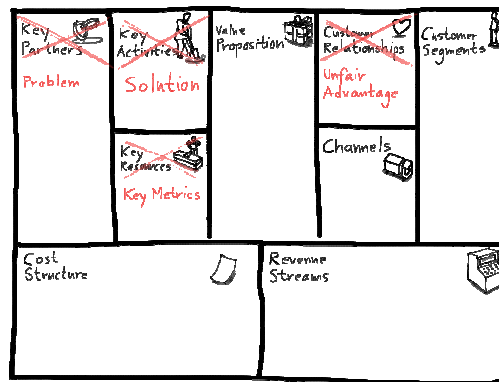
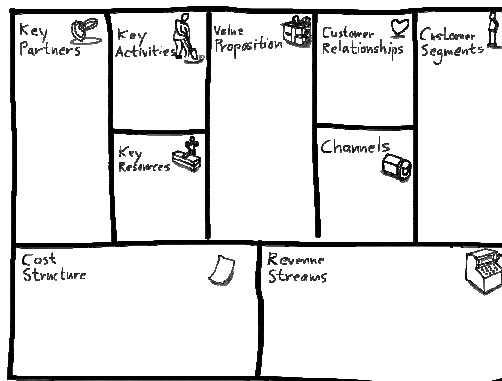
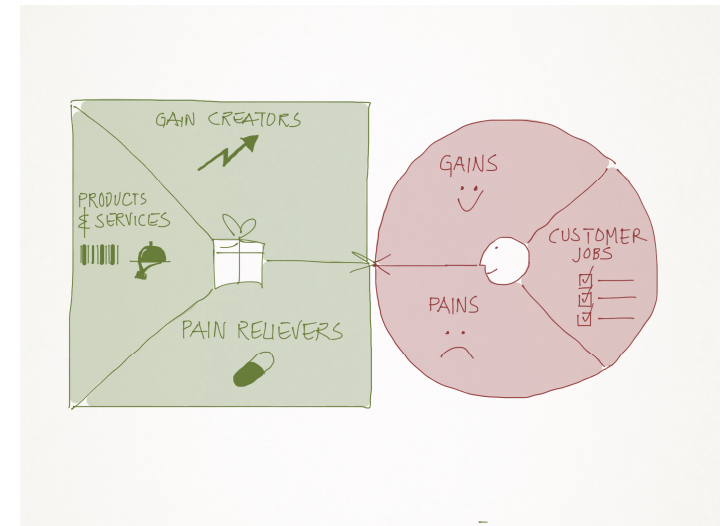




# Principles covered



# Tools discussed



# Thank you!

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