

Wat SCRUM je niet vertelt de 3 groei niveaus in Product Ownership.



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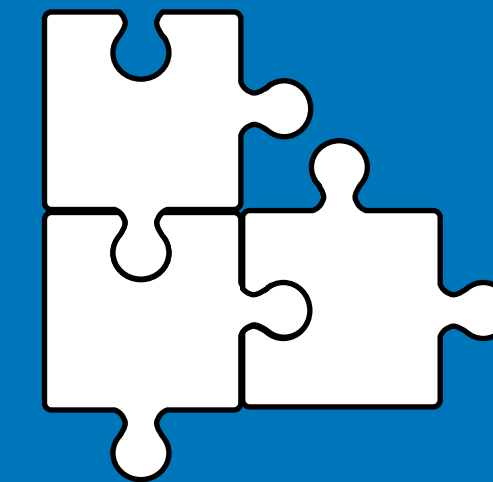
Hi, I'm Pieter

Product Owner

CHAOS

CHAOS

CHAOS



Software

Pieter Hens

www.pieterhens.com



Hi, I'm Pieter

Product Owner



Pieter Hens

www.pieterhens.com



Hi, I'm Pieter

~~Product~~ Owner
Schoolverlater

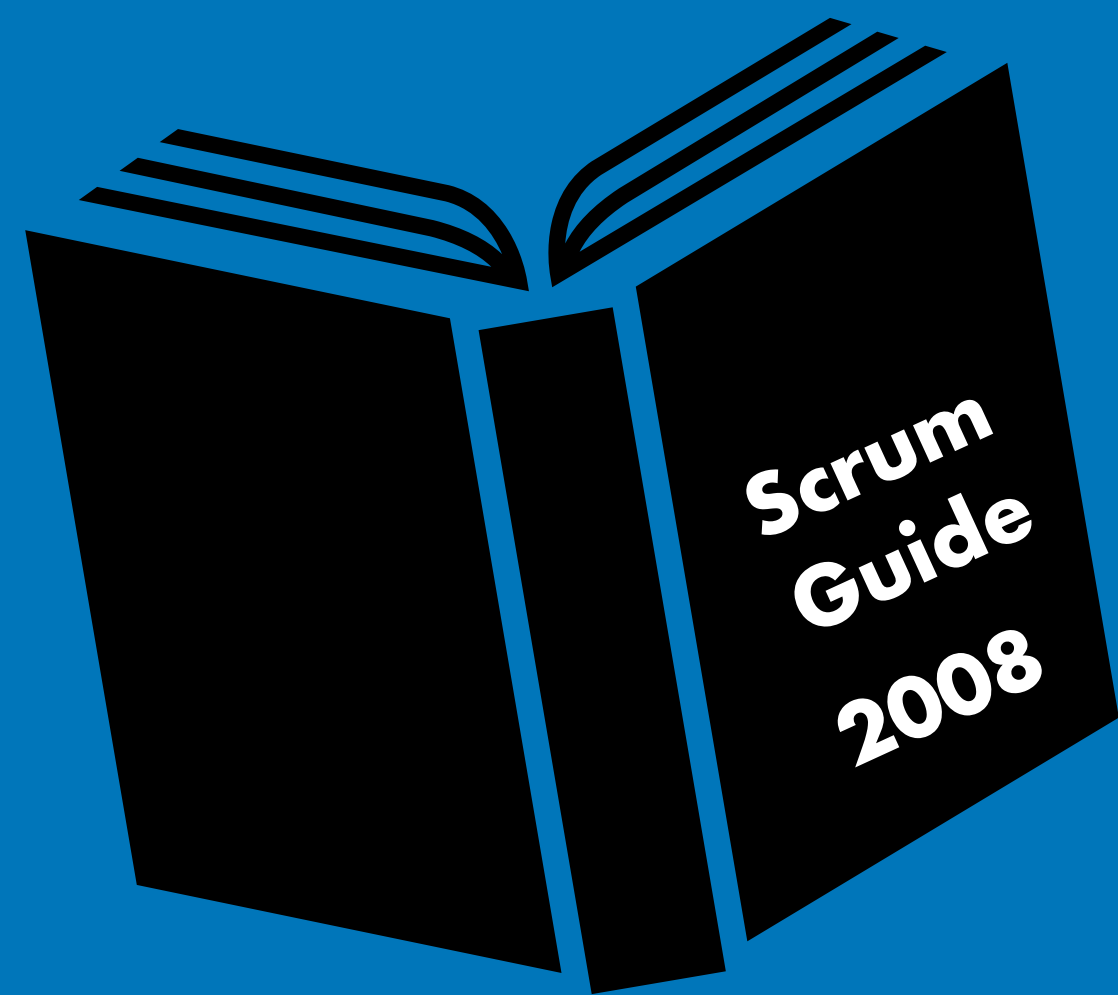


Product Owner?

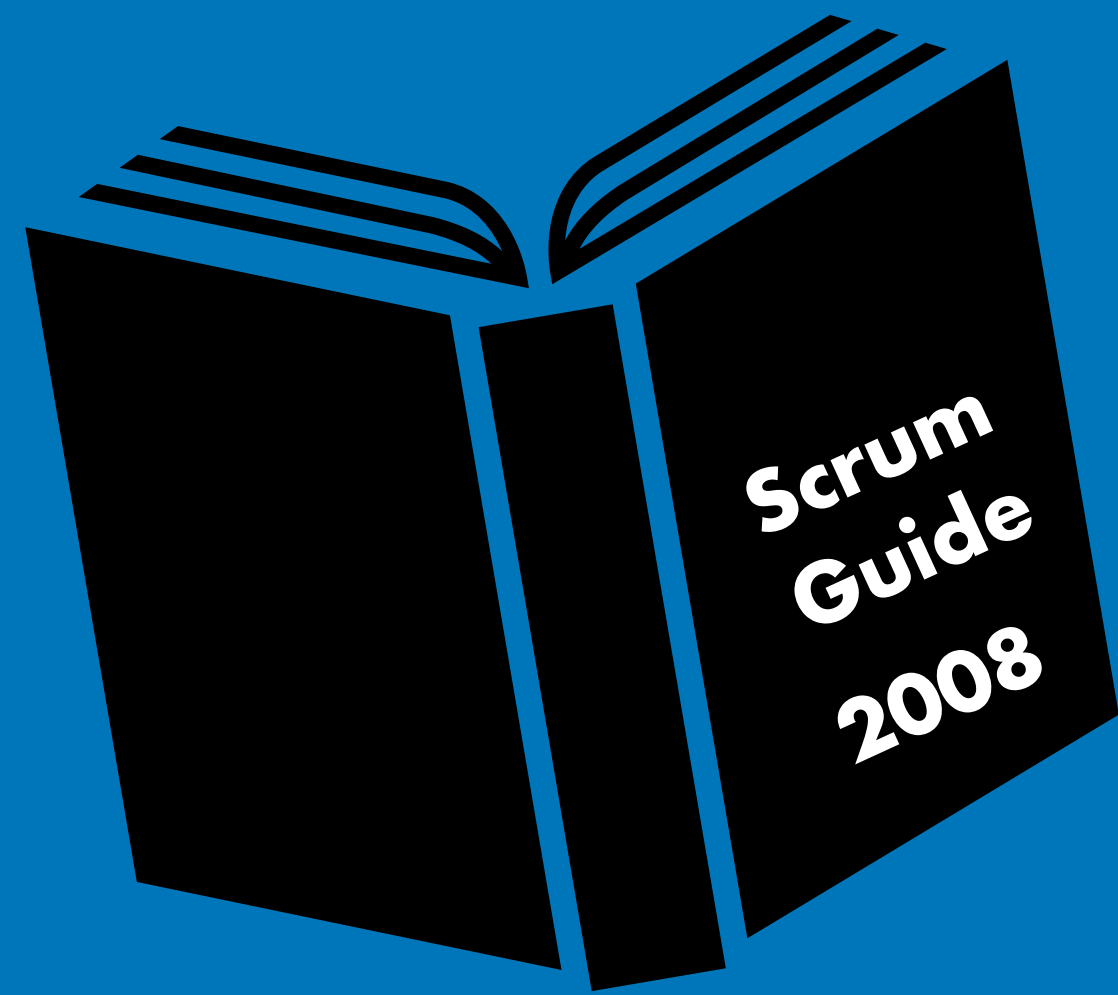


Pieter Hens

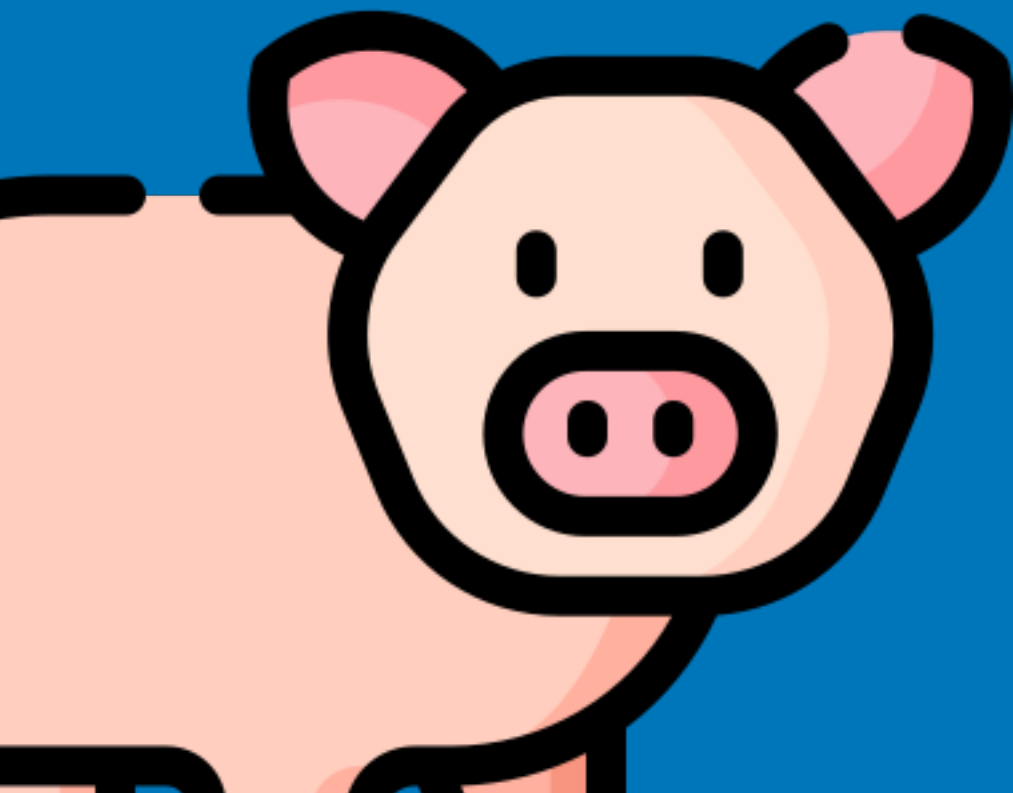
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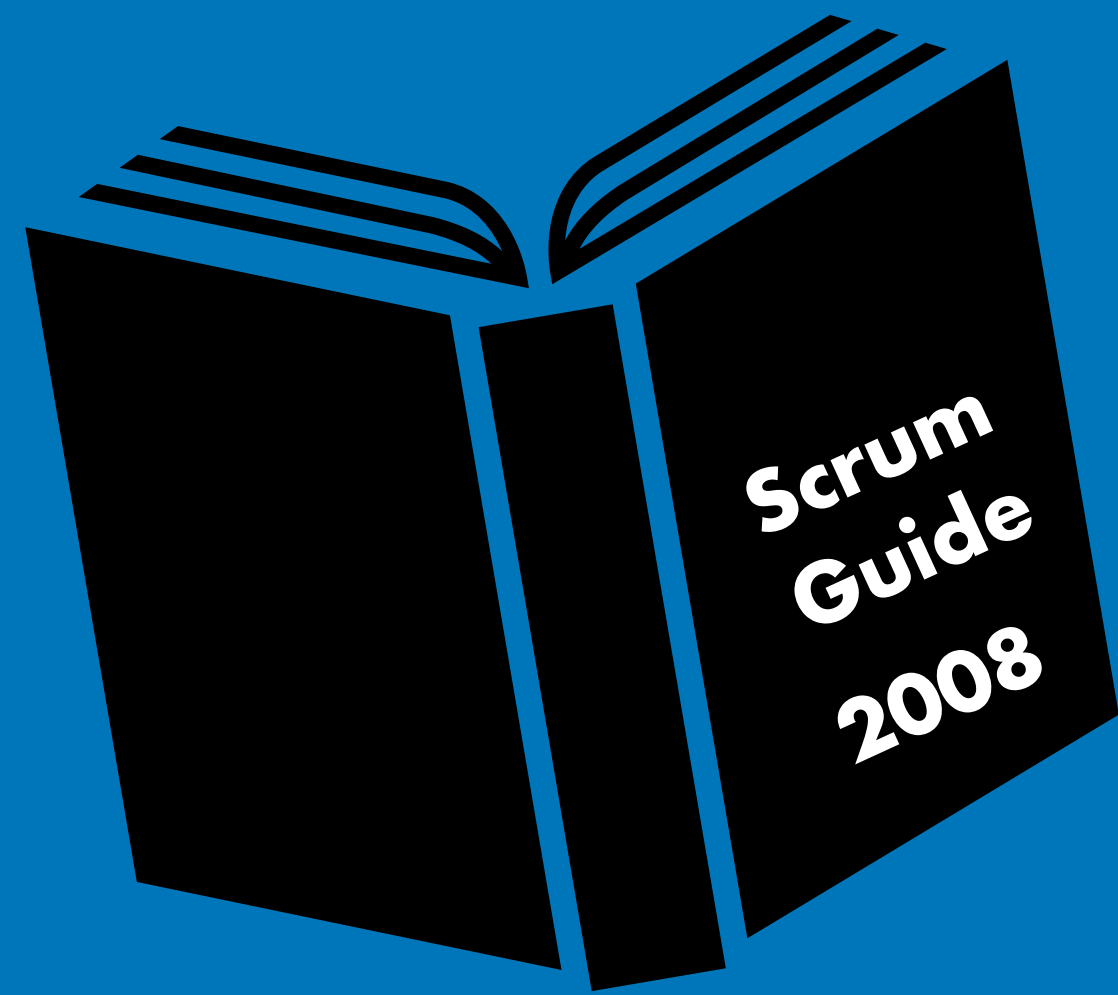


“[...] the Product Owner, who is responsible for maximizing the value of the work that the Scrum Team does [...]”

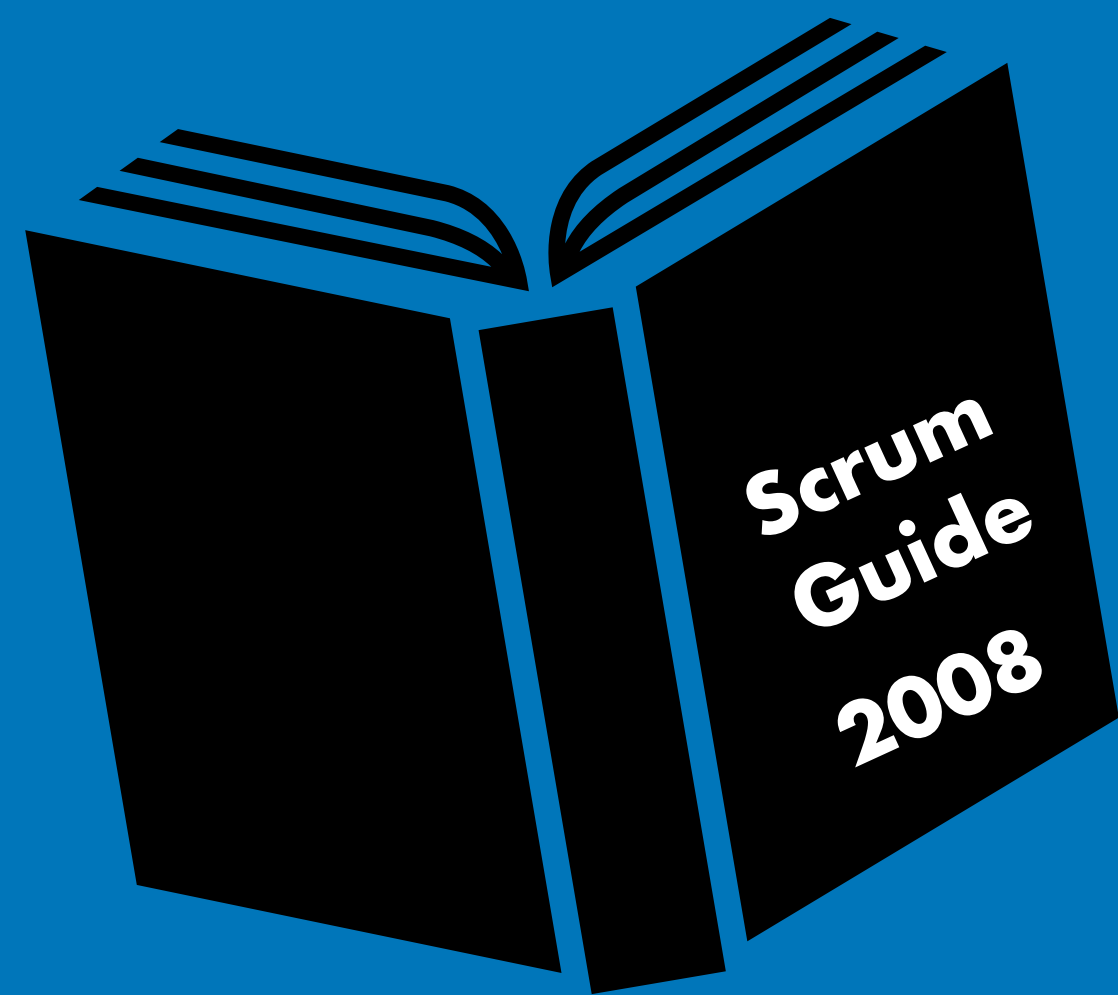


“The Product Owner is the ‘pig’
of the Product Backlog.”





“The Product Owner is the one and only person responsible for managing the Product Backlog and ensuring the value of the work the Team performs.”



?

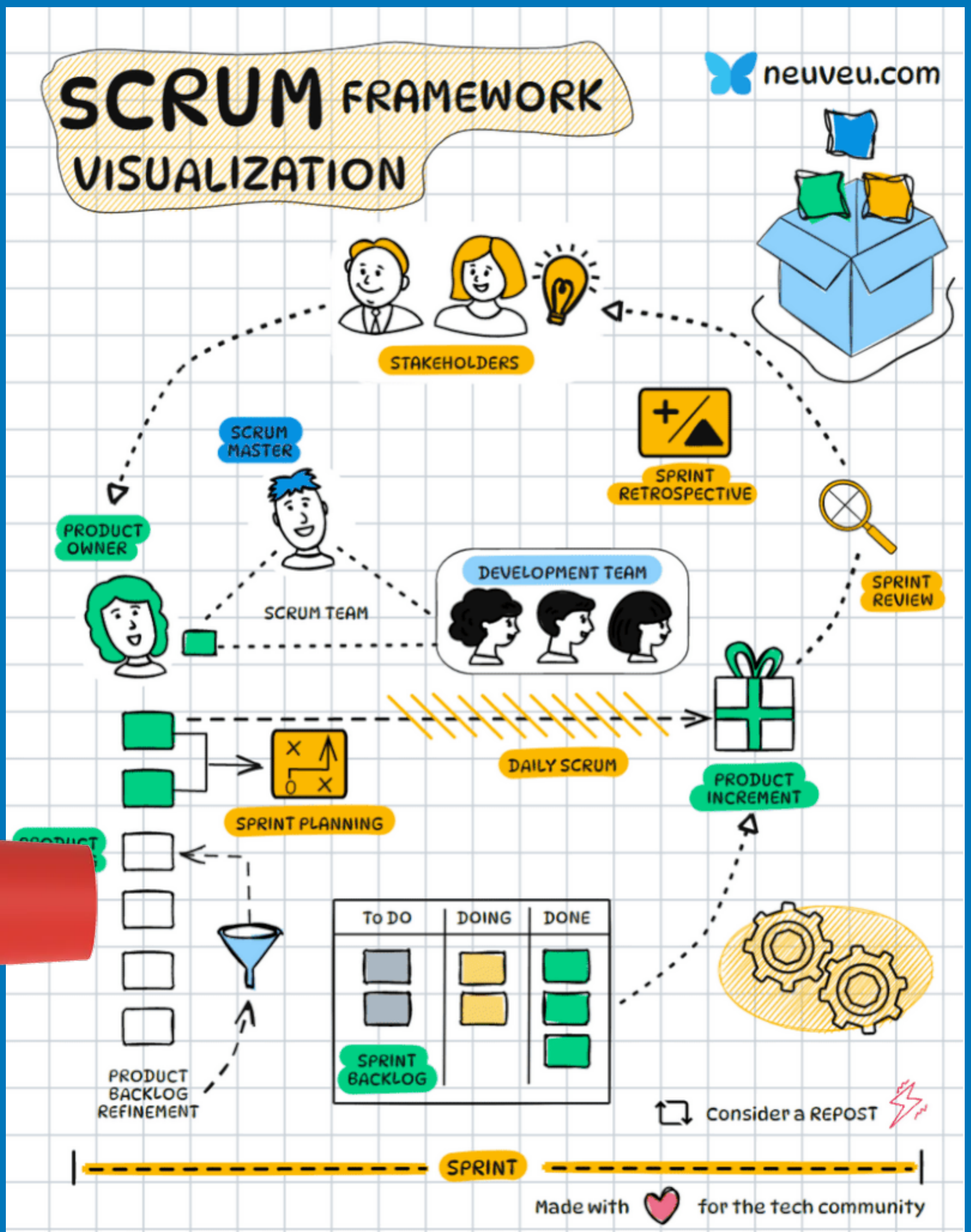
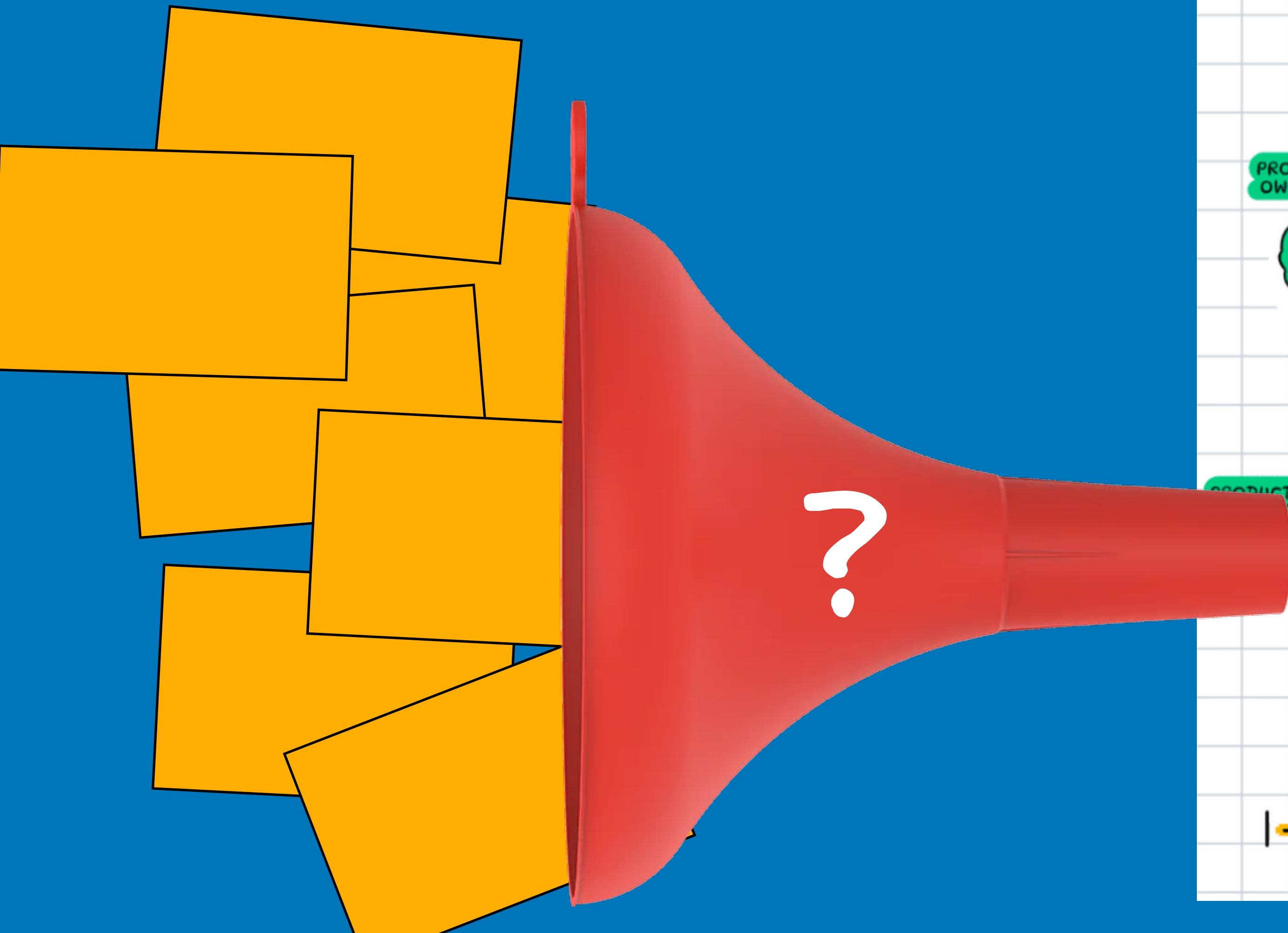
“This person maintains the Product Backlog and ensures that it is visible to everyone.

Everyone knows what items have the highest priority, so everyone knows what will be worked on.”

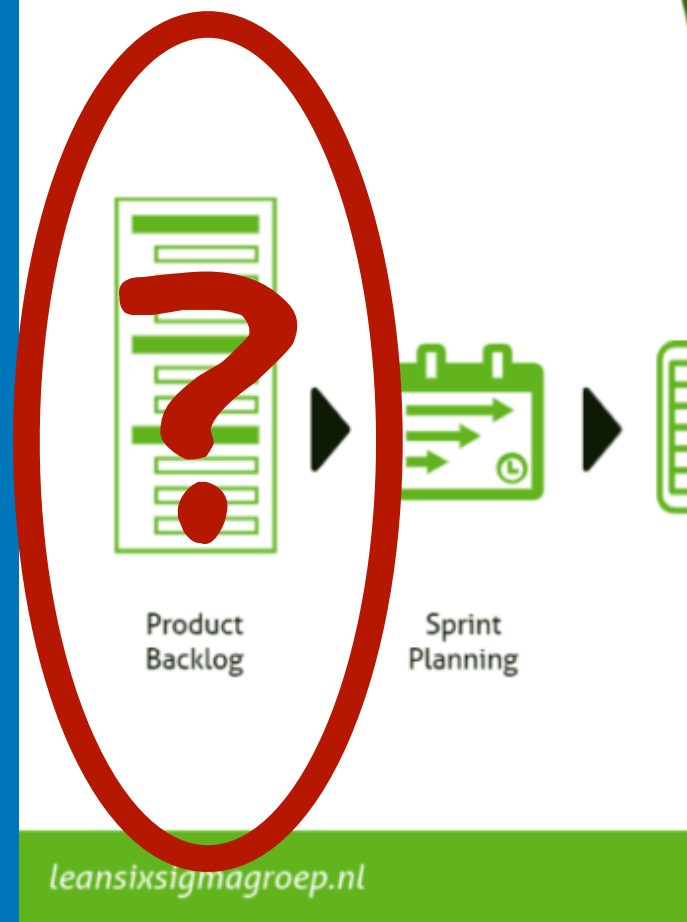


“The Product Owner is accountable for maximizing the value of the product resulting from the **work** of the Scrum Team

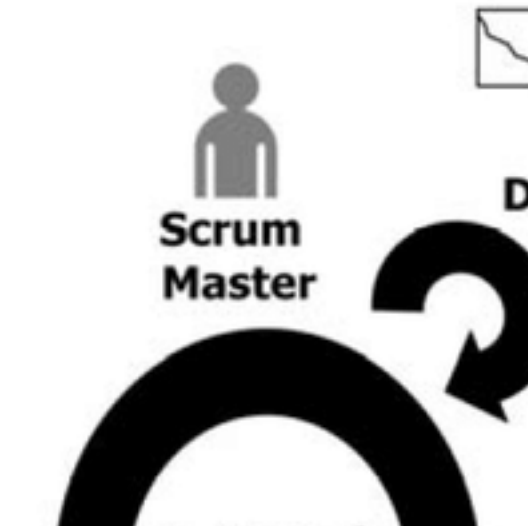
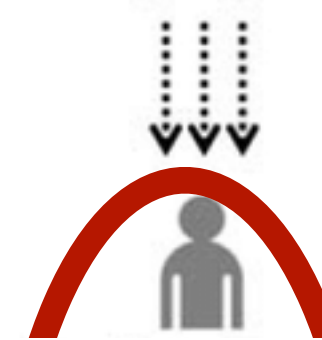
How this is done may vary widely across organizations, Scrum Teams, and individuals.”



Wat is Scrum?



Inputs from
Customers, Team,
Managers, Execs

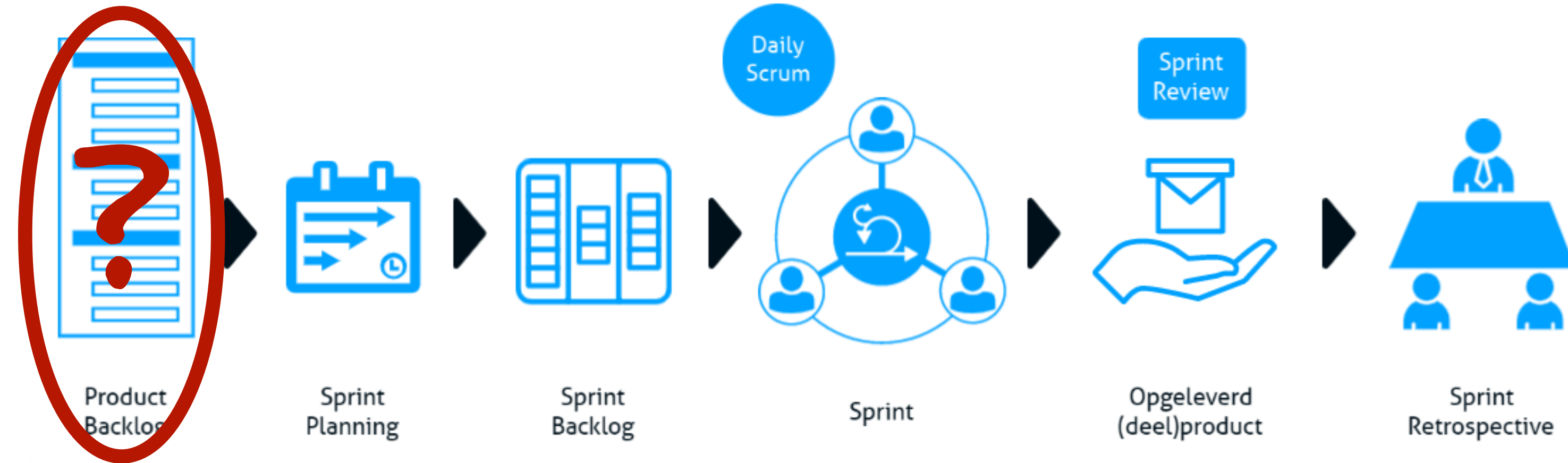


Daily Standup
Meeting

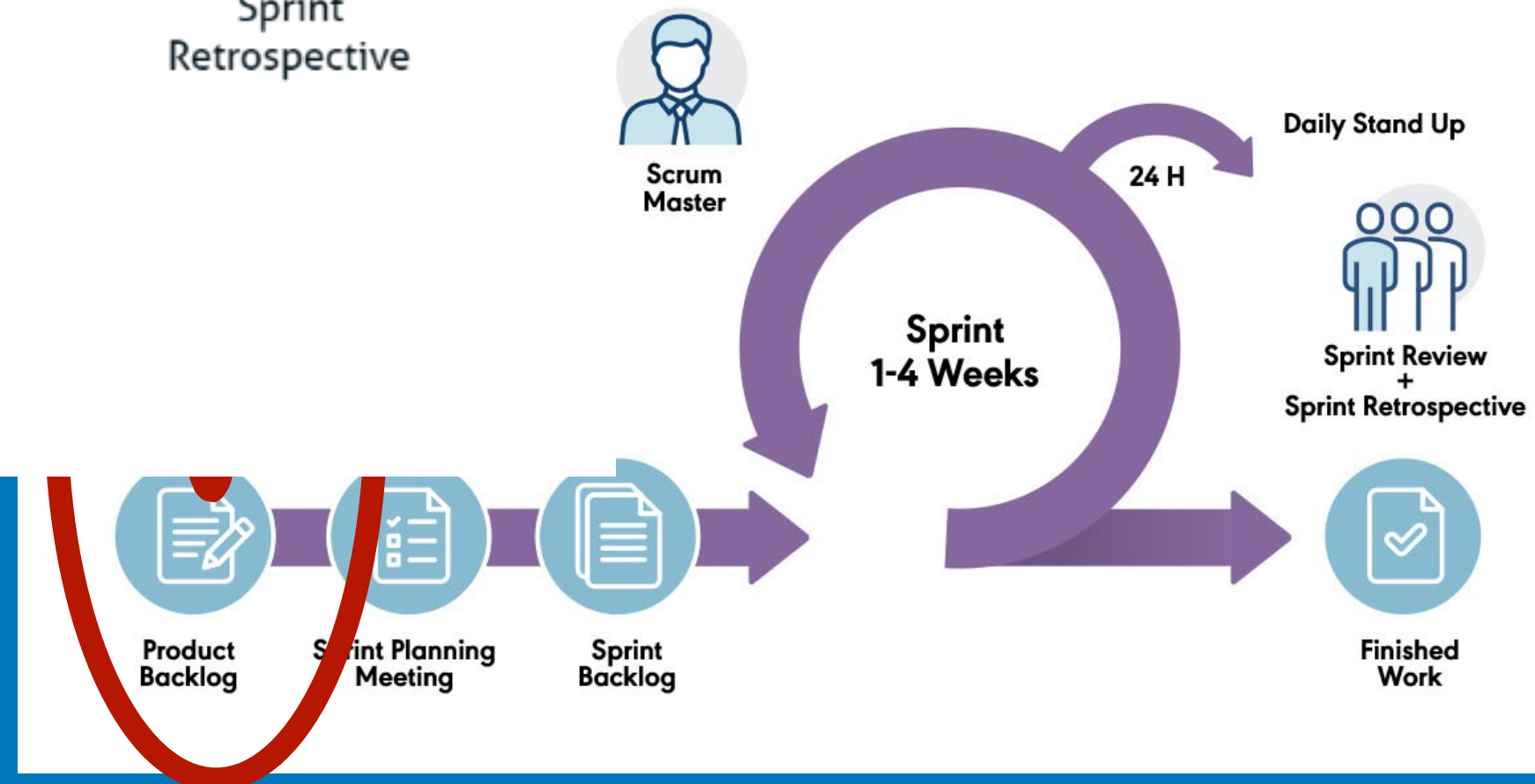
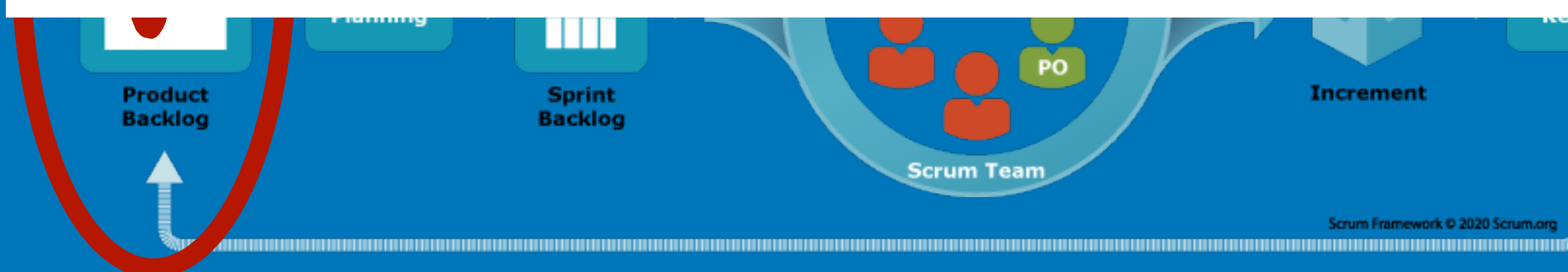
Sprint Review

Potentially
Shippable Product

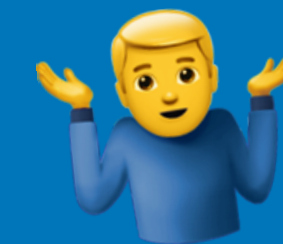
Sprint
Retrospective

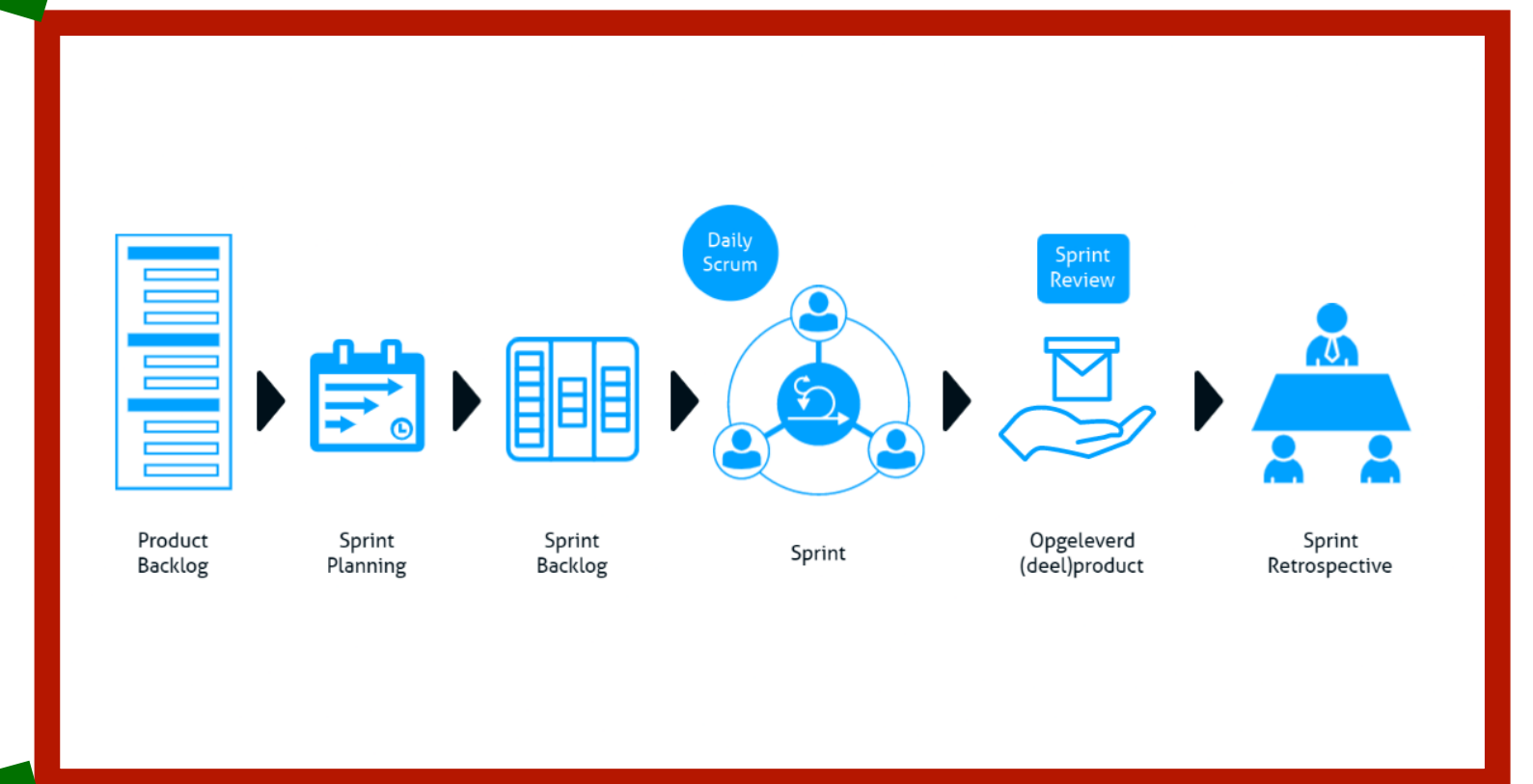
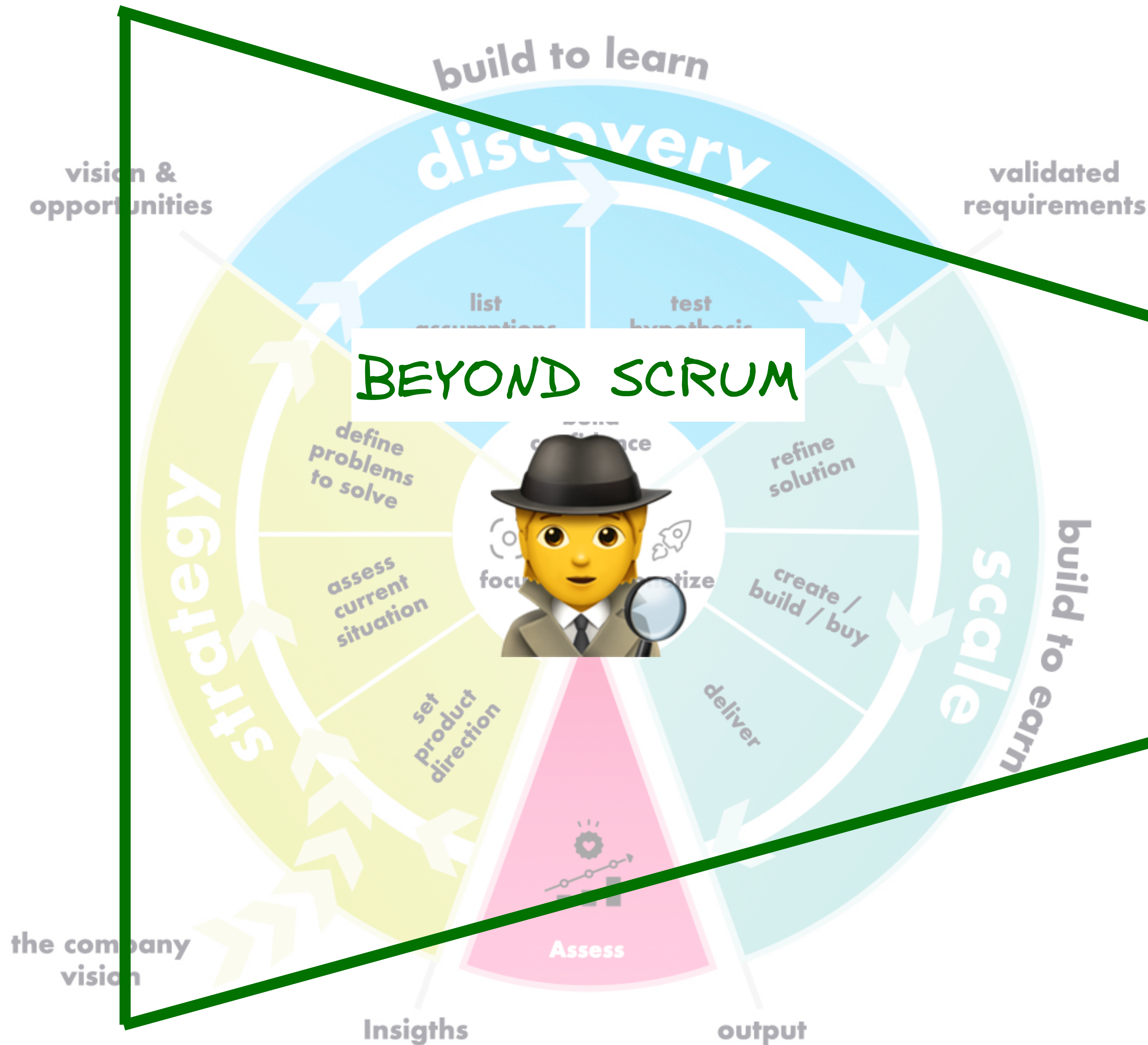


Prod
Back
Refine



Product Owner?





Scope of SCRUM



1UP

3

Excel in Product Strategy



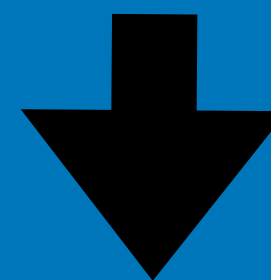
1UP

2

Master solution discovery

1

Be an expert (IT) analyst / Requirements engineering



Scrum



3

Excel in Product strategy



2

Master User discovery



1

Be an expert (Analyst / Requirements engineering)





Hi, I'm Pieter

Head of Product



1

Vacature



Product Owner

Venly

Antwerp, Belgium (Remote)

6 minutes ago - 4 applicants

2

Filtering



Product Owner

Venly

Antwerp, Belgium (Remote)

1 hour ago - 58 applicants

3

Assessment



Product Owner

Venly

Antwerp, Belgium (Remote)

1 day ago - 533 applicants



4

Gesprek

1

Vacature

2

Filtering

3

Assessment

4

Gesprek

Assessment

Info

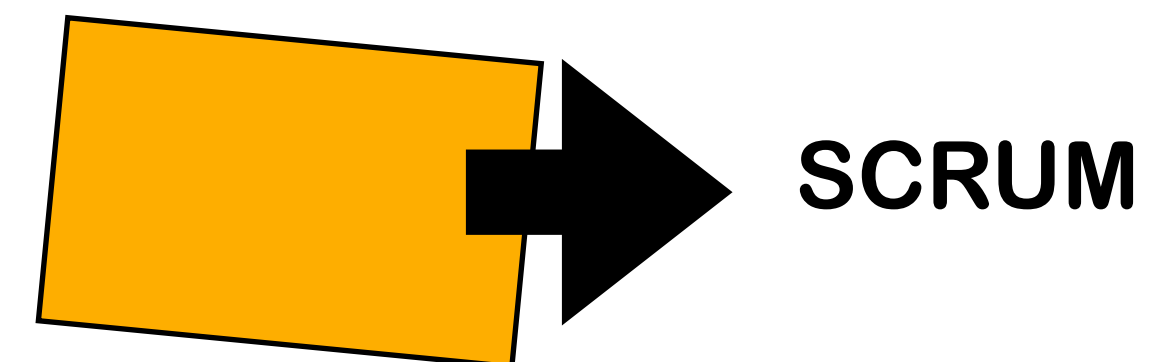
Het product idee

Context

(Vaag) Process

Vraag

Welke stappen onderneem je om het idee dev-klaar te maken?



Excel in Product Strategy

Master solution discovery

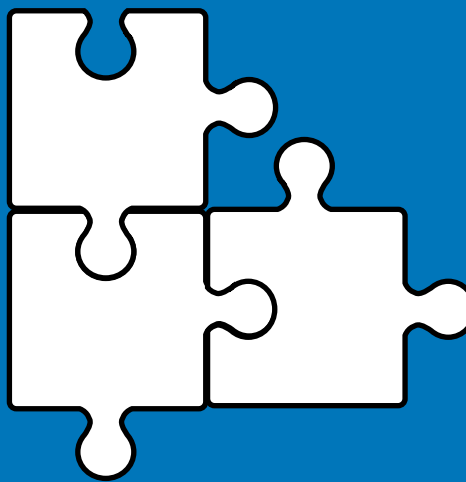
Be an expert (IT) analyst / Requirements engineering

must!

1

Be an expert (IT) analyst / Requirements engineering

💡 Oplossing



Software

1

Functioneel Analist!

Be an expert (IT) analyst / Requirements engineering



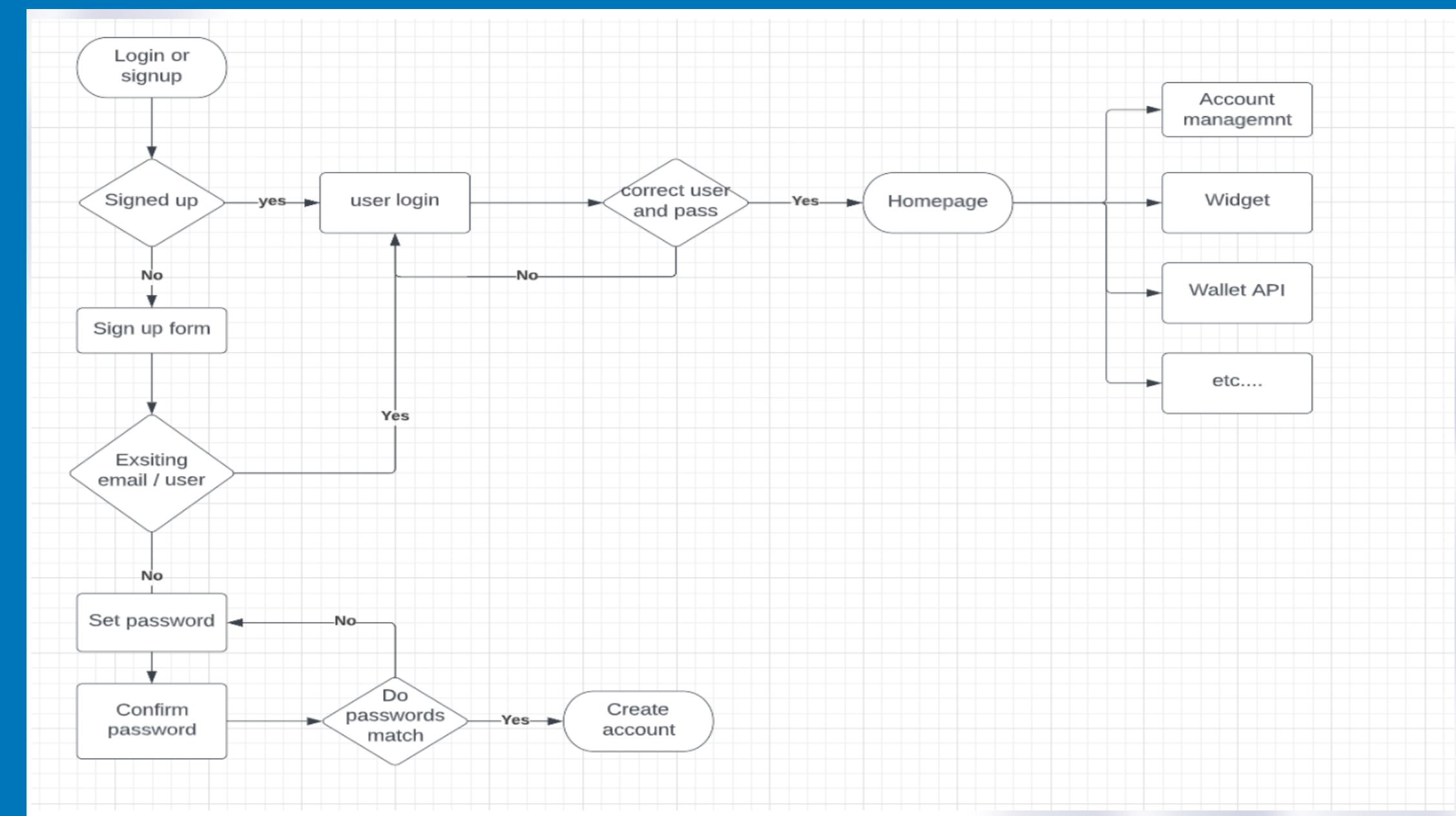
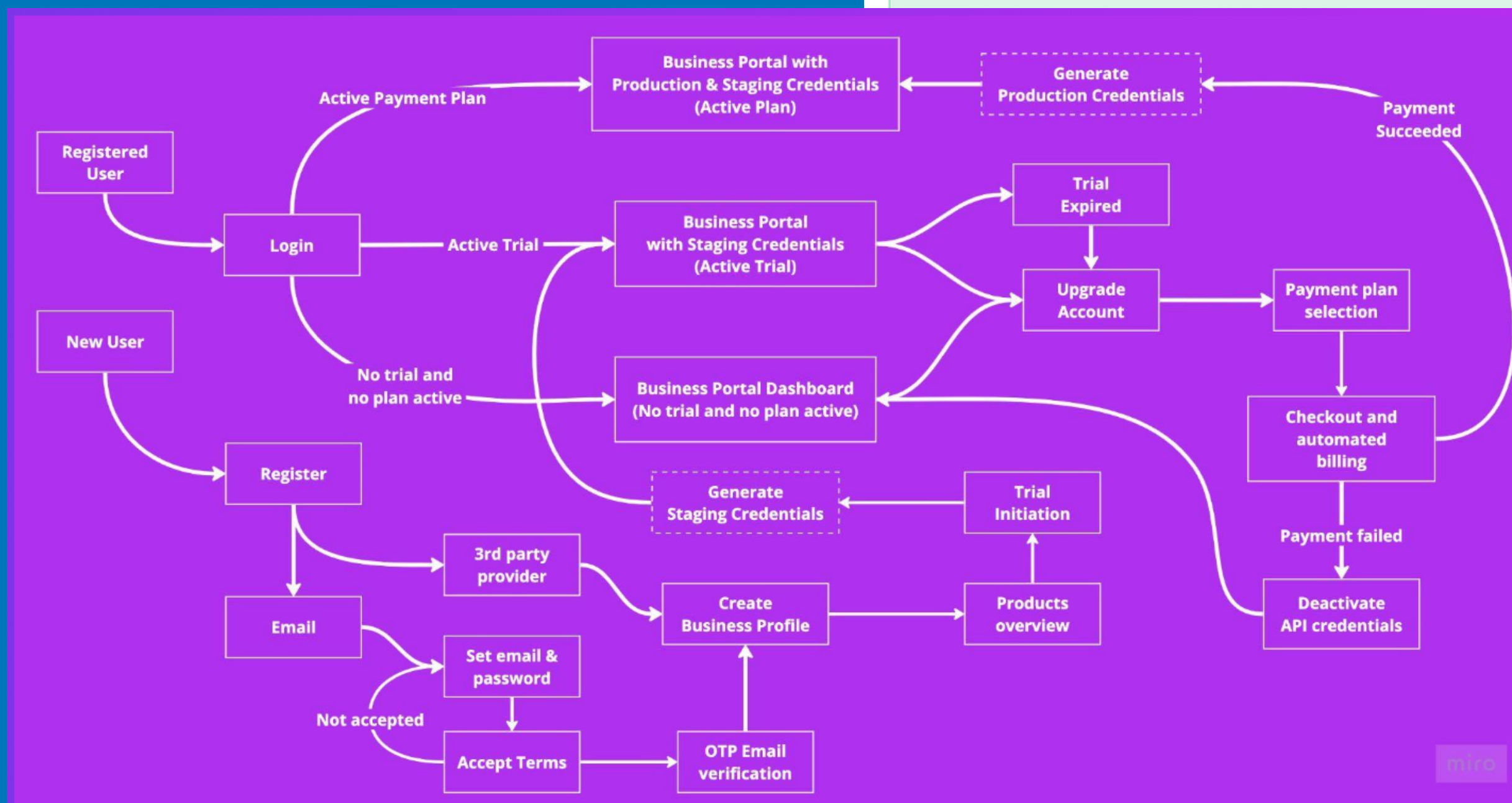
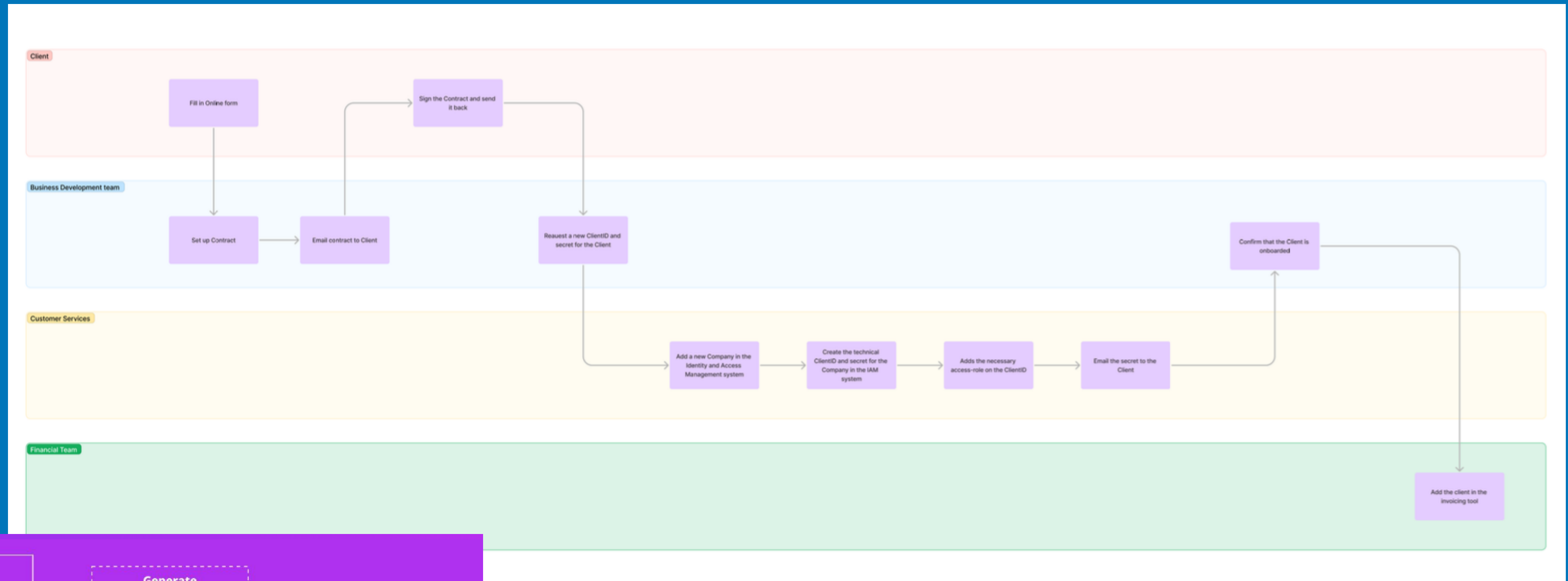
Context
Flow
Business Rules
UI validation
Exceptions
Wireframe
Acceptance Criteria
Domain Model
Tech details

1

Be an expert (IT) analyst / Requirements engineering

PROBLEEM: Klassieke requirements engineering technieken 🙄

BPMN



Domein
model 🙋

?

1

Be an expert (IT) analyst / Requirements engineering

PROBLEEM: **Stories worden niet uitgewerkt**

As a ... I can ... I'm DONE! 🙌

Details? 🤖

User Story Name	User Story Description
Start the Trial	I as new Client would like to start the product trial so that I can use it on Staging and see if it fills my needs.
APIClient credentials (Staging)	I as new Client would like to receive a ClientID and secret so that I can play around with the chosen Product on Staging.
Payment Plan selection	I as new Client would like to select a Payment Plan so that I can proceed using the product I selected in Production.

Wat moet gebruiker ingeven?

Wat verandert er in de data?

Wat als de gebruiker al een trial subscription heeft?

Wat als de gebruiker al een betalende subscription heeft?

Wat is het gevolg?

Loopt de trial af?

Starten nieuwe trial na aflopen?

...

As a user, I want to have a multiple-product subscription so that I don't need to go through the whole process of creating a trial account for another product.

As a user, I want to see how many blockchain wallets I created so that I can keep track of it.

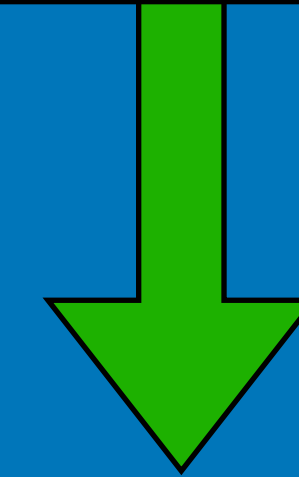
As a ... I can ...

Alle details

Field	Type	Mandatory	Extra
firstName	STRING	Yes	Max. 80 characters
lastName	STRING	Yes	Max. 80 characters
companyName	STRING	Yes	Max. 255 characters Value should be unique
companySize.lower	INTEGER	Yes	Max. 9 numbers
companySize.upper	INTEGER	Yes	Max. 9 numbers
monthlyRevenue.lower	INTEGER	Yes	Max. 20 numbers

1

Be an expert (IT) analyst / Requirements engineering



As a ... I can ...

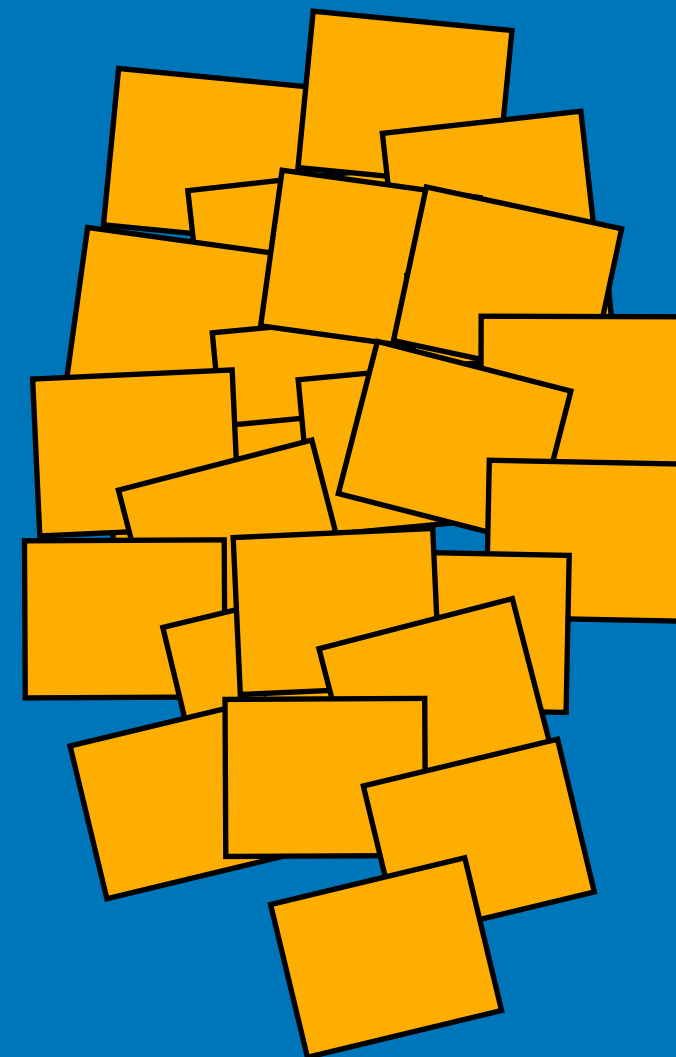


Alle details

1

Be an expert (IT) analyst / Requirements engineering

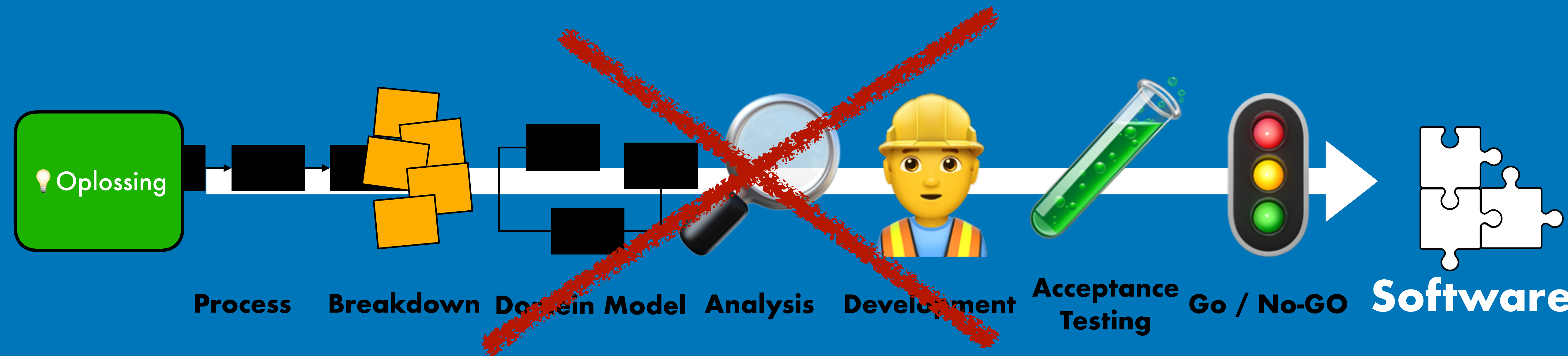
PROBLEM: “Willekeurige” User Story Breakdown



Story Mapping? 🤔

1

Be an expert (IT) analyst / Requirements engineering



Geen "standaard" process

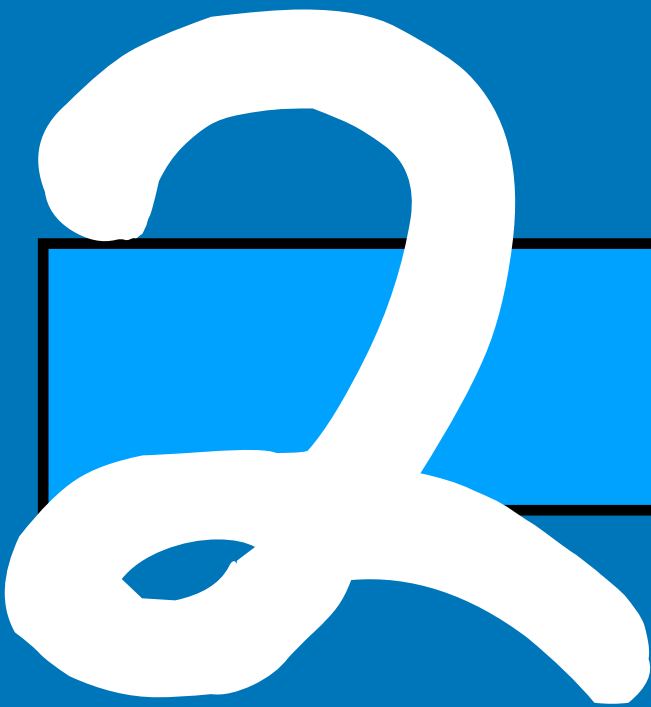
2

Excel in Product Strategy

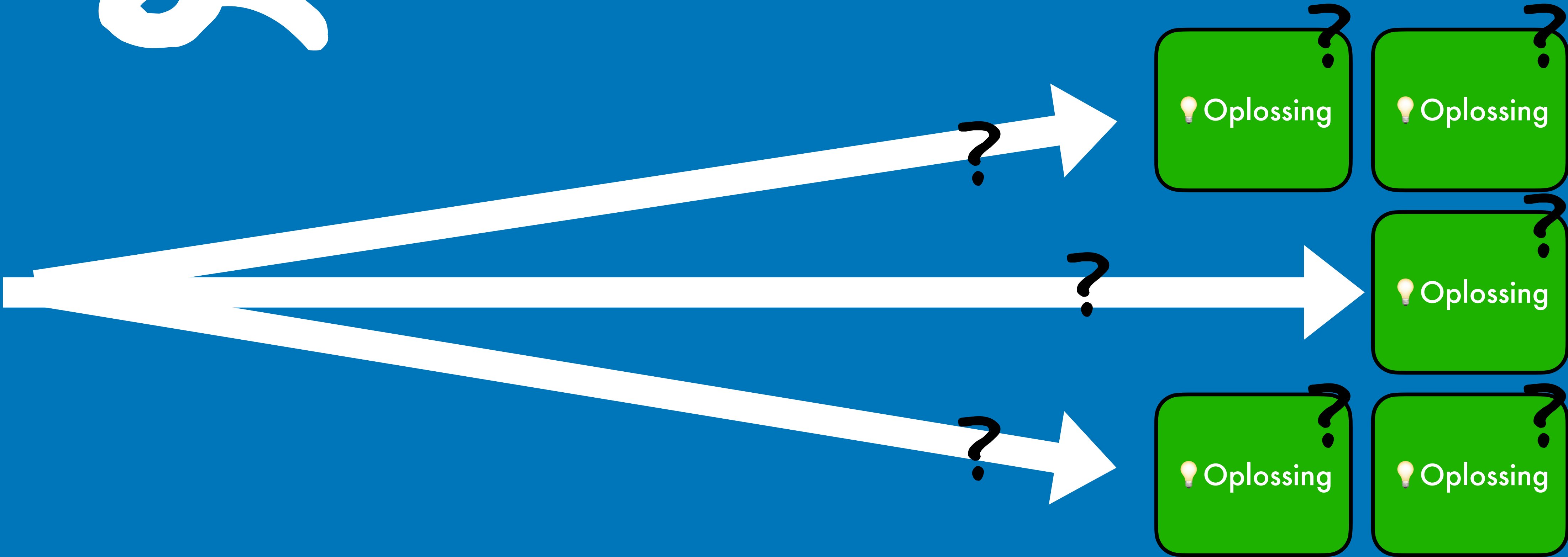
Master solution discovery

Be an expert (IT) analyst / Requirements engineering

Master solution discovery



⚡ Probleem



2

Master solution discovery

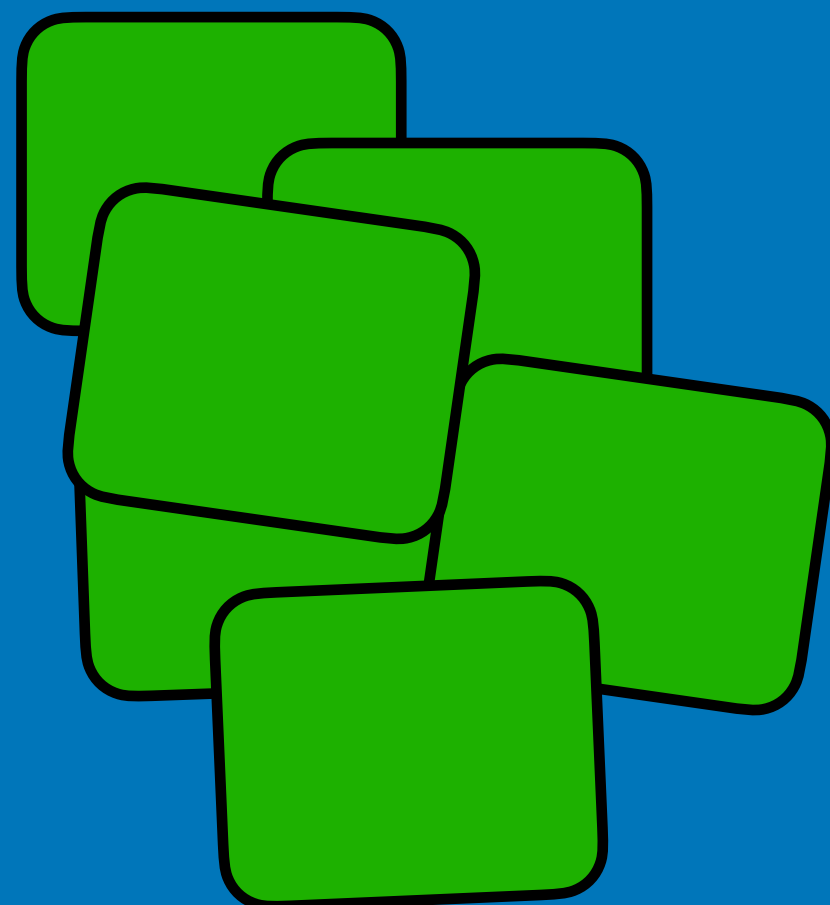
⚡ Probleem



Intake

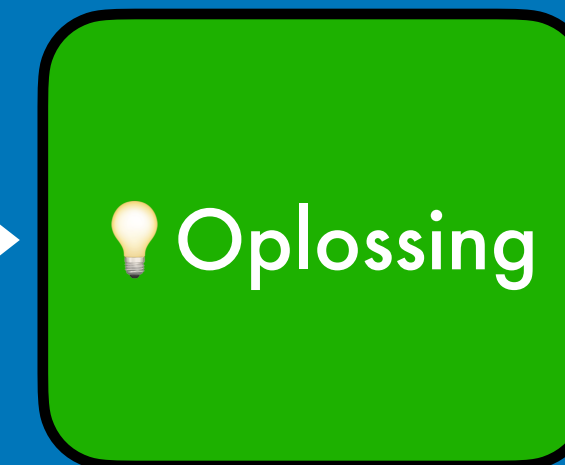


**Solution
Brainstorm**



**Solution
Validation**

💡 Oplossing

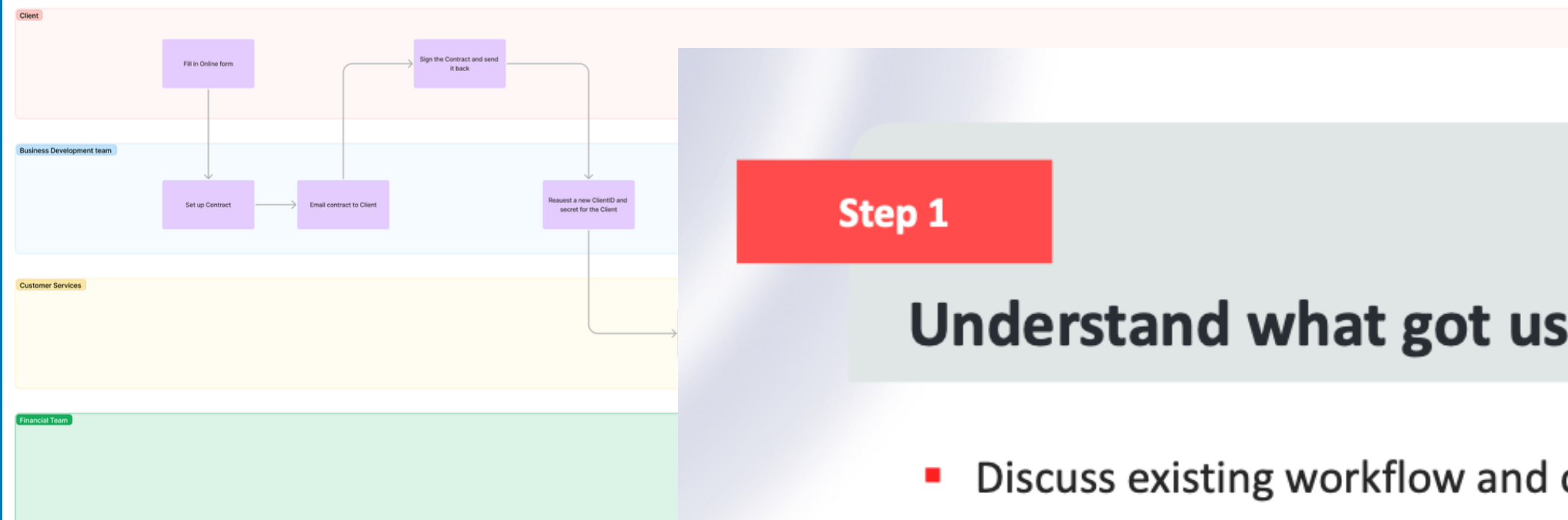


2

Master solution discovery

PROBLEEM: **Maar 10% vermelde oplossings-validatie**

Current userflow



Step 1

Understand what got us here

- Discuss existing workflow and context with stockholders
 - understand the existing setup
 - Understand mandatory requirements (legal, tech etc)
- Discuss with the team involved the way of working
- Clarify "to be" state with stockholders approach (if possible)
- Set up/ review team to work on the

DONE
DIFFERENTLY.

Key Features of the Business Portal

The new **Business Portal** application is a combination of features that provides potential business users with an automated and fast onboarding experience.

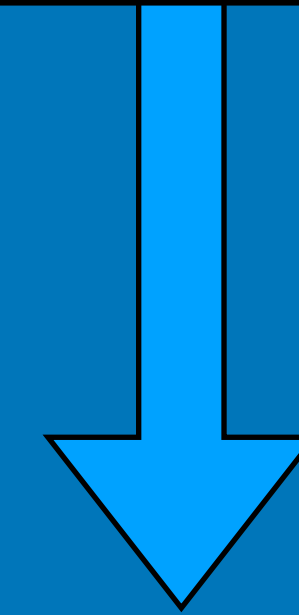
The key features are the following:

- Client Login (for registered users)
- Company onboarding (for new potential customers)
- Overview of available products (NFT, Market, Widget, and Wallet)
- Trial initiation (14 days trial)
- Client-ID and Secret credentials generation (for Staging and Production environments)
- Payment plan selection (3 different Tiers)
- Checkout and automatic billing (payments using FIAT currency with Debit / Credit Cards)
- Business dashboard (interface for monitoring and interacting with the available products)

Level 1 werk...

2

Master solution discovery



"Solutioneering"



Solution Discovery

3

Excel in Product Strategy

Master solution discovery

Be an expert (IT) analyst / Requirements engineering

3

Excel in Product Strategy

⚡ Problem

⚡ Problem

⚡ Problem

⚡ Problem

⚡ Problem

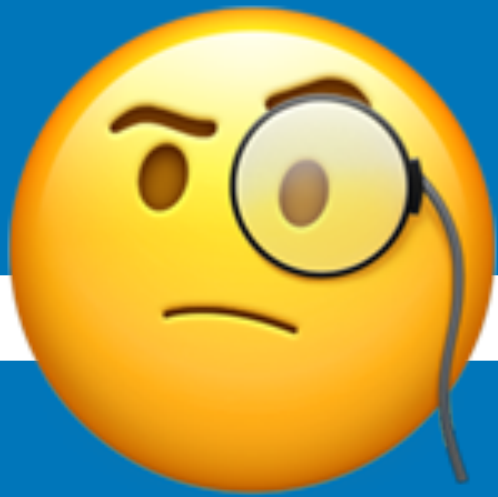
Before picking the low hanging
fruit, make sure you are in the
right orchard.

3 Excel in Product Strategy

 Business Impact



Visie

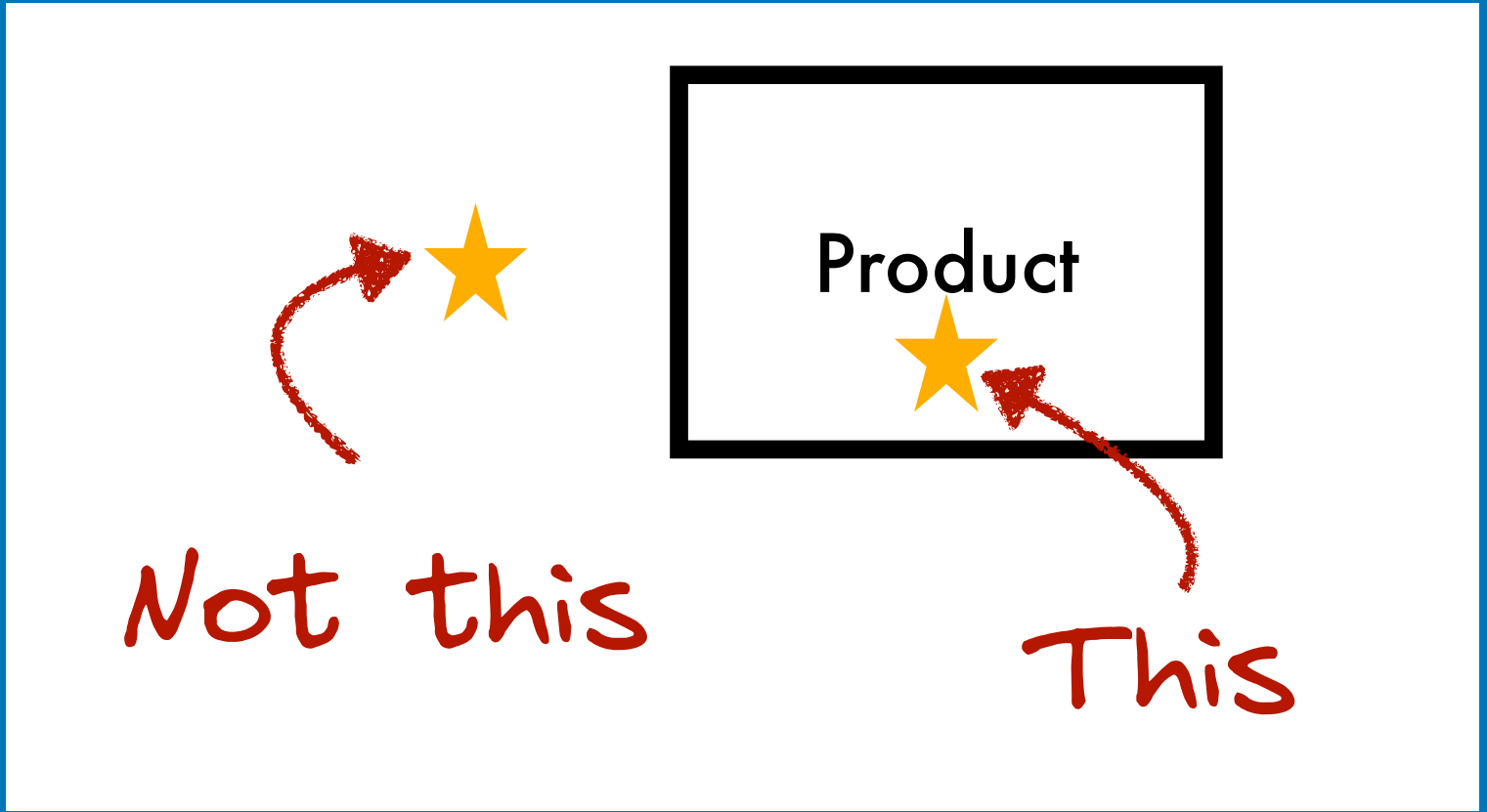


Huidige situatie?



Definieer, beheer en prioriteer de probleemstellingen

- ⚡ Probleem
- ⚡ Probleem
- ⚡ Probleem
- ⚡ Probleem
- ⚡ Probleem



3

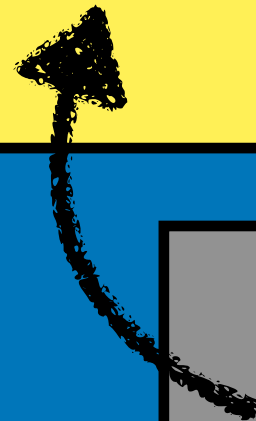
Excel in Product Strategy

PROBLEEM:





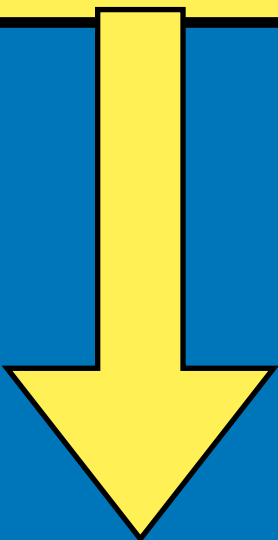
1UP



Excel in Product Strategy

Master solution discovery

Be an expert (IT) analyst / Requirements engineering

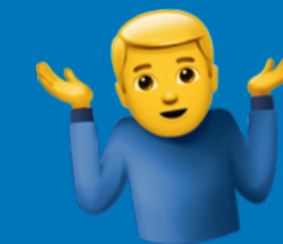


"Ja"



Focus en keuzes

Product Owner?



⚡ Problem

💡 Oplossing

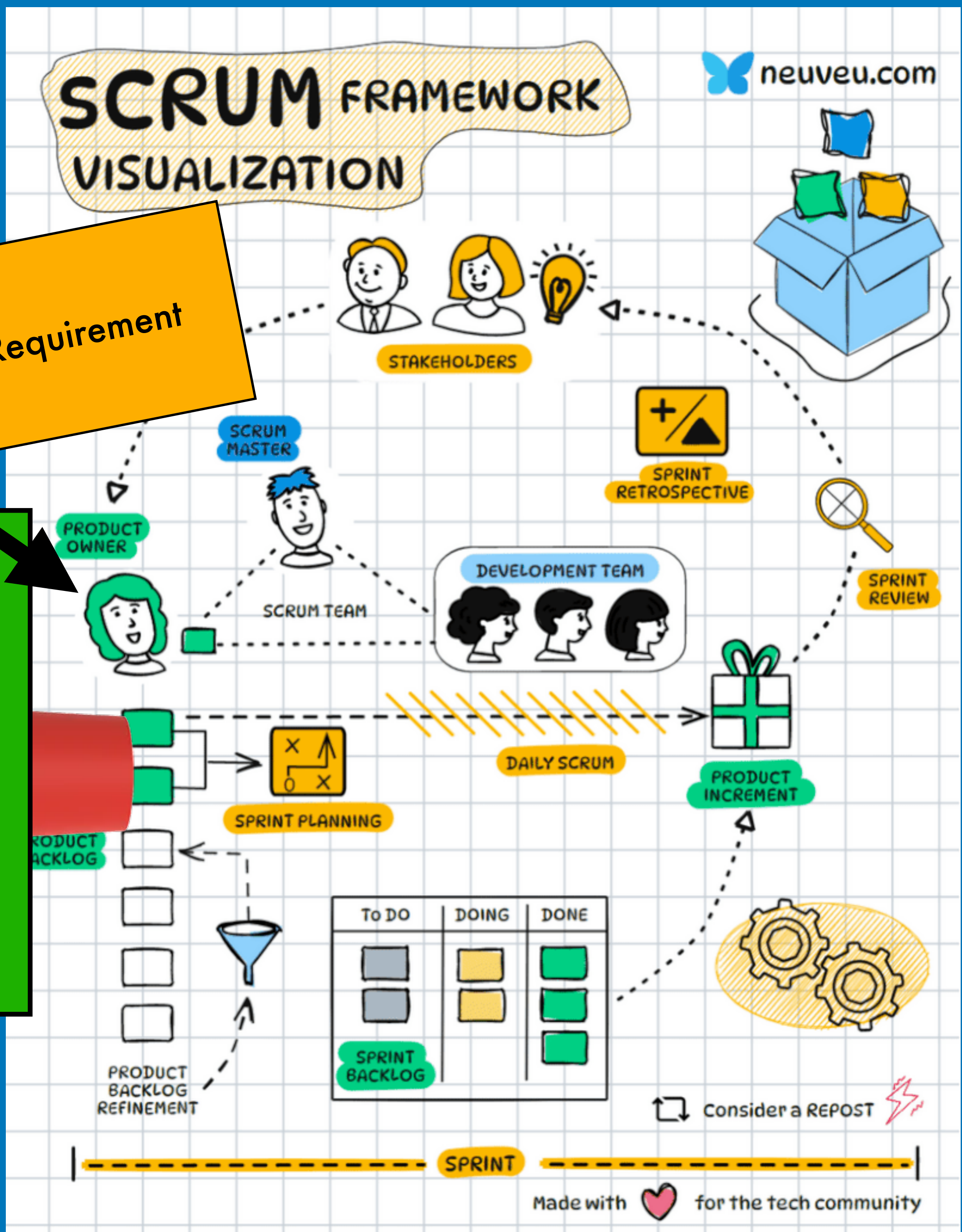
Requirement



Excel in Product Strategy

Master solution discovery

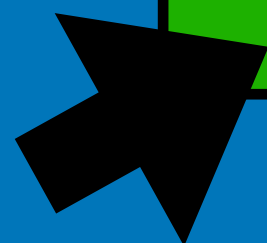
Be an expert (IT) analyst

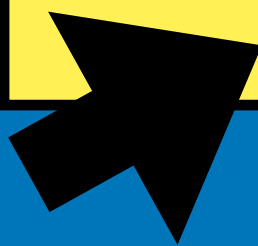


Excel in Product Strategy

Master solution discovery

Be an expert (IT) analyst / Requirements engineering





Excel in Product Strategy

Master solution discovery

Be an expert (IT) analyst / Requirements engineering

Excel in Product Strategy

“Ja”



Master solution discovery

Focus en keuzes

“Solutioneering”



Be an expert (IT) analyst

Solution Discovery

As a ... I can ...



Alle details

Excel in Product Strategy

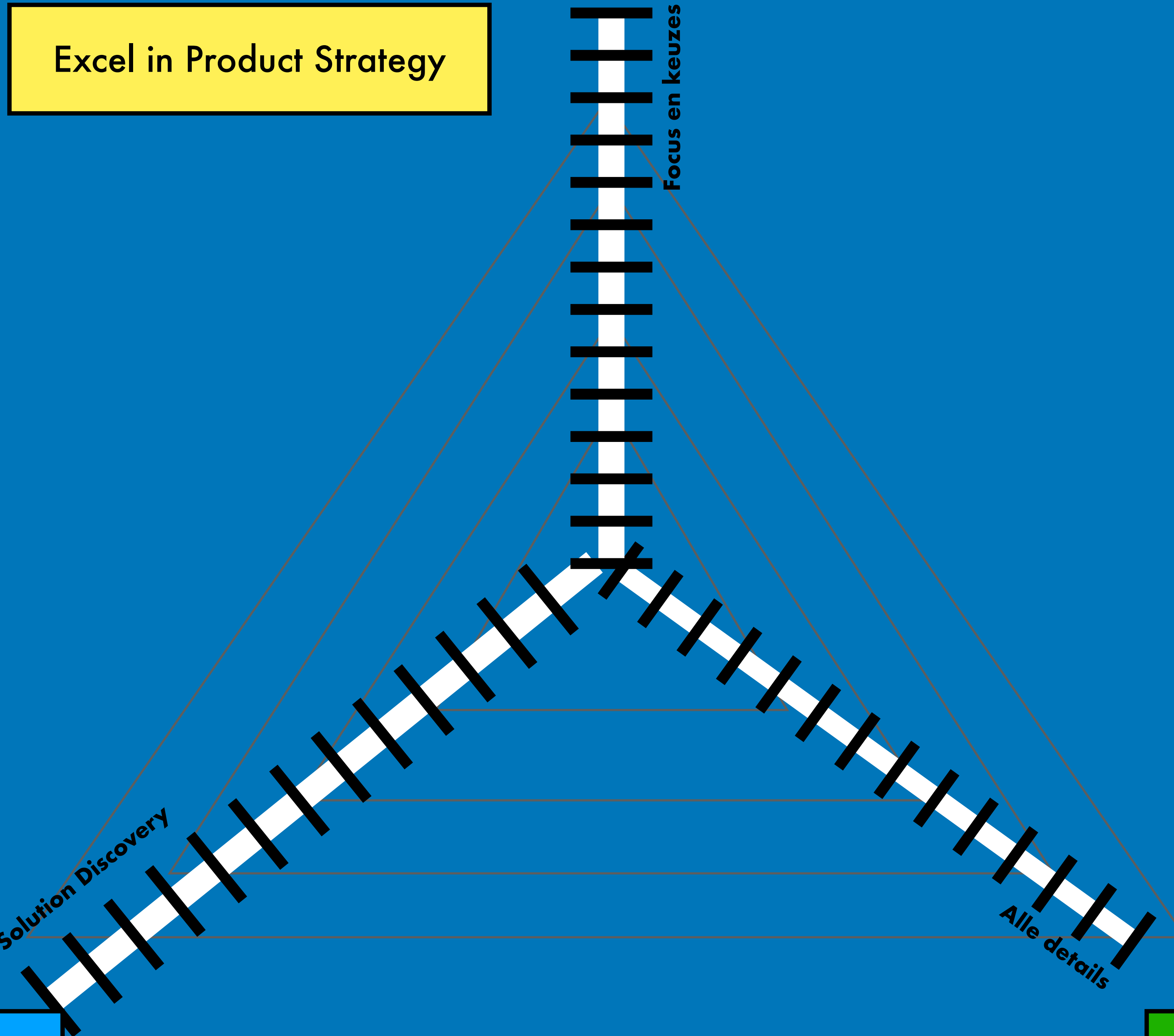
Focus en keuzes

Solution Discovery

Alle details

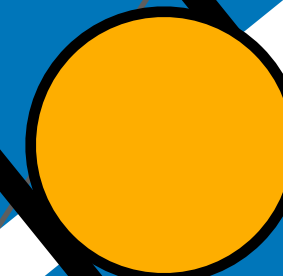
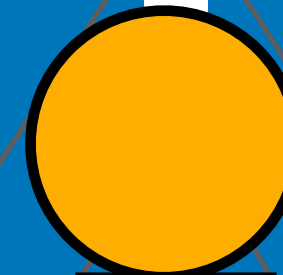
Master solution discovery

Be an expert (IT) analyst



Excel in Product Strategy

Focus en keuzes

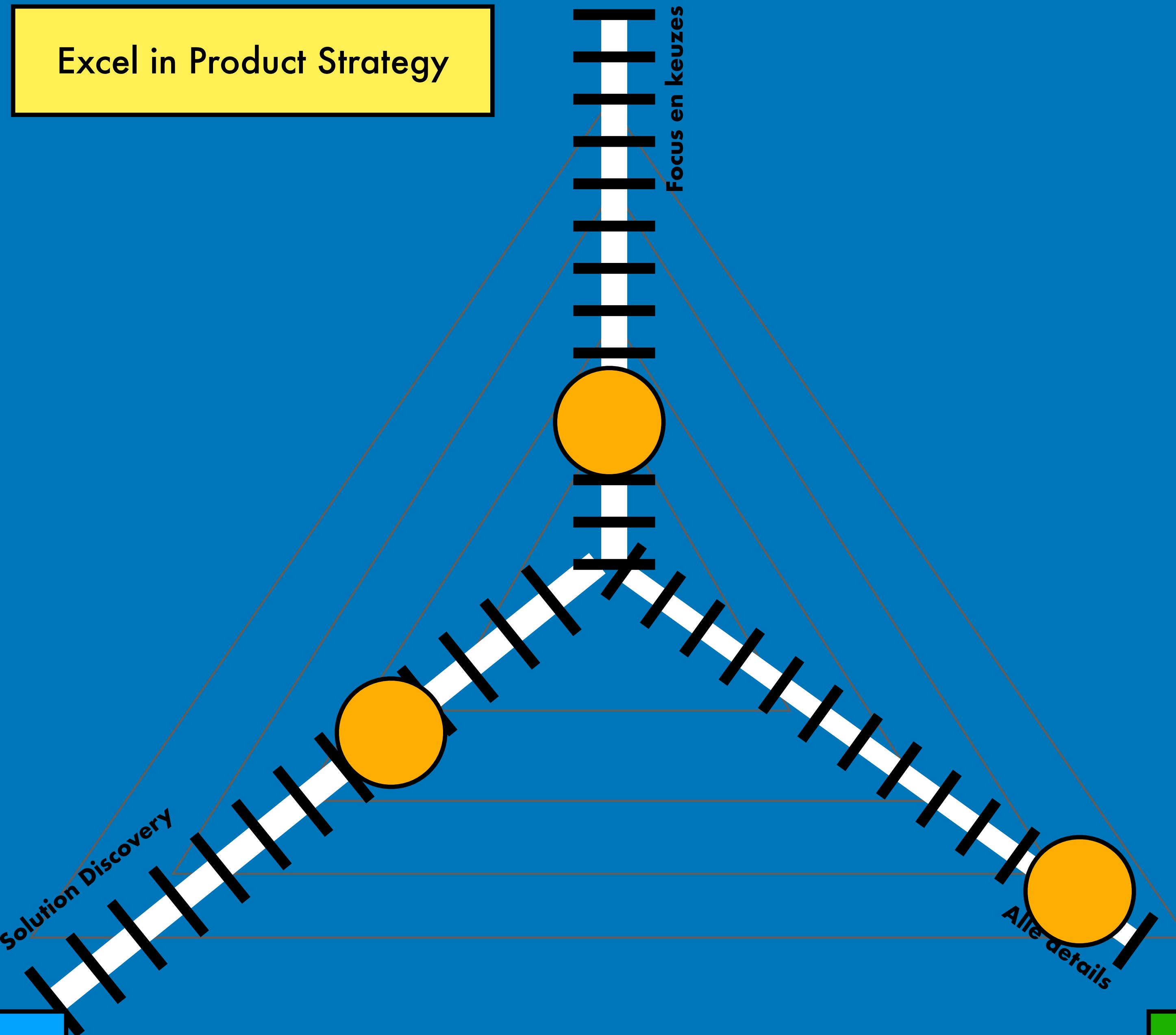


Solution Discovery

Alle details

Master solution discovery

Be an expert (IT) analyst



Excel in Product Strategy

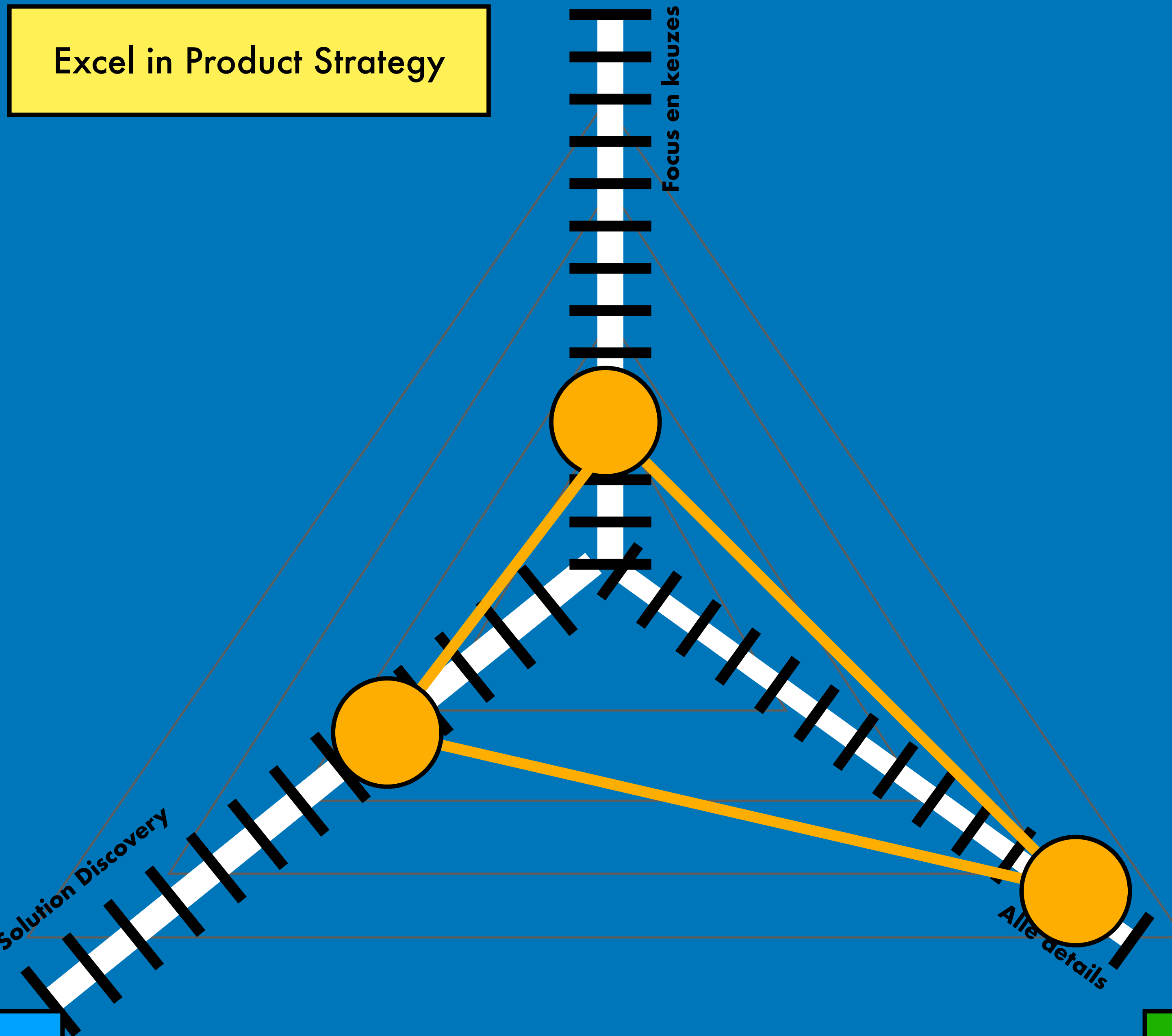
Focus en keuzes

Solution Discovery

Alle details

Master solution discovery

Be an expert (IT) analyst



Excel in Product Strategy

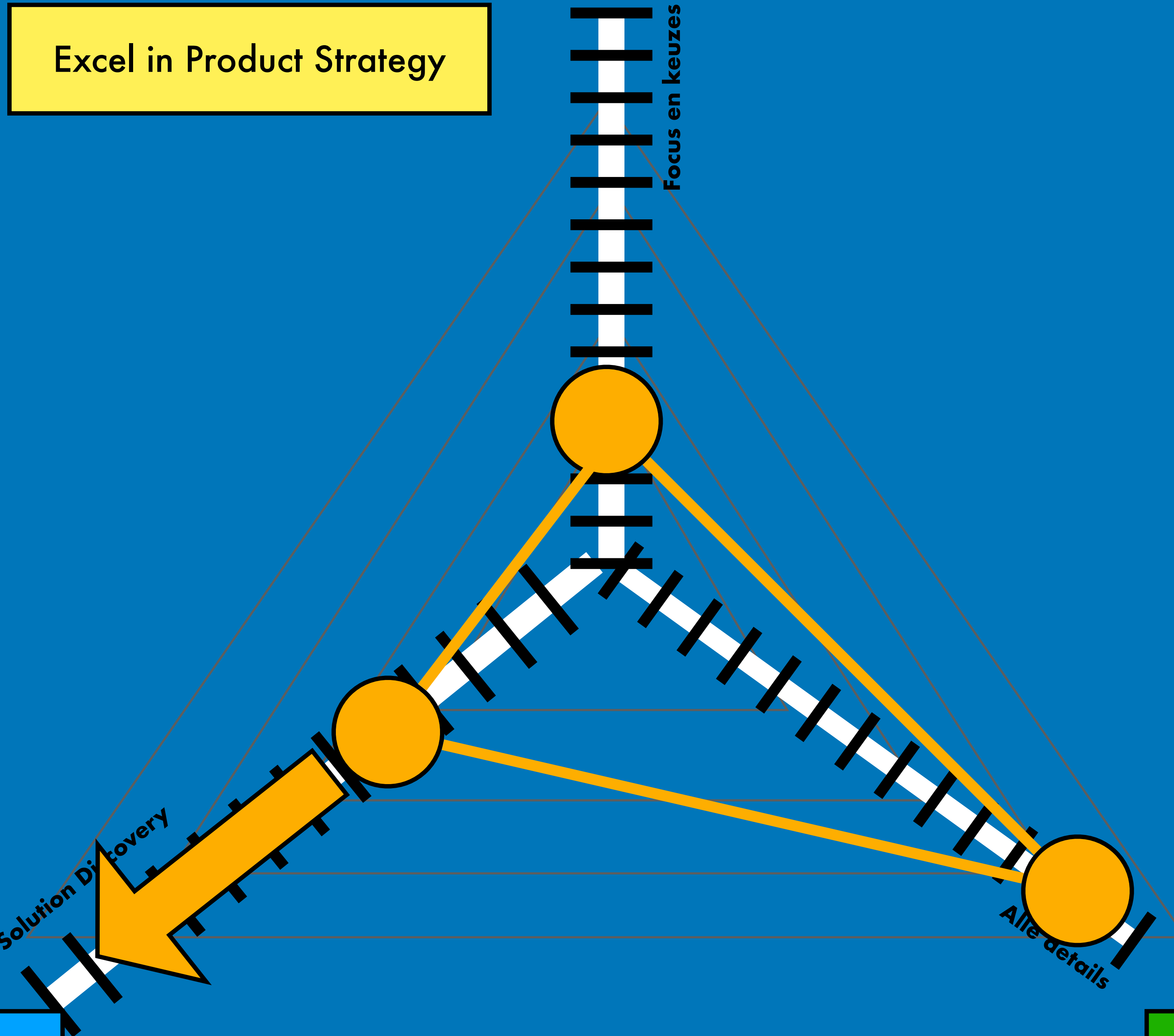
Focus en keuzes

Solution Discovery

Alle details

Master solution discovery

Be an expert (IT) analyst

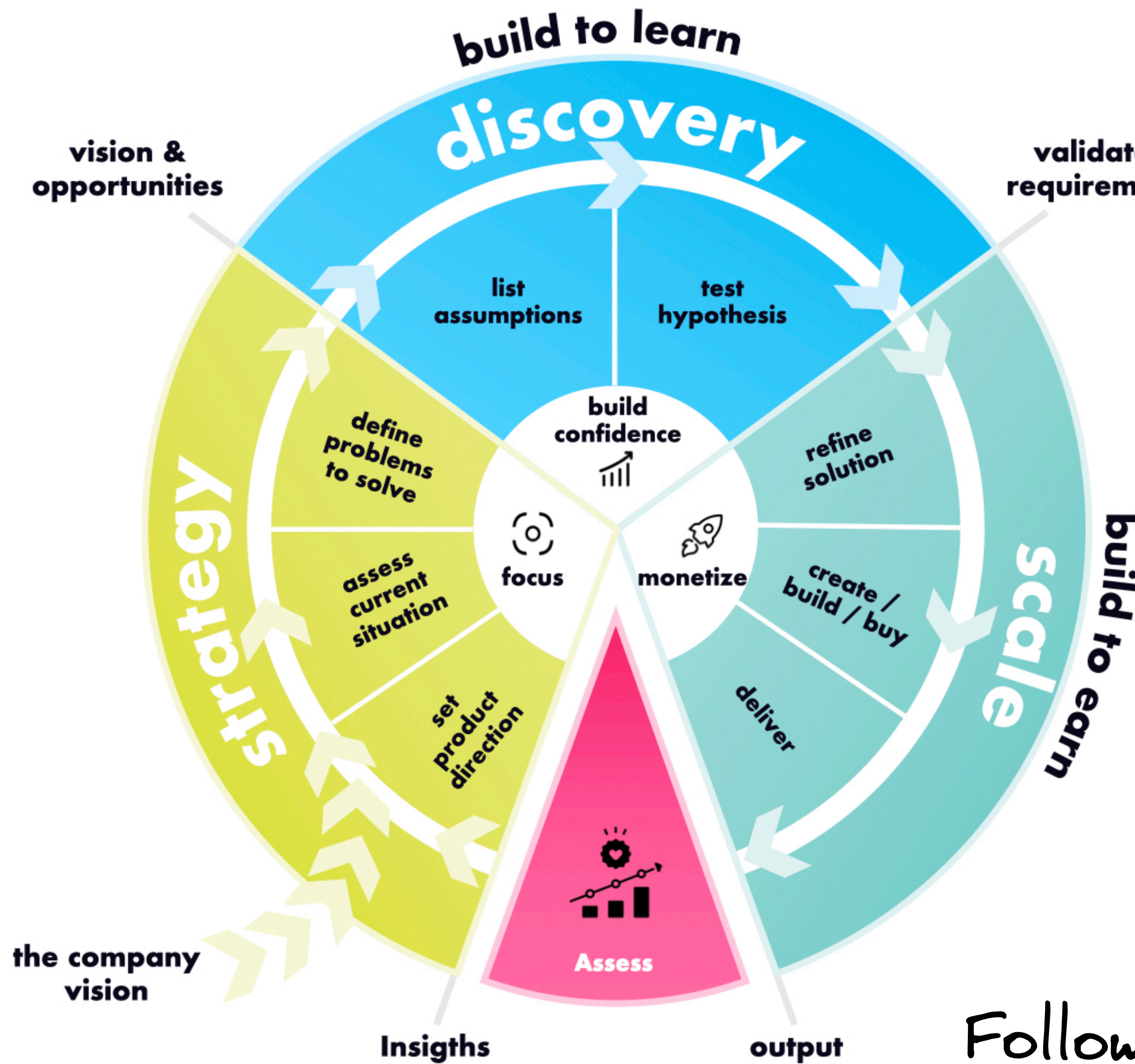


Excel in Product Strategy

Master solution discovery

Be an expert (IT) analyst / Requirements engineering





Pieter Hens

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