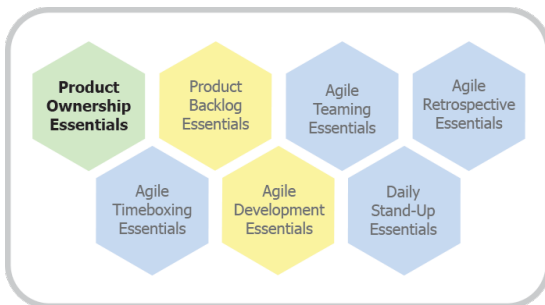# IVAR JACOBSON
## INTERNATIONAL

# Product Ownership Essentials
Part of the IJI Agile Essentials Practice Pack



*Agile Essentials practices provide a starter kit that describes key common aspects of team-based development. Each practice contains cards that provide succinct advice on how to successfully adopt and apply the practice.*

## Practice Overview
Own, evolve and communicate the vision, and guide the evolution of the product to achieve the vision.

### Activities – the things we do

- **Evolve the Product Vision:** Agree and communicate the goals and return-on-investment case for the product to drive and inform ongoing decisions about the product.
- **Build Stakeholder Network:** Actively engage the stakeholders with a legitimate and material interest in the endeavor, including eliciting feedback and negotiating compromises as required.
- **Demonstrate the Product:** Show the evolving product to stakeholders and elicit feedback as frequently as possible to converge on an optimal solution.
- **Achieve Acceptance:** The product is accepted for release. Progressively accepting the product enables frequent releases to be made to maximize return-on-investment.

### Work Products – the concrete things that we work with

- **Product Vision:** Communicates what is ultimately wanted or needed from the product as well as how value will be progressively realized.
- **Stakeholder Network:** Who the stakeholder representatives are and how we will engage with them throughout the endeavor.

### Patterns - supporting practice guidance

- **Product Ownership:** A single point of ownership for a product that provides rapid, empowered decisions and dispute arbitration regarding what should be built into the product.

### Resources - referenced external sources of information and content

- This practice description uses the OMG Essence standard, with key concepts like Activities, Work Products, Alphas and Patterns being defined by this standard (http://www.omg.org/spec/Essence/).
- *Product Vision* – this is a common and well-established practice (see for example Managing Software Requirements by Dean Leffingwell and Don Widrig [Addison Wesley 2000]).
- Scrum recommends a single Product Owner to fulfil the **Product Ownership** responsibilities. (see for example http://www.scrumguides.org/).

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