

Product Owner at SalesCRM

Background:

You have been hired as the new Product Owner for SalesCRM, a startup in the CRM software space. You are responsible for conducting user research and updating the product roadmap to ensure that SalesCRM is building the right features. In addition, you are responsible for ensuring stakeholders have the right information and keeping them informed throughout the process.

Your role as Product Owner:

As Product Owner, you are leading a team of two Developers and one Designer. Your team has a shared responsibility for developing and maintaining SalesCRM's CRM software. You are also responsible for working with your users to understand their needs and leverage this knowledge in the product development process.

On a day-to-day basis, you will be working closely with your developers to understand what they are working on and how you can improve the product based on this information. As Product Owner, you are also responsible for communicating with stakeholders (i.e. potential customers) about the progress of SalesCRM and provide an overview of upcoming features.

Product roadmap:

You have recently conducted some user interviews to get feedback on the SalesCRM product. Based on this feedback, you have agreed with the CEO on a new roadmap for SalesCRM.

The new roadmap includes three main features which will be developed in Q3 and Q4 2021. Your next task is to work with your team to prioritize these features based on stakeholder feedback.

Stakeholder management:

One of your key tasks as Product Owner is to ensure that stakeholders know enough about the development process and the status of their project. This means that you are responsible for

updating them on a regular basis and providing an overview of upcoming features. You also need to make sure that they are aware of the latest information about SalesCRM.

Deliverables:

After your latest user interviews, you agree with the CEO on a new product roadmap. Create a presentation (5-7 slides) that covers the following:

1. Actions for conducting user research
2. User research results & findings - SalesCRM's current situation
3. Product roadmap for Q3/Q4 2021
4. Prioritization of product backlog - Q3/Q4 2021
5. Communication with stakeholders - overview of upcoming features