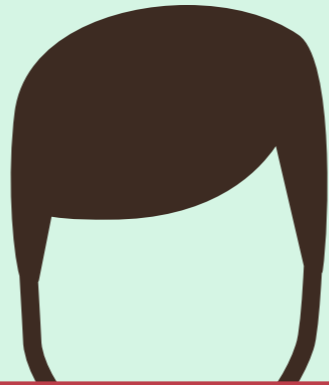


THE PRODUCT OWNER

THE ACCIDENTAL PROFESSION



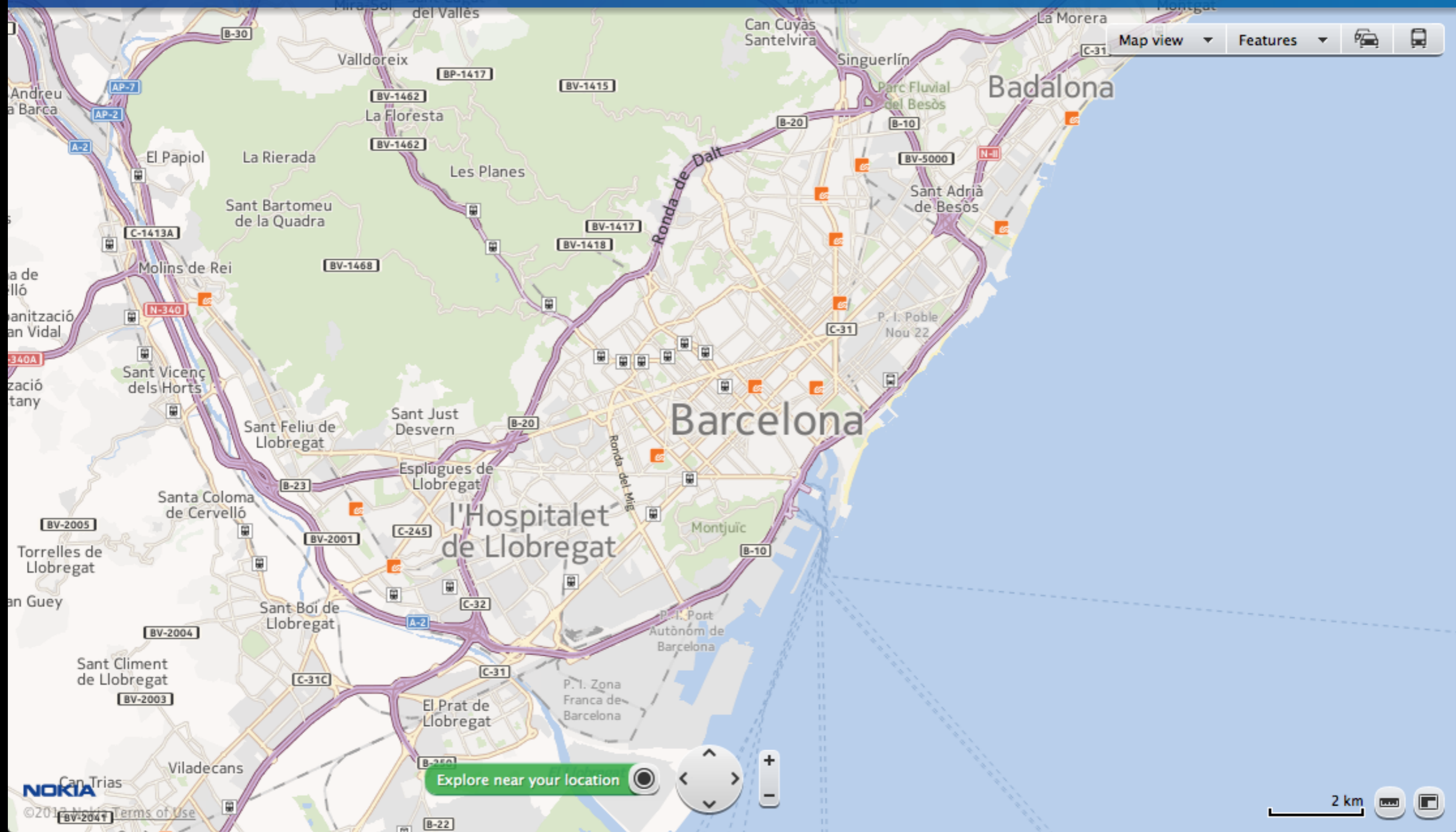
0 I'm Will. 0

Directions

Favorites

Map view

Features



Explore near your location 



2 km





NOKIA L&C

PRODUCT

OWNER

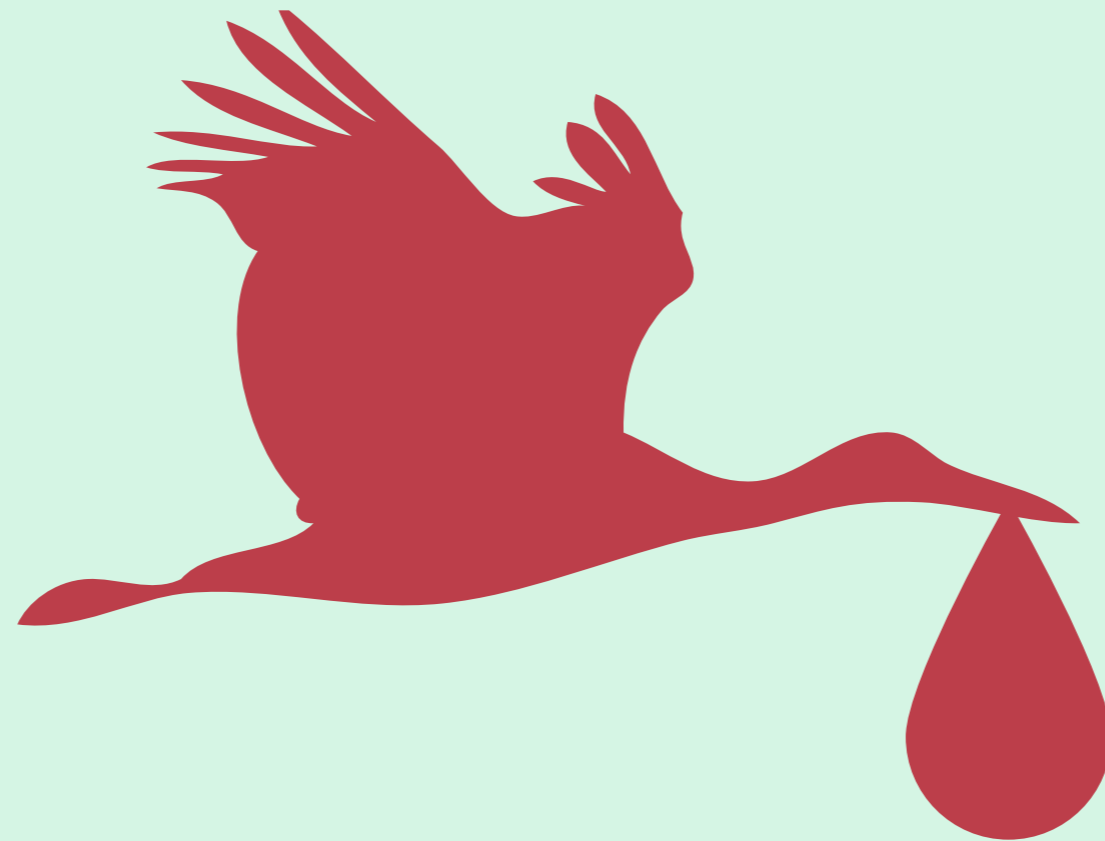
ACADEMY

The Product Owner

**The Product Owner
is the
most important
differentiator
between successful
and unsuccessful
products.**

**The majority of
Product Owners
are not realising
their potential.**

**Where do Product
Owners **come from?****



**THE
ACCIDENTAL
PROFESSION**

What is a Product Owner?

**Product Manager =
Product Owner + x**

**Product Owner =
Product Manager + x**

Price \$1.95

We bear in mind that the object being worked on is going to be ridden in, sat upon, looked at, talked into, activated, operated, or in some other way used by people individually or en masse.

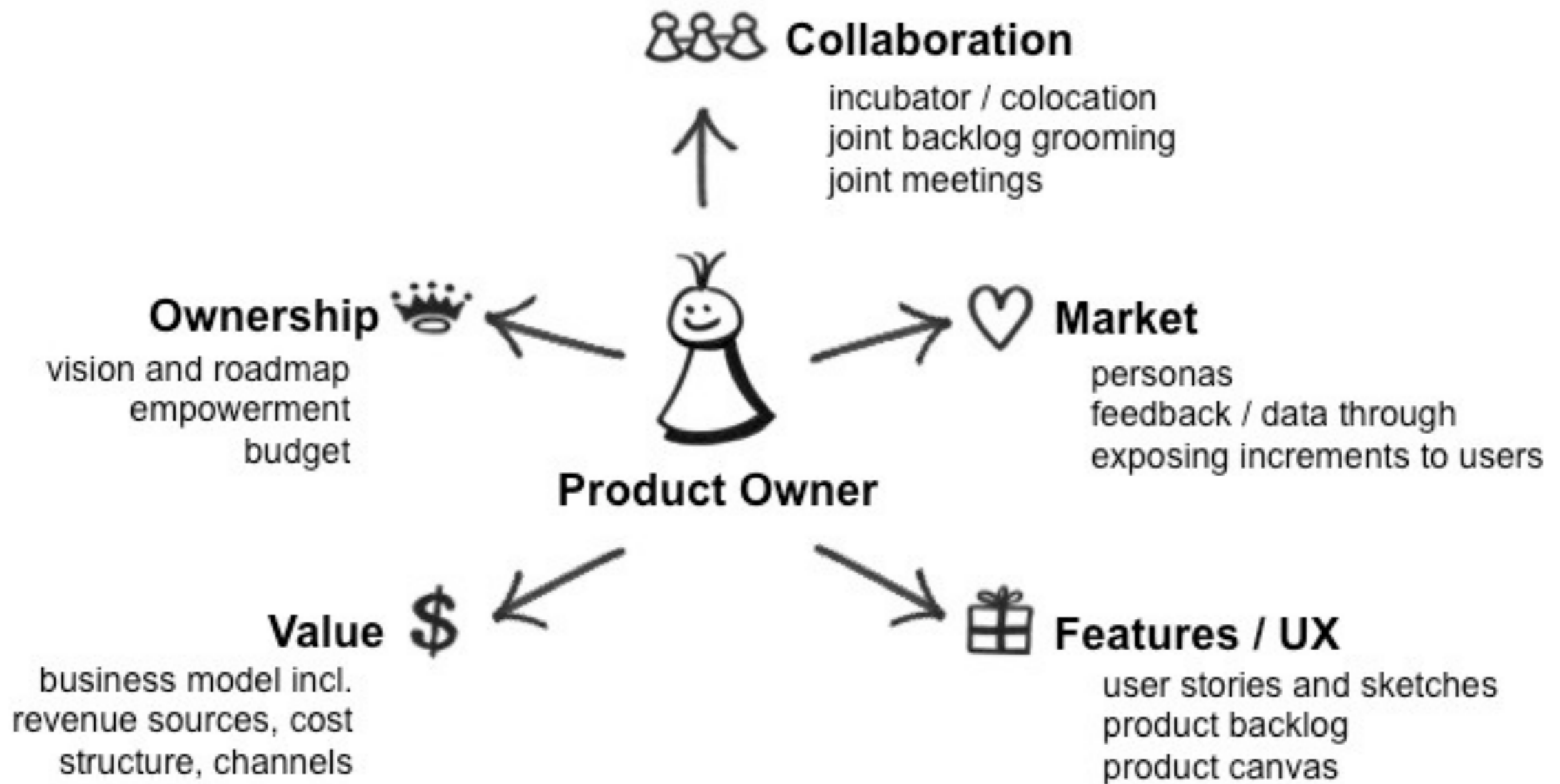
When the point of contact between the product and the people becomes a point of friction, then the industrial designer has failed.

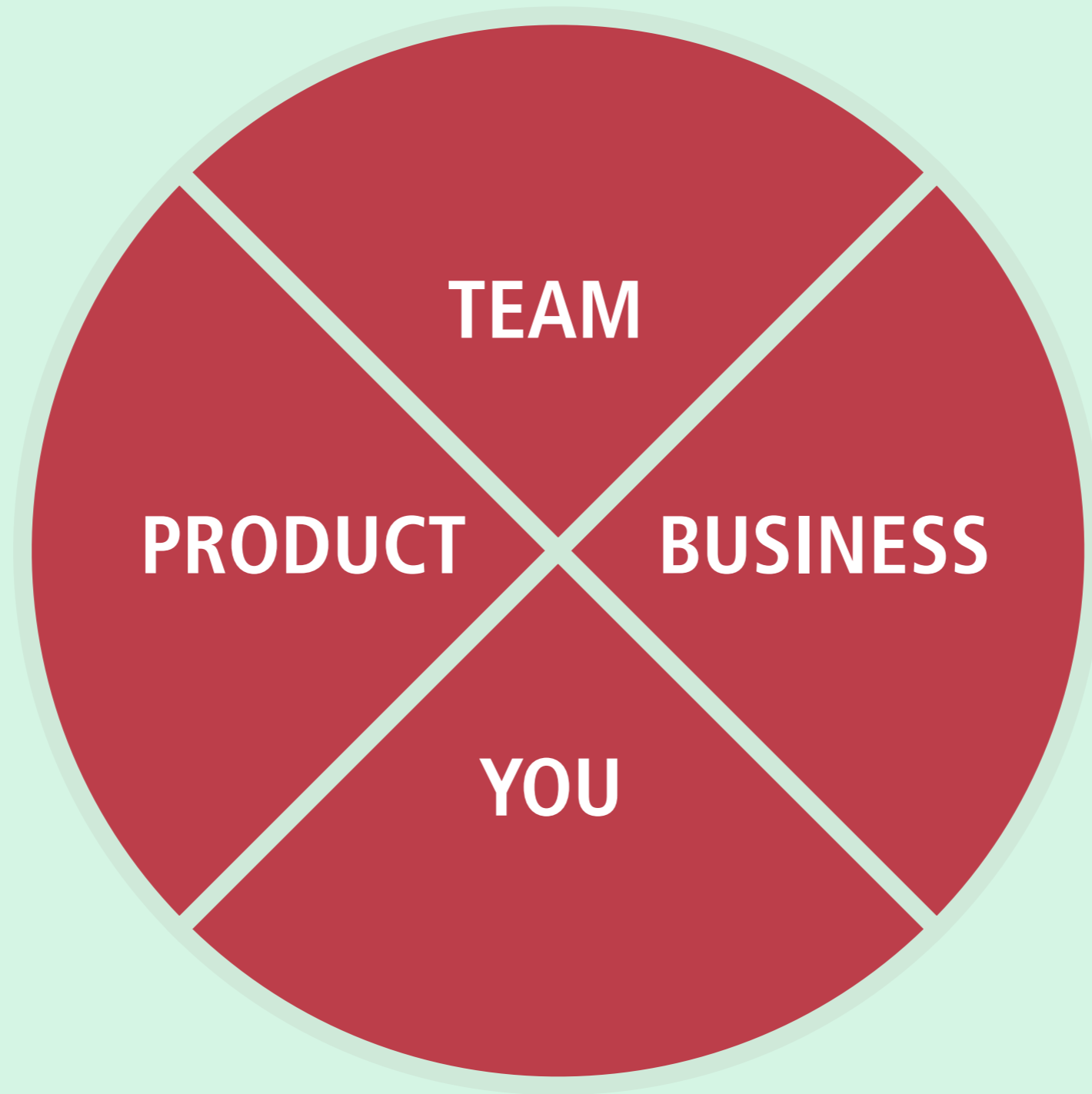
On the other hand, if people are made safer, more comfortable, more eager to purchase, more efficient—or just plain happier—by contact with the product, then the designer has succeeded.

H.D.

Designing
for People

HENRY DREYFUSS





TEAM

PRODUCT

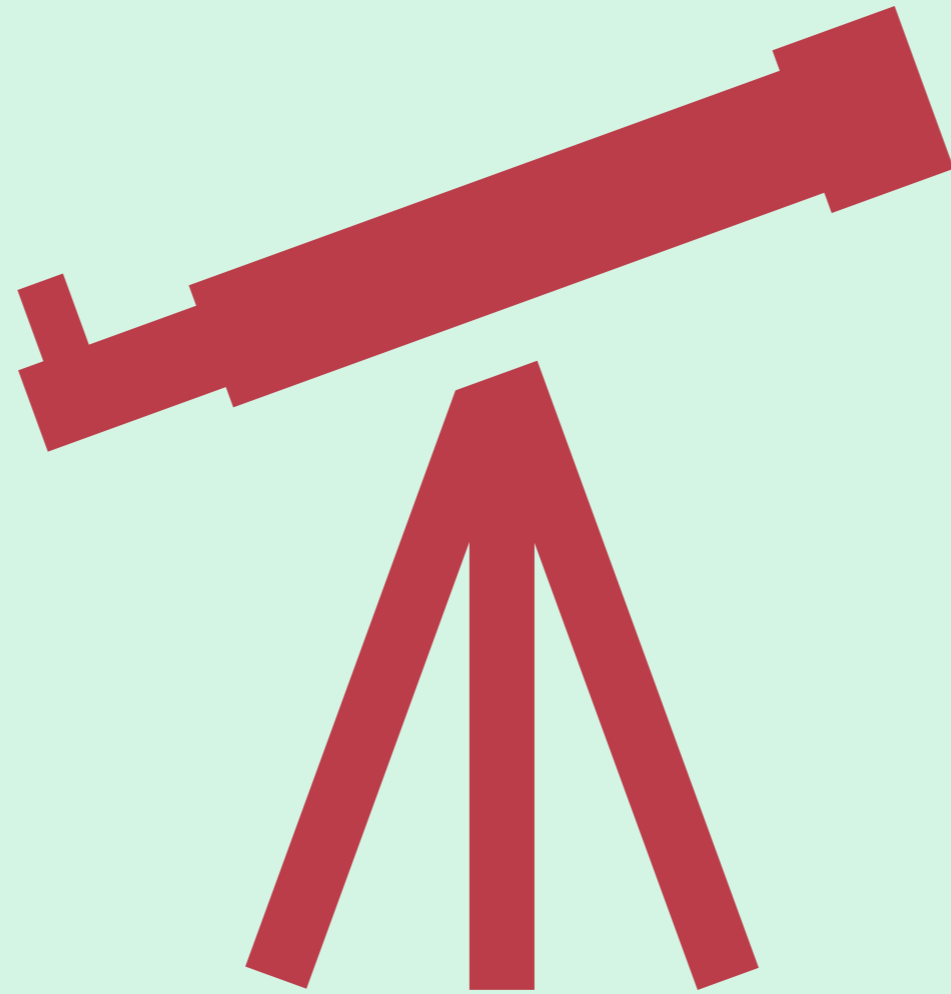
BUSINESS

YOU





Product Definition



Product Vision



Strategy



Competitive Landscape



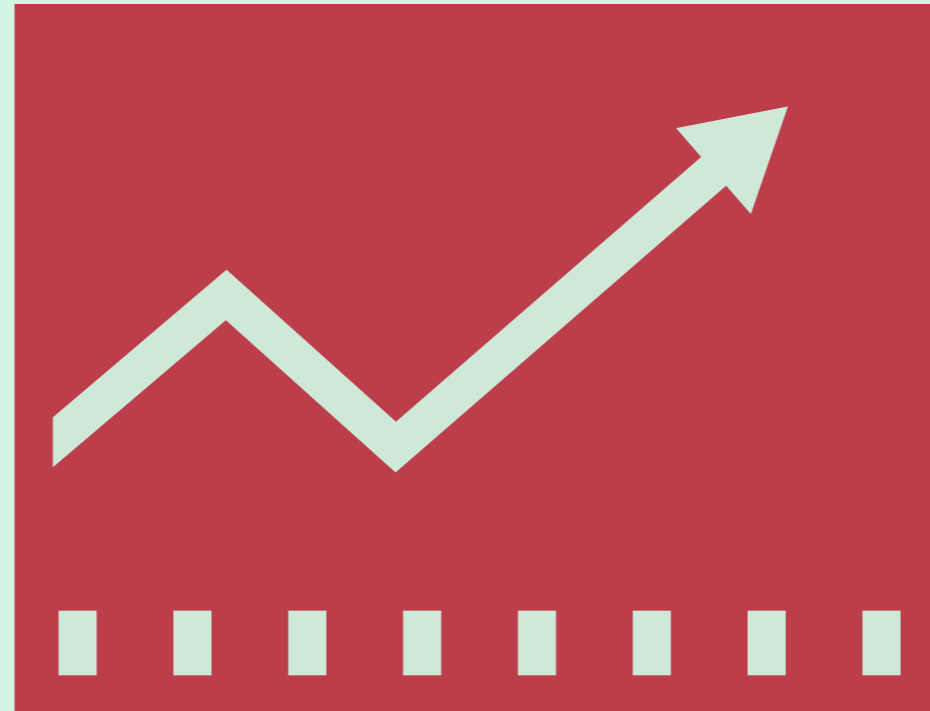
Market Segmentation



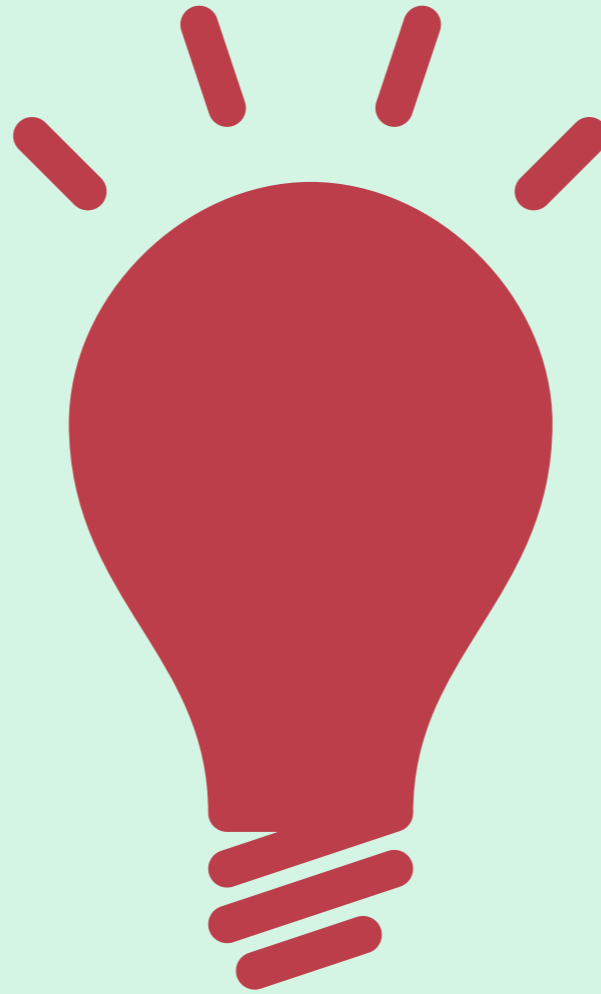
User Personas



Design Sense



Analytics



Innovation



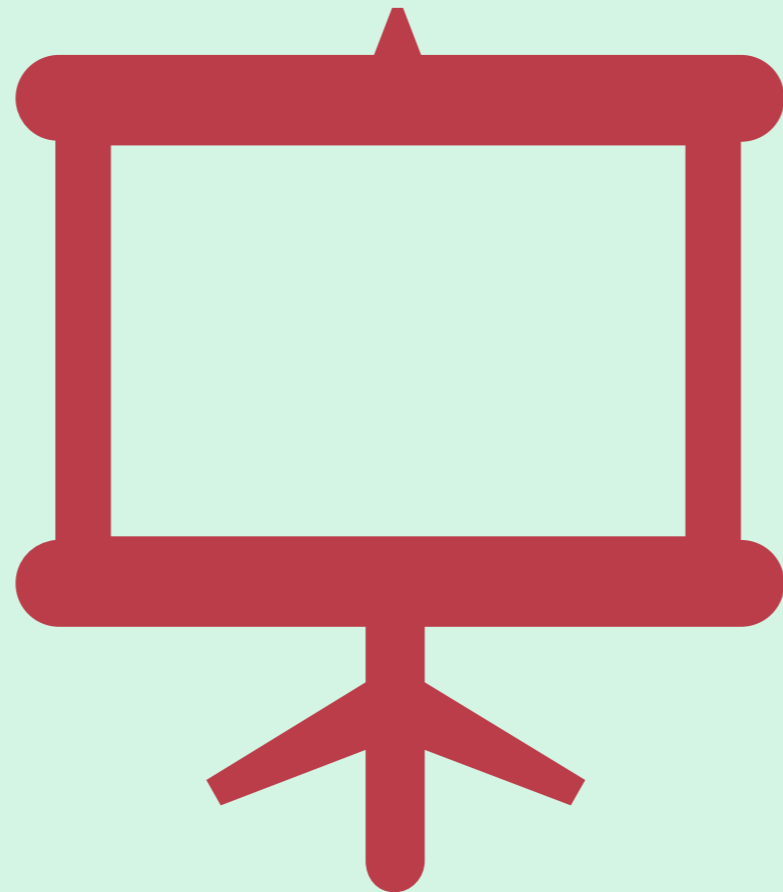
Marketing



Entrepreneurship



Domain Knowledge

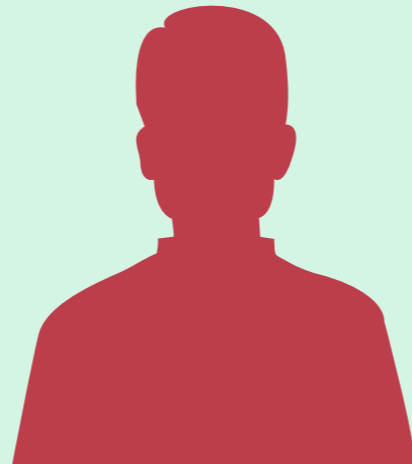


Presentation Skills

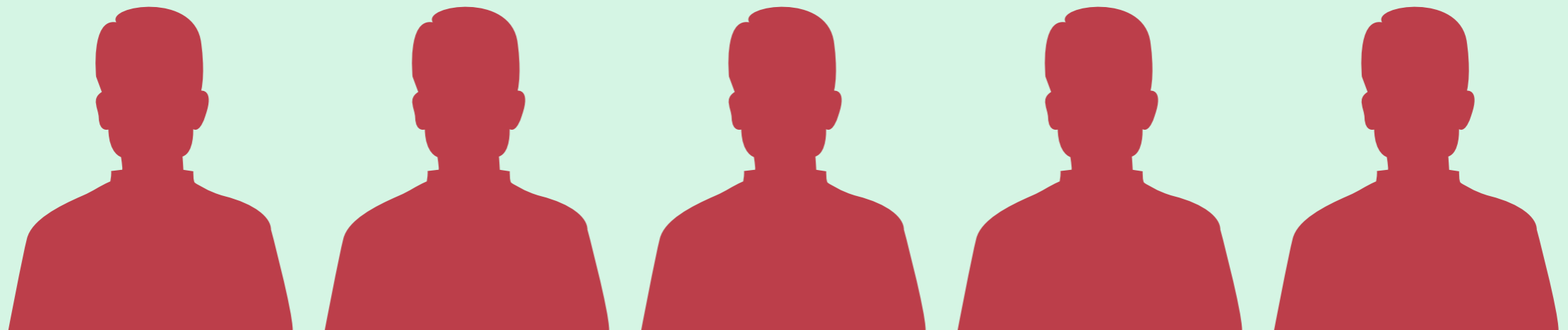


**Curiosity, Courage,
Perseverance, Passion**

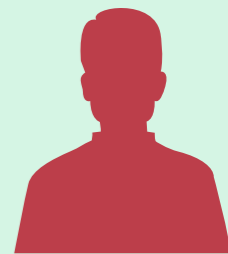
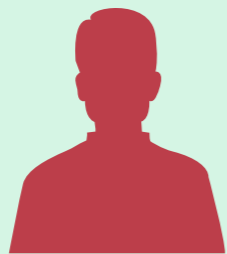
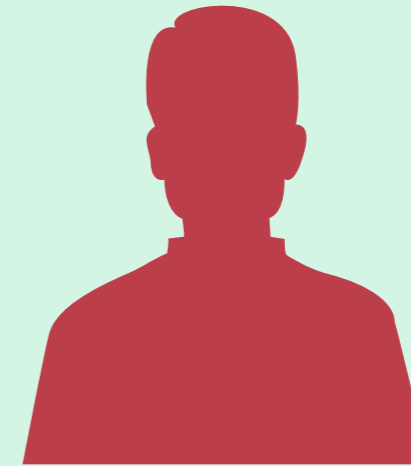
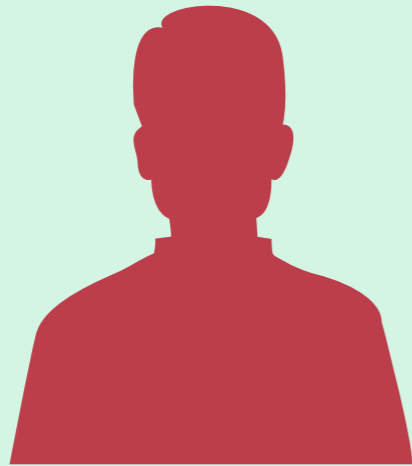




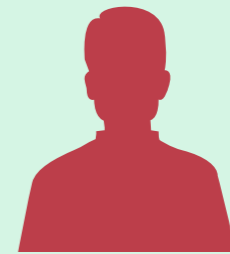
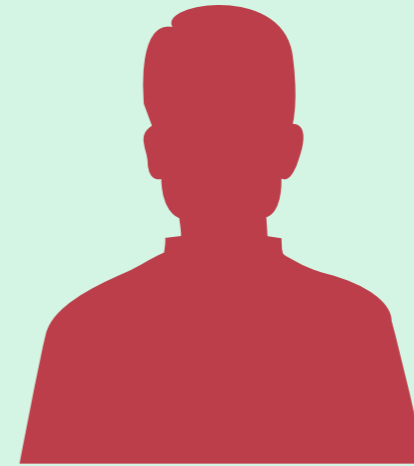
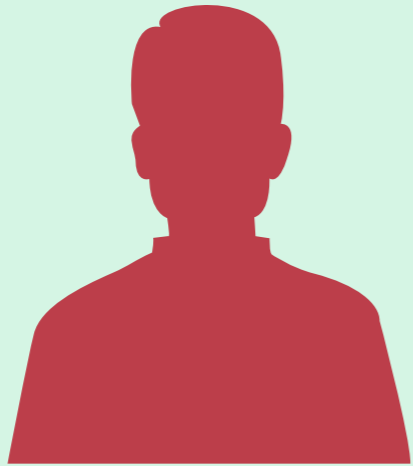
“I’m just one PO...”



“... in a sea of other POs...”



“... in a sea of other POs...”



“... in a sea of other POs...”



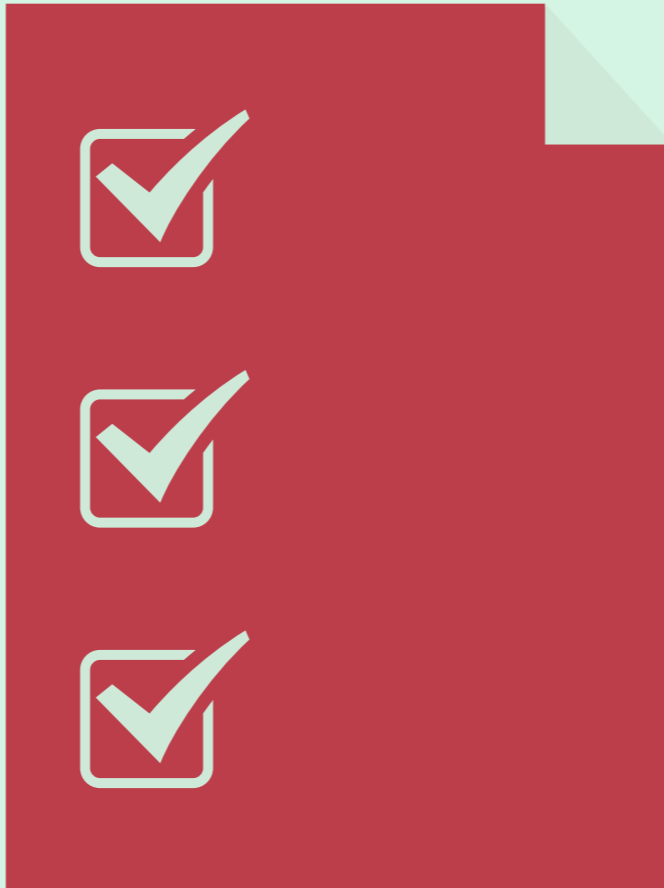
**“I get a blueprint of
what is needed:
I am just here to execute.”**



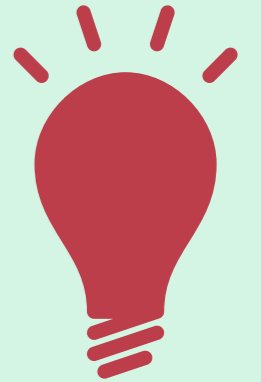
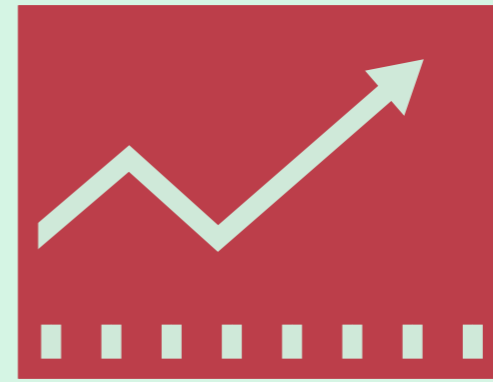
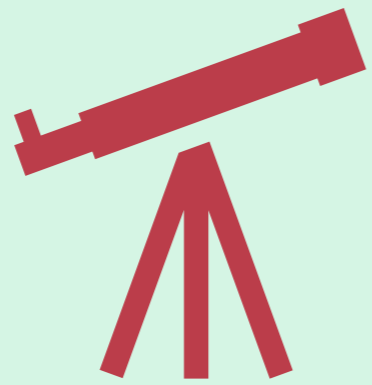
“The designer calls the product shots in our team.”



**“I don’t have time for the
vision stuff.”**



WRAP UP



Thanks!

@williamgill

<http://williamgill.de>