

# An Example Checklist for Product Owners

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## Product Vision

- I have a product vision (created with customers, end users, and investors, when possible)
- I can answer to questions about the product vision and business model in a concise and motivating way
- I have a short tagline for the product vision, for example “1,000 songs in your pocket” (iPod in 2001), to communicate the essence and value of the product release.

## Stakeholders

- I understand the needs of my stakeholders (for example customers, end users, and investors)
- I communicate regularly with my stakeholders to understand their needs and to manage their expectations
- I can answer to questions about how each product backlog item will generate value for the stakeholders
- I am motivated to work as a Product Owner, and make sure I have the stakeholders’ mandate and trust
- My forecasts to stakeholders are based on development team’s measured velocity or throughput

## Product Backlog

- I have a product backlog
- I have a mandate to make decisions about the product backlog
- I update the product backlog at least before each sprint planning meeting
- The product backlog items are ordered (based on value, risk, work estimates, dependencies, etc.)
- The product backlog items are clearly expressed and more detailed towards the top
- The product backlog is accessible to all scrum team members
- I regularly refine the product backlog to make the top of it actionable for the next sprint (or release) planning meeting. The Scrum Team decides how and when refinement is done.

## Development Team

- I am available to my developers during the sprint to clarify requirements
- I protect my development team from anyone who tries to change the sprint’s product backlog items
- There is only one Product Owner who chooses the product backlog items and refines them with the development team. Otherwise, developers do not know who to listen.
- I motivate my development team by occasionally describing my product vision, including the planned benefits and impacts of the next product release or increment.
- I motivate and train my developers by involving them in writing and analyzing user stories, when possible (thus also reducing my own work).
- I trust my Scrum team’s development capabilities. If not, I will try and build trust by offering them training, recruiting, better communication, personnel changes, etc.
- My Scrum team trusts my business domain and end user knowledge. If not, I will try and build trust by improving my own and the Scrum team’s business and end user understanding.
- I have a similar understanding of the Definition of Done with the Scrum team

## Scrum Master

- A Scrum Master is appointed (preferably by the development team, when possible)
- I have a good understanding and trust with my Scrum Master. If not, I work together with my Scrum Master to improve our cooperation.

## Scrum Events

- I participate in sprint planning meetings to select the product backlog items with the team
- I participate in sprint review meetings, give and gather constructive feedback, and verify which of the selected product backlog items fulfill their unique Acceptance Criteria and the general Definition of Done.
- I participate in retrospective meetings to observe and improve my own work as a Product Owner
- I work with my development team even on daily basis, when needed, to clarify the requirements, work on the design, and optimize the sprint’s outcome.
- I have scheduled sprint events with Scrum Master (for example as repetitive calendar events)

**My current Product Owner Score is \_\_\_\_\_ / 30 points**