PRODUCT OWNERSHIP

Intros

Michael Upright – Director Applications (Group) - Delta Dental of Wisconsin

- Programmer/Analyst for claims processing for 2 years
- Systems Analyst for websites and integrations for 2 years
- Manager and proxy Product Owner for web scrum team for 2 years
- Director of Applications Development Group going on 2 years
- Aaron Kremin Product Owner (Group) Delta Dental of Wisconsin
 - Programmer for 10 years
 - Project Manager/IT Manager for 4 years
 - Scrum Master for 2 years
 - Product Owner last 4 years and counting
 - Prior PMP, CSM, CPO and Certified LeSS Practioner

The Number One Question I Get Asked...



Followed Quickly By...



Solution?

One Backlog

Solved! Thank you for coming

Conventions and Assumptions

- Product ownership and what that means in an existing enterprise are based on the following assumptions
 - Software systems have been around for a while and continue to grow
 - They are a mix of homegrown and purchased products
 - They grew organically, visions changed as the company grew and overall architecture may be somewhat of many different systems bolted together the best they can be
 - Departments and external customers all have demands of the system
 - Compare and contrast this to a startup where the vision, the platform, the initial product is very focused and everything is coordinated to work together from the ground up and often the customer is completely in focus

Conventions and Assumptions

- I advocate and sometimes evangelize the Agile way. I find, that overall on a longer timeline, it leads to a better product and better teams.
- My preferred tool for product management and thus backlog management at the PO level is Aha! Screenshots will be from Aha! And, as such a tool requires me to set up the foundations as they allow, I do so in the Aha! way. But any tool can be used.

Define a Product

Enforce a Funnel

Manage the Backlog





Efficient Backlog Administration

Tips and Tricks

What's the Score?

Vhen a	-	u can configure the metrics, scale, and weighting per metric for every Scorecard. ture, it generates the Aha! Score. The equation to generate the Aha! Score works in the following way: (weig netrics.	ht × metric) + (weight × metric) + (weight ×
_		ase the value of a metric. For example, a weight of 2 means that metric is 2× the value of a metric with a we each weight at 1 to give each metric the same impact on the final score.	eight of 1. And you can use negative weights to
f you ha	ave multiple products, you ma	want to consider using Scorecards that have a consistent maximum value (e.g. 100) to allow comparison b	etween features across the portfolio.
me	Used in Equation products		Actions
	Total score =	5.0 × Competitive Advantage + 4.0 × Client Satisfaction + Consumer Satisfaction Tangible + 2.0 × Intangible + 3.0 × Efficiency + 8.0 × Hard Due Date Strategic Initiative	

Can I Get the Status...?

Legend Showin	g 41 of 41 🝸 🧧	¢				+ New Release	150 E	Views 🕶	C Export
OS v4.23 Release		Partner Portal UI Upda	ate 💌	Progress Dashboard	•	Android v3.24		•	Giro d
un 30, 2017	Showing 8 of 8	Aug 01, 2017	Showing 7 of 7	Sep 01, 2017	Showing 7 of 7	Oct 01, 2017	Showin	g 7 of 7	Oct 31, :
apacity	30d	Capacity	30d	Capacity	30d	Capacity		30d	Capacity
CYCL-8 Customer uploads In progress Photos Uploada	I6 ⊙ 2d New	CYCL-23 Language options In progress International	I 8 ⊙ 3d Research	CYCL-22 Notify my network when I KOM Under consideration Social Media	● 16 ② 4d win a Improvement	CYCL-29 New user marketplace Designed Gear Racing Marketpl	() 18 109	⊙ 3d New	CYCI Top k Unde
CYCL-6 Navigation for safest rout Ready to ship Navigation	● 21 ○ 0 es New	CYCL-15 Sponsored accomplishmen Ready to develop Badges Gear Racing	● 17 ② 3d hts Improvement	CYCL-21 Add date timeline of last 5 Designed Analytics	● 17 ② 3d races New	CYCL-28 Store live interviews Under consideration	I9 19 Res	⊙ 2d earch	CYCI Paym Unde
CYCL-27 Live video feed Ready to develop CycleSports Video	● 21 O 3d New	CYCL-14 New marketplace section In progress Marketplace	© 20 ⊙ 2d New	CYCL-20 Show race goal for the yes Under consideration	● 14 0 6d ar Improvement	CYCL-7 Improve sign-up process Under consideration	15 Improve	ement	CYCI Race Unde Prot
CYCL-5 Tagging In progress		CYCL-13 Add marketplace for cycling Ready to develop CycleSports MTB biking	Improvement	Analytics Goals CYCL-18 Improve login procedure Under consideration		User dashboard Designed Analytics	€ 17	New	CYCI Spee Unde
CYCL-3 Landing pages Ready to ship Marketing	22 0 Improvement	Marketplace CYCL-12 Add rating options for parts	@ 24 ⊙ 3d	Login CYCL-19 Live dashboard	@ 19 ⊙ 4d	CYCL-4 Allow a user to give anoth kudos Under consideration	@ 20 er user	⊘ 3d New	CYCI Highi Unde
CYCL-2 Push based weather aler Ready to ship		Designed Gear Racing Partners	Improvement	Ready to develop CycleSports Reporting		Badges CYCL-24 Alert my friends when I ge	@ 18	⊙ 4d	CYCI
Aiert Analytics	improvement	CYCL-10 Marketplace campaigns Under consideration		CYCL-17 Add upcoming races Under consideration	O 17 ⊘ 4d Improvement	badge Under consideration	A G HOW	New	Virtue Unde Rac



Aha! 🕷	Fredwin Cycling -	0 (1 V					- 🚳	٥	0	+
		Overview	Goals	Initiatives	Roadmap	Diagram		Q			
Fredwin Cyclir	ng Initiatives 🕒								Add 🖉	to Notebo	ook 🔻
Q1 2016 🕶	Add to Notebook -										
🔒 Launch Giro d	'Italia site										
Q1 2016	Some progress	High									
Partner self-se portal and API					é	Launch G	iro d'Italia site				
Q1 2016	At risk										
Lanhance Tour coverage	de California	щ Б			📥 Partner s	elf-serve spo	nsorship portal and API				
Q1 2016	Not started	VALUE Medium									
Add initiative											
		Low									
			a	Enhance To	ur de Californi	a coverage					

Can I Get a Report On...?



That's a Wrap

One Backlog

One Funnel

Trusted Methods of Prioritization

Communicate!

Contact Us

Mike Upright: mupright@deltadentalwi.com

Aaron Kremin: akremin@deltadentalwi.com