

## Product Owner Proxy

Its main goal is help the PO when there is not full availability of this role, supporting to definition and including requirements detail.

Usually is associated with roles as business analyst, functional analyst, etc. Has a great Knowledge about the solution or related to the specific business area, and complements Product Owner's view adding a detailed context (including technically).



### WHAT ARE ITS FUNCTIONS?

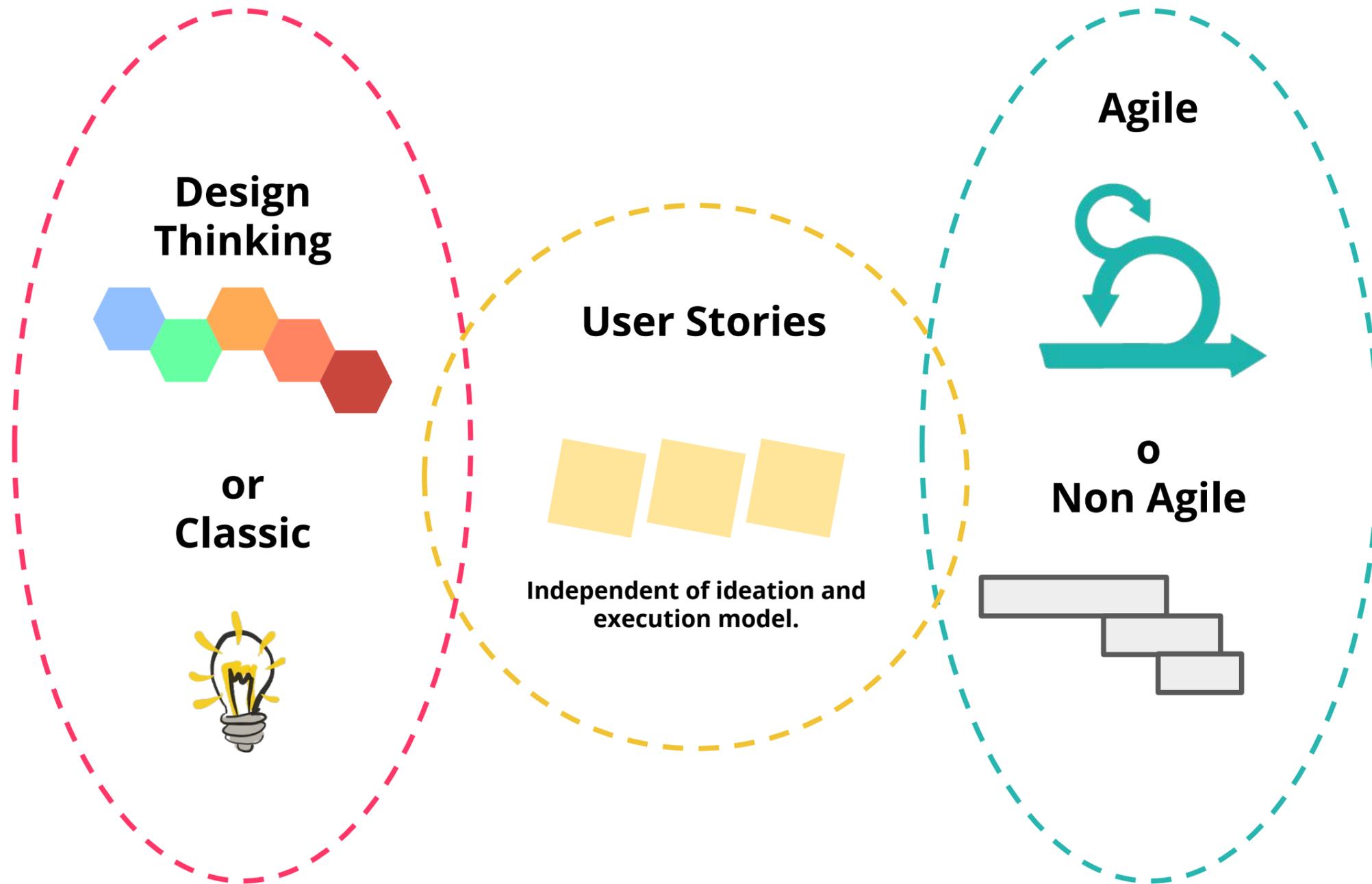
- Supply the absence of the Product Owner.
- Assist to the Scrum ceremonies specified for the Product Owner.
- Accomplish task specified by the Scrum Master for Product Owner.
- Have certain capacity to decision making to avoid bottlenecks.
- Provide feedback and synchronize decisions from Product Owner.



### IT'S NOT

- A PO servant
- A PO writer

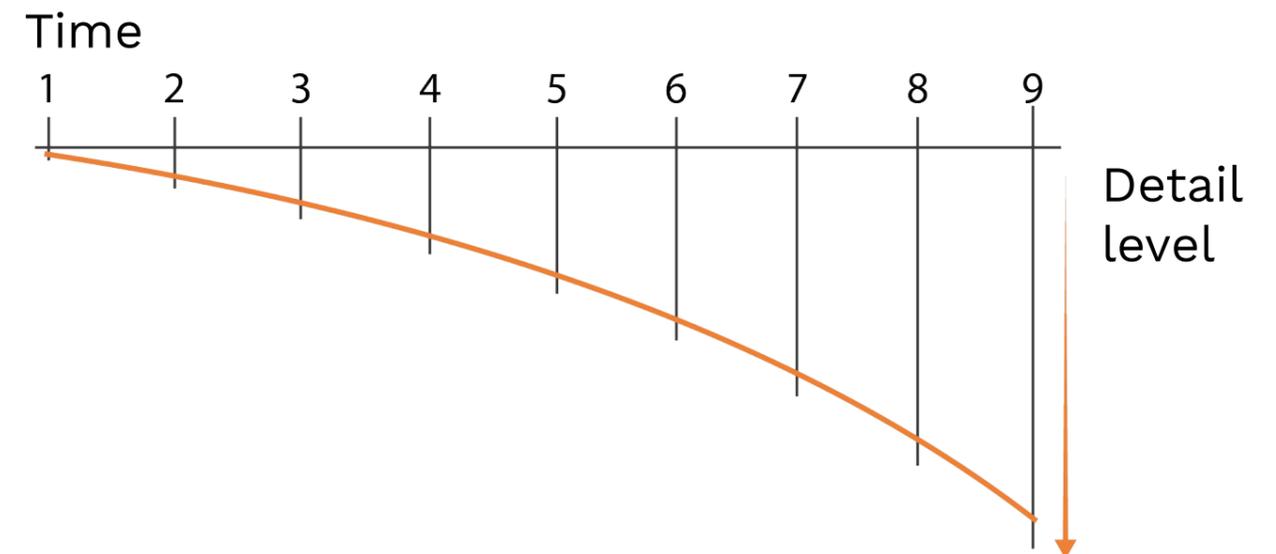
# Ideation, definition and execution of a project



# Project formalization model based on User Stories

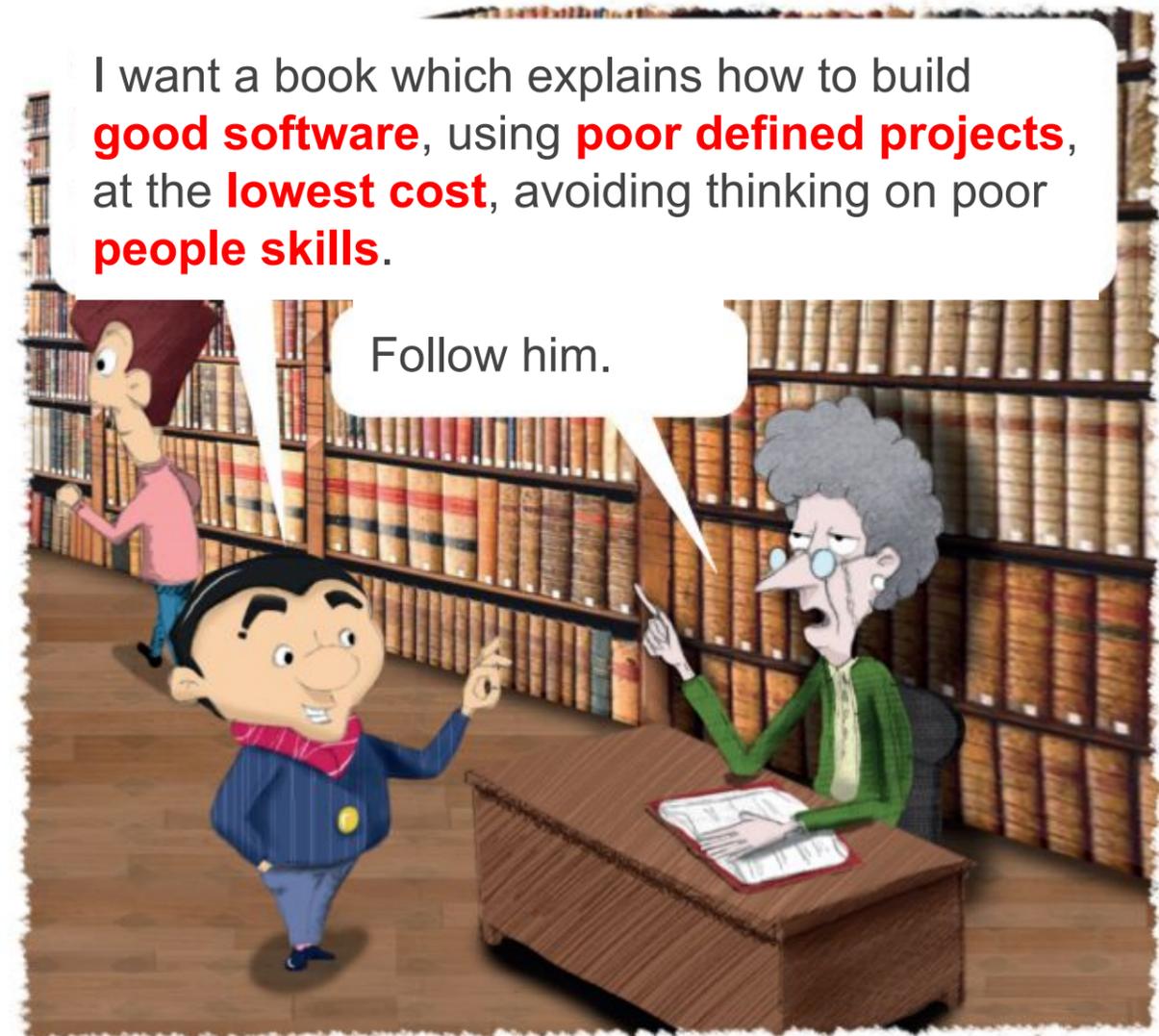
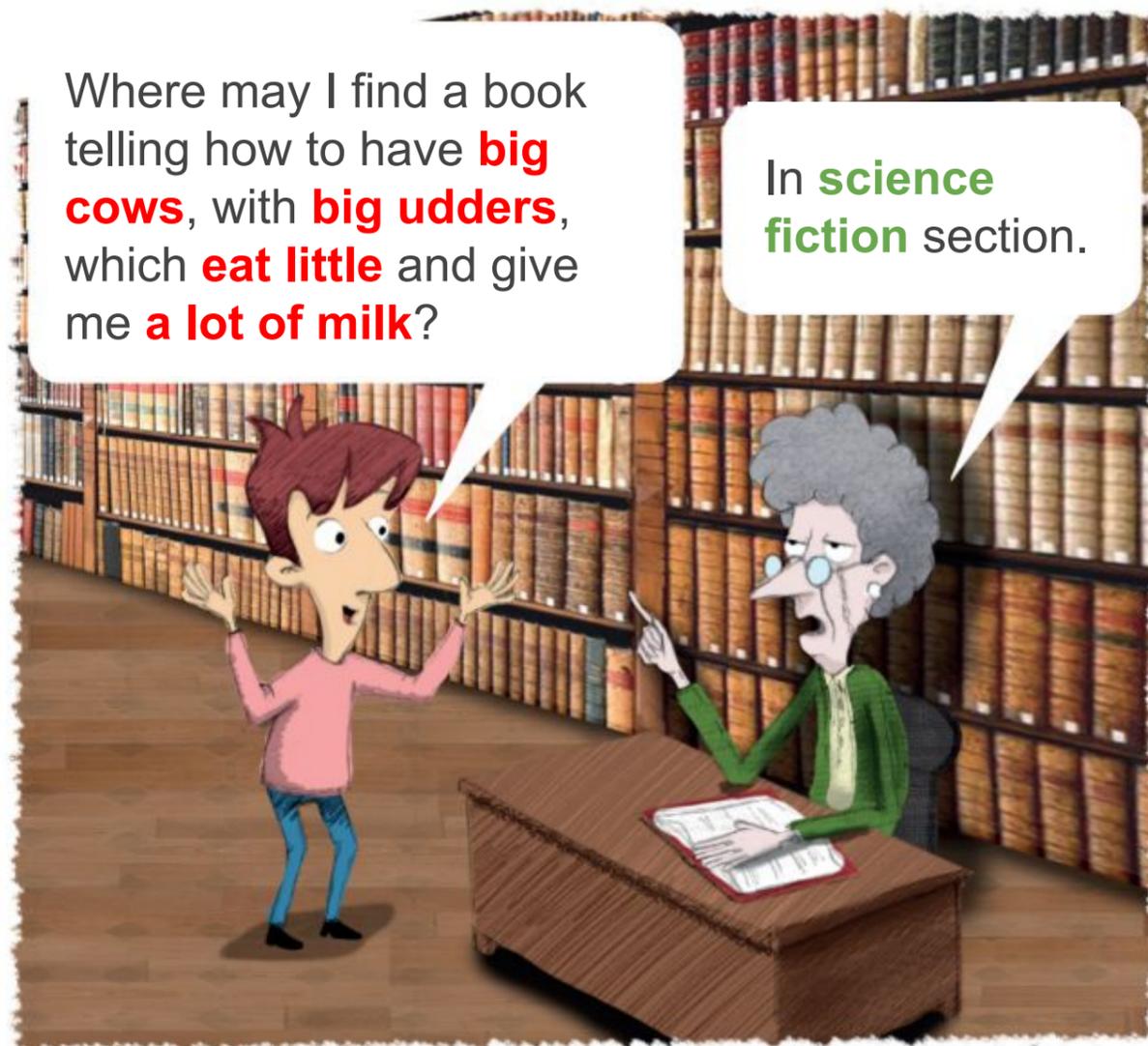
## STEPS TO DEFINE A PRODUCT

1. Define Objectives + KPIs (only 1 or 2).
2. Identify actors.
3. Draw process diagram (disposable).
4. Model using User Story Mapping.
5. Trimming
6. Prioritization
7. Relative estimation.
8. Stories breakdown and MVP/MMP definition
9. Detail stories



## Un poco de humor

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# Agile adoption Iceberg

