

PABLO ESCOBAR -

**DRUG KING PIN OR PROTOTYPICAL
PRODUCT OWNER?**

KEVIN SEIDL

- ▶ Product Owner at John Deere
- ▶ CS - Bradley University
- ▶ MBA - University of Iowa







"I DEAL WITH THE GOD DAMN CUSTOMERS SO THE ENGINEERS DON'T HAVE TO! I HAVE PEOPLE SKILLS, I AM GOOD AT DEALING WITH PEOPLE!"

Tom Smykowski

AGENDA

- ▶ Relationships important to a Product Owner
- ▶ How to be a ruthless Product Owner

RELATIONSHIPS

- ▶ Developers
- ▶ Designers
- ▶ Customer Support
- ▶ Customers

RELATIONSHIPS

DEVELOPERS



DEVELOPERS

- ▶ Product Owners commonly lack a software background

DEVELOPERS

```
@Test  
public void acceptanceTest() {  
    assertThat(true, is(true));  
}
```

Disclaimer: Kevin did not actually write this test, he did however foolishly hire a supplier and found this after they were gone. Please do not let these actions reflect poorly on Kevin's hire-ability in the future. Please only mention this test to Kevin after 3 or more drinks have been consumed

DEVELOPERS

- ▶ A real world example
- ▶ Tyler Hogrefe:



DEVELOPERS

- ▶ A real world example
- ▶ Tyler Hogrefe:

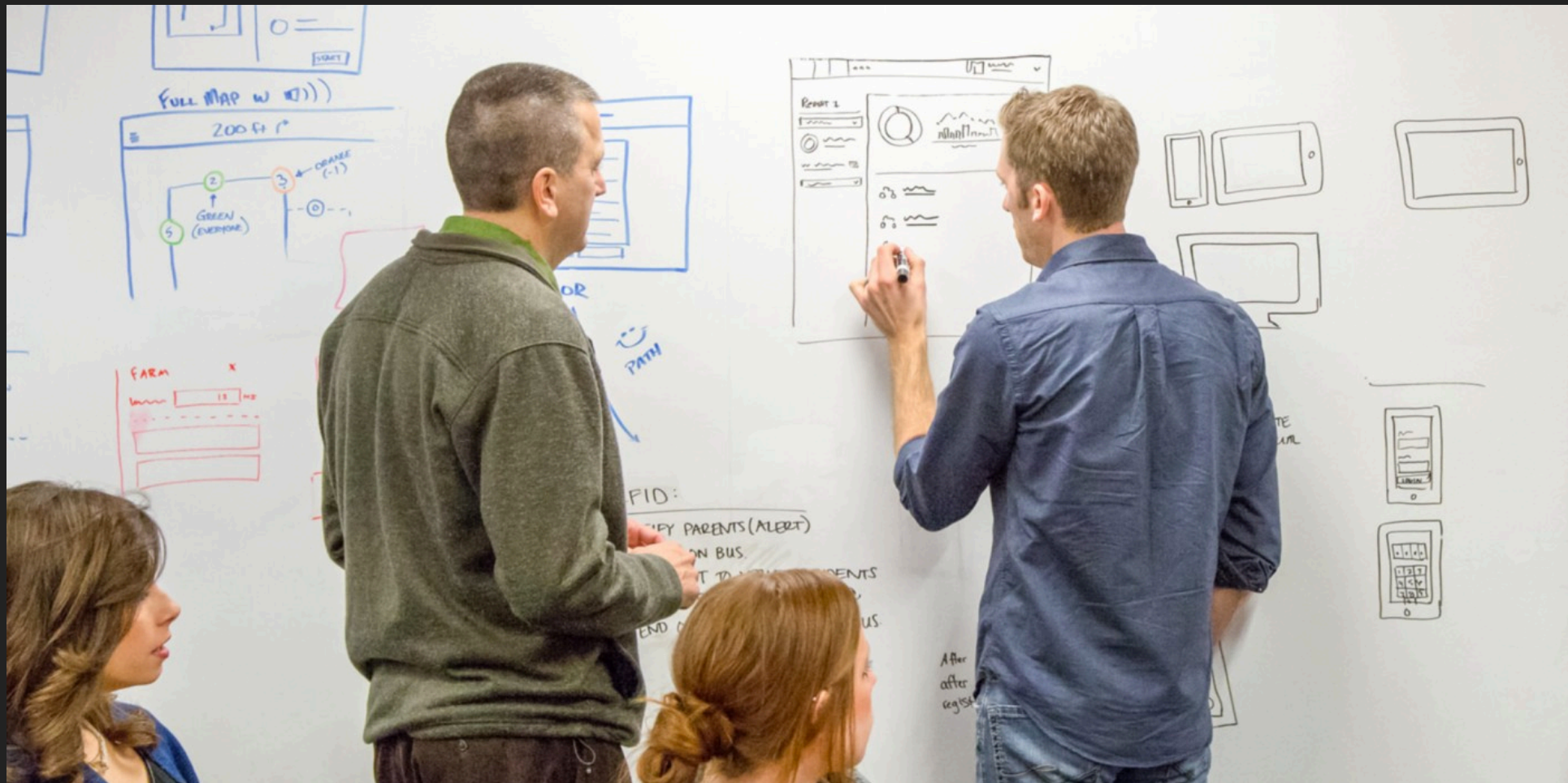


CHALLENGE:



Spend 1 day writing software with your team


RELATIONSHIPS

DESIGNERS




DESIGNERS





[Home](#)
[Calendar](#)
[Officers](#)
[Locations](#)
[Markin Center](#)
[Minutes](#)
[Waiver](#)
[Pictures](#)


Random image

Welcome to the homepage for the Bradley University Rock Climbing Club. This newly founded club's website is in development so check back for updates.

If you would like to sign up for the climbing club email list please click [here](#).

NEWS-

11/13/08-
[Executive board application](#)

OLD NEWS-

Mississippi Palisades Trip:
The new cost is \$25 (because we're camping)
To sign up contact [Kevin](#)
There will be a Trip Only Meeting on October 9th at 7 pm in the Braves Room
The last day to sign up/pay for the trip is at this meeting

Dues were due today!
But were extending it to the Sunday the 5th
If you still need to pay your dues contact [Josh](#)
(when you speak with him.. give him your tshirt size)

Tshirt designs were chosen-
The shirts will be maroon with white lettering-
To receive a shirt... pay dues and give Josh your size by the 5th

DESIGNERS

- ▶ What the heck do they do?

DESIGNERS

- ▶ What the heck do they do?
- ▶ They just use photoshop right?

DESIGNERS

- ▶ A real world example
- ▶ Attending a UX conference:



DESIGNERS

- ▶ A real world example
- ▶ Attending a UX conference:



DESIGNERS

- ▶ A real world example
- ▶ Attending a UX conference:



CHALLENGE:

Spend 1 day with your designers

RELATIONSHIPS

CUSTOMER SUPPORT



CUSTOMER SUPPORT

- ▶ Listen in to calls your customer support takes

CHALLENGE:

Spend 1 day in your call center

RELATIONSHIPS

CUSTOMERS



CUSTOMERS

- ▶ You can't be successful without knowing your customers

CUSTOMERS

- ▶ You can't be successful without knowing your customers
- ▶ Take care to not rely on a select few customers for all your opinions

CUSTOMERS

- ▶ You can't be successful without knowing your customers
- ▶ Take care to not rely on a select few customers for all your opinions
- ▶ Head to the bar for real insights

CUSTOMERS

- ▶ A real world example
- ▶ Harvesting corn:



CHALLENGE:

Spend 1 day (hopefully much more) with
your customers

RUTHLESSNESS

RUTHLESS DEMOS

- ▶ Prove that your team / product is worth continuing to fund
- ▶ Do not be complacent

RUTHLESS CHAMPION

- ▶ You are the face of your team to the rest of the organization
- ▶ Be their biggest supporter

IN CLOSING

QUESTIONS?

Contact:

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- ▶ [@kevin_seidl](https://twitter.com/kevin_seidl) (twitter)

