An Example Checklist for Product Owners

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 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 (especially customers, end users, and investors)
- ☐ I communicate regularly with the stakeholders to understand their needs and to manage their expectations
- ☐ I am motivated to work as a Product Owner, and make sure I have the stakeholders' mandate and trust

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 is accessible to all scrum team members
- ☐ 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
- ☐ I regularly refine the product backlog, with at least one developer, to get the top of the product backlog ready for the next sprint (or release) planning meeting.

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 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 _____ / 28 points.