

PRODUCT OWNERSHIP

PLANNING AND DESIGN



TASK	SKILLS NEEDED	OWNER
Explain and document the overall risk and ROI of a project to funding sources		
Document and communicate the product vision		
Collect and filter product and enhancement inputs		
Define the overall themes/goals of a release		
Document and prioritize user and buyer personas		
Document and prioritize market problems		
Prioritize defects and bugs		
Lay out the overall project plan and set expectations around scope, cost and time		
Define the system structure/architecture that will be most efficient, high performing, etc.		
Understand, document and validate the user-experience design		
Estimate the expected rate of output of the development team		
Define the interim steps for development to build and test the product		

DEVELOPMENT AND TESTING



TASK	SKILLS NEEDED	OWNER
Call and run regular status meetings		
Assign tasks to individual developers and testers		
Report project status to executives and other stakeholders		
Modify the requirements when market conditions or scope changes		
Resolve open action items that may come up in status meetings		
Define and develop the user interface		
Validate that the user interface will delight external customers		
Document, run and validate user acceptance tests		
Document, run and validate quality acceptance tests		
Review the output with internal and external stakeholders		
Select the clients, define the terms and document feedback of beta tests		
Decide if the product is ready to release to the market		

DELIVERY AND LAUNCH



TASK	SKILLS NEEDED	OWNER
Develop the marketing plan		
Document and prioritize buyer personas		
Develop the launch plan		
Prepare launch materials and update web content		
Assure that all processes (ordering, pricing, training, delivery, etc.) are ready for launch		
Own references and early adopters		
Set launch metrics to define the launch goals		