



PRODUCT OWNER

- PROVIDE VISION AND DIRECTION
- PRIORITIZE FEATURES
- UNDERSTAND USERS AND MARKETS
- SUPPORT ORGANIZATIONAL STRATEGIC DIRECTION









TEAMS

- CREATE PRODUCT
- DELIVER PRODUCT INCREMENT
- COORDINATE AND INTEGRATE
- IMPROVE PRODUCT CREATION
- **CLARIFY FEATURES**
- UNDERSTAND USER AND DOMAIN, WORK WITH THEM



- COACH ORGANIZATION
- SUPPORT CONTINUOUS IMPROVEME

MANAGERS

- DECIDE STRUCTURE AND POLICIES

