International Institute of Business Analysis™

# Product Success Starts with Analysis.

## The Power of the POA Guide

endava

# Hi there!

**Veselin Politov**
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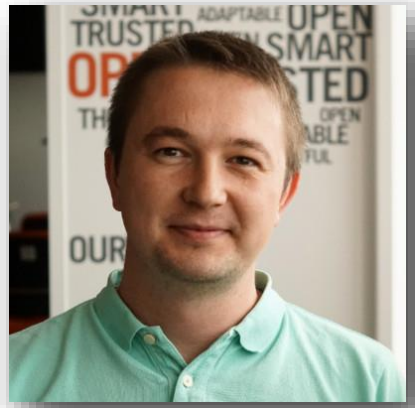
President
IIBA Bulgaria



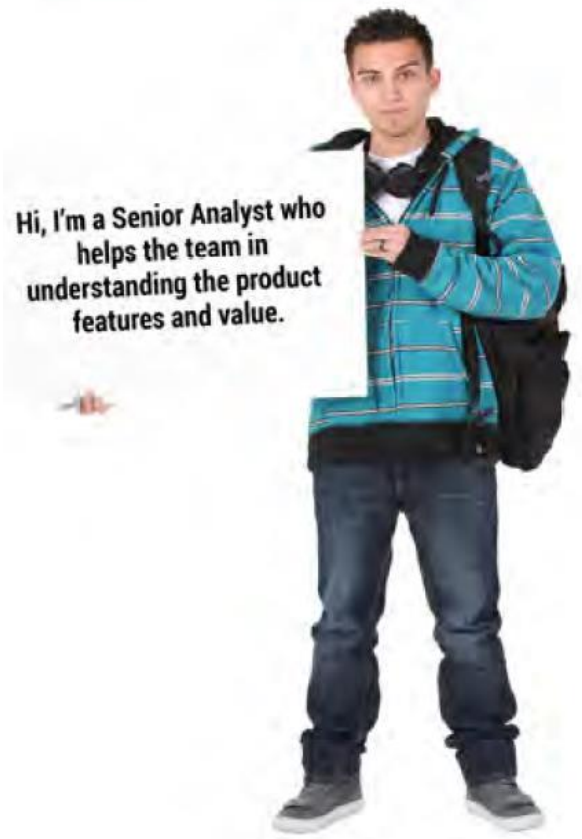

**Victor Leshtarov**
Discipline Lead @ Endava
VP of Research and Publications
IIBA Bulgaria

# The Guide is Especially Relevant for:

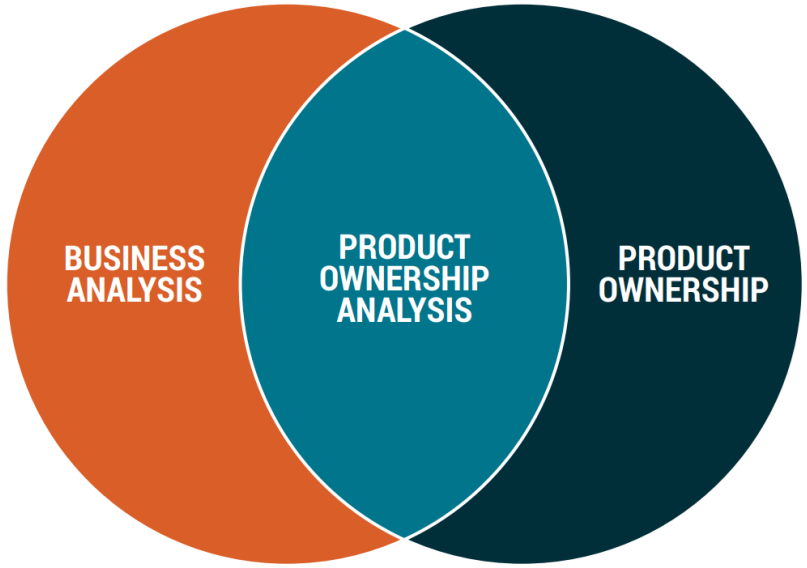
**Ginelle, the Product Owner**

**Sherry, the Agile Analyst**

**Omar, the Proxy Product Owner**



# What is **Product Ownership Analysis?**




**Business Analysis Focus:**

- Translating "Why" to "How"
- Managing requirements
- Modelling & communicating requirements
- Enabling change through solutions

**Product Ownership Focus:**

- Determining "Why" and "What"
- Product vision and roadmap
- Managing shippable value
- Customer advocacy

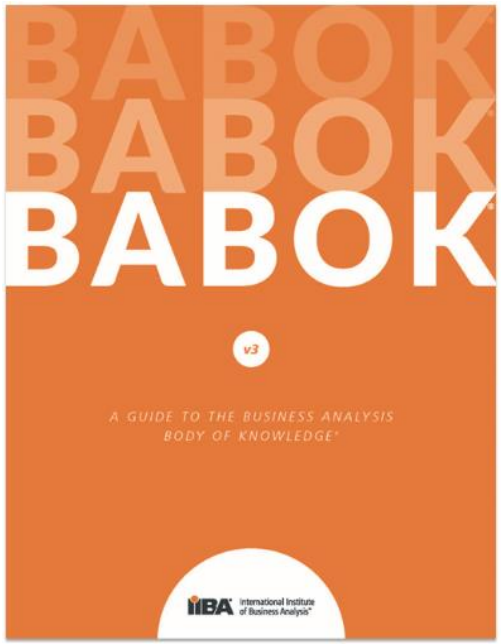
**Product Ownership Analysis Focus:**

- Stakeholder engagement
- Process understanding
- Problem understanding
- Decision-making
- Managing feedback and communication

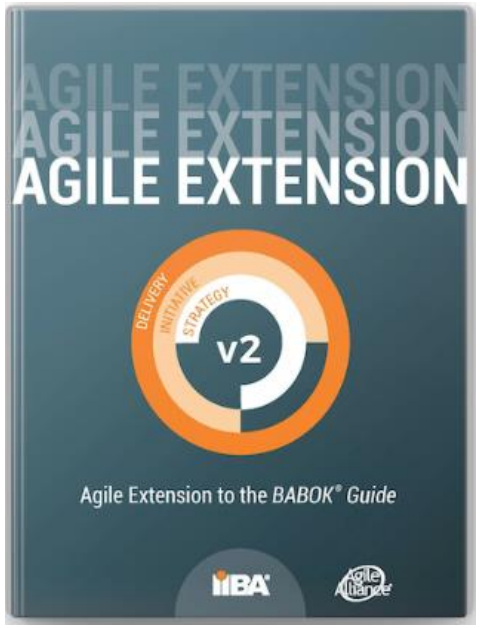
DON'T PANIC

# The IIBA Guides

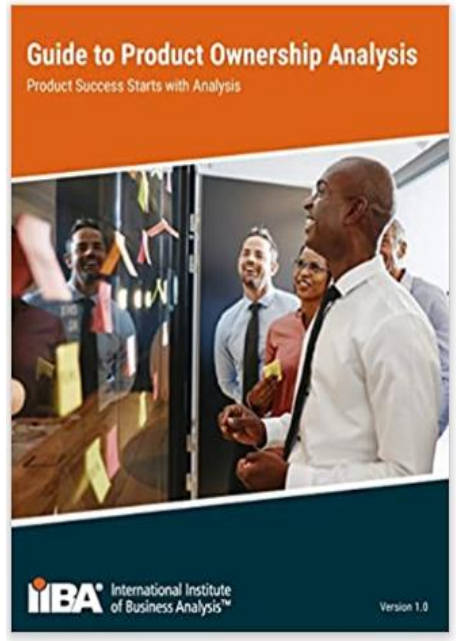
**BABOK v3**




**Agile Extension of BABOK**




**Product Ownership Analysis**



# What role do you play?

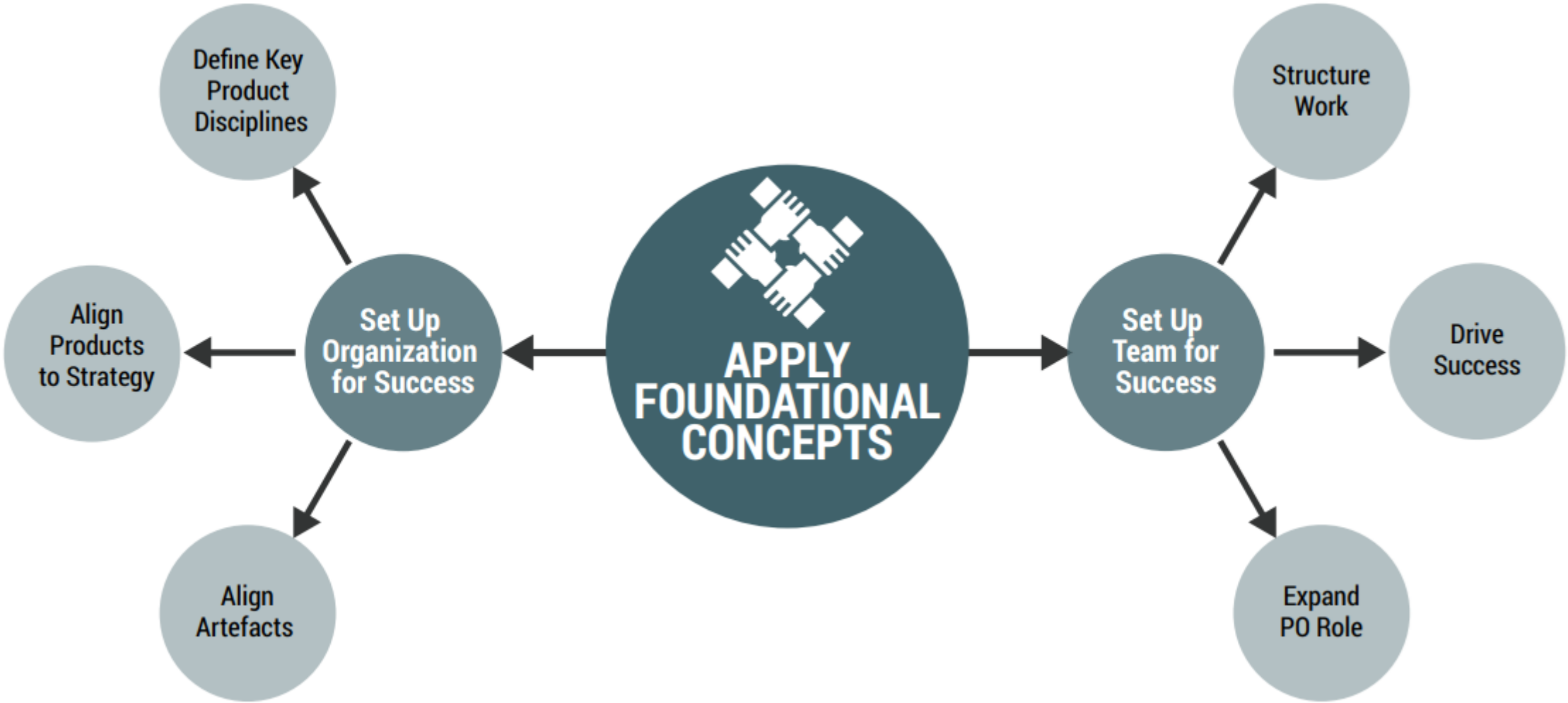
Business Analyst
Product Owner
Product Manager
Product Marketing Manager
Any other roles?

# Product Ownership Analysis Framework

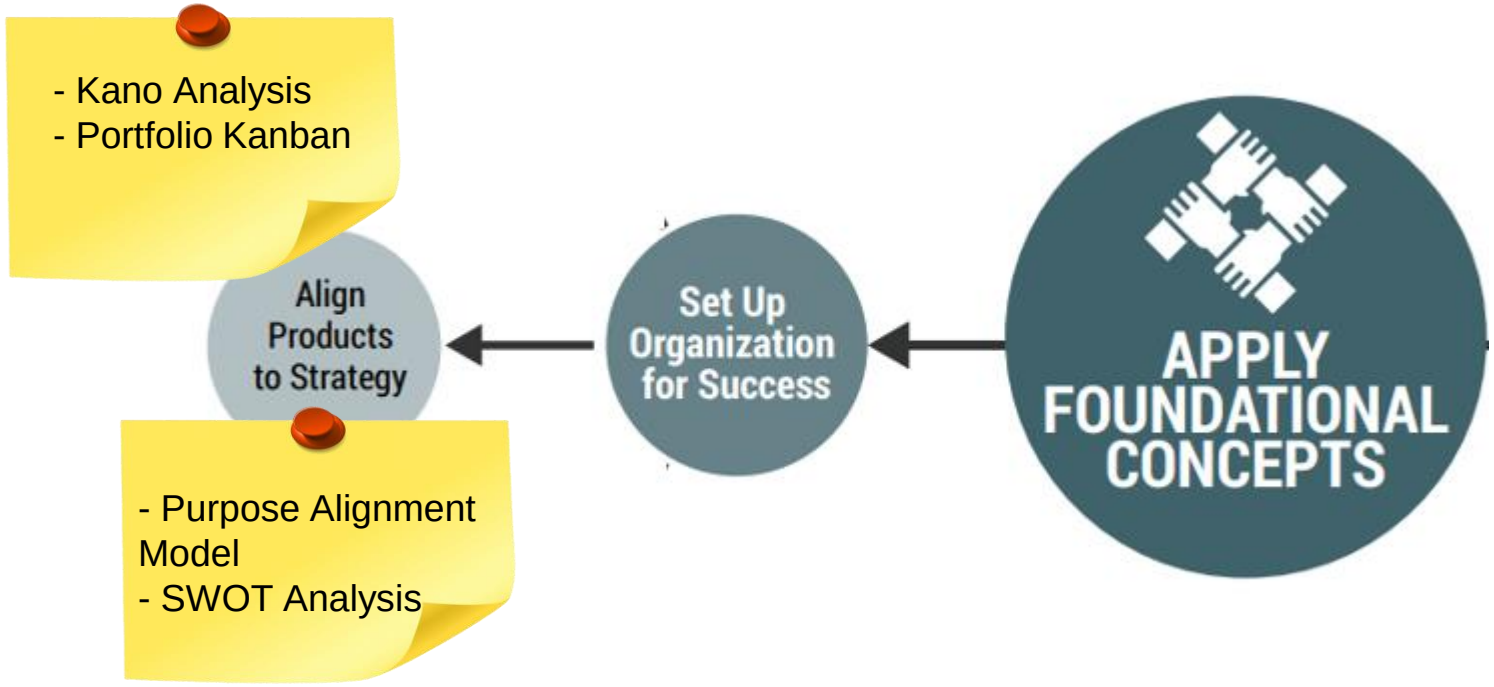
The POA framework focuses on key concepts, principles, and practices that help practitioners deliver successful products.

The **seven domains** provide guidance for a team to maximize the value delivered.

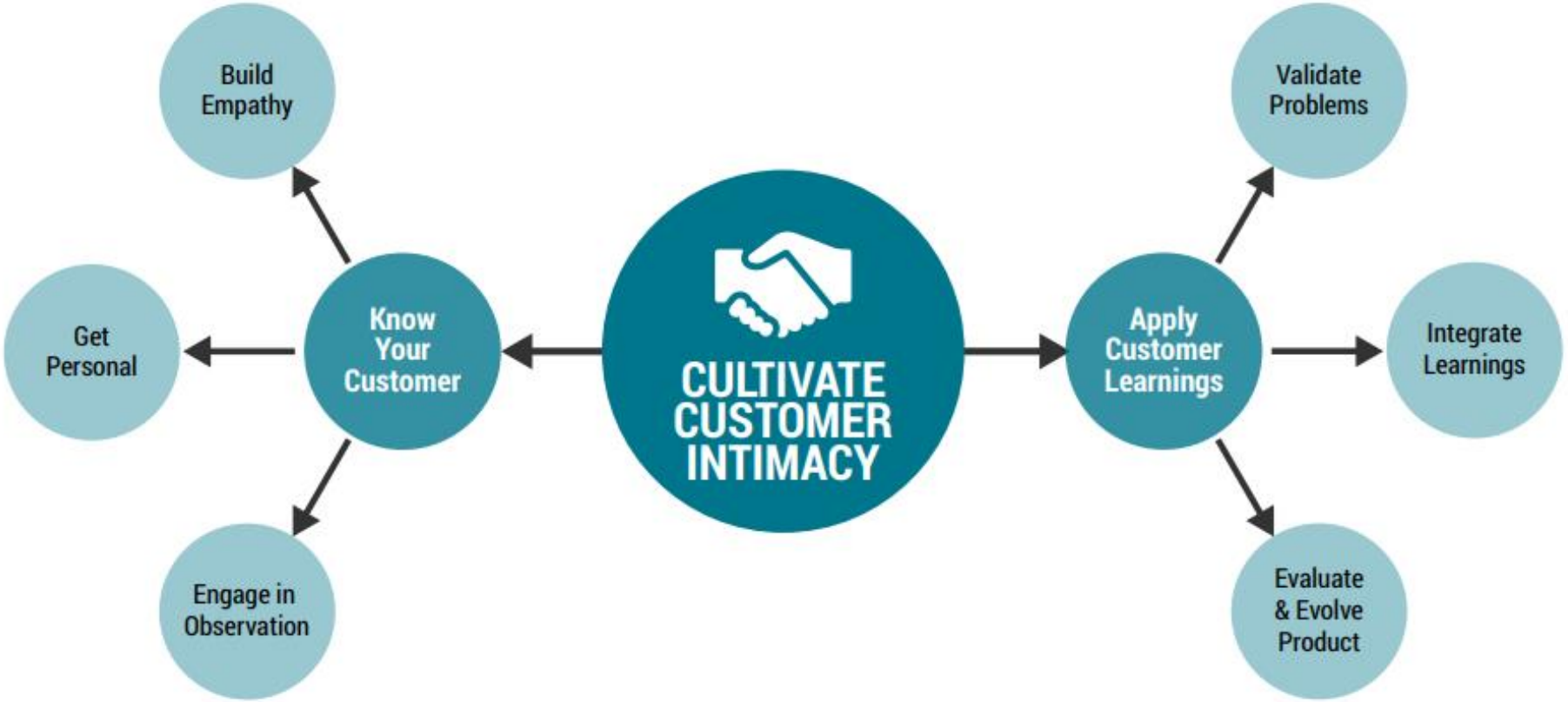
# The **Apply Foundational Concepts** Domain



# The POA **Domains to Techniques Mapping**



# The **Cultivate Customer Intimacy** Domain



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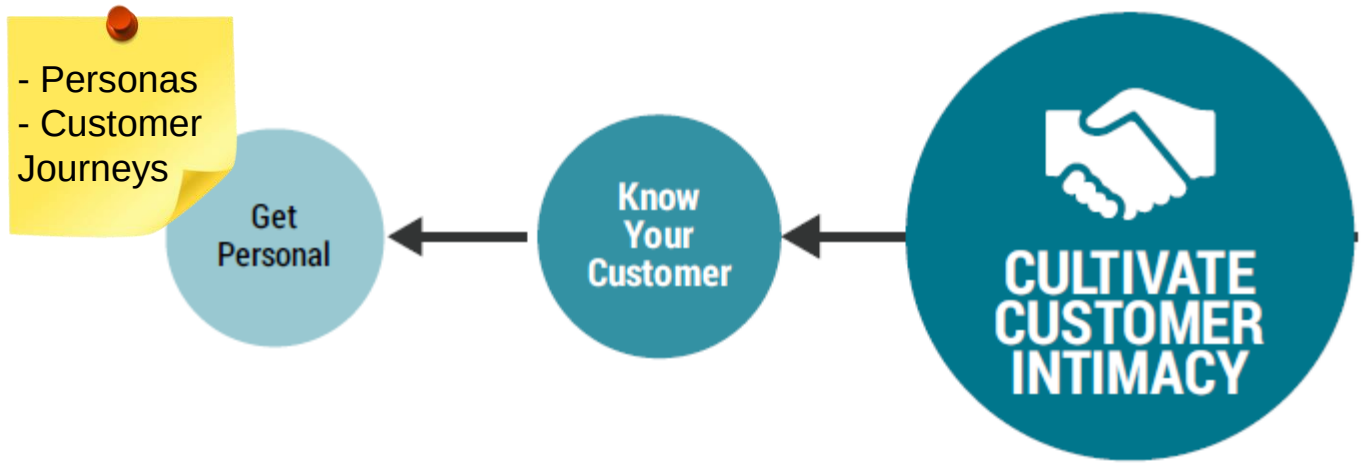
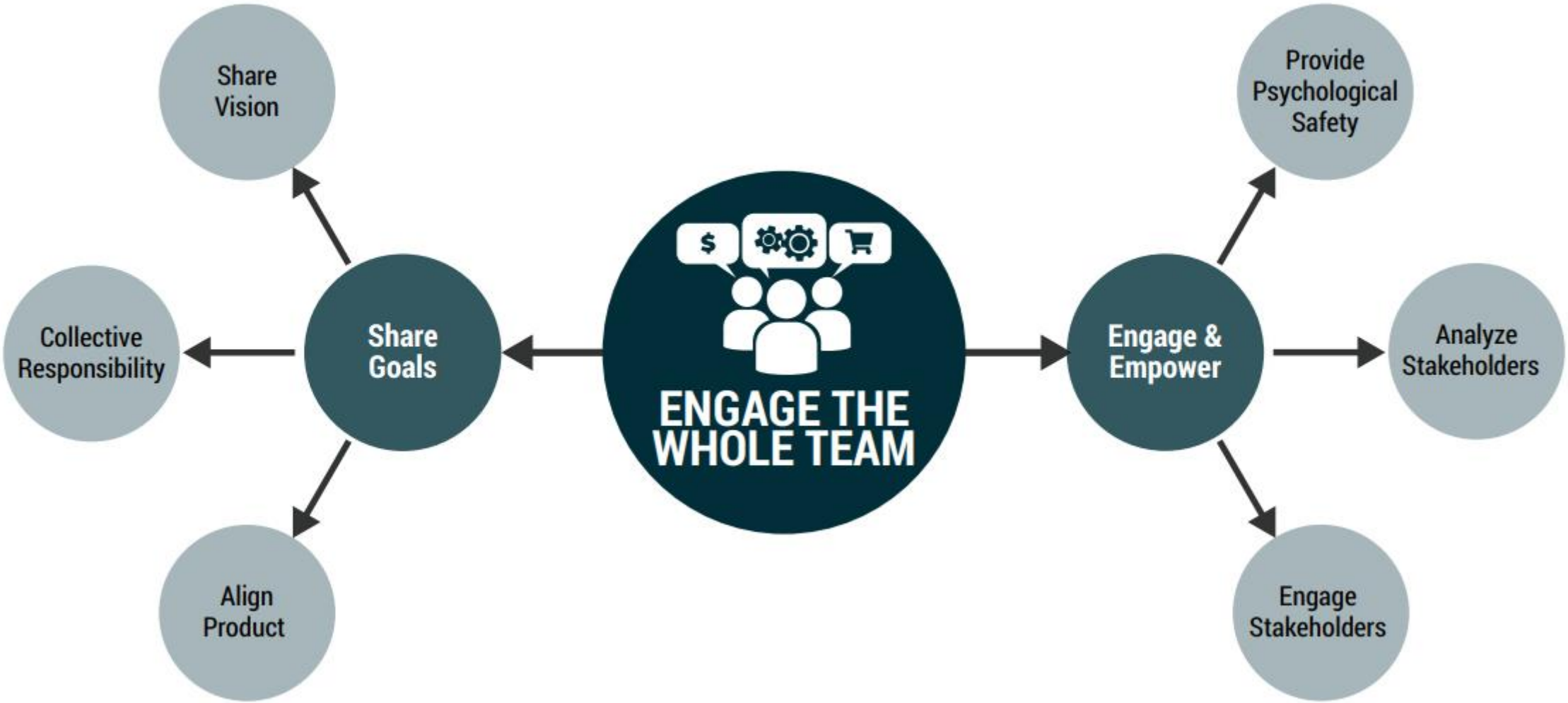


# The **Engage the Whole Team** Domain



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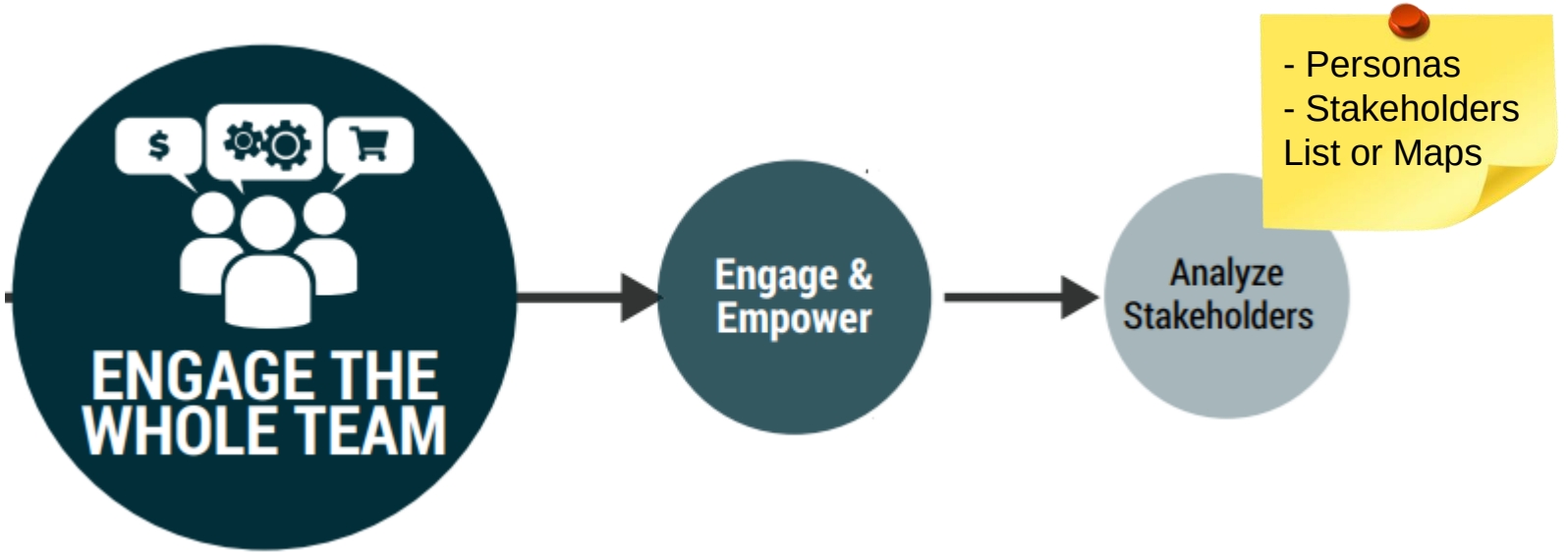
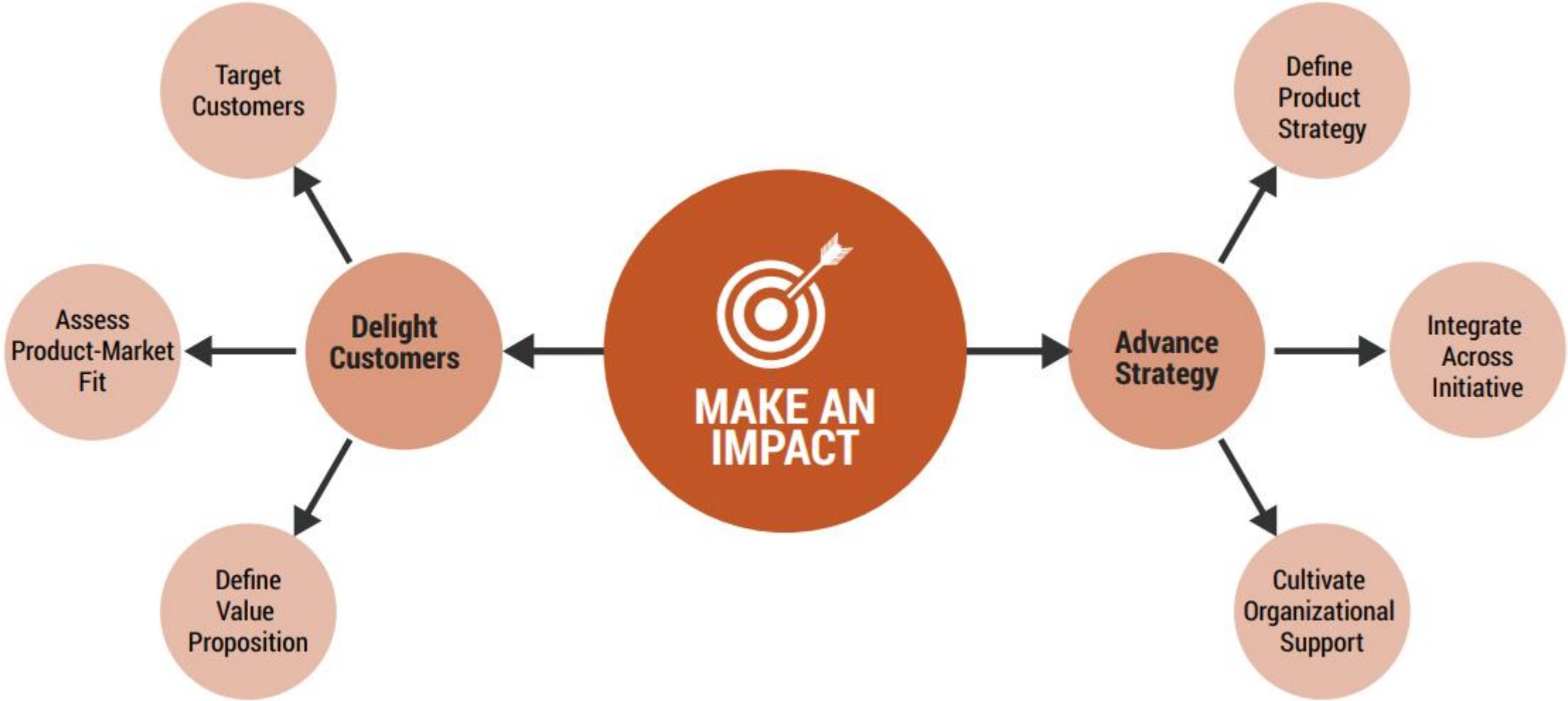


# The **Make an Impact** Domain



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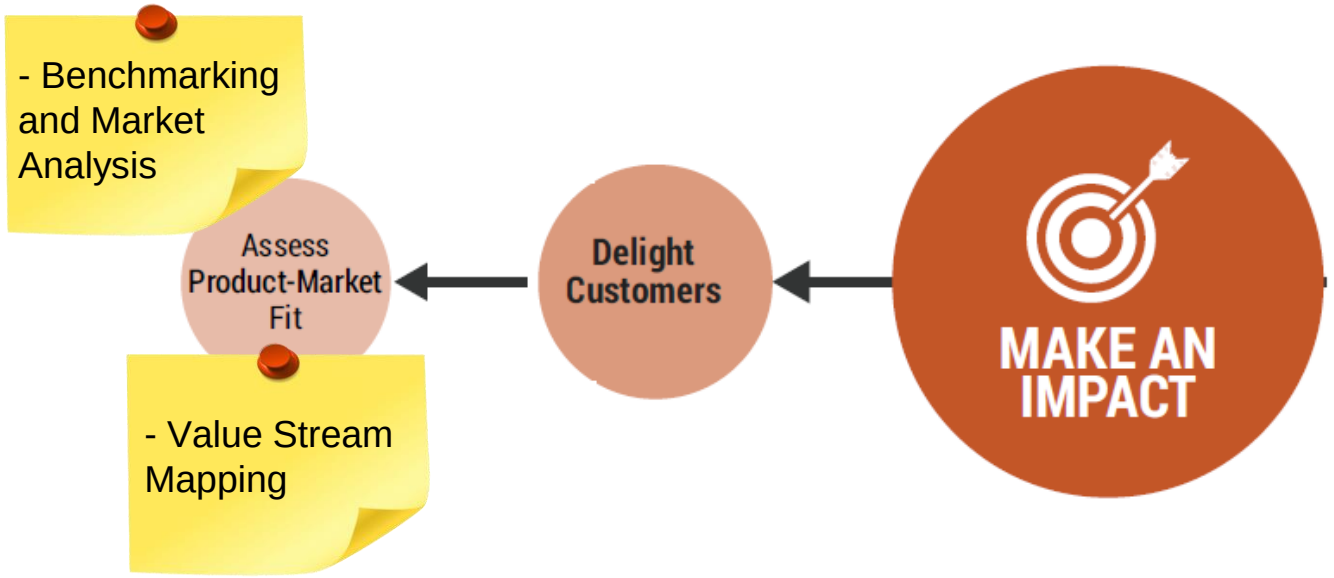
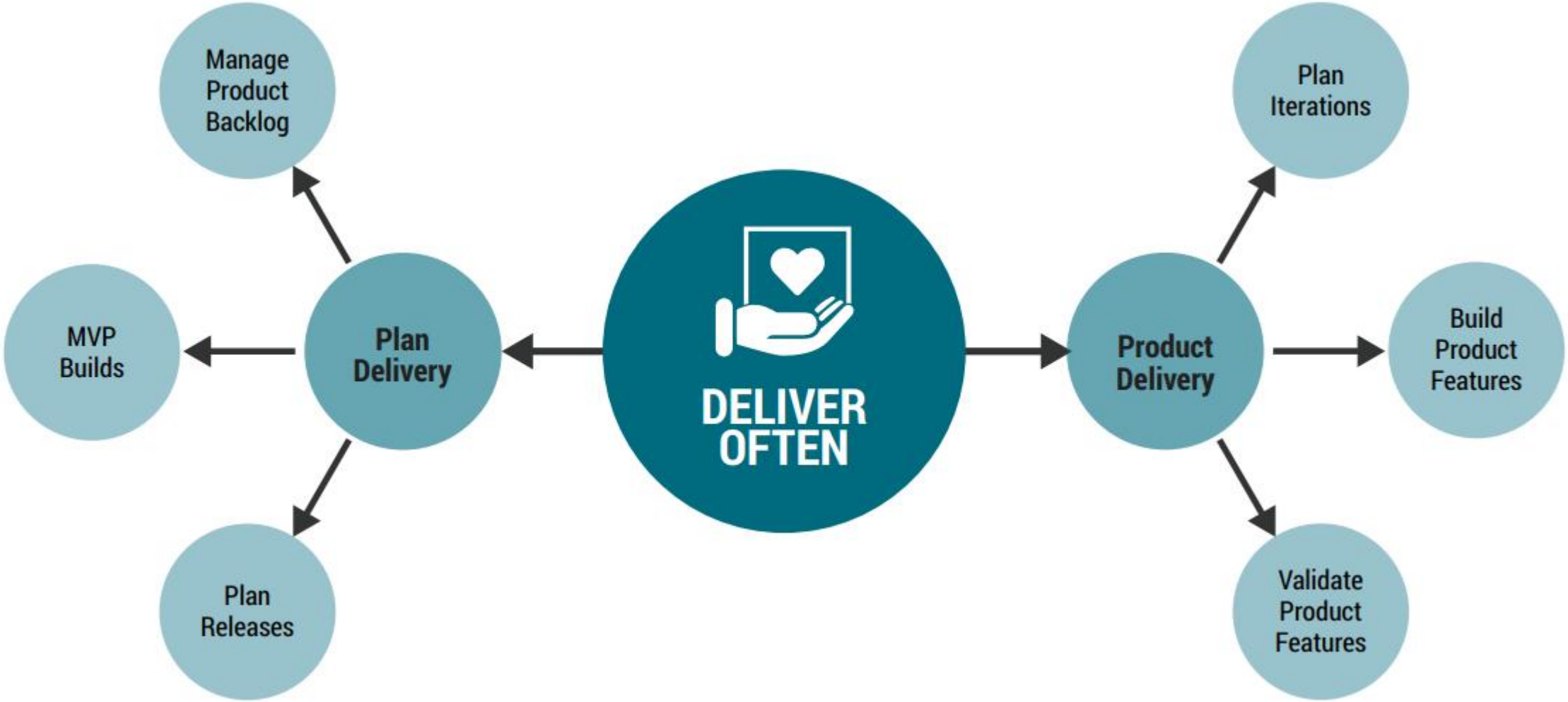


# The **Deliver Often** Domain



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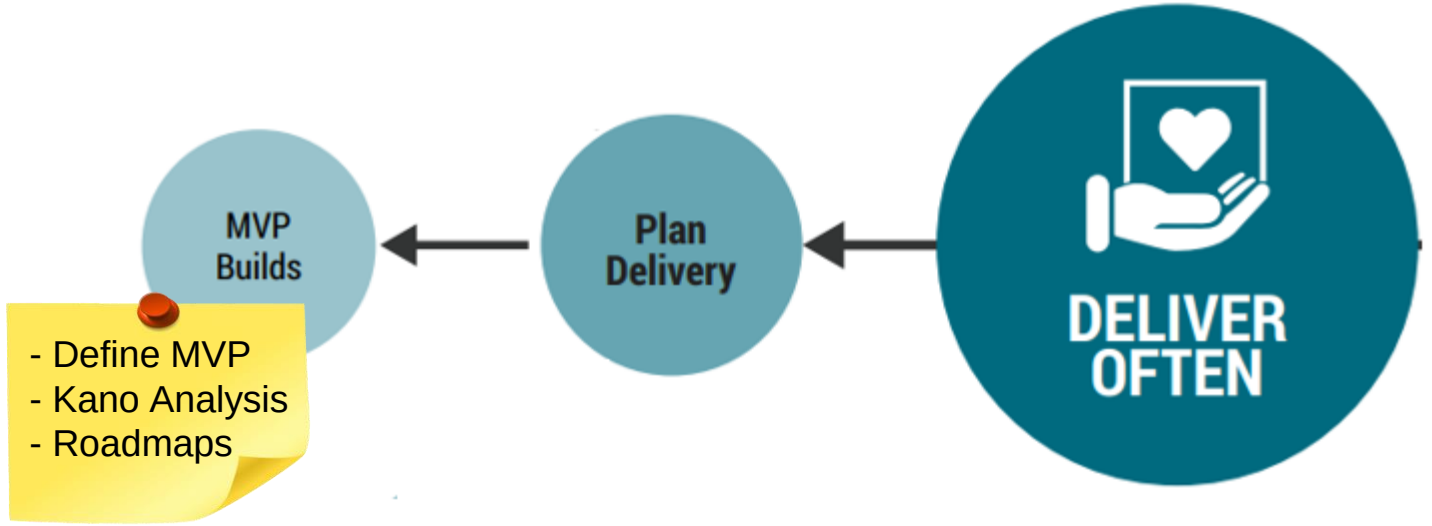
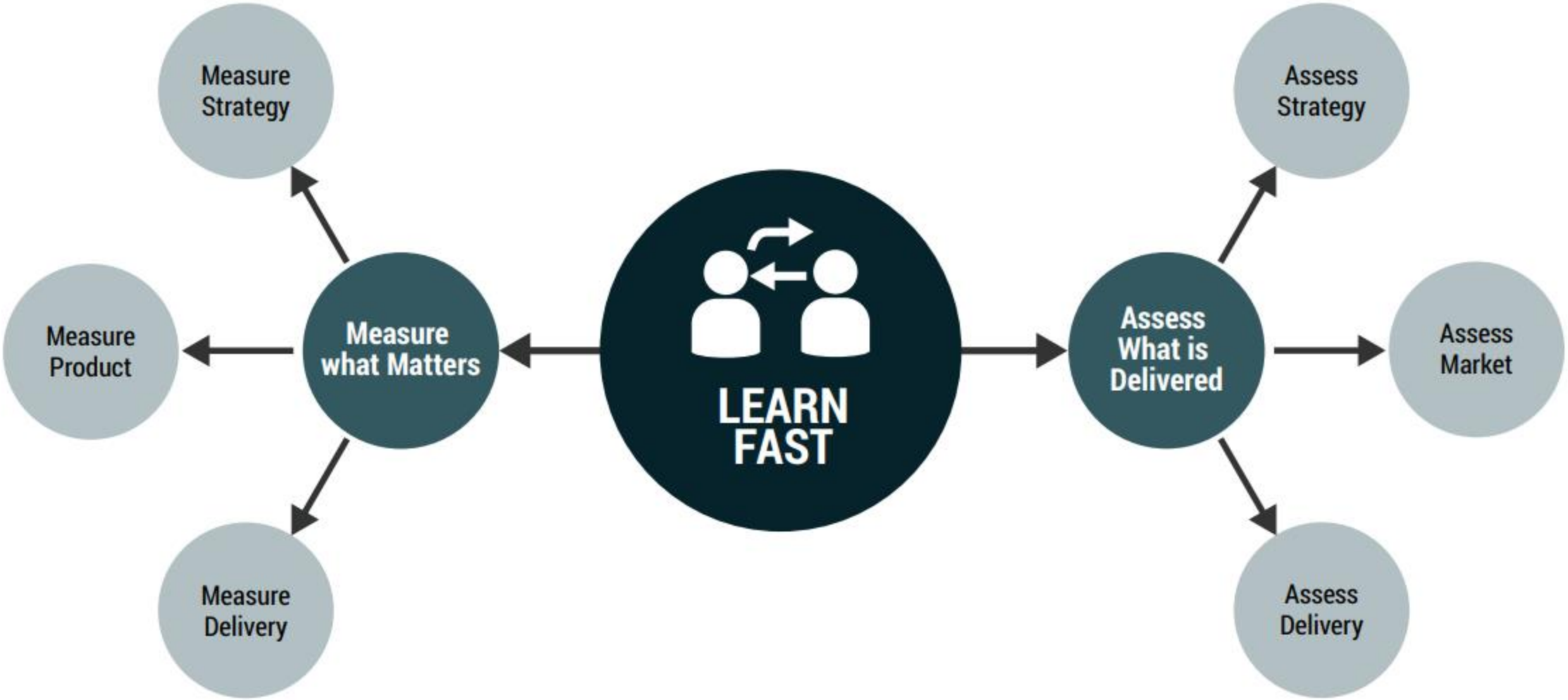


# The **Learn Fast** Domain



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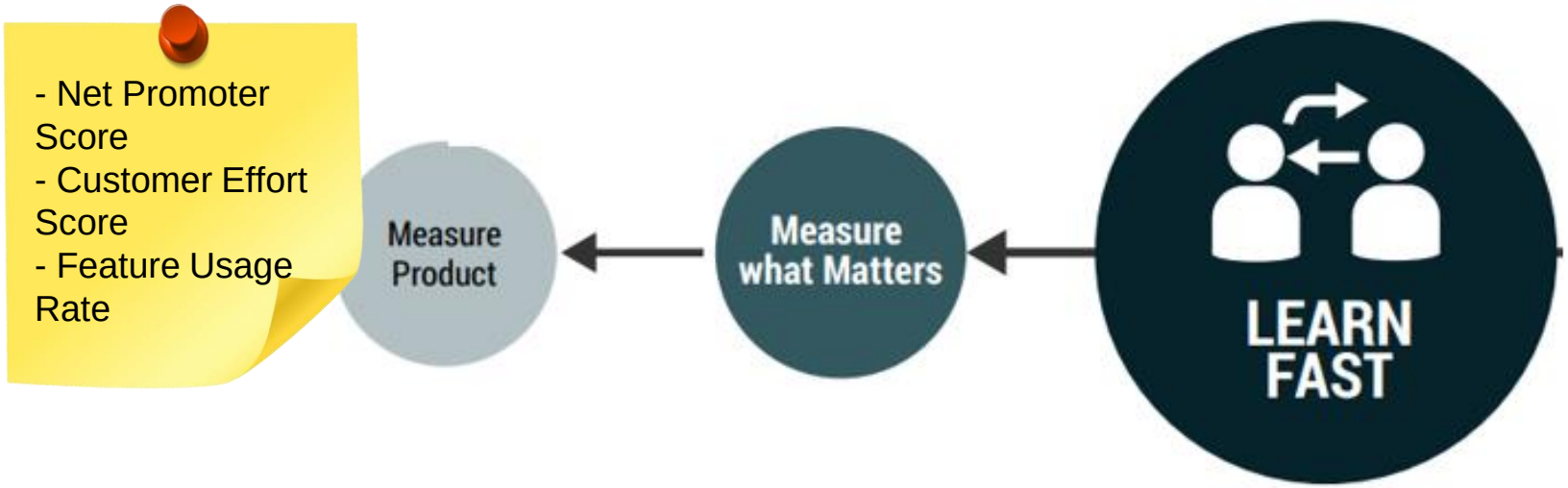
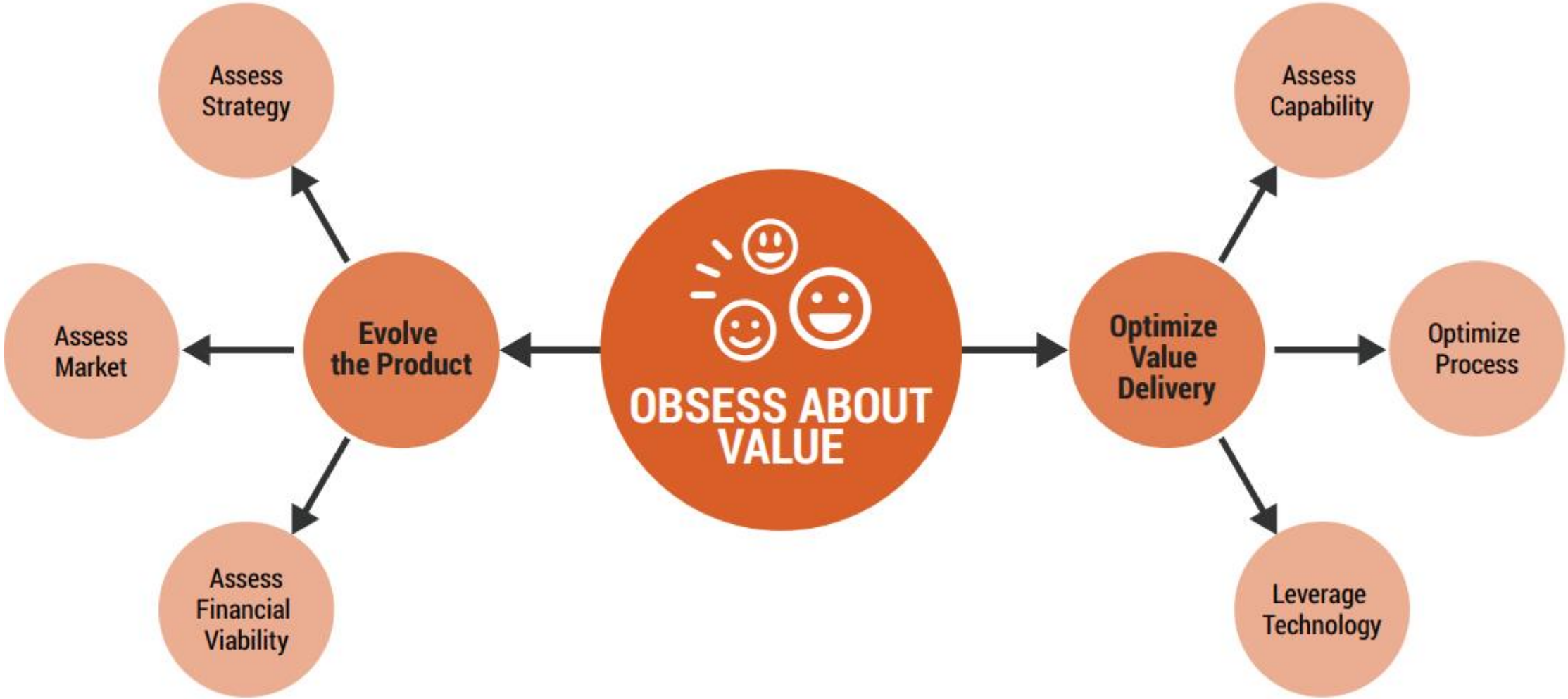


# The **Obsess About Value** Domain



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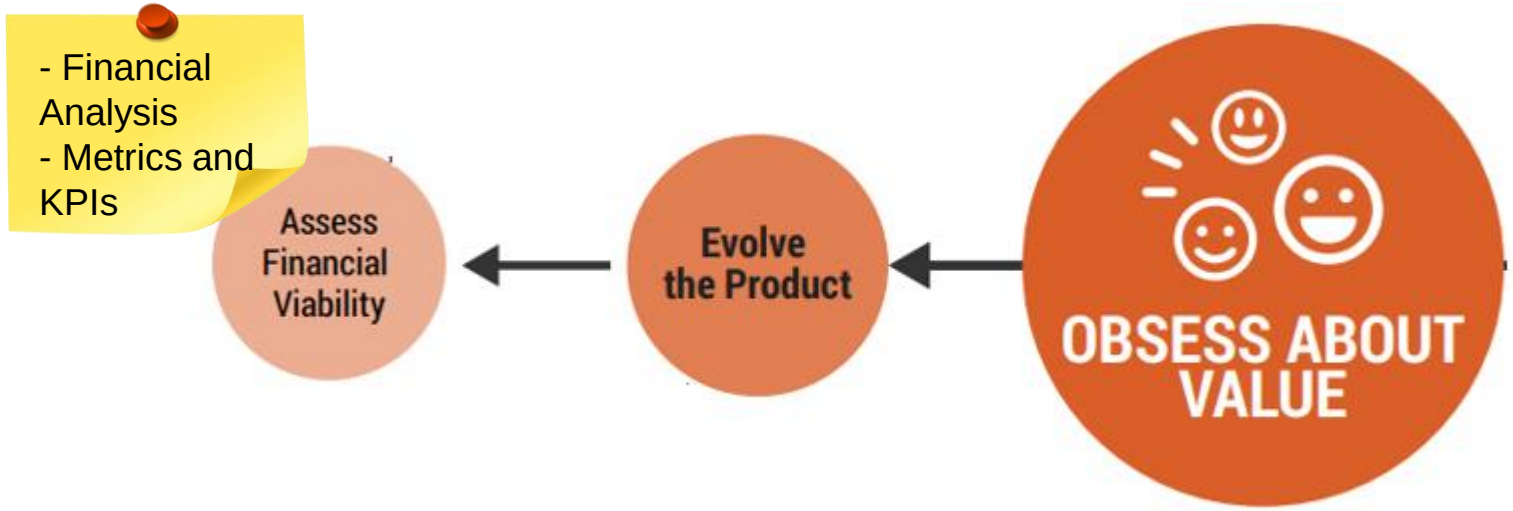


# 40+ Case Studies

## Case Study: Customer Experience - Shoe Retailer

***Background***

Jen was a Product Owner at a shoe company very successful with online sales. They considered developing their own shoe brand. Given the popularity of mud running, and statistics from their sales experience, they were interested in starting with Trail Running shoes.

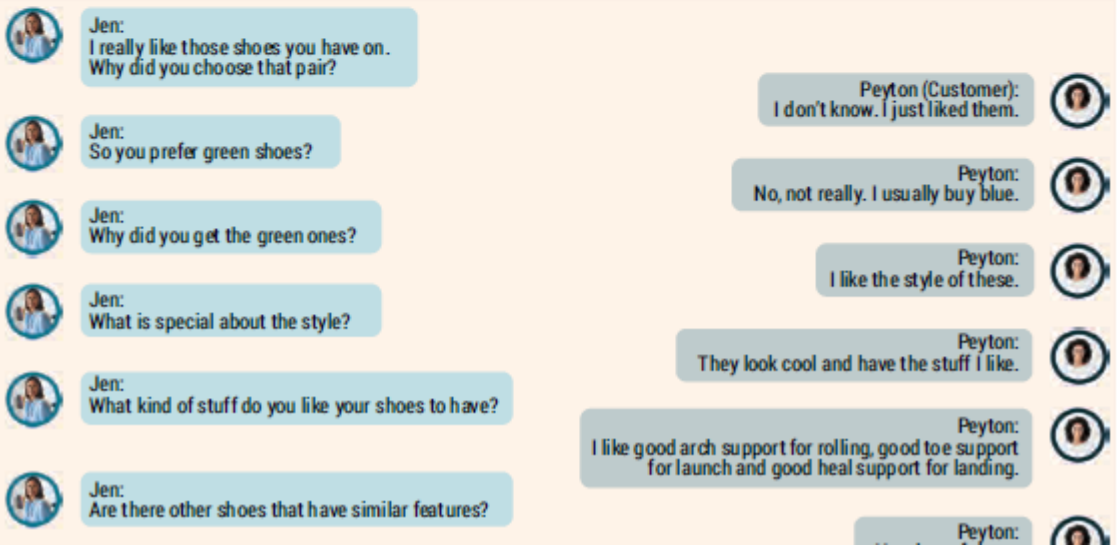
***Challenge***

Given the large number of customers, it was difficult for Jen to analyze the customer needs for the new shoe line. Jen did not know how to discover what the product features should be.

***Action - Scenario***

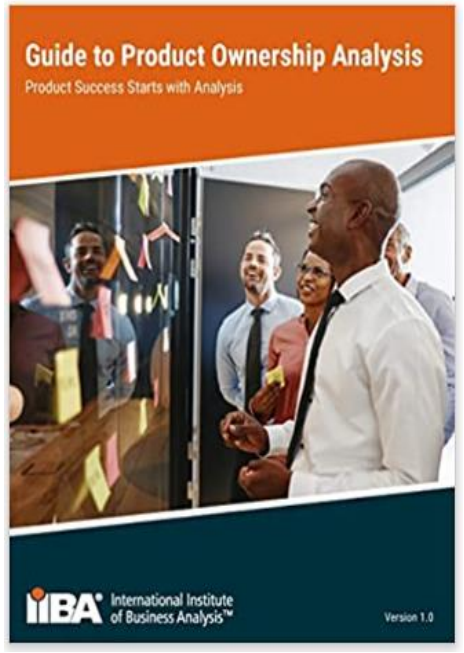
Although it is not feasible to interview all customers, it is beneficial to make personal connections with some of them.

Jen asked Peyton, a shoe customer, questions based on responses to prior questions.




- Action
- Outcome
- Lessons Learnt

# What **we like** about the Guide




It **showcases** how (based on what analysis) product people can take decisions for building the successful products.

Has **mapping** between the domains and the analysis techniques that one can use.

Has **Case Studies** that give close to real life examples and showcase how to practically apply the guide.

# How to **Get Certified**?

## POA Bundle - Digital Access & Exam

Best Value Option Includes:

- PDF format
- Digital Access (Online Modules)
- Exam Fee

Bundle: $395 (Member Pricing)

Bundle: $550 (Non-Member Pricing)

**Get Certified**

# What is the **Exam Format?**

The IIBA®- CPOA exam includes questions pertaining to the domains as discussed in the **Guide to Product Ownership Analysis**.

Type: 60 multiple choice, knowledge-based questions

Duration: 90 minutes

Knowledge Areas:

- Apply Foundational Concepts 10%
- Cultivate Customer Intimacy 15%
- Engage the Whole Team 15%
- Make an Impact 15%
- Deliver Often 15%
- Learn Fast 15%
- Obsess About Value 15%

# IIBA Membership Benefits

IIBA Knowledge Hub

Guides: BABOK, Agile Extension, POA, Data Analytics, Cybersecurity Analysis

Career Action Guide
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IIBA Webinars

BAM! Magazine, Quick Tips and Good Practices

Community and Network

# Thank you for your time and participation!

## Let’s stay in touch

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