

Product Owner 101: Reporting and Time Tracking Tips for Beginners

In the Scrum framework, the Product Owner is responsible for maximizing the product value by delivering features fast in collaboration with customers, stakeholders and the Scrum team.

As a Product Owner, your role is not to manage tasks and the daily work of developers, but product backlog management, stakeholder management and optimizing the work value for the Development Team.

Implementing time-tracking with the help of effective time tracking apps tailored for agile teams will provide you with detailed insights into key agile metrics allowing better decision making and faster time-to-market.

Top 6 reporting and time-tracking tips

1. Time-tracking is NOT intended for micro-managing

Business agility is all about efficiency, responding to change and creating value. The objective of time tracking in agile teams is to understand the roadblocks that affect project success and mitigate them.

If you use time tracking to monitor and manage your team, you are going against the Agile framework.

2. Show your Scrum Team the value of using a time tracking app

Give your team an overview of the benefits of tracking time and the expected improvements to their daily processes and the project outcome at large.

Understanding the positive outcomes of custom time tracking software will eliminate any hesitation and make the adoption smoother.

3. Walk the talk

To successfully introduce any new process in an established workflow, you need to lead by example.

Get hands-on experience of the time tracking app to understand potential problems, gauge the benefits, and gather concrete data to help you convince your team of the potential benefits of agile time tracking.

4. Consider the quality of work, not just the quantity

Some tasks create greater value even if doing them does not log many hours. You must log these short obligations to understand their relation to the project at large and the value they create.

Time tracking apps designed for agile teams are designed to give insights on value created by tracking story points, capacity, and the relationship between users, epics, projects and logged hours.

5. Use insights to improve sprint over sprint

Time tracking and reporting apps provide detailed and accurate insights into project status, team capacity and sprint success. On a user level, they help developers track their time and enhance productivity.

You can generate comprehensive, customizable and visual reports to track your projects, prioritize information and make intelligent data-backed decisions to improve sprint over sprint.

6. Choose automatic time-tracking apps over manual apps

Agile teams require sophisticated time tracking apps that gather complex data yet are easy to use. A manual time tracking software will have quite the opposite reaction and exhaust the time and energies of your Scrum team.

Automatic time trackers build effortlessly on top of your project management tools, like Jira, for example, and work in the background without requiring much input from the users.

If you are beginning your career as a Product Owner, a robust time tracking app will help you manage your teams and projects effectively, meet project goals on time and deliver exceptional value every iteration.

The reporting features of custom time tracking apps will provide you with invaluable insights, enhanced visibility and accurate data to improve future Sprint Plannings, Scrum Team performance and serve as a huge asset for effective stakeholder management.