



DIGITALE LEUTE SCHOOL

Product Owner Bootcamp

For the successful completion of the

Product Owner Bootcamp

Digitale Leute School proudly awards this certificate to

Sebastian Nafroth

The advanced training to become a product owner comprised 136 teaching units.



The content consisted of the following topics, which were taught theoretically and with practical exercises:

Product Strategy & Discovery

Roles and Tasks Product Owner, Product Discovery, Design Thinking, Strategic contract clarification, OKRs, Lean Product Management, Business Model Generation, Value Proposition Design, Competitor Analysis

Product & UX Design

Human Centered Design, User Research, Persona, Customer Journey Analysis, Creation of User Stories, Story Mapping, Setup and Execution of User and Expert Interviews, Visualization with Figma and MIRO, Prototyping and User Testing

Product- & Backlog Management

SCRUM and Kanban, Sprint Planning, User Story Estimation, Planning Poker, Definition of Done, Execution of Rule Meetings: Sprint Planning, Grooming, Refinement, Review, Retrospective, WIP Method, Story Mapping

User Analytics & Application Monitoring

Definition of tracking events, Continuous monitoring, Definition of KPIs, Types of KPIs, Collection of KPI events, Google Analytics & Data Studio, Amplitude, Analysis of user behavior with heat and scroll maps

Testing & Quality Assurance

Fundamentals of Software Testing, Test Coverage, Bug Reporting, Test Prioritization, Automated and Manual Testing, Edge Cases, Defect Tolerance, Test Coverage, Defect Reporting

28. November 2022

Certificate: 62649863


Christoph Bresler
Head of School


Stefan Vosskötter
Managing Director