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

SCRUM MASTER
- COACH ORGANIZATION
- SUPPORT CONTINUOUS IMPROVEMENT

MANAGERS
- IMPROVE CAPABILITY OF DEVELOPMENT SYSTEM
- DECIDE STRUCTURE AND POLICIES

ORGANIZATIONAL CAPABILITY IMPROVEMENT