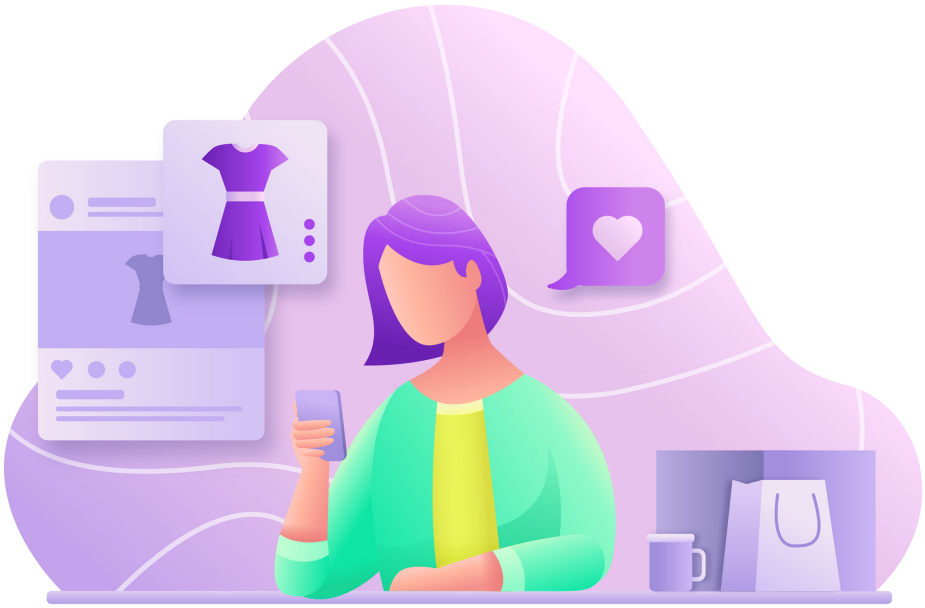

eCommerce Product Owner

Duration: 5 Days

Language: en

Course Code: PM1-124

Objective

By the end of this course, participants will be able to:

- Understand the role and responsibilities of an eCommerce Product Owner in agile organisations.
- Develop a strong product vision and strategy aligned with business objectives.
- Translate user needs and business requirements into actionable product backlogs.
- Manage product lifecycles from ideation to launch and optimisation.
- Use analytics and UX insights to drive data-informed product decisions.

Audience

This course is ideal for:

- eCommerce Product Owners and Managers.
- Digital Project Managers and Scrum Product Owners.
- Online Retail and Marketplace Professionals.
- UX/UI Designers transitioning into product roles.
- Business Analysts and Marketing Technologists in eCommerce.

Training Methodology

The course combines real-world case studies, guided discussions, and practical exercises focused on eCommerce operations and agile product ownership. Participants will create roadmaps, user stories, and backlog strategies tailored to online retail success.

Summary

This advanced course is designed for professionals aspiring to lead and manage eCommerce products strategically and effectively. The eCommerce Product Owner plays a central role in aligning digital commerce initiatives with customer expectations, business goals, and technological innovation.
Participants will gain an in-depth understanding of product ownership within eCommerce ecosystems — covering product vision, backlog management, agile workflows, customer experience optimisation, and cross-functional collaboration.

By the end of the course, participants will be equipped with the tools to drive product growth, enhance conversion rates, manage stakeholders, and lead digital teams in fast-paced online retail environments.

Course Content & Outline

Section 1: The Role of the eCommerce Product Owner

- Defining the Product Owner role in agile and scrum frameworks.
- Understanding key responsibilities in online retail environments.
- Managing stakeholder expectations across marketing, IT, and sales teams.
- Establishing product vision, KPIs, and strategic alignment with business goals.

Section 2: Product Strategy and Roadmapping

- Crafting an eCommerce product strategy that supports customer-centric innovation.
- Creating short- and long-term product roadmaps.
- Balancing business priorities, technical constraints, and user experience.
- Integrating omnichannel strategies and digital commerce trends.

Section 3: Backlog Management and Agile Execution

- Writing clear and actionable user stories and acceptance criteria.
- Prioritising features using frameworks such as MoSCoW, RICE, or WSJF.
- Managing sprints, releases, and cross-functional collaboration with developers and designers.
- Measuring sprint success and continuous improvement techniques.

Section 4: Data-Driven Product Ownership

- Using eCommerce analytics (Google Analytics, Shopify, Magento, GA4) for insight generation.
- Conversion rate optimisation (CRO) and A/B testing principles.
- Understanding customer journeys and behavioural data.
- Applying predictive analytics to forecast performance and demand.

Section 5: Customer Experience and Growth Management

- Building seamless customer experiences across digital touchpoints.
- Integrating UX research and usability testing into product development.
- Managing product lifecycle: launch, feedback loops, and iterations.
- Collaborating with marketing and growth teams to drive revenue and retention.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Retail and Trade, Sales & Marketing, Technology

Tags

eCommerce, Product Owner, digital commerce

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