

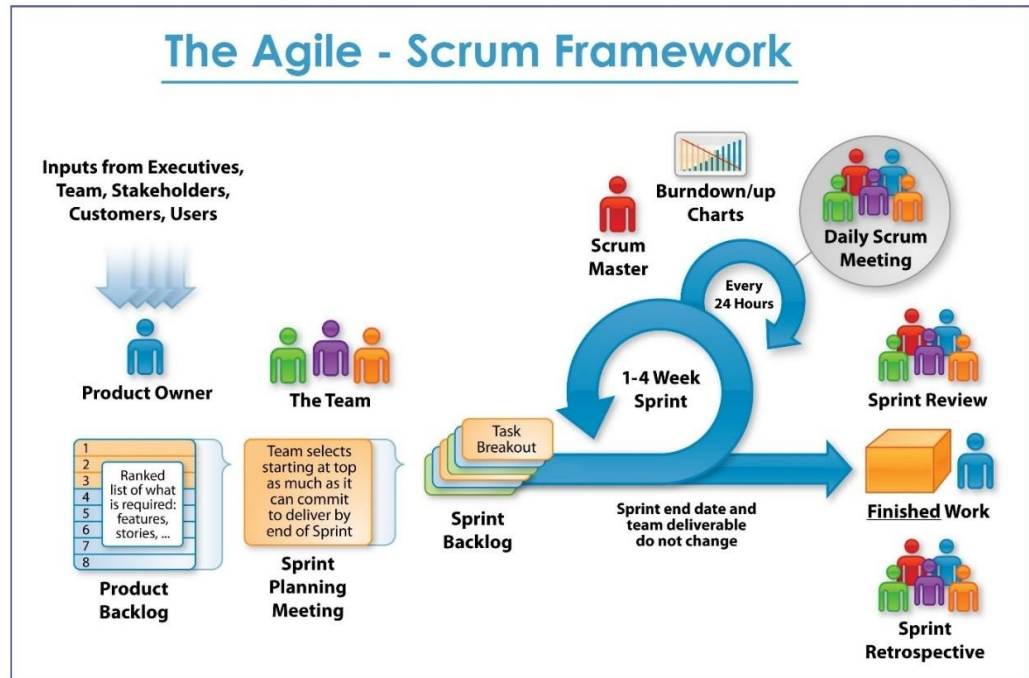
# Take Quiz #3

# On Canvas - 10 min



# SCRUM Framework

## MIS3535 | LEAD GLOBAL DIGITAL PROJECTS



Web  
research

# What is a product vision in Agile/Scrum?

# PRODUCT VISION

- A product development kicks off with a **clear and simple vision statement**
- This product vision forms the **foundation** of the product development
- The **Product Owner** is responsible for the shared vision
- The vision needs to be **re-evaluated** periodically

# PRODUCT VISION TEMPLATE

- **Why are we building this product?**
- **Bring clarity on the purpose of the product.**
  - Commonly used vision template:
    - ❖ *For «target customers»*
    - ❖ *Who: «needs / wants of the target customers»*
    - ❖ *The: «product name»*
    - ❖ *Is a: «product category»*
    - ❖ *That: «product benefit. Reason to buy»*
    - ❖ *Unlike: «Alternatives or competitors»*
    - ❖ *Our product: «differentiators or value proposition»*

# PRODUCT VISION FOR RAREBOOKS.COM

**For:** *book collectors < Target users >*

**Who:** *are looking to browse and shop rare books online < The Need >*

**The:** *rarebooks.com < Product Name >*

**Is a:** *an online bookstore < Product Category >*

**That:** *provides the convenience of browsing, reviewing and buying collectible books online < The core benefit. Reason to buy >*

**Unlike:** *amazon.com, Barnes and Noble stores < Competitors, Other alternatives >*

**Our product:** *contains exclusive catalog of collectible books  
<Differentiators> Provides the option of buying and renting books  
Validate authenticity of collectible books*

# DEVELOP ROLES & EPICS

- **Product Owner creates the epics (activities) and map them into a story map**
- **The features are listed based on different prioritization techniques**
- **Creating specific roles (or personas) can help the team identify with users and understand their requirements and goals. Product owner can prioritize features accordingly and create a product backlog.**

# STORY MAP

## STEPS TO STORY MAPPING



1. Determine the release goal
2. List Role (Users/Persona)
3. List Activity (Epics/Stories)
4. Describe goal of each activity
5. List Features (detailed stories)
6. Prioritize features (must, should, could, won't)




# STORY MAP: GET TO THE OFFICE READY TO WORK





# STORY MAP FOR RAREBOOKS.COM

**Release Goal:** MVP (minimum viable product) first Online bookstore **1**

	Information Flow						
	START					END	
Role	Book Buyer	Book Buyer	Warehouse Mgr	Shipping Dept	Return Dept	<b>2</b>	
Activity / Epics	Search & Find	Buying	Order Processed	Shipping and Confirmation	Return	<b>3</b>	
Goal	Help Book Buyers find the book easily	Help Book buyer place the online order	Help Store get order ready for shipment	Make sure right order reaches buyer on time	Process Return order	<b>4</b>	
Must	Search by Title ( L )	Shopping cart ( L )	Notication ( S )	Shipping method ( XL )		} <b>5</b>	Rel 1
		Payment Process ( XXL )		USPS(M)			Rel 2
		Via Credit card - L					Rel 3
			Order Report ( M )	Shipping Confirmation ( S )			<b>6</b>
	Search by Key Word ( M )	Paypal - S					
Should	Search by Category	Bitcoin - L	Pick List				
	Search by Author	Account Creation					
Could	Search by Reviews						
	Selection of books	Check out Process		Order tracking			
Wont	Check readers review	Over the phone - M		UPS. FEDEX	Return Label		
					Accept return		
					Process refund		

# USER STORIES INVEST GUIDE:

**I**ndependent

**N**egotiable

**V**aluable

**E**stimable

**S**mall

**T**estable

# DEFINING VALUE – USER STORY

## USER STORIES:

User stories are compact descriptions of business functionality.

The template helps in identifying the users' intent and the business gain for each functionality.

**“As a <who>, I want <what>, so that <why>”**

## Example:

*As a <Shopper> | <role> I want <to put products in a Shopping cart > | <functionality>, So that < I can review my purchases before check out> | <business benefit>*

**A USER STORY IS A POSSIBILITY NOT A  
FIXED REQUIREMENT**



# USER STORY COLLECTION

- **User interviews** – One of the most common ways to uncover requirements is to interview different types of users.
- **Questionnaires** – An advantage of using questionnaires is that information from a large group of users can be obtained easily.
- **Observation** – Observing a user of the application can help us get instant feedback about areas of improvement and uncover requirements that have been missed or ignored.
- **Story writing workshop** – Stakeholders write down as many stories as possible during a brainstorming session. The focus is to gather as many ideas or stories as possible. Later, these stories can be prioritized or refined based on the customer's inputs.

# PRODUCT BACKLOG

**Prioritized list** of work for the development team that is derived from the roadmap and its requirements (stories). Product Backlog is a **living artifact**, and it evolves as the product and the environment in which it will be used evolves. If a product exists, its Product Backlog also exists and is never considered complete.

Prioritized based on the following factors:

- **Business Value (Default)**
- **Dependencies**
- **Risk**
- **Cost**
- **Learning**



# TEAM vs PRODUCT BACKLOG

- Only **ONE backlog and ONE PO for ONE product** (Regardless of the size of the product). Multiple Teams may pull from one large product backlog maintained by ONE PO.
- Multiple small products may sometimes be combined into one Master backlog.
- Only ONE backlog per team. All business and technical requirements are combined into the same backlog.

*Important to remember: Product Owner is the sole owner of the Product Backlog and is fully responsible for prioritization based on what he/she deems valuable at any given time*

# DEFINITION OF DONE – RELEASABLE STATE

List of technical validations as decided by the **development organization of the company** that would keep the sprint product increment in a releasable state for the PO and increases transparency for everyone involved

## An Example of DEFINITION OF DONE (DoD)

**Our Product Increment is considered DONE if:**

- The functionalities are deployed to test server for PO to test
- Code review is complete and should be in a releasable state to production
- Documentation is complete as per company documentation guidelines
- The system responds to all search requests within 3 second of receiving the request
- The system responds properly to all major browsers and mobile devices
- Test that the system logs a user out after 10 seconds of inactivity and redirects their browser to the home page

## **In class activity:**

**Work with your team to determine DoD for this semester**

**Include at least 5 items**

**This is one of the artifacts that you will be submitting at the end of the semester**

Web  
research

# What are the different methods of Agile/Scrum Estimation?

# AGILE/SCRUM ESTIMATION TECHNIQUES

- **PLANNING POKER (Cards)**
- **T-SHIRT SIZING (XS, S, M, L, XL)**
- **BUCKET SYSTEM**
- **LARGE/UNCERTAIN/SMALL**
- **DOT VOTING**
- **And many more!!!**

**You will be selecting one method for your product**

# REMINDER: ON THURSDAY

## Simulation:

- Introduction
- First Run

Make sure to purchase the simulation prior to class.  
You won't be able to participate without it and  
therefore will earn a Zero for this assignment.

# **THURSDAY: INTERVIEW #2 on zoom**

- **Review input provided by client during the first interview (recording is available on canvas under the zoom page)**
- **Review the additional input provided by the client (on the Project Team tab)**
- **Prepare additional questions**

## SECOND CLIENT(S) INTERVIEW

Company: Sexual Violence Prevention Association (SVPA)

The SVPA is a non-profit organization dedicated to preventing sexual violence systemically by revolutionizing policy, research, and institutions.

### **Clients attending the interview:**

- ❖ Founder & CEO: Miranda Martone
- ❖ SVP: Katie Wolfendale
- ❖ Lead Designer: Olivia Nelson



**The main objective of this project is to build a website for this organization that will showcase their services including a paywalled portal and an interactive index.**

**General requirements include:**

- 1) A page describing each of the six services listed above including inquiry forms, sign up sheets, and involvement instructions.
- 2) Integrate and/or update the following pages - homepage, about us, our work, support us, and contact.
- 3) Create a paywalled portal/platform for the campus membership that contains the membership materials and requires users to login/signup
- 4) Create an interactive index/database for the SVPA Scores that is similar in functionality to the Campus Pride Index

- **Each team needs to deliver items #1 & 2 and then select item #3 or #4.**
- **Teams can also add both item #3 & 4 from the list to earn **extra credit**.**

# PROCESS

- Each team: name a representative to ask your team's questions
- First round of questions: each team can ask up to 3 questions (after the first round, we will open it up for additional questions from any teams)

- **Order:**

Order#	Team Name	Student Full Name	Email Address
1	Team Outliers	McGill, Michael	tuj05918@temple.edu
		Kim, Michael Boyd	tuj24736@temple.edu
		Rodski, Sam	tui02594@temple.edu
		Valugubelly, Dru	tuo06951@temple.edu
2	AGILE FOX Dev Team	Balzer, Dominic Paul	tuj23858@temple.edu
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		Kohl, Matthew D	tui90011@temple.edu
		Repole, David Mitchell	tuj47588@temple.edu
3	C.A.T.S.	Muhammad, Arsalan	tuf68728@temple.edu
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		Simms, Sean	tuj09037@temple.edu
4	SDMJ	Cipollone, Michael P	tuh07197@temple.edu
		Fuhrman, Andrew M	tui35511@temple.edu
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		Naik, Shivani P	tuj05894@temple.edu

- **Order (part 2 of 2):**

Order #	Team Name	Student Full Name	Email Address
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6	MARC	Bartolome, AJ Delfin	tuj60206@temple.edu
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		Fortino, Maria Nicole	tuj44876@temple.edu
		Sutch, Ryan Matthew	tuh22369@temple.edu
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		Gallen, Jackie A	tuj09873@temple.edu
		Kaidiya, Kady	tuh28905@temple.edu
8	OCIS	Helterbran, Abbey	tuk81923@temple.edu
		Izbinsky, Ariella	tuk77512@temple.edu
		Kaeser, Andrew S	tug95408@temple.edu
		McShane, Connor F	tuj74116@temple.edu
		Nguyen, Nhi	tuk84497@temple.edu

# Next week: Change Leadership Day!

- Read Kotter Chapter 1
- Prepare a brief PowerPoint presentation (2-5 slides) for your 3 favorite short stories:
  1. The first slide will “**tell the story**”.
  2. The following slide(s) will include **key lessons learned** the reader should take away from the case and **how it relates to your current project or past work experience**.
- Students will be selected at random to lead the class discussion

## Kotter Chapter 1 : Increase Urgency

- Getting the Boss' Approval
- The Videotape of the Angry Customer
- When Alligators are Nipping at Your Heels
- Gloves on the Boardroom Table
- The CEO Portrait Gallery