

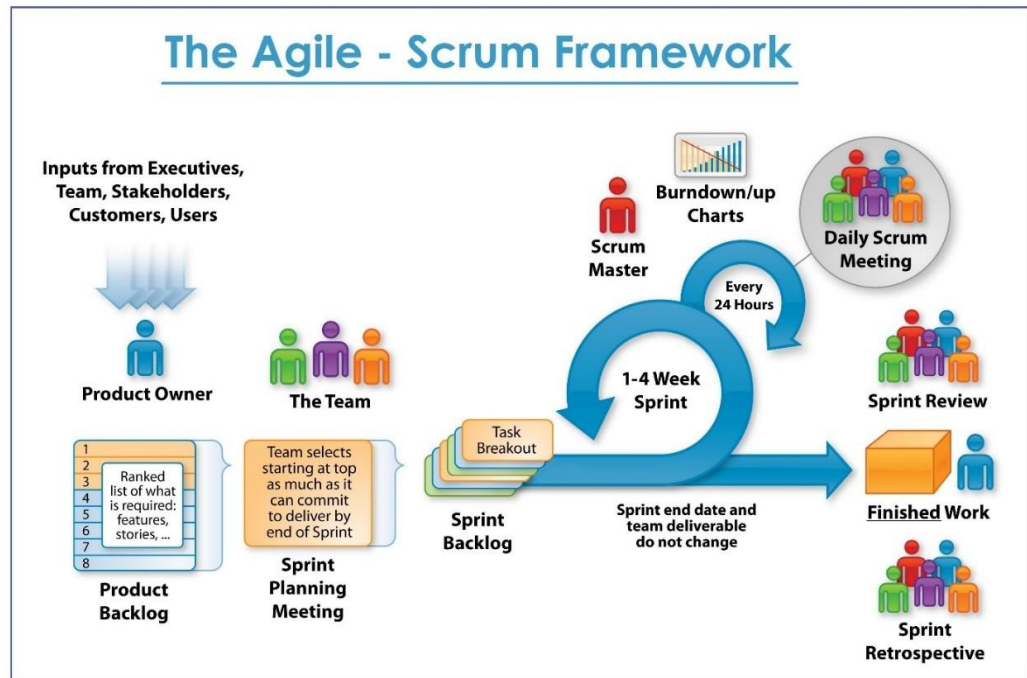
Take Quiz #3

On Canvas - 10 min



SCRUM Framework

MIS3535 | LEAD GLOBAL DIGITAL PROJECTS



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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.**

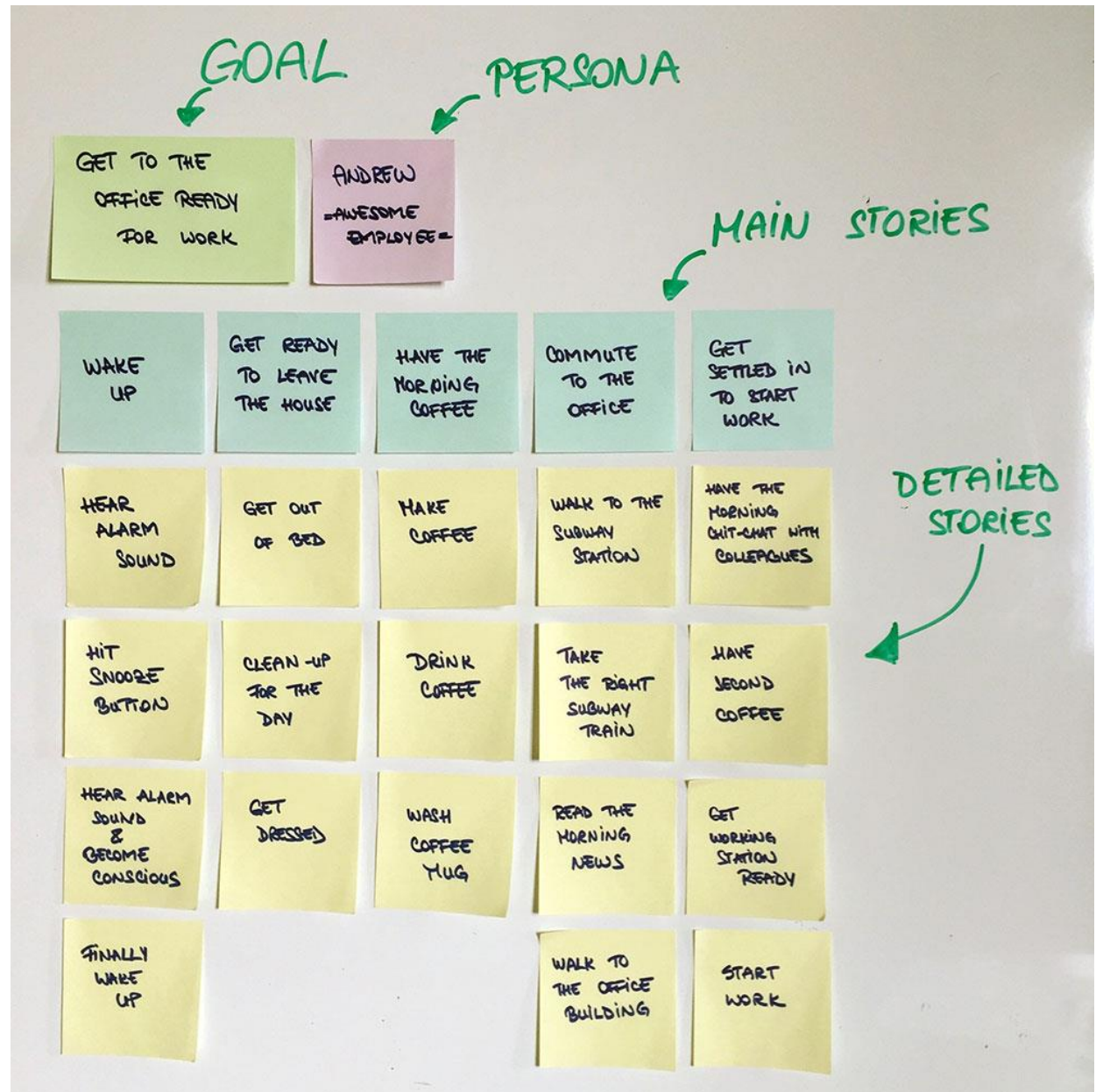
STORY MAP

STEPS TO STORY MAPPING

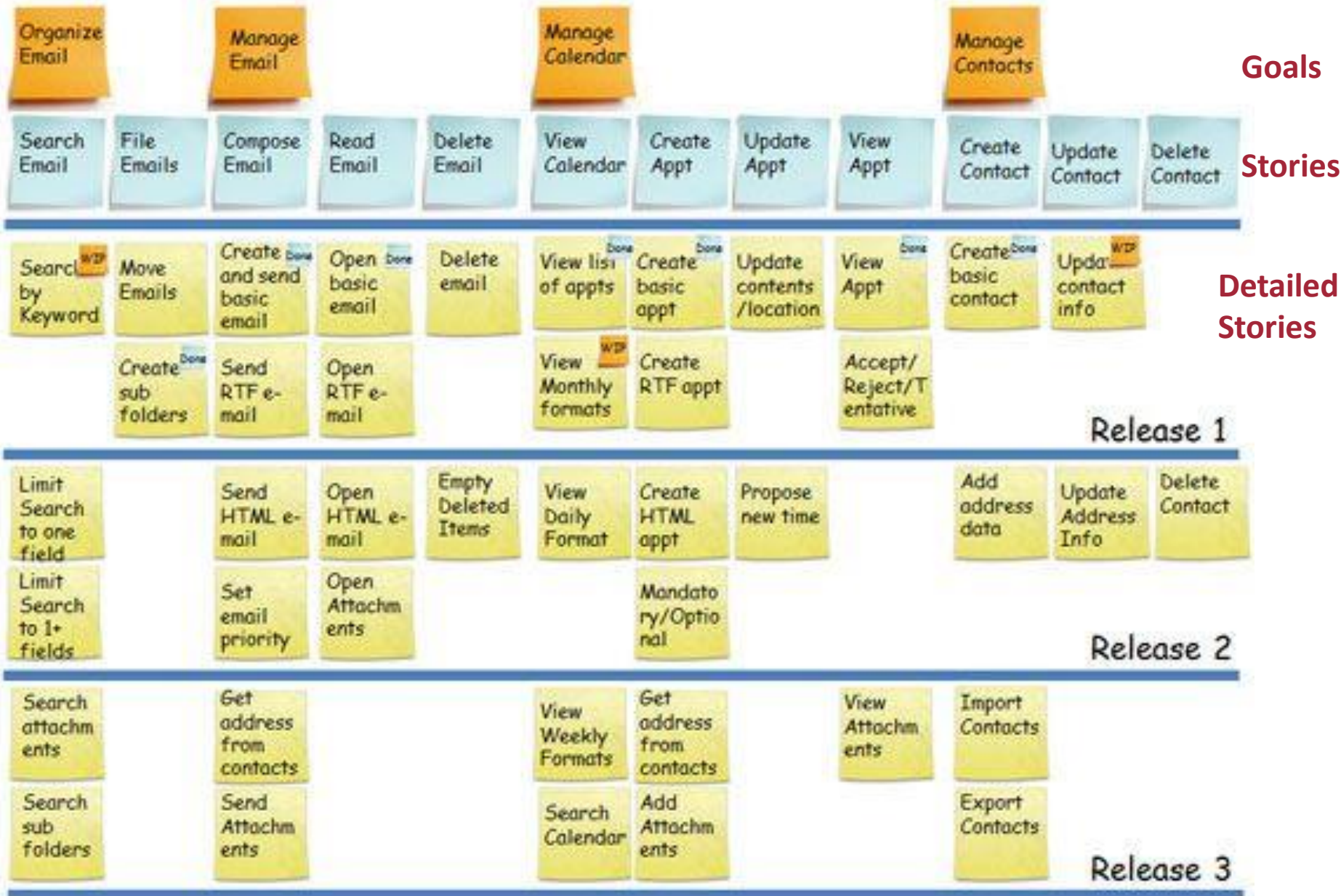


1. Determine the release goal
2. List Role (Users/Persona)
3. List Activity (Epics/Stories)
4. Describe goal of each activity
5. List Features (detailed stories)
6. Prioritize features (must, should, could, won't)

STORY MAP: GET TO THE OFFICE READY TO WORK



STORY MAP: ADD EMAIL & CALENDAR FEATURES



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	2	
Activity / Epics	Search & Find	Buying	Order Processed	Shipping and Confirmation	Return	3	
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	4	
Must	Search by Title (L)	Shopping cart (L)	Notication (S)	Shipping method (XL)		} Rel 1	
		Payment Process (XXL)		USPS(M)			Rel 2
		Via Credit card - L					Rel 3
6	Search by Key Word (M)		Order Report (M)	Shipping Confirmation (S)		} Rel 1	
		Paypal - S					
Should	Search by Category	Bitcoin - L	Pick List			} Rel 1	
	Search by Author	Account Creation					5
Could	Search by Reviews					} Rel 1	
	Selection of books	Check out Process		Order tracking			
Wont	Check readers review	Over the phone - M		UPS. FEDEX	Return Label	} Rel 1	
							Accept return Process refund

USER STORIES INVEST GUIDE:

Independent

Negotiable

Valuable

Estimable

Small

Testable

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

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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!!!**

Take a few minutes now to discuss & select the technique you will be using this semester!

COMING NEXT TUESDAY: INTERVIEW #2

- Review input provided by client during the first interview (recording is available on canvas under the class capture page)
- Review the additional input provided by the client (on the Project Team tab)
- Prepare additional questions this week!

Reminder:

Your first assignment (team submission) is due by EOD today

On your scorecard:

1. Select at least 3 Agile Product Management Software (research all potential software and select at least 3 of them for your analysis)
2. Define 4-6 criteria to evaluate each software
3. Add a brief explanation of each criteria below your scorecard
4. Determine the weight for each criteria
5. Calculate your weighted average for each software
6. Clearly highlight your preferred software (highest score)

COMING UP THURSDAY:

Simulation:

- Introduction
- First Run

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

Day 2

Let's review Quiz 1, 2 & 3



Change Leadership Day!

- 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

DISCUSSION RECAP: Key points in chapter 1 - Increase Urgency

- Raise a feeling of urgency so that people say “Let’s go” – aim at communicating the urgency to the entire organization

- 4 Behaviors commonly stopping launch of change:

1. Complacency (driven by arrogance)
2. Immobilization driven by fear
3. You cant make me move driven by anger
4. Very pessimistic attitude leading to constant hesitations

- What works: “ go after emotions”

- ✓ Showing others the need for change “SEE”, feel & change
- ✓ Valid & dramatic evidence
- ✓ Cheap & easy ways to reduce complacency

- What does not work

- ✓ Focusing exclusively on “rational” & ignoring the feelings that are blocking the changes
- ✓ Ignoring a lack of urgency and jumping immediately to creating vision & strategy
- ✓ Thinking that you can’t initiate change if you are not the head person

Simulation Introduction

(separate slides)

