Week 6
MIS3535 | LEAD GLOBAL DIGITAL PROJECTS

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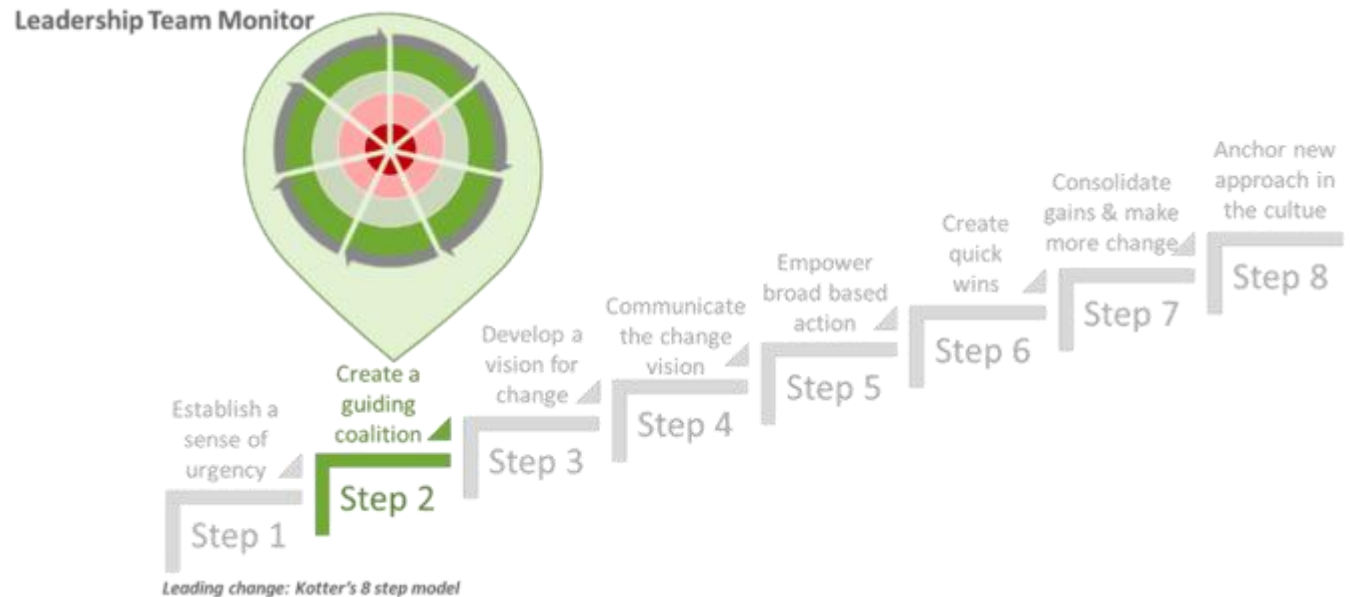
Agenda for the week:

1. **Simulation Debrief (Day 1)**

2. **Studio Day (Day 1): Online Grocery**

3. **Kotter Chapter 2 discussion (Day 2): Building the guiding team**

4. **Debrief from Tuesday's ICA (vision & story map – Day 2)**

5. **Studio day (part 1 of Assignment #2 – Day 2):**

   - Product Vision
   - Story Map

STUDIO DAY (Day 1): Online Grocery Website

As per the scenario provided you will:

1. Create a Product Vision Statement

2. Conduct a Release Plan Session using Story Map

STUDIO DAY: Online Grocery Website

Scenario:

You are a Scrum Team of a large grocery chain company called Farmers Fresh. The company has 220 physical outlets throughout USA. The Grocery industry is changing the way they do business by allowing consumers to shop grocery online and providing home delivery services as well as allowing shoppers to pick up from their physical stores. Farmers Fresh does not want to lose out on their market share and want to start selling grocery online as soon as possible. Their biggest challenge is the size of their operation and how to implement their online business at all locations. They have decided to use Agile/ Scrum development approach for this initiative. They have an excellent technology infrastructure with well automated systems for their physical store management.

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STUDIO DAY: Online Grocery Website

Deliverables (use posted spreadsheet)

1. **Create a Product Vision Statement**

2. **Conduct a Release Plan Session using Story Map:**

   a) Release goal is already set (cell F6)
   b) Your release plan is for 1 month with a team of 5
   c) Develop 6 activities (epic) on row 11 under the roles listed (row 10)
   d) Describe the goal for each activity (row 12)
   e) List 2-3 features under each activity (epic)
   f) Categorize each feature as either: "must", "should", "could", "Wont"

STUDIO DAY: Online Grocery Website

1. Save your file with the naming convention Team Name_Online Grocery

2. Submit your excel file on Canvas before the end of class

Change Leadership Day (Day 2)!

Read Kotter Chapter 2 : Building the Guiding Team

Prepare a brief ppt for <u>each of your 3 favorite short stories</u>:

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.**

Students will be selected at random to lead the class discussion on one of these short stories and will use this slide deck to add structure to their discussion.

<u>Stories :</u>

1. **The Blues versus the Greens**

2. **The New and More Diverse Team**

3. **General Mollo and I were Floating in the Water**

4. **Meetings Down Under**

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Key points in chapter 2 : Build Guiding Team

A powerful guiding group has 2 characteristics :

1. Made up of the <u>right</u> people – have capability (membership & method of operating)
2. Demonstrate <u>Teamwork</u>

What works: " go after emotions"

- ✓ Showing enthusiasm and commitment to help draw the right people in the group
- ✓ Modeling <u>trust</u> and teamwork
- ✓ Structuring meeting format to increase trust & <u>efficiency</u>

What does not work

- ✓ Guiding change with weak task force, single individuals, complex governance structures, or fragmented top teams
- ✓ Not confronting situation when momentum and entrenched power centers undermine the creation of the right group
- ✓ Trying to leave out or work around the head of the unit to be changed because he or she is hopeless

ICA discussion: Debrief from Tuesday

- **Discuss ICA**

- **Review Do's & Don't**

Studio Day (Day 2)

➢ Create your Product Vision and Story MAP using the format from Tuesday as a guide

❖ Use the spreadsheet format or your selected software to record the information

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PRODUCT VISION (reminder)

- **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 (reminder)

- **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 (reminder)

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*

STORY MAP (reminder)

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)**