Take Quiz #3
On Canvas - 10 min

SCRUM Framework
MIS3535 | LEAD GLOBAL DIGITAL PROJECTS

The Agile - Scrum Framework
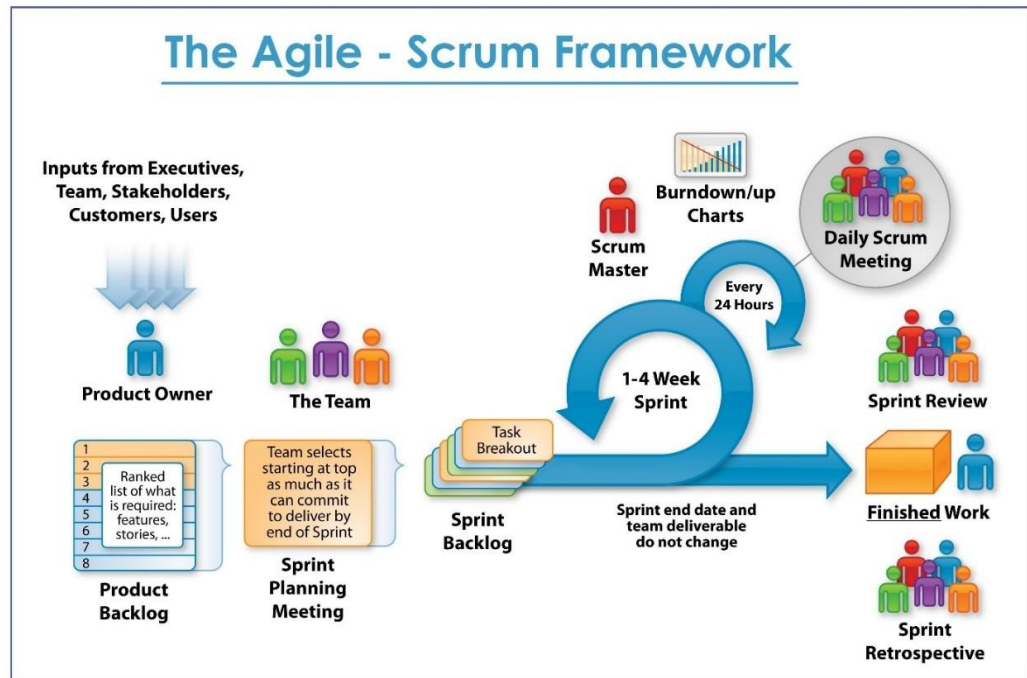
PRODUCT VISION

- **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.**
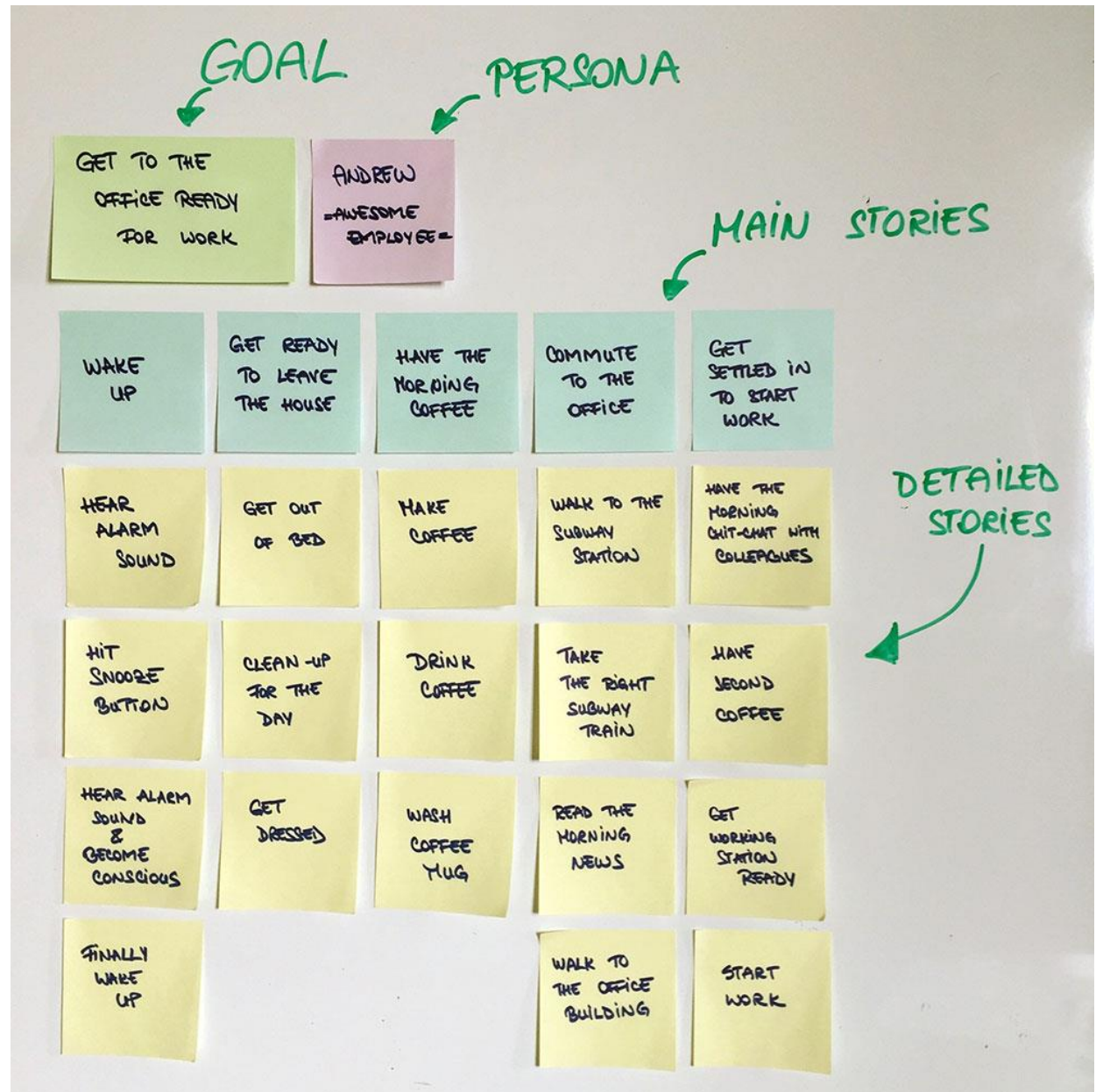
STORY MAP
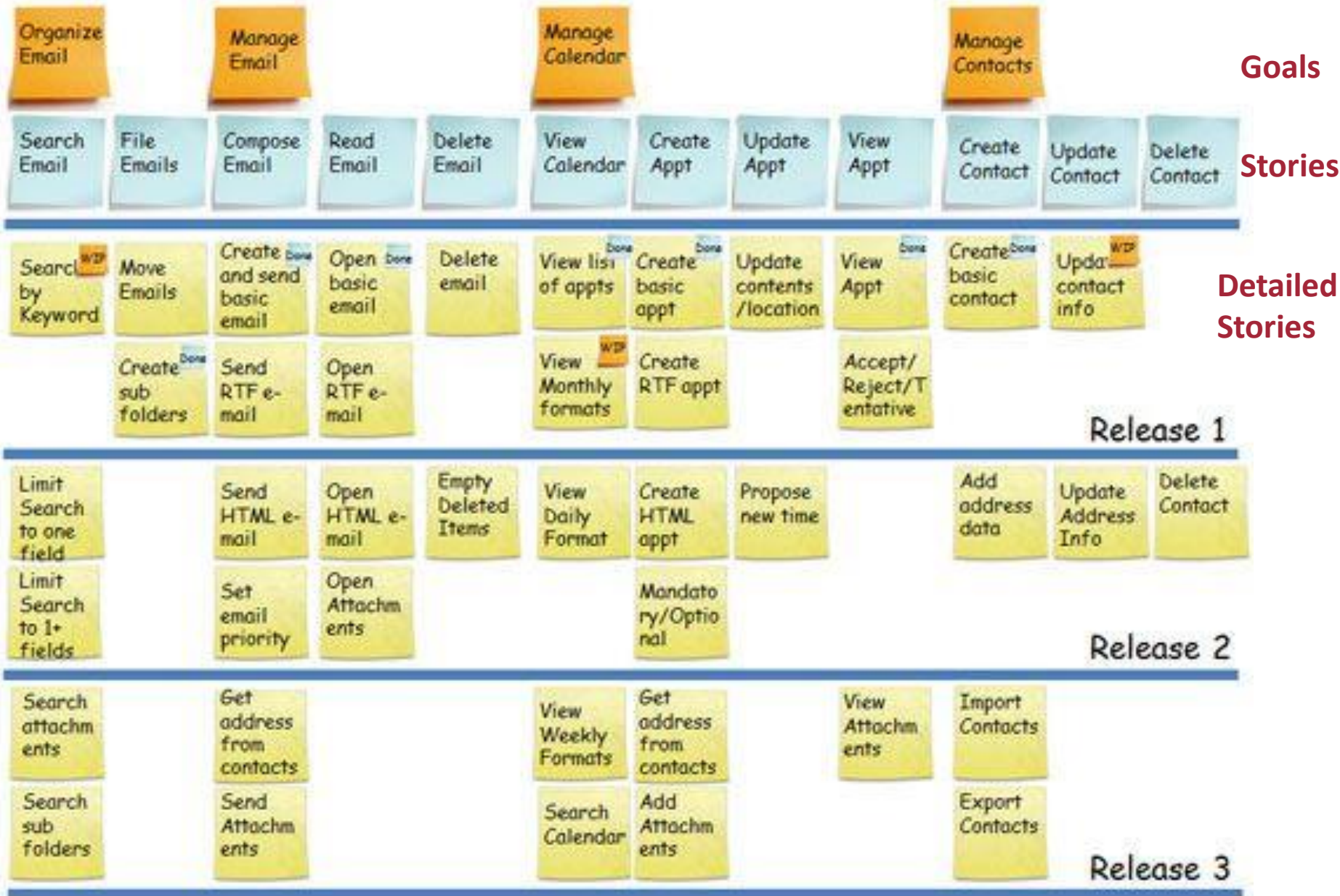
STEPS TO STORY MAPPING →

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)

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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 shipent	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
			Order Report (M)	Shipping Confirmation (S)				
6	Search by Key Word (M)	Paypal - S						
Should	Search by Category	Bitcoin - L	Pick List				5	
	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 <u>INVEST</u> 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>

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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**

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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

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DEFINITON 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

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 UP ON THURSDAY: 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!**

COMING UP NEXT WEEK:

Simulation:

- Introduction
- First Run

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

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Day 2

SECOND CLIENT INTERVIEW

Thursday February 8

Company: Student Clinic for Immigrant Justice (SCIJ)

Youth-led organization fighting for the safety of immigrants by training and mobilizing college students to provide pro bono legal support to asylum seekers and to organize for local change.

Founded during the beginning of the pandemic in 2020, SCIJ has grown and changed significantly since its inception, and we are seeking to update our website to reflect those changes.

Client attending the first interview:

❖ Jonathan Goldman, Founder and Executive Director

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Project Objectives

1. Redesign SCIJ's website in order to have it reflect the current language, voice, and design of the organization. This will include but is not limited to:

a) **Making the website more easily navigable**

b) **Updating language on the website to reflect SCIJ's current programs/operations**

c) **Updating images/graphics on the website to reflect SCIJ's current programs/operations**

d) **Ensuring all forms, links, and embedded content is properly integrated**

e) **Updating SCIJ's website to the most current version of Squarespace**

f) **Redesigning the student portal for easier use**

g) **As much as possible, designing the website to not require edits/changes.**

2. Search Engine Optimization (SEO) SCIJ's website to boost SCIJ appearing in search results

Extra Credit:

a) Developing a guide on the types of content that will require ongoing updates or changes such as links that may need to be updated, how to upload or change staff members, etc.

AND

b) Implement Google Analytics or another analytics platform to provide SCIJ with a regular understanding of the people who visit the website and how they use the website

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- **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:**

Team #	Team Name	Student Full Name
1	Agile Masters	Rakhman, Jess
		Sall, Ndeye
		Zahodnick, Taylor
2	RiTZ	Robinson, Devon
		Time, Garryl
		Zhang, Ying
3	Agile Owls	Ahmad, Jabriel
		Arramada, Nikitha
		Bowers, Skylar
		Carpenter, Jackson
		Wu, Connie

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Team #	Team Name	Student Full Name
4	MIS Evolution	Czernik, Nick
		Shimchak, Aidan
		Wagner, Cameron
5	DEC Innovation	Huang, Eric
		Liang, David
		Ngo, Colby
6	Pixel Pioneers	Gerald, India
		Maru, Kanchi
		Quinn, Mason
		Ward, Elijah

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