AGILE PROCESS

PRODUCT IMPROVEMENT IN TIME AND ON BUDGET

WHY AGILE

Release to market in the quickest time possible

Minimise risk of failing to release on budget

One highly motivated team is formed from agency and client

BENEFITS OF AGILE

Stable platform through automated testing

Rapid, iterative releases to improve the product

Highly transparent process

Ability to change requirements based on user feedback
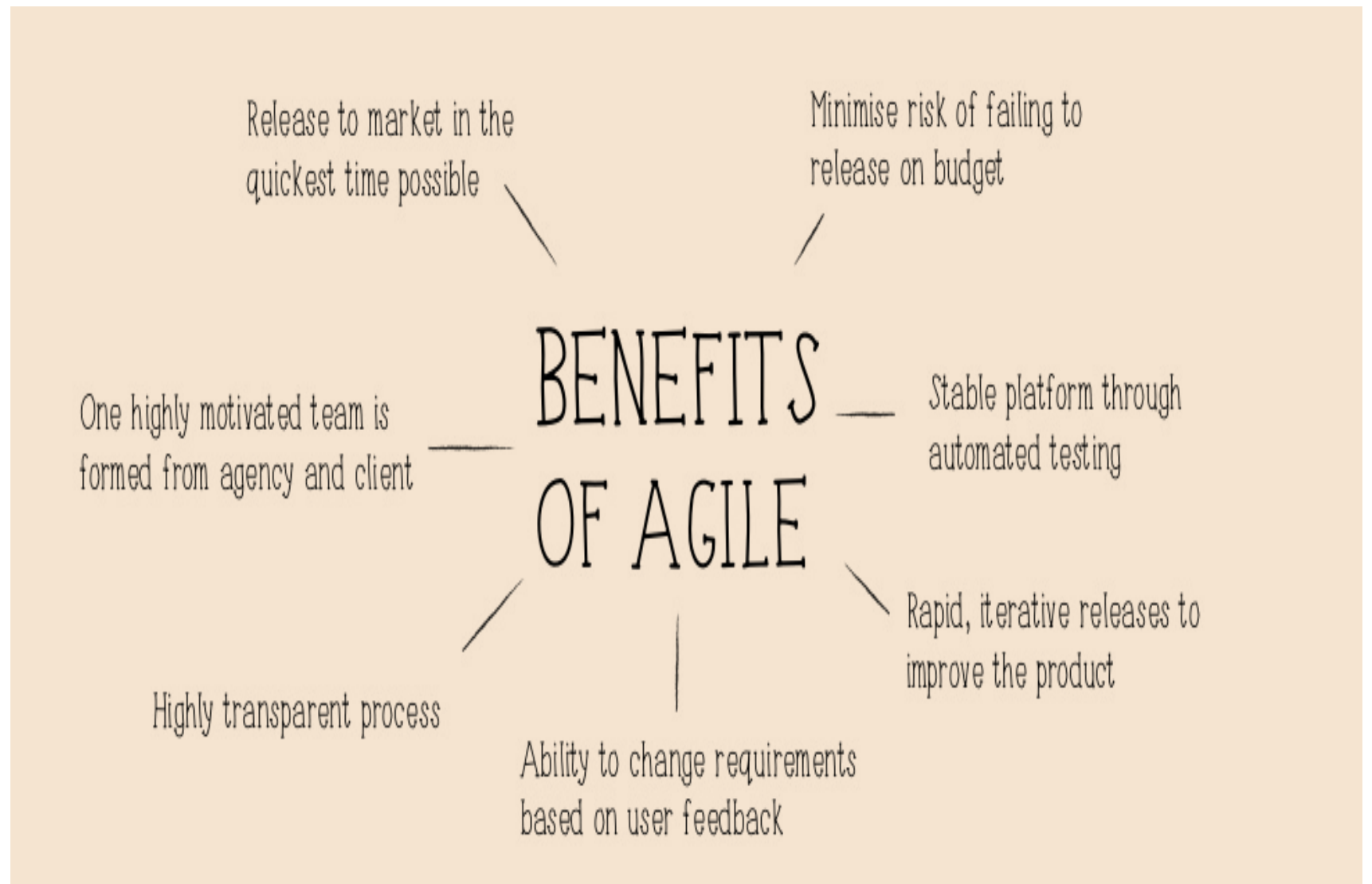
CONSIDERATIIONS

- AGILE PROCESS ALLOWS TO IMPROVE PRODUCTS AND SOFTWARES IN BUDGET AND TIME FRAME.

- By doing it adn helping other to adquire and asimilate the process and put it in practice in their work. By doing this , the improvement will be inmediate:

- **Improvement individual worl** and interatiionsover process and toools

- **Working on softwares** over comprehensive documentations

- **Customer Collaboration** over contract negotiation, keeping us close to what is needed.

- **Rapid Response to Change**, over following a Plan.

- Every Part is valuable. All contribute as a part of a WHOLE !

PHASE ZERO

CREATING THE VISION
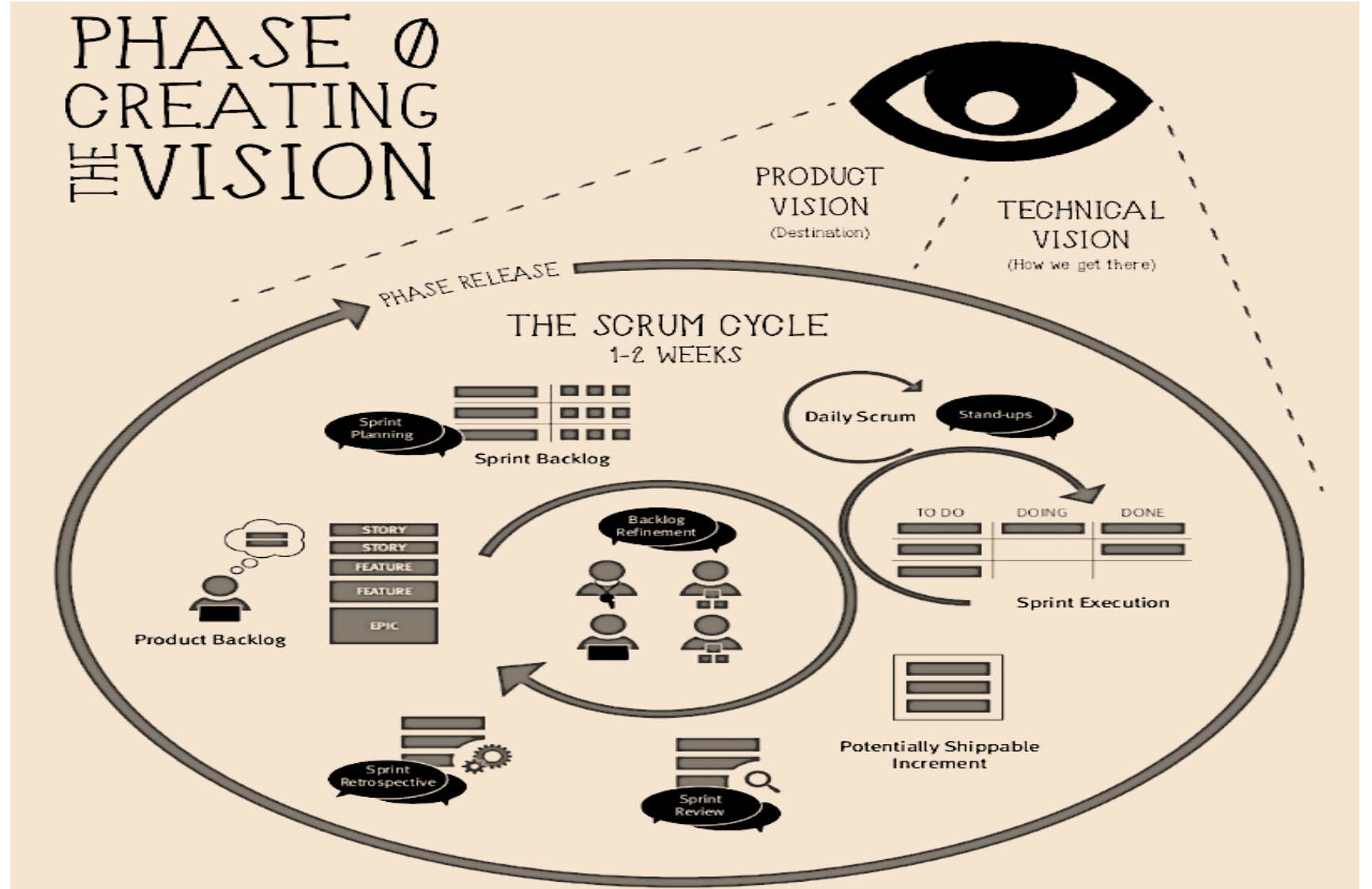
ROLES & RESPONSABILITIES

RESPONSIBILITY OVERLAP

PM PO SA (SOMETIMES A PO PROXY)

SM
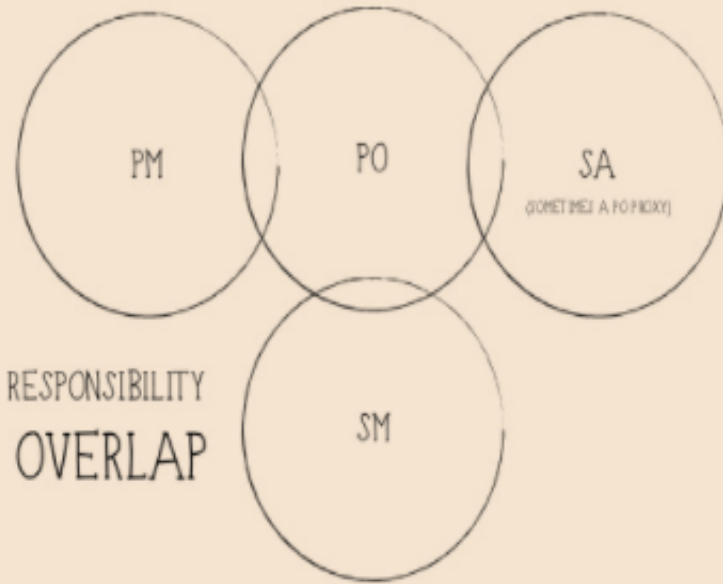
Who does what?

Every project is different so who takes on these roles & responsibilities will vary. This should be established in phase 0 to make sure all the responsibilities are covered.

PO
PRODUCT OWNER
- Vision
- User Stories
- Prioritizing

PM
PROJECT MANAGER
- Budget
- Resource
- Interface to senior management

SM
SCRUM MASTER
- Makes sure that scrum is working well

SA
SOLUTIONS ARCHITECT
- Technical PO and leads the technical vision

DEV
DEVELOPMENT TEAM
- Owns and delivers the technical vision

UXD
USER EXPERIENCE DESIGNER
- Help create the product vision and owns UX vision

PHASE 0 ACTIVITIES

Initial Backlog Exploration

Content Strategy

Agile Workshops

User Experience Design

Creative Concepts

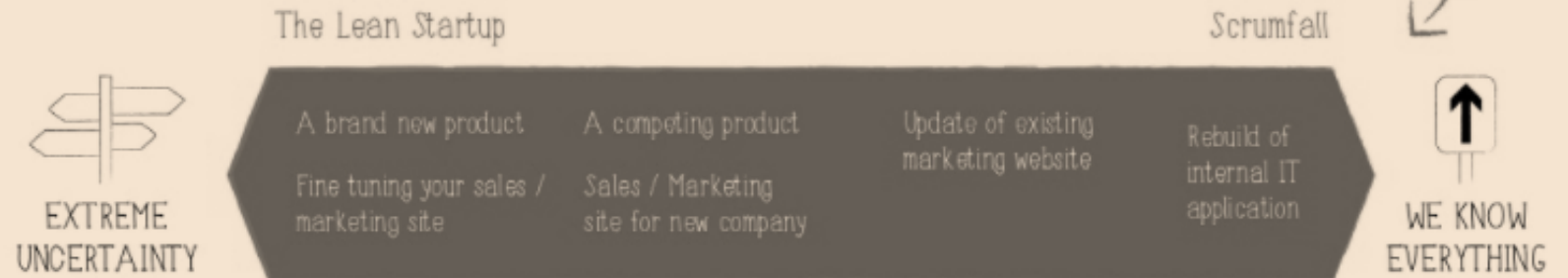Technical Infrastructure

LEAN INTEGRATION

NOT LIKE THIS...

LIKE THIS...

We do not simply iterate towards an end vision.

Release the simplest version of this vision in the quickest time possible then iterate.

Its not always black and white, we choose the best approach depending on what we know.

The Lean Startup

Scrumfall

EXTREME UNCERTAINTY

A brand new product

Fine tuning your sales / marketing site

A competing product

Sales / Marketing site for new company

Update of existing marketing website

Rebuild of internal IT application

WE KNOW EVERYTHING

SPRINT
IMPLEMENTATION

SPRINT GOALS

- Encourages focus
- Your sprint goal must be related to your release goal
- Helps obtain relevant feedback
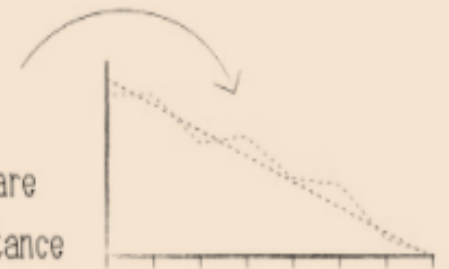- Supports stakeholder communication

How long should the sprint be?

1-2 weeks
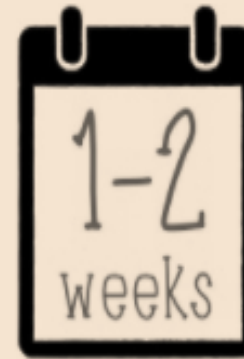
Depends on:

- Project duration
- Project uncertainties
- Agile maturity

WIP LIMITS
(Work in progress)

TO DO   DOING   DONE

To focus on releasable software and early acceptance

USING STORIES TO BUILD LOGS

USER STORIES

As a <user type> I want <requirement> so that <business case>

Given <Scenario>
When <Action>
Then <Outcome>
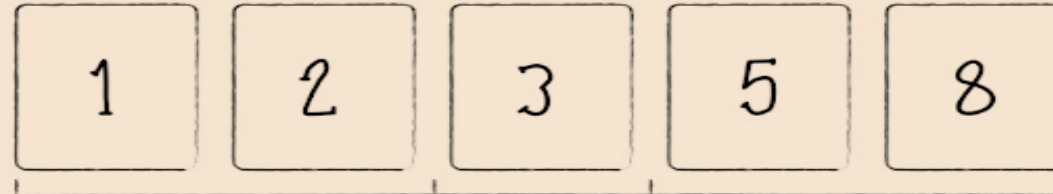
WHY?

Clear requirements

Easy to size

Granular

1st time acceptance of story

Clear test instructions

USING STORY POINTS

Things to consider when sizing

Smaller story = Better

☐ Effort
☐ Complexity
☐ Unknowns

☐ External influences
☐ Size relative to other stories

| 1 | 2 | 3 | 5 | 8 |

Low Risk   Medium Risk   High Risk (consider breaking down)

AFTER THE BRAINSTORM

PLAN OF ACTIVITIES

Size epics by sprints
(can be done on day 1)

⬡ Basket	3 🏃
⬡ Subscriptions	1 🏃
⬡ Community	2 🏃
⬡ Reporting	1 🏃

Size features during
release planning sessions

★ 13	★ 8	★ 8
★ 5	★ 13	★ 20
★ 8		

Pre-size stories with PO / SA

Typically done towards the end of a big release
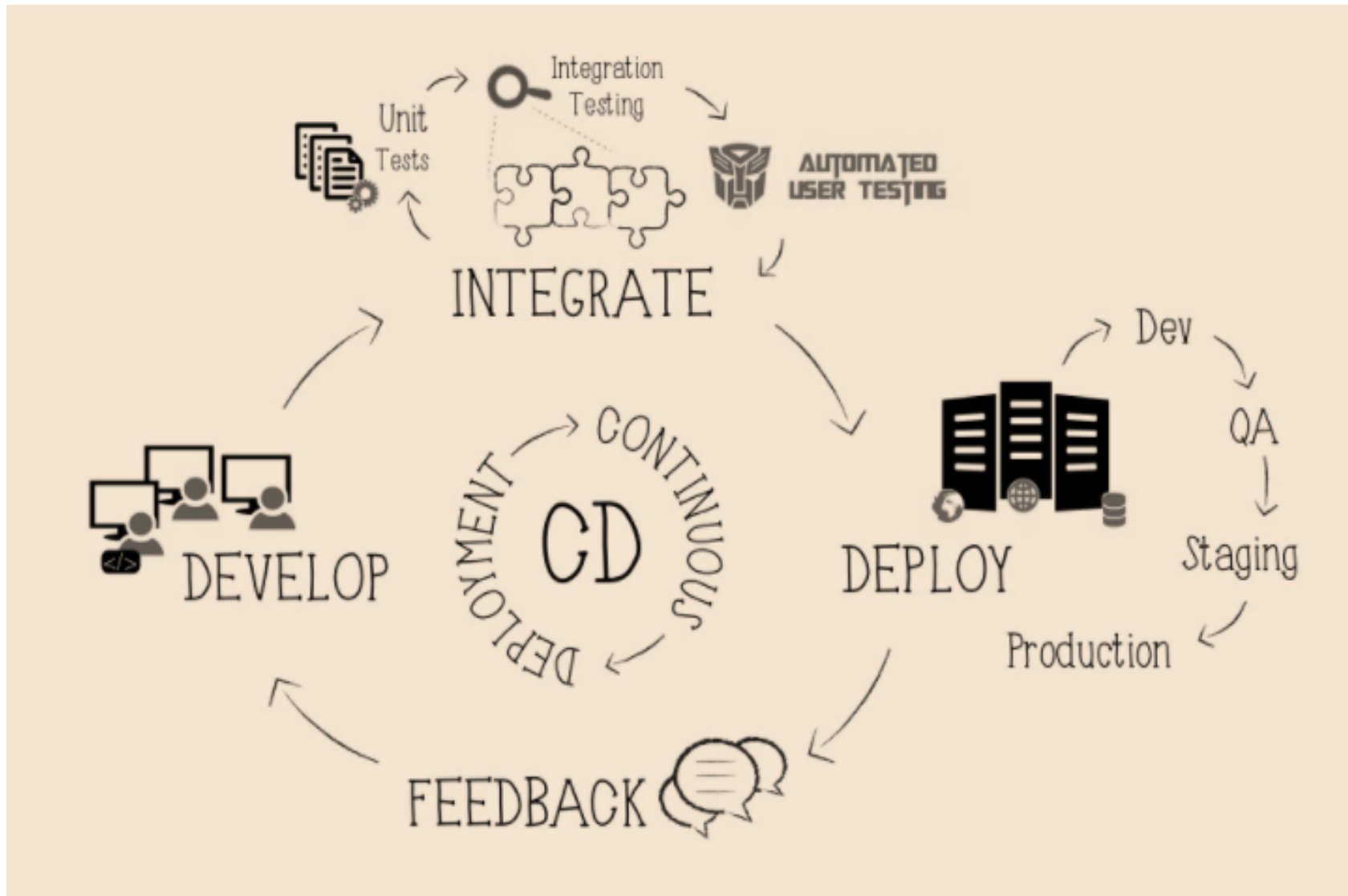
PO   SA

5   3

	3
	5
	?

Story mapping

To ensure the MVP is "minimal", to give a clear overview to the PO and stakeholders what features will be released in each MVP.

User Journey

Level of Necessity	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity N
	User story	User story	User story	User story	User story	User story	User story
	User story	User story	User story	User story	User story		User story
	User story	User story	User story	User story	User story		User story
	User story		User story	User story	User story	User story	

MVP 1
MVP 2
MVP N