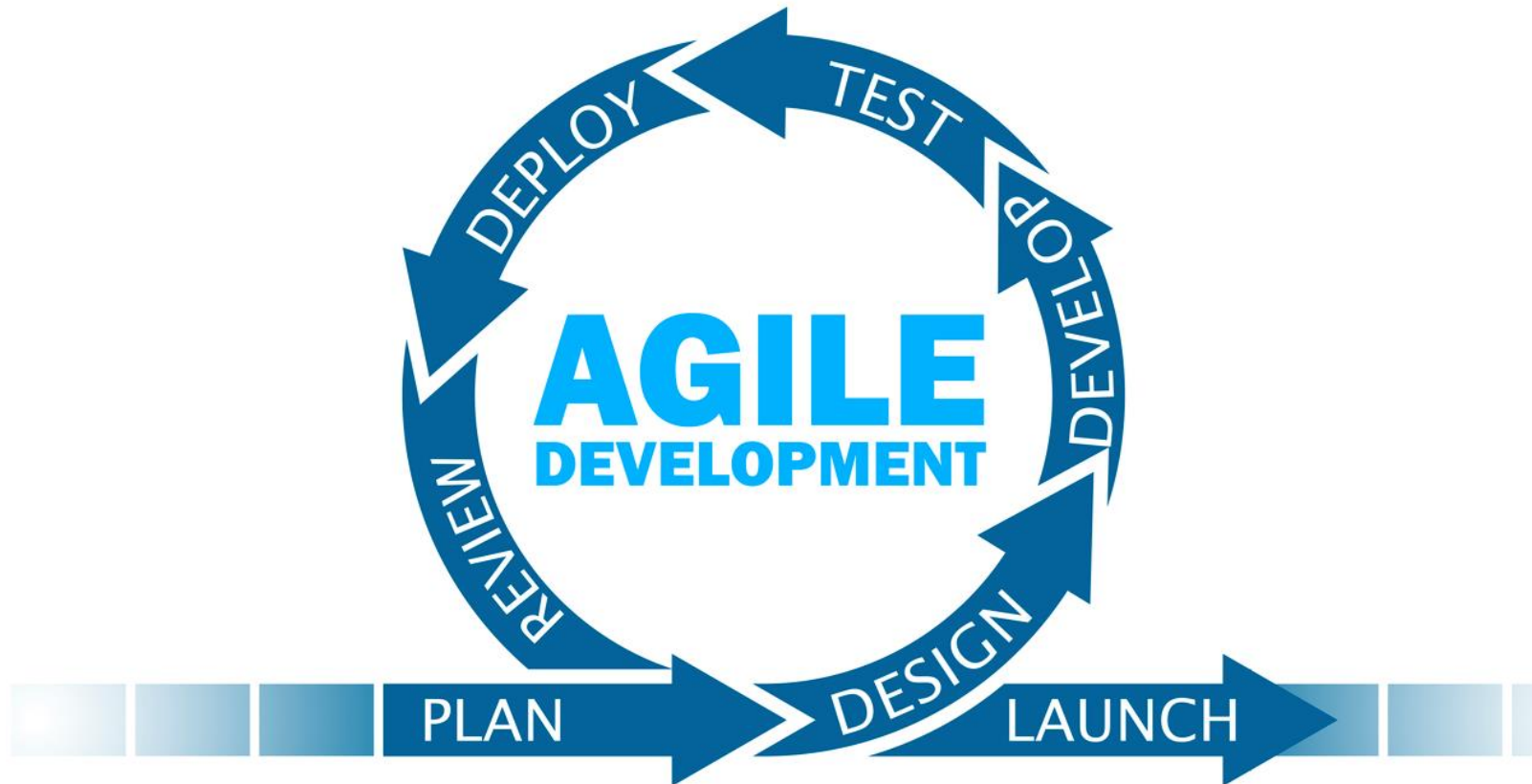


# Agile Development & Delivering Value & Product Strategy

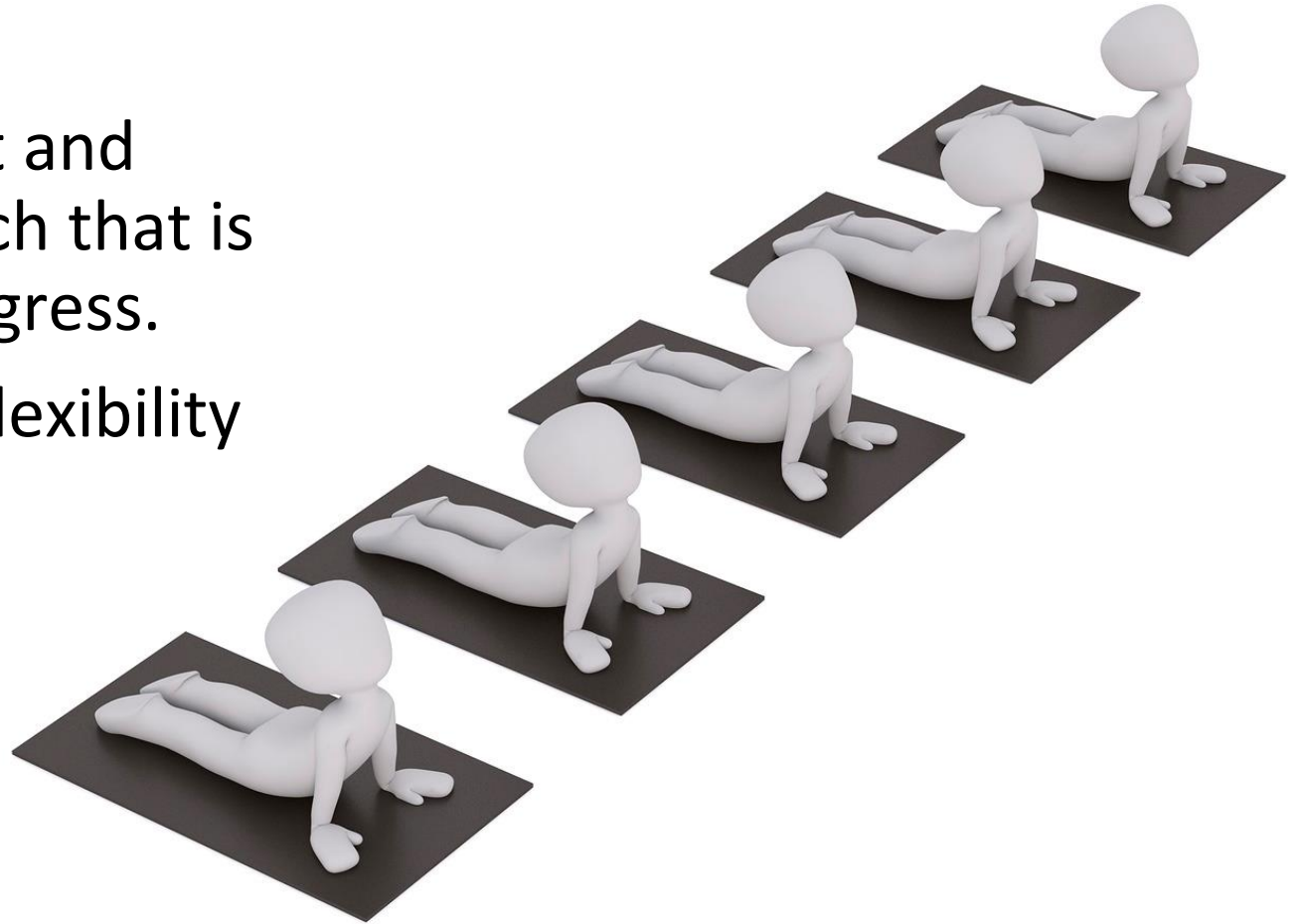
# Agile Development



# What is Agile?

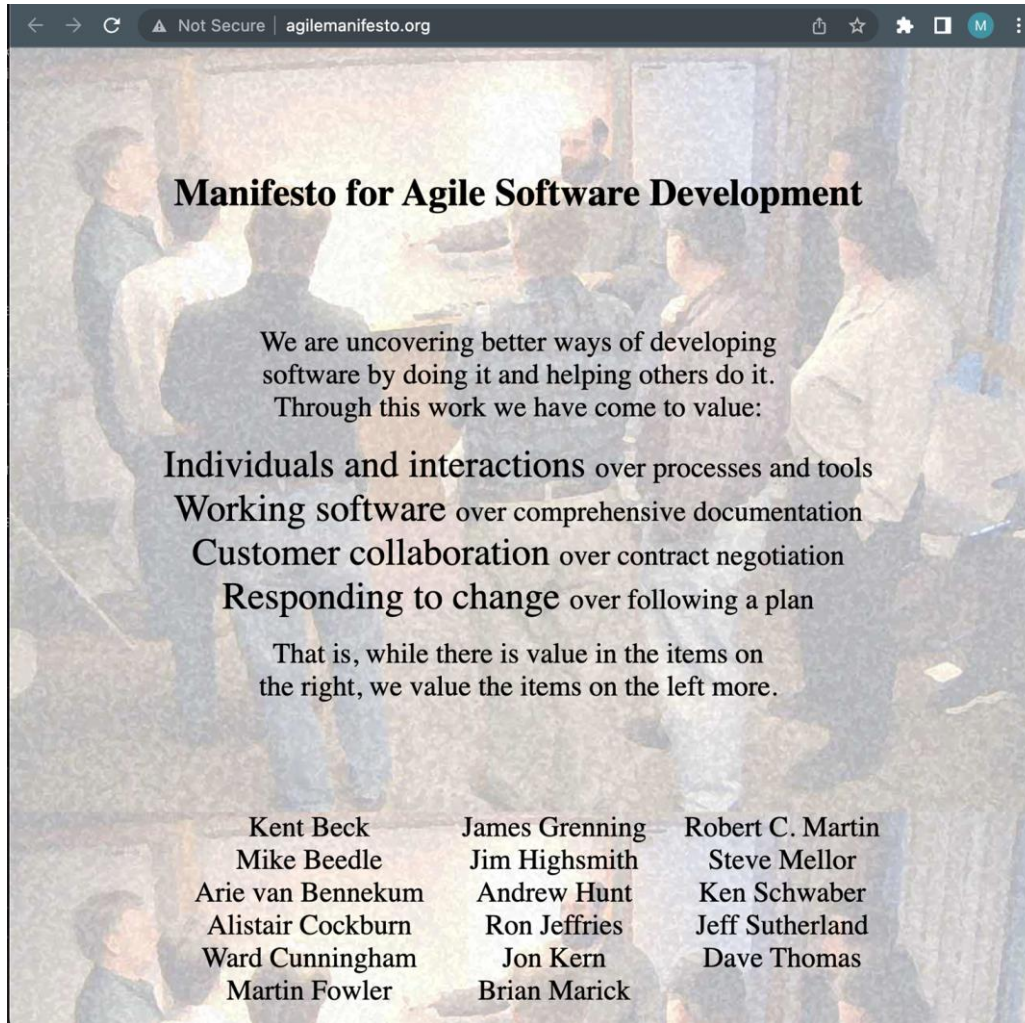
Agile is a project management and product development approach that is centered around iterative progress.

It is successful because of its flexibility and customer collaboration.





# Agile Manifesto



The Agile Manifesto (2001) outlines four core values:

- individuals and interactions over processes and tools;
- working software over comprehensive documentation;
- customer collaboration over contract negotiation;
- and responding to change over following a plan.

# Agile Principles

There are 12 key principles that further explain the Agile Manifesto. The principles are made to guide teams to deliver higher quality products that align with customer needs.

<http://agilemanifesto.org/principles.html>



# Agile Methodologies

There are different implementations of the Agile way of working:

- Scrum
- Kanban
- Lean
- XP (extreme programming)



# Activity: Agile Value Alignment

We're going to create an image together with the entire group, but here's the catch:

- Each subgroup (4 in total) will create a part of the picture.
- You cannot look at what the other team is having, but you can discuss with words.

The picture will be a unicorn in a forest. The canvas will consist of 4 A4 size landscape sheets.

Group 1: top left

Group 2: top right

Group 3: bottom left

Group 4: bottom right



# Agile Roles

In Agile, there are three primary roles:

- Product Owner,
- Scrum Master / Team lead
- Team Members / developers



# Agile Ceremonies

Depending on the exact implementation, there will be certain ceremonies.

For example for Scrum:

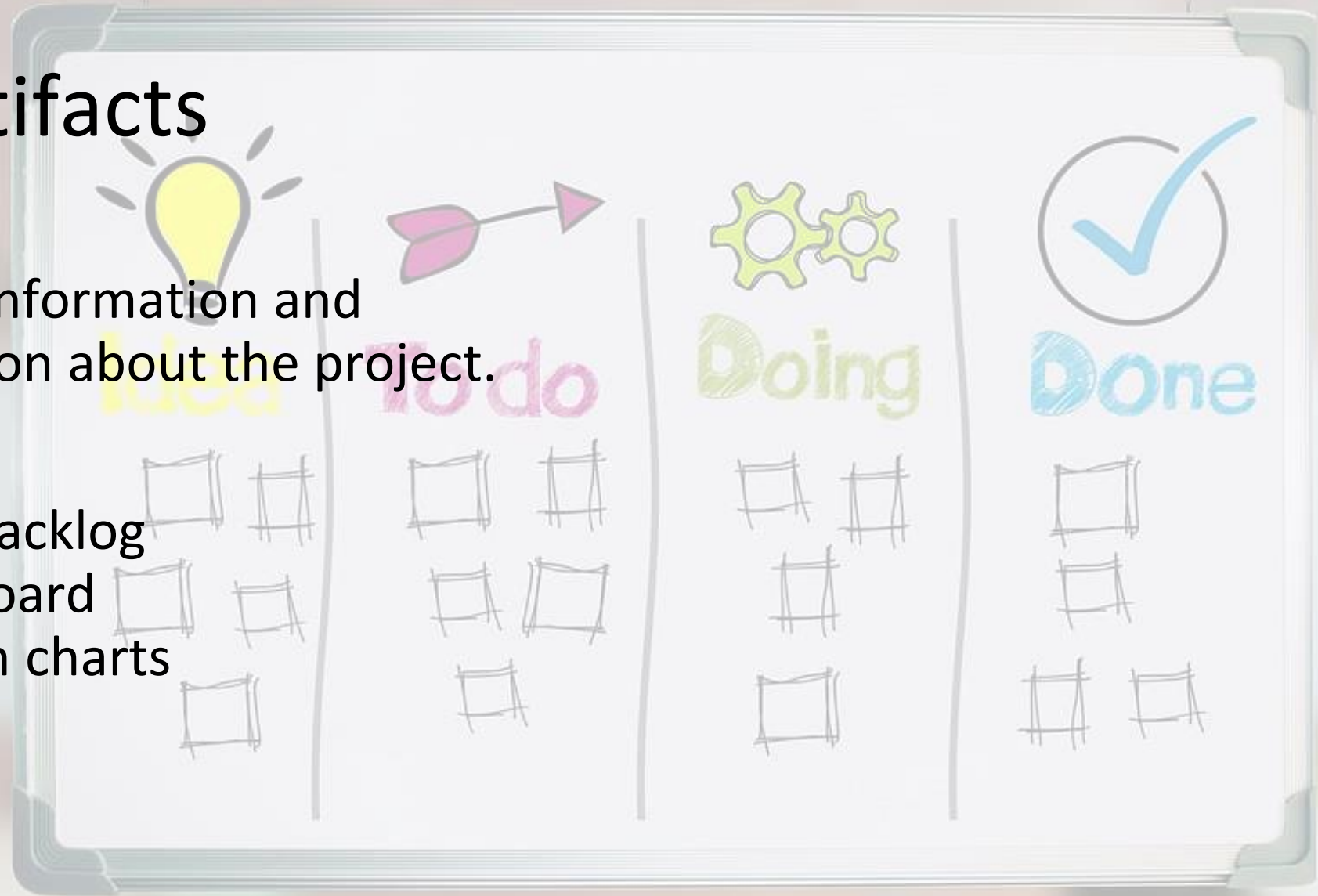
- Sprint planning
- Daily scrum
- Sprint review
- Sprint retrospective

# Agile Artifacts

Provide key information and documentation about the project.

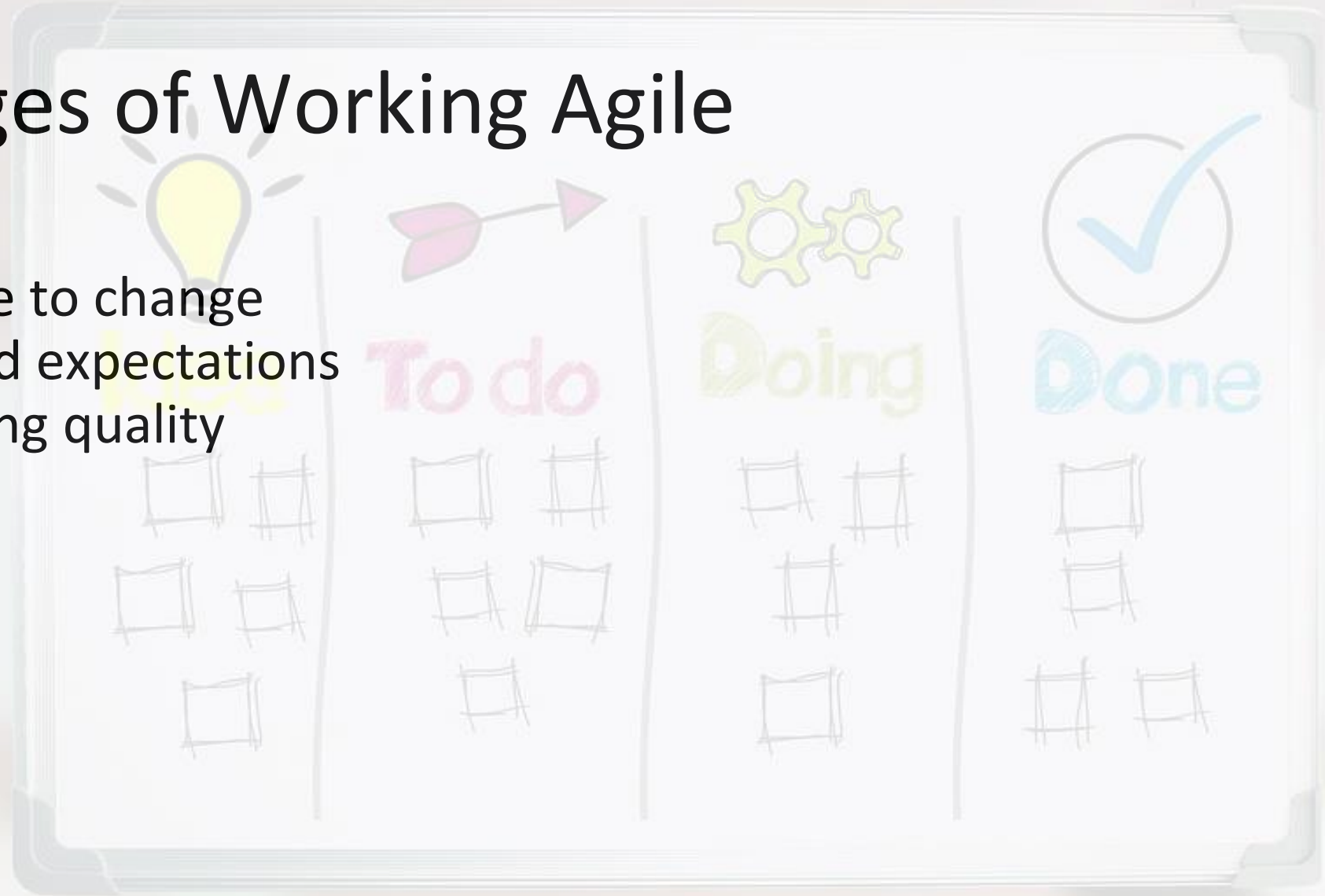
Examples:

- Product backlog
- Kanban board
- Burndown charts



# Challenges of Working Agile

- Resistance to change
- Misaligned expectations
- Maintaining quality



# Delivering Value





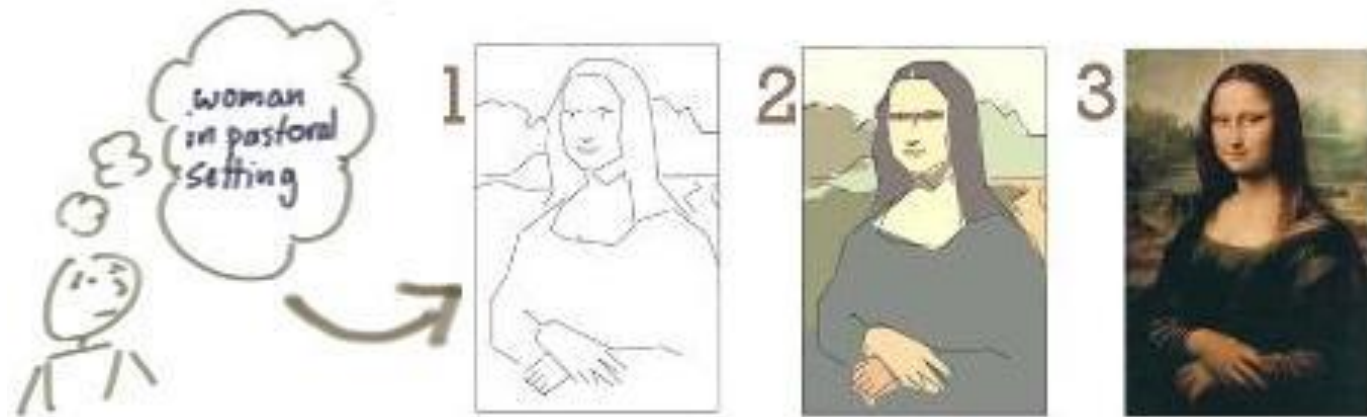
# Iterative and Incremental Delivery

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## Incremental



## Iterative



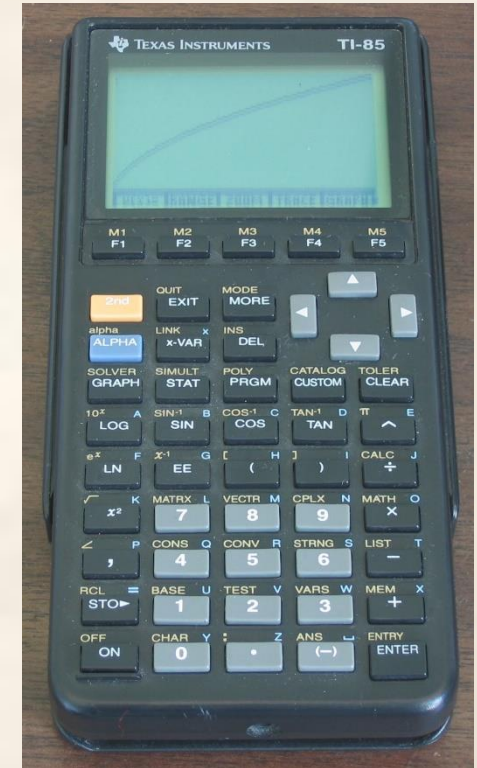
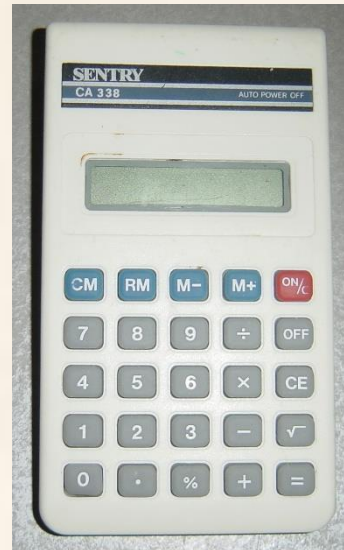
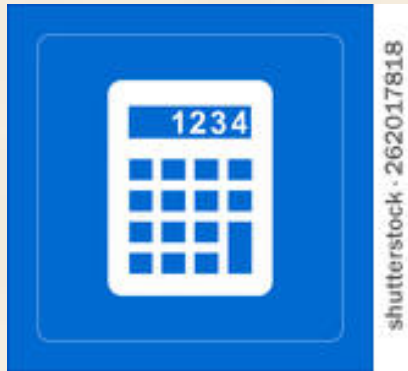
**Iterative and  
Incremental**

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**Deliver Value with  
Every Product  
Increment**



# Iterative and Incremental: Product Development



# Rainbow Houses

A thinking game about  
empirical process control

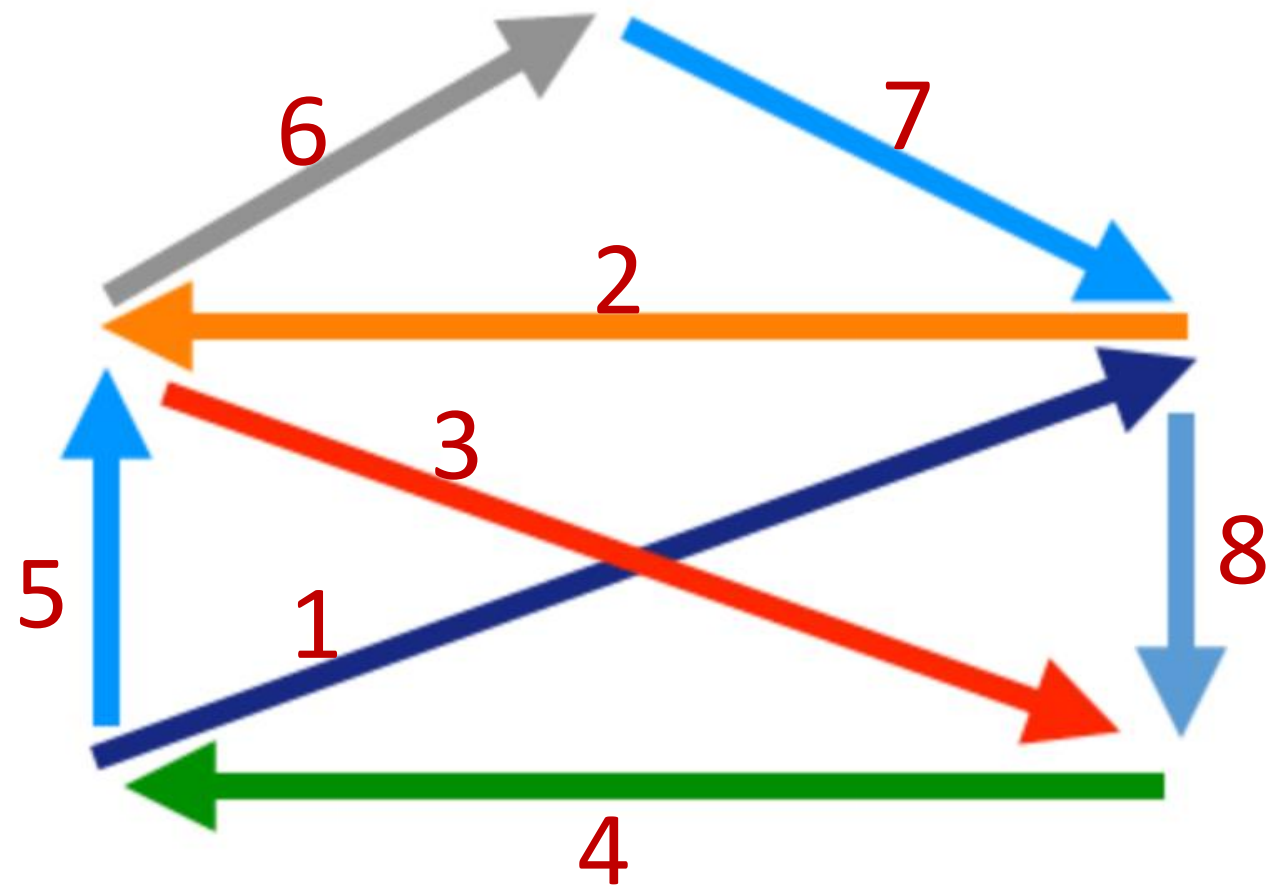
and

Communication within a  
team

Based on an exercise created by Nikolaus Spiel









# The Game

---

- Teams of 5 or 6
- Each team member picks their own color (no duplication of colors among team members!)
  - Each team will need 6 colors total, so one player may have two colors if you have fewer than 6 players
- Each team will have a timekeeper
- Goal: Draw as many Rainbow Houses as possible in each iteration

# Rules

- The first player draws the first line
- After each line the color must be changed
- In one house lines of the same color must not touch each other, and
- No copy paste allowed
- *The next person must start to draw where the previous person has stopped.*



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○

# Each Iteration

- 90 seconds preparation
  - Figure out your strategy!
  - (For Iterations 2 - 4): estimate how many houses you will draw this round
- 90 seconds of sprint execution
- 90 seconds sprint review / retrospective
  - What worked?
  - What didn't work?
  - Where can we improve?





# Activity: Rainbow Houses



# Debrief

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- What did you find difficult in this exercise?
- What did you learn about empirical process control?
- What did you learn about estimation?
- How did you coordinate during the iteration?

# Product Strategy

High-level plan that guides the direction of your product over time.

Defines:

- Product vision
- Goals
- Initiatives
- Route to achieve all this



# Product Strategy in Agile Environments

- Product development combined with agile principles.
- Main goal: To guide the strategic direction of the product over its lifecycle
- Agile principles can guide our product strategy to better meet customer needs, by:
  - Being customer-centric
  - Iterative development, being able to adapt to feedback
  - Adapt the strategy as more is learnt about customer needs and market



# Vision and Strategy

Clear vision is key for Agile product strategy

Vision sets the direction

Strategy focuses on how to achieve that vision



# User Personas

Fictional representations of the ideal customers of the product.

Help to understand the users' needs

Product strategy aims to align with the needs of the User Personas

# Activity: Persona Creation

\*Pick product idea\*

Split up in groups of 3 to 4 to create the User Personas for the product idea.



# User Stories

- Simple descriptions of a feature told from the perspective of the user. “As a user, I’d like to..., so that....”
- Fundamental component in Agile to translate user needs into actionable development tasks.
- Choice of implementation is up to the developer, giving the developer freedom and ability to express creativity



# Product Backlog

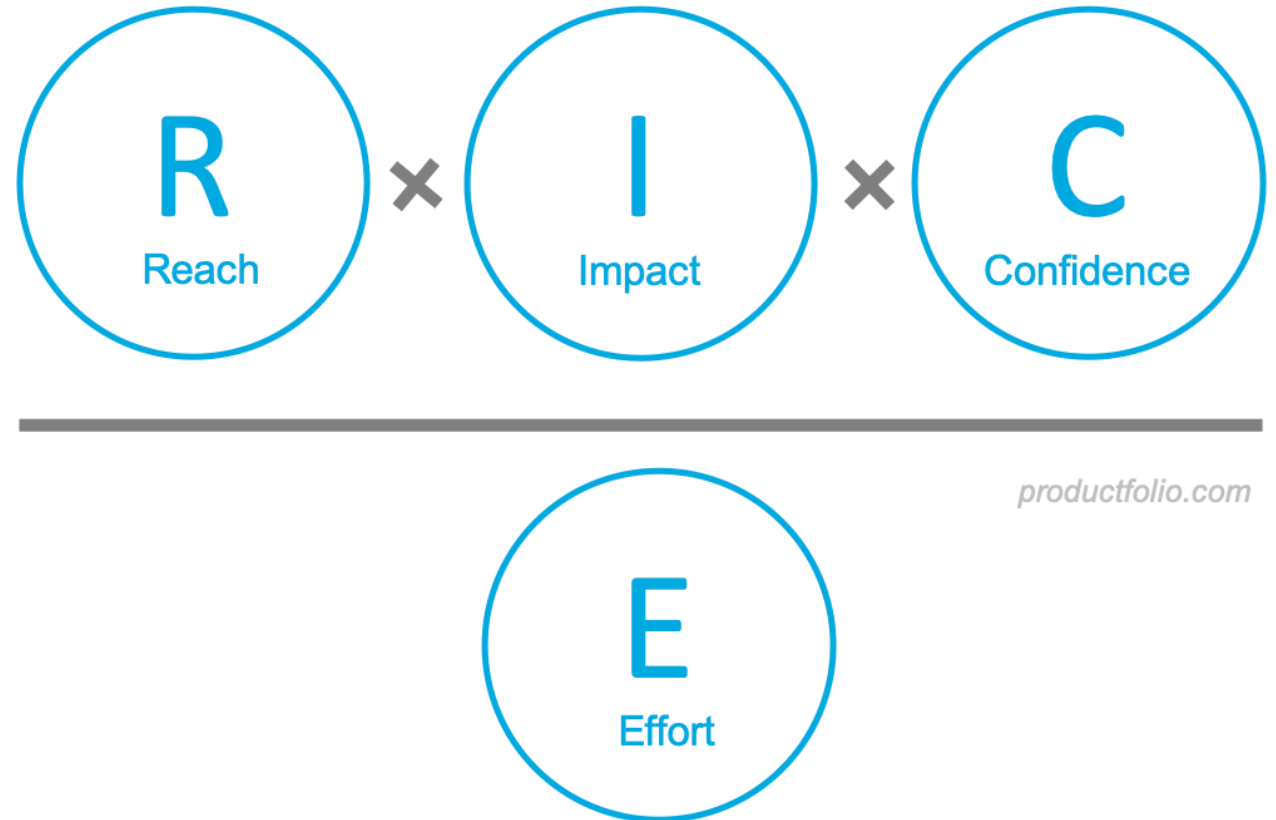


- Prioritized list of all potential enhancements, changes, and fixes that need to happen to the product
- Not a static list, continually updated and reprioritized

# Agile Prioritization Techniques

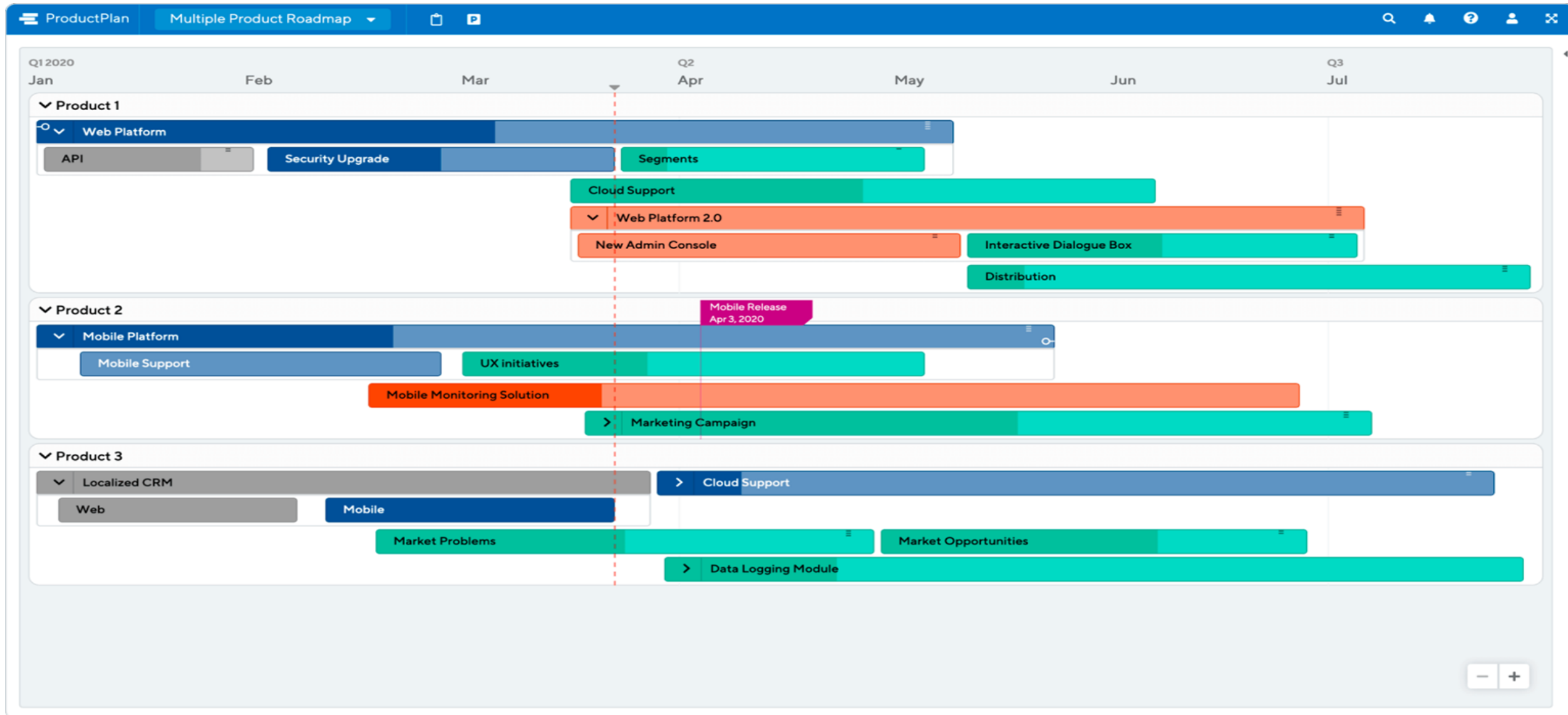
Different techniques out there:

- MoSCoW method
- RICE framework
- Value vs complexity matrix



<https://productfolio.com/rice-scoring/>

# Roadmapping



# MVP and Iterations



- Minimum Viable Product (MVP) - a version of the product with just enough features to be usable by early customers.
- Iterations on the product based on feedback, continuously enhancing it.



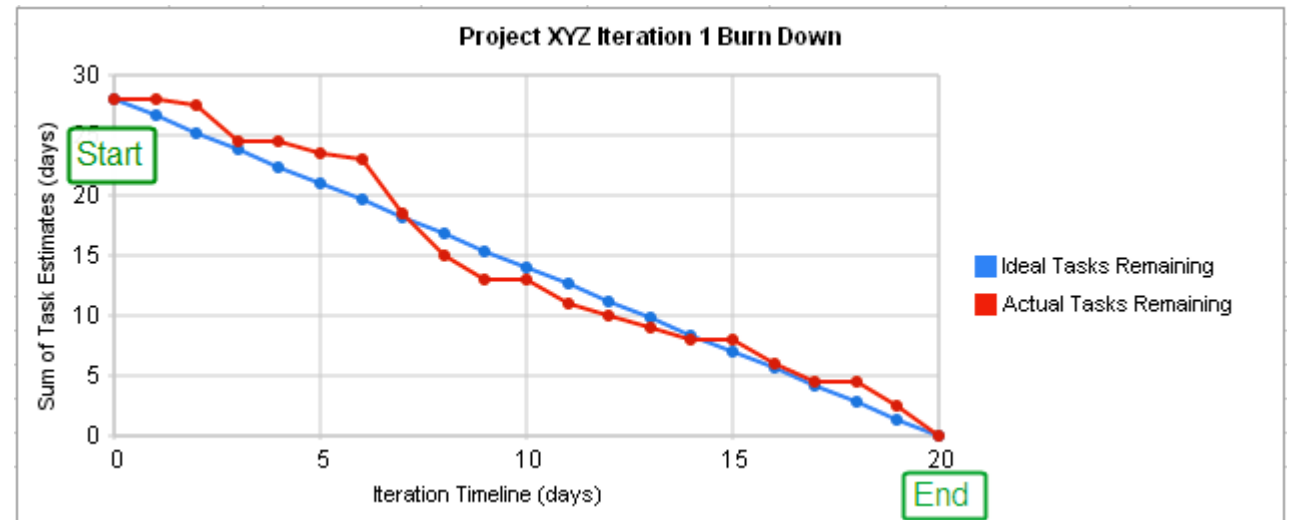
# Agile Metrics

Various metrics to track our progress and performance.

Insights to adapt our strategy as needed.

Examples:

- Velocity
- Sprint Burndown
- Cumulative Flow



[https://en.wikipedia.org/wiki/Burndown\\_chart](https://en.wikipedia.org/wiki/Burndown_chart)

# Activity: Agile Prioritization



- In this activity we'll imagine getting ready for an important job interview 11AM.
- List all the things anyone in the group would do before this interview
- Then, imagine you overslept and wake up at 10.30AM and only have 15 minutes to get ready: which activities have to go and which ones stay? Why?
- Show the activities with and without the time pressure

# Developers

