CAMBRIA'S CLIENT-FOCUSED AGILE PROCESS

1. Seek Collective Inspiration

- Discuss and determine target audience
- Brainstorm freely
- Explore and research relevant trends
- Track themes and begin prioritizing

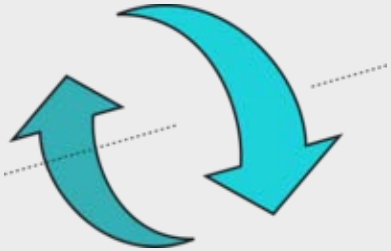
2. People first and foremost

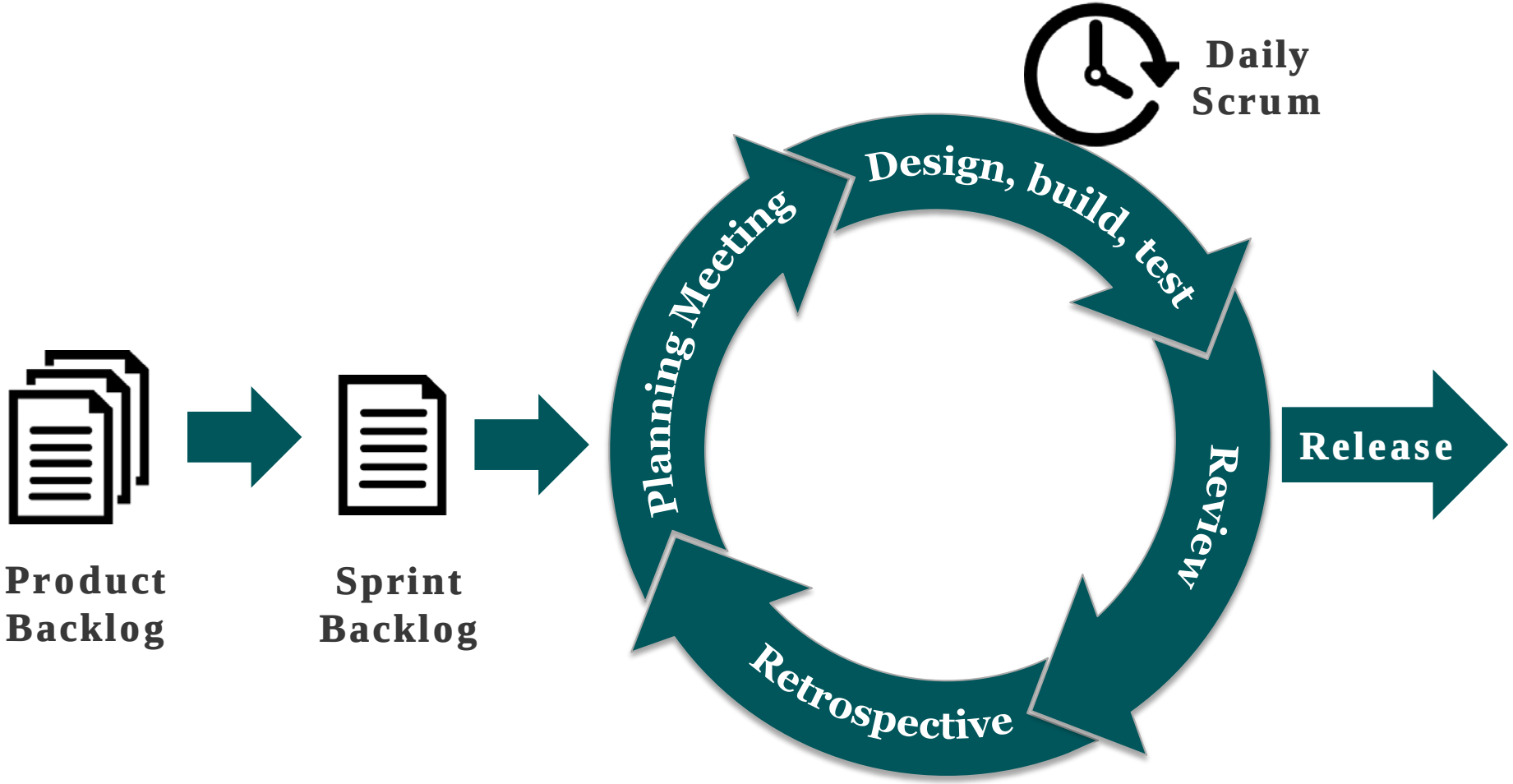
- Learn, understand, and know the user
- Keep in mind the user's holistic experience
- Default to human-centered design
- Simplicity is key

3. Find the Heart of the Matter

- Sketch, edit, and storyboard
- Generate multiple and varied designs
- Settle on the right technology stack
- Determine direction through consensus and build

4. Keep Iterating to Innovate



- Prioritize based on value and importance
- Emphasize short release cycles
- Innovate throughout
- Continuous testing (with users and across code)

CAMBRIA'S SCRUM PROCESS