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ENGN2125 Assignment 10

Prompt 1

Production would benefit most from scrum/spring methodologies. Scrum/sprint methodologies are usually implanted in product production and development processes that are complex and require iterations. According to the case, the most time-consuming and technical process needed is manufacturing/production. Before mass production, the team will check the samples' feasibility, quality, and color correction. So, this step has an iteration between the designer and the factory. In the meantime, the workflow and effort are straightforward and easy to distribute and plan for this step.

Scrum/spring methodology could apply to production by following steps:
1. Define product backlog by breaking down the who iteration process into small tasks and assign to the designer and factory team.
2. Plan the sprint by detailing the time required, tasks ownership, and goals.
3. Both parties involved need to set up daily meetings to provide their feedback.
4. By the end of each stage, the relevant staff will review the progress and offer improvement suggestions.

Kanban is not the best fit for the production process because Kanban emphasizes the continuous workflow and how it proceeds as a whole, which could not fulfill the iteration requirements for Mighty Jaxx's production process.

Prompt 2

Distribution would be the most suitable process by implementing the Kanban methodology. Using Kanban, the orders could be tracked in the system with visualized workflow, and the bottleneck of the distribution process is identifiable. The Kanban methodology could be embedded in the two simple processes. First, the distribution process could be separated into different stages according to order status and workflow, with work-in-process for each step listed. Then all orders could arrange and move on the Kanban board according to the actual progress and monitored and adjusted in time. The process will be improved continuously as the orders proceeds.

Scrum/sprint is not the best fit for the distribution process because distribution does need iteration and feedback. The distribution process needs visualization to identify the bottleneck, monitor progress, and improve efficiency.

Prompt 3

On cognitive bias that Mr. Aw had made in adjusting the company's business model is anchoring bias. Anchoring bias, one of the processing errors that people usually make, refers to situations in which people judge or decide by relying on an initial piece of information heavily. Jackson made a series of changes in project management methods after failing to meet delivery promises

in the 2017 Christmas holiday season because he believed that lack of timely communication was the main factor in inefficient order execution. There are two mistakes that Jackson made due to anchoring bias. First, Jackson failed to analyze all factors that might cause the sale season failure by only focusing on the lack of timely communication. Second, all adjustments in the business model focused on improving communication efficiency, and the new project management method didn't adjust according to the nature of the different stages of business functions.

One possible substantive problem caused by anchoring bias is that the most crucial bottleneck/pain point in the business model will not be fixed, and the efficiency of the team will be lower due to continuous changing and adjusting to new project management methods.

Jackson could avoid falling into anchoring bias by reviewing his adjustment and asking himself if his decision was made after a throughout, rational, and comprehensive analysis of the situation. Jackson should first assess the whole product cycle from designing to the distribution stage to understand if the failure in 2017 was a one-time failure or if there's an obvious bottleneck that is delaying the efficiency and possibility of expanding the business. Then Jackson needs to understand the bottleneck for each stage of the product cycle in order to apply the most suitable project management for each step.