

ENGN2125 Assignment 10

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1. Which benefit most from scrum/sprint methodologies?

From my perspective, Marketing will benefit most from the scrum/sprint methodology.

In distribution, the team can create a product backlog for what they plan to go-to-market, they can also generate burn down and burn up charts for the whole team to estimate and record the schedule. Then during daily scrum they should report what they've done for the entire marketing plan as well as what they will do in the future. After that, the team should review what they delivered and then do a sprint retrospective to find possible improvement in the next sprint.

Since the market usually requires fast response and some markets are unpredictable, it's highly recommended to imply scrum/sprint in helping the whole team to be more efficient, transparent, and cheerful for the production of quality figures.

Kanban may not be a good choice since it requires a clear-defined project. Markets are usually unpredictable so the plan for marketing may vary during launch.

2. Which benefit most from Kanban methodologies?

Distribution will benefit most from the Kanban methodologies.

Kanban Board Example

Demand & Inventory	Warehouse	Package	Shipping & Delivery
WIP: 8	WIP: 4	WIP: 3	WIP: 3
Mighty Jaxx figure #xx	Stock check	New design for figures #xx	Contract with Singapore Post/USPS

On top is an example kanban board with work in progress(WIP). The distribution team can take demand/request from the production team or from the customer, then they can plan on their inventory on the distribution process. After that, the team should manage their warehouse to check stock availability. In the next step, the distribution team will pack the product with a new design (if necessary). Eventually, the team should ship the product based on their own network if applicable, or through a 3rd party channel.

Since some limited edition figures will be sold out during launch and current distribution is traditional and relies on 3rd parties, it's possible that kanban will help the team to process the distribution faster, and prevent events like 2017 Christmas.

Scrum/sprint may not be a good method for distribution. Kanban is a better one since it is a just-in-time process flow with a pull system. This can fit the demand better than scrum/sprint. Moreover, scrum/sprint allows the team to put unfinished tasks into the next sprint, which may result in an overflow eventually, while in kanban there's a WIP and a straightforward working process that helps the team prevent overflow.

3. Select one cognitive biases that may be problematic to email the CEO

Hi Jackson!

I think the availability bias may be problematic for your decision making. Availability bias refers to the situation in which the decision maker relies on information that comes readily to mind. Although it's easy to recall and retrieve, it can lead to astray sometimes. For instance, customers may have true demand on toys with vintage design, but not vintage toys themselves, while the decision maker can ignore this by simply looking at high demand on vintage toys.

To avoid this, decision makers can collect more information outside their perspective. They can also be more cautious and diverse when constructing sample size during market discovery. For instance, in the vintage toy cases, one can interview or survey on different types of customers about vintage toy factors they enjoy.

Best regards,

Runjie