

Assignment 10 – Deciding About Agile at Mighty Jaxx

Writing Prompt 1:

After reviewing the Mighty Jaxx case, some operations can be broken into five primary functions. They are 1. producing 2D rendering of new product ideas, 2. using 3D renderings and drawings as input to producing molds for manufacturing, 3. production, 4. Distribution, 5. Marketing. I think functions 1, 2, and 5 could benefit from implementing scrum/sprint methodologies. First of all, producing 2D rendering of new product ideas is part of the product development process which needs agility. Because the design process usually needs iteration many times, by implementing scrum, the design team and the whole process can work more efficiently and able to flexibly change the 2D design according to customer needs. For example, by using scrum, the design team can prioritize which tasks are the most important, and which tasks have less importance. Thus, the design team can allocate resources to the most significant and urgent task. Moreover, implementing scrum is more easily to adapt to changes. As I mentioned above, using this method in the product design process, the design team can quickly adapt to any changes, no matter the market changes or customers' needs. It gives much more flexibility for the designer or product owner to make any changes. The advantages that I mentioned above also apply to 3D rendering process and marketing. Because functions 1, 2, and 5 have common characteristics which need highly frequent iteration and changes, and intense team communication. Thus I think 1, 2, and 5 can get benefits from implementing scrum methodologies. The reason why Kanban is not suitable for those functions is because functions 1, 2 and 5 require more structure planning, team collaboration, and the high frequent iteration ability, but Kanban is more suitable for production and other functions.

Writing Prompt 2:

From my perspective, functions 3 and 4 are suitable for implementing Kanban methodologies. Kanban is a visual framework management tool, which can show each task's status and the next steps. Production and distribution have similar characteristics which need the product owner or production manager to monitor the production workflow, from raw material to a complete product. By using Kanban, managers can figure out which step has problems and solve them to make the whole process more efficient. Another advantage of Kanban is that the product owner can manage inventory, which is a very important aspect for functions 3 and 4 because inventory is crucial for the production and distribution process. I think scrum is more focused on iteration and collaboration. The workflow of functions 3 and 4 is relatively straight and easy to view, so I don't think they need scrum methodologies.

Writing Prompt 3:

As the consultant specialized in cognitive biases, I think the availability heuristic could be a problematic trap for Jackson's thinking. The availability heuristic means that people intend to rely on easily available information, rather than seeking out more complete or accurate information. When Jackson adopts agile methodologies, he might have a bias towards only considering success stories and some information that can easily get about agile, instead of fully examining the potential challenges and risks that might arise in his own organization. In order to avoid the problem that may be caused by the availability heuristic, I would suggest Jackson obtain information from multiple sources to verify the information he got is reliable. Moreover, both positive and negative information is necessary for Jackson to understand the current situation and make decisions.