

ENGN 2125 Assignment 10

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03/12/2023

Agile Methodology

I think that among all the Mighty Jaxx business functions, making 2d renderings of new products is the most suitable for applying scrum/sprint methodologies. The production process of 2D renderings of new products can be understood as the company's research and development process, so Mighty Jaxx will face technical challenges, communication difficulties, and difficulties in timely adjustment according to the market at this stage. Compared with the Kanban management method, scrum/sprint methodologies are a better way to solve the above problems in my opinion. The main advantages of using agile management are as follows:

1. **Collaboration and Teamwork:** The agile methodology allows a greater degree of cooperation among the R&D team, managers, customers, and stakeholders, so that everyone in each position has an understanding of the entire new product design process and avoids information asymmetry.
2. **Flexibility:** The flexibility that agile can bring to the new product design process is unmatched by other management methods. Compared with the research and development of other industries, artistic design may have fewer reference samples, and relies more on the design team to adjust and improve the design drawings over and over again. In addition, since Mighty Jaxx needs to cooperate with other artists to design new products in this process, flexible adjustment ability is a necessary condition to accelerate the product to meet the requirements.
3. **Quality Assurance:** Under the continuous innovation and testing, the new product design of Mighty Jaxx will be continuously iterated to ensure that the delivered products meet the company's requirements and user expectations. Collector satisfaction and brand reputation are key to the success of a company like Mighty Jaxx.

Whereas the Kanban methodology streamlines project management through transparency of processes and limits on the number of ongoing tasks, increasing efficiency and reducing waste. Therefore, each task in the Kanban methodology develops in a single direction, which has caused great obstacles to timely changes and adjustments in product design. In practical applications, Mighty Jaxx can use the agile methodology to manage the new product design process in the following ways:

1. **Sprint Planning:** The scrum team holds a collective meeting to discuss the new product design concept, and the team selects the scope of the backlog included in this sprint.
2. **Sprint:** The design team conducts research and development on selected content within a certain period of time, and tries to deliver incremental results at the end of the sprint.
3. **Sprint review:** After the sprint ends, the team presents the results to the management team, joint artists, and stakeholders, and collects feedback and improvement suggestions to iterate the 2D design in the next sprint stage.
4. **Sprint retrospective:** Reflect on the above process and seek to improve the flow of the next sprint.

Kanban Methodology

I think that among all the Mighty Jaxx business functions, Kanban methodology can be a good fit for marketing department. Kanban methodology makes each task clearer and more transparent, ensuring that everyone understands the progress of the project at the same time, and at the same time standardizes the operating process and reduces costs by specifying the number of tasks being performed. I think that marketing tasks tend to be fixed and mostly composed of independent individuals, with less interrelationships and no need for repeated iterations. Therefore, it is difficult for agile methodology to play its role in marketing, and it will make the workflow cumbersome instead, reducing efficiency. The following are the possible columns and tasks when Kanban methodology is applied to marketing:

- Columns: To do; In progress; Testing; Finished.
- Tasks: Offline Exhibition, Social media content publishing, Release of pre-order information, Collector/Artist Interviews, Multi-channel advertising, etc.

Beware of Cognitive Biases

One of the cognitive biases that I want to alert you to is the loss aversion bias which involves the tendency for people to feel the pain of loss more strongly than the pleasure of gain. So the effect of this cognitive bias is that people tend to be more motivated to avoid losses than to achieve gains of equal or greater value. For example, if people are given two choices, one is to get \$100, and the other is not to lose \$100. Most people will choose not to lose \$100 even though the benefits of the two options are equal.

This kind of cognitive bias is what you need to avoid in your work, especially when you encounter decisions about the company's development direction. If you blindly keep the original profit model and give up fighting for new opportunities, the company will lose the possibility for further development. New opportunities will have certain risks, but the returns may exceed the original business model. When faced with such choices, please carefully evaluate the pros and cons of the two options, and do not resist new opportunities because of cognitive inertia.