

## **Writing Prompt1**

Scrum/Sprint methodologies emphasize collaboration, iterative development, and delivery of a potentially releasable product increment at the end of each sprint. As described in the case, the team will decide how much time tasks will take and measure its own performance. The management team has a limited impact on Scrum management. In this case, implementing Scrum and Sprint methodologies in the designing stage can bring the most benefits: producing 2D renderings of new product ideas (1). In this stage, the companies try to communicate a couple of things with the industries, such as reviewing, refining, and converting 2D models into 3D and finalizing the production. It is the time multiple works will happen simultaneously, which requires the ability to plan ahead and collaborate. The stand-up meeting for 15 minutes every day (scrum meeting) will be super beneficial for a team member to know what is going on and what progress is there. The Kanban methodology is unsuitable here because Kanban will create limited WIP, and the management team takes great control. In this case, it will limit the idea creation and cost more time, which is unnecessary.

## **Writing Prompt2**

Kanban is an agile methodology that visualizes workflow, limits work in progress, and manages flow. It originated in the manufacturing industry and was used to improve efficiency and reduce waste in production processes. It will have a Kanban board divided into columns that represent the stages of the workflow, such as "To Do," "In Progress," and "Done." I think the marketing stage (5) is the most suitable for the Kanban methodology. In this stage, there is a 2D model for the final products, and the company will try to attract customers with these models. As the marketing team will connect directly to the customers, there will certainly be circumstances which is unpredictable. The advantages of flexibility for the Kanban methodology will greatly contribute to the unpredictable workflows which require frequent changes and adjustments. During the marketing stage, the Kanban board can be divided into columns such as product one completion, picture of product one posting, messaging customers, collecting data from the website, etc. I think Scrum/Sprint methodology is not suitable here because planning much ahead

for the marketing approach is not so useful as we need to change strategies by looking at the review of customers.

### **Writing Prompt3**

Hi,

Based on my experiences, our company will easily fall into the anchoring bias. That is important and crucial, and I want our company to avoid it. Anchoring bias is a cognitive bias that occurs when people rely too heavily on the first piece of information (the anchor) they receive when making subsequent judgments or decisions, even if that information is irrelevant or misleading. Because our company's final production relies on the customers' response to the 2D renderings, it will be easy for our company to have a first impression during this exercise. Suppose the customers' survey is insufficient, or we rely heavily on the first hundreds of customers, who may or may not give a real impression of the 2D renderings. In that case, we may have a problem knowing the actual effects of 3D production. For example, if our top hundred customers' reviews all have positive feedback, and we then start a massive production, it might be wrong because there are not enough samples to see whether it can sell well. Also, if they comment on this product with a good attitude, I don't want our team to become confidence and start asking them if there is anything we could do better. Never assume everyone will like our product and use the first piece of information to make the final decision.