Nan Jiang

Hw 10

1. Production is a function that could benefit from scrum/sprint methodologies. Production is an industrial process so it's easy to create a specific plan where the goal is divided into sub-tasks and all tasks are assigned with deadlines and people in charge. Kanban is more on tracking the progress instead of planing tasks with deadlines, and therefore it's more flexible on time which is not suitable for production as we want production to be exactly on time. By using scrum/sprint, we could divide the task into, for example, produce prototype, educate staff, produce initial batch, qualification check, revise production process, produce further batches, qualification check... so that we will have couple of sprints to keep production on track. We will have a specific time arranged   for each sprint, and won't work on other tasks until the current one is done.

1. Producing 2D renderings will benefit most from kanban methodologies. Columns in kanban board can be initial rendering, team review, revise and done. The team can start with putting all tasks on backlog, and then move their current tasks to the first column. Once a tasks is finished, it can be moved to next columns and the team process is visualized on the board. Producing 2D rendering is not something that can be guaranteed being completed in given days, and it's also not that important if it takes one week or two weeks, so we can use kanban to track the process. Producing rendering is a quite flexible process where things may pop up in the middle of a task, which makes scrum/sprint less suitable as it requires dividing the project into sub-tasks before starting the project and therefore it is hard to add new tasks into the existing plan.

2.

Hello Mr. Aw,

Availability bias is a bias that might influence your business decision. It's a common

bias that people tend to utilize information that come readily to mind when make decisions, that is, people tend to think a known instance is more representative than it actually is. This may happen when you expand to new market, for example, because you have achieved success in Singapore and America market, you may emphasize market preferences that you learned in these two areas when expanding to new markets. I believe that you understand markets are different and it's not reasonable to simply apply one's experience to others, but the bias exists, so you might didn't realize that but unconsciously utilized the successful strategy of Singapore market in Europe market.

It's a trap but we can still avoid that. I have two suggestions for that. First, list all possible strategies without thinking of previous strategy. It helps you think of all circumstances instead of considering known cases too much. Second, think of the differences and similarities of the market you are entering and those where you have succeeded. Previous knowledge may be a bias but also can be a treasure, so we want to understand the differences/similarities and then analyze the employed strategy to decide which part of them are good for new market and which are not.

Best,

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