**Group -3, Estimation Planning Poker Documentation.**

**Objective:**

Create a LinkedIn profile that enhances the user’s professional presence, supports content creation, and fosters engagement through epics and user stories. This project is structured into three main phases, aligned with the goals of establishing a professional presence, growing a network, and creating impactful content.

**Release Phase:**

**Phase 1: Profile Enhancement**

* **Epic:** Enhance the foundational aspects of LinkedIn profiles.
  + **User Story 1:** As a user, I want to update my LinkedIn profile headline to effectively communicate my career goals and increase discoverability by recruiters.
    - **Planning Poker Estimation:** 3 (Low complexity)
    - **Final Decision:** Although the task is straightforward, it requires strategic effort in crafting an impactful headline.
  + **User Story 2:** As a user, I want to improve my LinkedIn summary section to professionally highlight my skills and experiences.
    - **Planning Poker Estimation:** 5 (Moderate complexity)
    - **Final Decision:** This task requires thoughtful communication of achievements across roles, making it more complex.
  + **User Story 3:** As a user, I want to detail my work experience with key achievements to showcase my expertise to potential employers.
    - **Planning Poker Estimation:** 5 (Moderate complexity)
    - **Final Decision:** Organizing and summarizing achievements involves medium effort, varying based on individual work experience.
  + **User Story 4:** As a user, I want to add relevant skills and certifications to my profile.
    - **Planning Poker Estimation:** 3 (Low complexity)
    - **Final Decision:** Requires strategic selection and keyword optimization to align with recruiters, slightly increasing the initial complexity.
  + **User Story 5:** As a job seeker, I want to seek skill endorsements from peers in my field to enhance the credibility of my profile.
    - **Planning Poker Estimation:** 13 (High complexity)
    - **Final Decision:** Seeking endorsements involves significant effort in networking and communication.

**Goal:** Complete profile enhancements to establish a professional identity on LinkedIn.

**Sprint 1 Outcome:** All user profiles are enhanced with updated headlines, summaries, experience, skills, and endorsements.

**Phase 2: Content Creation and Engagement**

* **Epic:** Enable features for content creation and foster ongoing audience engagement.
  + **User Story 1:** As a content creator, I want to produce short-form videos to enhance my visibility and establish thought leadership.
    - **Planning Poker Estimation:** 13 (High complexity)
    - **Final Decision:** Video production involves scripting, filming, and editing, making it time-consuming.
  + **User Story 2:** As a content manager, I want to review content analytics weekly to optimize future posts based on engagement data.
    - **Planning Poker Estimation:** 13 (High complexity)
    - **Final Decision:** Involves interpreting metrics and developing a new strategy, requiring careful analysis.
  + **User Story 3:** As a content creator, I want to engage with comments and questions on my posts to build rapport and increase audience interaction.
    - **Planning Poker Estimation:** 5 (Moderate complexity)
    - **Final Decision:** Requires ongoing thoughtful responses to maintain engagement.

**Goal:** Equip users with content creation tools and strategies for consistent engagement.

**Sprint 2 Outcome:** Users actively create impactful content and engage effectively with their audience.

**Phase 3: Network Building**

* **Epic:** Build and nurture a professional network through strategic connections.
  + **User Story 1:** As a Connections and Engagement Specialist, I want to connect with professionals in high-value industries to expand my network.
    - **Planning Poker Estimation:** 8 (High complexity)
    - **Final Decision:** Involves manual research and personalized outreach, making it time-consuming.
  + **User Story 2:** As a Connections and Engagement Specialist, I want to set up automated LinkedIn messages for new connections to sustain engagement.
    - **Planning Poker Estimation:** 2 (Low complexity)
    - **Final Decision:** Automation tools simplify this task, requiring minimal effort.
  + **User Story 3:** As a user, I want to send and accept connection requests to build my professional network.
    - **Planning Poker Estimation:** 3 (Low complexity)
    - **Final Decision:** Involves sending connection requests and following up, making it straightforward.

**Goal:** Empower users to grow their professional networks efficiently.

**Sprint 3 Outcome:** Users will establish automated networking practices supported by strategic engagement.

**Specific Goals for Each Release Phase:**

1. **Phase 1: Profile Enhancement**
   * **Goal:** Enable users to create professional profiles highlighting qualifications and aspirations.
   * **Alignment:** Foundation for the user’s professional identity, supporting future networking and content efforts.
2. **Phase 2: Content Creation and Engagement**
   * **Goal:** Provide users with tools and strategies to create and engage with meaningful content.
   * **Alignment:** Drives visibility and authority, facilitating networking and professional opportunities.
3. **Phase 3: Network Building**
   * **Goal:** Help users expand professional connections and maintain engagement through thoughtful networking.
   * **Alignment:** Building a strategic network is critical for career growth and visibility.

**Expected Outcomes and Deliverables per Sprint:**

* **Sprint 1 (Week 1): Profile Enhancement**
  + **Deliverables:** Completed user profiles, including updated sections and endorsements.
  + **Outcome:** Fully operational LinkedIn profiles ready for professional use.
* **Sprint 2 (Week 2): Content Creation and Engagement**
  + **Deliverables:** Short-form videos, analytics reports, and ongoing audience interaction.
  + **Outcome:** Users actively create content and engage with their audience.
* **Sprint 3 (Week 3): Network Building**
  + **Deliverables:** Research on connections in high-value industries, and automated messaging.
  + **Outcome:** Expanded professional networks with sustained engagement practices.

**Reflection on Estimation Process**

The team's estimation process utilized Planning Poker to discuss and agree on the effort required for each task. Team members individually assigned numbers based on complexity and time demands, followed by discussions to share reasoning and insights. This collaborative approach ensured that all perspectives were considered, leading to well-rounded estimates.

**Approach:** Using Planning Poker allowed for a thorough exploration of task complexities, from personal outreach efforts to automated processes. The team evaluated how differing viewpoints contributed to better estimates, ensuring they accounted for both predictable and unpredictable elements in user interactions.

**Insights:** Initial disagreements on task complexities highlighted the varying perceptions of effort required. Ongoing discussions helped the team adjust estimates and reach a consensus on the most accurate effort assessments.

**Documentation:** Keeping track of decisions and rationale ensured transparency and provided a reference for future projects, improving the team's estimating capabilities over time.