7-1 Final Project

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In the rapidly evolving business environment of today, the ability to adapt quickly and make well-informed decisions is essential. Looking back at the SNHU Travel project, it clearly demonstrates the importance of employing flexible and efficient development strategies, such as Scrum Agile. Agile development's iterative and incremental nature made it easy to incorporate improvement requests into the project, ensuring that changes could be made seamlessly without disrupting the overall workflow. Scrum, one of the most commonly used frameworks, strongly emphasizes adaptability, collaboration, and continuous enhancement. This makes it an ideal and highly effective approach for modern development projects like SNHU Travel. Scrum's structured yet flexible nature allows teams to respond quickly to challenges, adjust to shifting priorities, and continuously improve the product while fostering effective teamwork and communication (Scrum.org, 2023).

In today's dynamic business climate, traditional development methods often struggle to keep up with the need for rapid change and quick decision-making. Scrum and Agile methodologies have risen to the forefront because they break down development into more minor, manageable phases that allow teams to assess and adjust their approach regularly. This flexibility is especially valuable in complex projects where requirements can evolve. With Scrum, team members work collaboratively in short, focused cycles known as "sprints," ensuring continuous progress and feedback are integrated rapidly. By embracing this approach, projects like SNHU Travel can stay on track and adapt to new information, ensuring that both the development team and the project remain agile and responsive to the business's and its users' needs.

Collaboration plays a vital role in Agile frameworks like Scrum, where team members actively engage through daily stand-ups, sprint reviews, team meetings, and retrospectives to stay aligned and refine their processes, ultimately enhancing decision-making and project outcomes (Iqbal, 2022). This was clearly demonstrated in the success of the SNHU Travel Scrum team, which included key roles such as the Scrum Master, Tester, Developer, and Product Owner. Christy, the Product Owner, was responsible for representing the customer and shaping the product vision. She managed the Product Backlog, making critical decisions on which features, enhancements and bug fixes should take priority as the product evolved. Christy ensured that the items on the Product Backlog were communicated and refined transparently, maximizing the value of the development team's work while keeping the process open and transparent. She also provided essential feedback to the team, which helped improve and prioritize user stories and features. In one meeting, Christy shared insights from the client that led to a shift in the prioritization of user stories, with a new focus on detox and wellness travel. Agile methodologies enable teams to quickly adapt to changes without causing significant delays (Scrum.org, 2023). The SNHU Travel Scrum team showed this in action by implementing the new enhancements to the client's site without affecting the project's timeline and efficiently updating test cases.

As the Scrum Master for the team, I played a key role in overseeing the Scrum process, ensuring that we adhered to Scrum principles and agreed-upon practices. I facilitated communication and collaboration within the team, resolving any conflicts that arose. I encouraged the team to hold Daily Stand-ups to review priorities while adhering to Scrum practices. Additionally, I supported the team's adoption of Scrum, organized Scrum events, and ensured the team had a clear structure for completing the Sprint workload. My goal was to foster progress toward achieving Sprint goals and to ensure the team remained productive throughout the process (Cobb, 2015, p. 5).

The SNHU Development team was at the core of the software development process, playing a pivotal role in driving the project forward. Comprising individuals with a wide range of expertise, the team worked together to ensure that a minimum viable product (MVP) increment was delivered after each sprint. The team’s primary responsibilities included collaborating to develop and deliver potentially shippable product increments, managing the technical elements of the development, and upholding high standards of quality by continuously improving their work and processes.

To elaborate, the SNHU Development team’s diverse skill set allowed them to tackle various tasks, from coding and testing to system design and architecture. By focusing on delivering a functional, albeit basic, version of the product at the end of each sprint, the team ensured that they were making consistent progress and delivering value to the stakeholders throughout the project. Their collaborative approach fostered innovation and efficient problem-solving, as team members brought their unique expertise to the table, which helped the group overcome challenges more effectively.

In addition to these tasks, the team was responsible for managing the technical aspects of the project, such as system integration, troubleshooting, and ensuring the infrastructure was scalable and secure. This technical leadership was critical to maintaining the stability and quality of the product. Furthermore, the team's commitment to continuous improvement meant constantly refining their development practices, learning from past sprints, and applying feedback to enhance both the product and the process. This improvement cycle was essential for maintaining high performance and quality throughout the entire development lifecycle.

The Scrum methodology is also highly effective for breaking down complex projects into smaller, more manageable tasks (Scrum.org, 2023). This approach allows Agile teams to deliver a minimum viable product more quickly than traditional methods. The success of SNHU Travel illustrates how well this approach works. The project began with an initial evaluation of user stories, which served as the foundation for the software development process. The SNHU Travel development team crafted clear and concise user stories that described features and functionalities from the end user's perspective. These stories outlined the user, the value they would gain, and the desired outcome in a straightforward and accessible manner (Cobb, 2015, p. 65). By applying the Scrum Agile framework, the team was able to gain a deeper understanding of the end user's needs, make well-informed decisions, and effectively complete each user story for SNHU Travel.

Agile places great emphasis on embracing change. In Scrum, work is divided into short sprints, typically lasting two to four weeks, which enables teams to evaluate their progress, reassess priorities, and adjust accordingly to accommodate new developments (2022, Agile Modeling). This was evident in the SNHU Travel project when the development team shifted priorities and introduced new vacation types in response to client requests. Scrum also fosters communication and collaboration among team members and stakeholders, ensuring alignment with customer expectations. In this project, feedback from the Product Owner led to updates in project objectives, such as allowing users to edit their profile preferences through both web and mobile applications. The Scrum Agile approach proved to be highly beneficial for project management, enabling the team to swiftly adapt to new requirements while maintaining productivity and ensuring customer satisfaction.

Effective communication is at the heart of a Scrum team’s success. It is crucial to keep everyone aligned and focused on completing the project. Both written and verbal communication are essential for facilitating activities and ensuring the team stays on the same page. Transparent communication builds trust, minimizes misunderstandings, and drives innovation (Scrum.org, 2023).

As the Scrum Master, I made sure to gather all necessary details regarding "the schematics related to the requested data" (see sample email below). Whether it was clarifying project objectives, handling client requests for different vacation types, or making mobile features editable, I communicated actively and assertively with the team and the Product Owner. This included participating in team meetings, sending out questionnaires, and organizing video conferences with SNHU Travel’s Product Owner. Clear and effective communication was a vital Scrum Agile technique that we used throughout the SNHU Travel project, leading to its successful completion, improved team performance, and better overall outcomes.

To effectively implement Scrum, utilizing organizational tools to enhance collaboration, communication, and execution is essential. Common examples include task management tools like Trello and Asana, project management platforms such as JIRA, and communication platforms like Microsoft Teams or real-time messaging (Cobb, 2015, p. 143). The SNHU Travel team made use of real-time communication and JIRA for project management. These tools enabled the team to track tasks, log obstacles, and monitor progress toward completing the project.

Choosing the right tools to support communication, collaboration, and tracking is key to fully realizing the benefits of Scrum. I encouraged the SNHU Travel team to incorporate Agile principles when using these tools, which focus on flexibility, collaboration, and ongoing improvement in project management. This mindset was applied throughout all real-time communication activities, including sprint planning and daily stand-ups. These principles guided the prioritization of tasks and emphasized transparency and active communication to drive continuous improvement.

The SNHU Travel development team successfully delivered the project by using the right organizational tools and adhering to Agile principles. Additionally, we applied the Scrum framework to manage the project, keep track of progress, promote teamwork, and adjust to changes along the way.

Throughout the SNHU project, we observed both advantages and challenges with the Scrum Agile approach. A significant advantage was its ability to adapt quickly to changes using user stories, which helped mitigate the risk of project failure due to unexpected issues (Cobb, 2015, p. 250). The flexibility of Scrum allowed us to stay focused on delivering value to the end user while still following the project plan. However, the team faced difficulties when it came to adjusting vacation types near the end of the project, which led to some frustration among developers. Despite this, Scrum’s emphasis on collaboration, innovation, and adaptability contributed to the successful and quicker completion of the client-focused SNHU Travel project. While there were challenges along the way, Scrum Agile proved to be the most effective approach for a dynamic and evolving project like SNHU Travel.

***SAMPLE COMMUNICATION WITH TEAM MEMBERS:***

***To:*** *Christy****Subject:*** *Clarification on User Story*

*Dear Christy,*

*Our development team is excited to enhance the user experience and accessibility of your website by implementing updates that will streamline the management of user profiles. We highly value your input and would appreciate your help in evaluating the project's complexity and prioritizing the most important features. Your feedback will ensure we meet all stakeholders' needs and deliver a successful and comprehensive experience.*

***Call to action:*** *We would be grateful if you could share your thoughts and feedback on these proposed changes. Please feel free to respond to this email or complete the questionnaire below.*

***Questionnaire:***

1. *Could you provide more detailed information regarding the schematics for the requested feature?*
2. *Should users be able to edit all profile preference fields via both the web and mobile applications?*

*The development team is thankful for your continued collaboration and support. We believe these enhancements will significantly improve the user experience while making innovation, ease of use, and accessibility even more seamless.*

*Best regards,  
Sabrina*

**References**

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