



# AGILE ESSENTIALS IN PROJECT MANAGEMENT

# VISCOSI

TEAM 4

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# INTRODUCTION

## OUR PROJECT AND APPROACH

### MODE 2 AGILE:

- 1 REDUCED RISK ----- 2 ALLOWS FOR CHANGE
- 3 PREDICTABLE DELIVERY ----- 4 HIGH PRODUCT QUALITY
- 5 CUSTOMER SATISFACTION ----- 6 FOCUSED ON BUSINESS VALUE
- 7 IMPROVED QUALITY WITH EACH SPRINT ----- <https://viscosi.store>

# STARTING BACKLOG

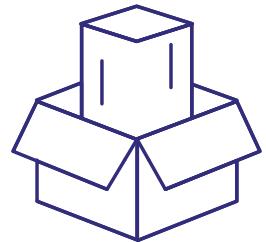
The image shows a Trello board titled "TEAM4 PRESENTATION". The board is organized into six columns representing sprints:

- SPRINT 1:**
  - Configure website in Wordpress
  - Configure Home Page
  - Configure SEO
  - Create other webpages
  - Install Plugins
- SPRINT 2:**
  - Create Subscription Registration Page
  - Create Premium Member Area
  - Create Social media prescences
  - Add Links to Social Media Pages
  - Configure receipts
- SPRINT 3:**
  - Add Google Analytics to Page
  - Add Advertising to Pages
  - Add surveys for Feedback to Pages
  - Create Payment System for Premium Membership Registration
  - Create Blog Page
- SPRINT 4:**
  - Integrate with Spotify
  - Integrate with Youtube
  - Integrate with PodCasts
  - Integrate with Amazon
  - Conduct Alpha Testing
  - Create Page for Returns for Purchases
- SPRINT 5:**
  - Integrate customer feedback capabilities
  - Offer Free Trial Before Signing up for Membership
  - Add advertising to to sites
  - Add the ability for users to give reviews and ratings of products.
  - Conduct Final Website Review
  - Launch and Promote the Website
  - Customer Support Page / Chat
- SPRINT 6:**
  - Offer first promotion on Facebook
  - Send out first newsletter to subscribers
  - Conduct Beta Testing
  - Conduct Final Website Review
  - Launch and Promote the Website
  - Customer Support Page / Chat

Each column contains several cards with descriptions and progress indicators (0/4 or 0/5). There are also buttons to "+ Add another card" at the bottom of each column.

# STARTING AND ENDING BACKLOG

OVERALL CHANGES DURING JOURNEY



## FACTORS THAT INFLUENCED REFINEMENT & PRIORITIZATION

DEPENDENCIES

AVAILABILITY OF TEAM

FOCUS ON 'WHAT' AND 'WHY'

RELATIVE IMPLEMENTATION DIFFICULTY

## ENDING BACKLOG

Beyond team's long-term capacity, so we flagged those issues as '**Out of Scope**' for specific resolution.

## OUR GOAL

A well prioritized product backlog  
to make sprint planning easier.

# ENDING BACKLOG

**TEAM4 PRESENTATION** | TEAM4 Free | Team Visible | Invite | Burndown Chart | Agile Tools | Butler | Get started with Agile Tools | Print cards | Show Menu

**BACKLOG ITEMS**

- User Story Template Card (Template) 0/4 P 1
- Add Advertising to Pages (16 Mar) 0/4
- Add More Blog Entries (16 Mar) 0/4
- Add advertising to sites 0/4
- Create Page for Returns for Purchases 0/4
- Integrate with Spotify 0/4
- Integrate with Youtobe 0/4
- Integrate with PodCasts 0/4
- Integrate with Amazon 0/4

**SPRINT 1**

- Configure Website in WordPress (1 Mar) 1/2 5/5 P 21
- Install Plugins (1 Mar) 1/1 6/6 P 5
- Configure Home Page (1 Mar) 1/2 3/3 P 13
- Configure SEO (1 Mar) 1/3 7/7 P 5
- Create Other Web Pages (1 Mar) 1/2 9/9 P 21

**SPRINT 2**

- Create FAQ Page (9 Mar) 3/3 P 13
- Create Social media presences (8 Mar) 5/5 P 13
- Add Links to Social Media Pages (8 Mar) 3/3 P 3
- Create Subscription Registration Page (9 Mar) 1/2 2/2 P 13
- Create Premium Member Area (9 Mar) 4/4 P 21

**SPRINT 3**

- Create Premium Member Page (16 Mar) 2/2 P 13
- Add Member Products Page (16 Mar) 5/5 P 13
- Create Payment System for Premium Membership Registration (16 Mar) 4/4 P 21
- Add feedback rating to website (16 Mar) 5/5 P 13
- Add Google Analytics to Page (16 Mar) 5/5 P 8
- Create Customer Baseline Presentation Template (23 Mar) 3/3 P 1

**SPRINT 4**

- Add mobile views of site (16 Mar) 3/3 P 21
- Integrate customer feedback capabilities (23 Mar) 3/3 P 8
- Integrate some media from outside sources like Youtube and Spotify. (23 Mar) 3/3 P 8
- Add the ability for users to give reviews and ratings of products. (23 Mar) 3/3 P 21
- Offer first promotion on Facebook (29 Mar) 1/2 2/2 P 13
- Conduct Alpha Testing (23 Mar) 5/5 P 13

**SPRINT 5**

- Review all of our User Acceptance Criteria (29 Mar) 1/1 P 13
- Conduct Beta Testing (29 Mar) 6/6 P 13
- Integrate Support Chatbot (29 Mar) 3/3 P 21
- Offer first promotion on Facebook (29 Mar) 1/2 2/2 P 13
- Send out first newsletter to subscribers (29 Mar) 4/4 P 3

**SPRINT 6**

- Conduct Final Website Review 0/4
- Maintenance Page (6 Apr) 0/4 P 3
- Launch and Promote the Website 0/4
- Review Presentation 0/4 P 1
- Run Through of Presentation 0/4 P 1
- Review DoD 0/4 P 1
- + Add another card

# REVIEW OF FINAL PRODUCT

VISCOSI AT THE END OF SPRINT 5

The image shows the homepage of the VISCOSI website. At the top, there is a dark navigation bar with the VISCOSI logo, a magnifying glass icon for search, and links for Home, Blog, Subscriptions, Member Area, About, Contact, and a magnifying glass icon. Below the navigation bar is a large banner. On the left side of the banner, the text "MEMBERSHIP HAS ITS ADVANTAGES" is displayed in white, semi-transparent letters. The background of the banner is a close-up photograph of a person's hands interacting with various glowing, digital icons such as a magnifying glass with a plus sign, a speech bubble, a musical note, and a gear. A blue button labeled "JOIN NOW" is located in the bottom right corner of the banner.

# ARCHITECTURE OVERVIEW

CORE COMPONENTS USED TO BUILD WEBSITE



CONTENT PLATFORM

<http://wordpress.com>

## WHY WORDPRESS?

Utilizing WordPress, we were able to get an MVP up and running in our first hour of Sprint 1! .



WORDPRESS THEME

<http://siteorigin.com>



DOMAIN REGISTRATION AND HOSTING

<http://bluehost.com>

# TOOLS & PLUG-IN OVERVIEW

ADD ON ITEMS THAT PLUG INTO WORDPRESS



## PLUGIN

## DESCRIPTION



|                         |  |
|-------------------------|--|
| <b>YASR</b>             | Advanced Edit Abilities                  |
| <b>YOAST SEO</b>        | Form Builder Plugin                      |
| <b>SHORTCODES</b>       | Add Google Analytics Tracking            |
| <b>PAGE BUILDER</b>     | Drag and Drop Page Builder               |
| <b>GOOGLE MAPS</b>      | Collection of Visual Components for Site |
| <b>WPFORMS LITE</b>     | Responsive Slider Solution for WP        |
| <b>SMART SLIDER 3</b>   | User Management System                   |
| <b>CLASSIC EDITOR</b>   | E-commerce Toolkit                       |
| <b>WOOCOMMERCE</b>      | Google Maps Plugin                       |
| <b>CONTACT FORM 7</b>   | Contact Form Plugin                      |
| <b>ULTIMATE MEMBER</b>  | Stars Rating User-Generated Reviews      |
| <b>GOOGLE ANALYTICS</b> | All-in-one SEO Solution                  |

# WEBSITE DEMO

TEAM 4 WEB PAGE END OF SPRINT 5

SUBSCRIBE TO OUR NEWSLETTER

Welcome to Viscosi



Viscosi's mission is to provide a wide selection of affordable written, audible, and visual content with the added convenience of having accessibility from anywhere, anytime, anyhow.

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**Membership**

To access our vast collection of content, please join our site to unlock the content.

[JOIN NOW](#)

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**Members Area Content**

| READ  | LISTEN  | WATCH   |
|---|---|---|
|                    |  |  |
| Read our blog articles, our other favourite writers, and links to buy stuff on our partner site Amazon. | Listen to our curated list of podcasts and audiobooks.                                | Watch our favourite podcasts and channels on youtube.                                 |

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# PRODUCT EVOLUTION

JOURNEY THROUGH THE SPRINTS



# BACKLOG CHANGES

JOURNEY DURING THE SPRINTS

**01 LINK TASKS TO SPRINT GOALS**

**ASSESS EXTERNAL FACTORS 02**

**03 EVALUATE TEAM PROGRESS**

**WEIGH THE PROPOSED CHANGE 04**

## “BACKLOG REFINEMENT”

Ongoing process to examine the details of Product Backlog items. May involve adding detail, estimates, and order to items in the Product Backlog.

# SUMMARY OF RETROSPECTIVES

## WHAT DID NOT GO WELL

1



Sprint Planning sessions in class were **challenging** at times due to:

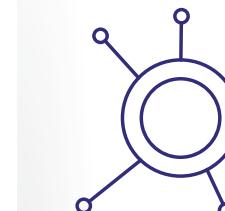
- Storming
- Interruptions
- Lack of consensus

2



An **Uneven** distribution of tasks due to reliance on more technical members of team.

3



The **Covid-19** pandemic caused a disruption to individual and work schedules. There is total reliance on digital media for communication and teamwork.

# SUMMARY OF RETROSPECTIVES

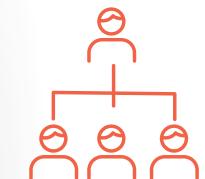
## WHAT WENT WELL

1



The **Creation** of Trello boards and user stories. Prioritizing backlog items and tasks as well as stating the acceptance criteria.

2



**Solid teamwork and collaboration.** Adapting to various schedules and welcoming a new team member. Evolution into a high functioning, **self-organized team**.

3



A series of **thoughtful retros** and clear action items for the next sprint. Focus on distribution and completion of tasks. A mindset of **continuous improvement**.

# CONCLUSION

## LESSONS LEARNED & PROJECT SATISFACTION

### LESSONS LEARNED



- TEAMWORK
- COLLABORATION
- COMMUNICATION
- DELEGATION OF TASKS
- PRIORITIZATION OF WORK
- CREATION OF USER STORIES
- TOOLS - TRELLO & WORDPRESS



### PROJECT SATISFACTION

- Adapt to changing circumstances.
- Deliver working features on a weekly basis.
- Accommodate late changes to requirements.
- Coordinate between developers and business units.
- Satisfy customers through continuous improvement.

# **THANKS FOR LISTENING**

**ANY QUESTIONS?**