**Sprint Review and Retrospective: A Case Study of the SNHU Travel Project**

The SNHU Travel project was an ambitious endeavor aimed at revolutionizing the way customers book their exclusive adventure travel packages. As the Scrum Master for this project, I had the opportunity to work with a dedicated team following the Scrum-agile approach. This approach was instrumental in navigating the complexities of the project and ensuring its successful completion. The project began with a focus group meeting led by our Product Owner, Christy. The meeting included several of our best customers who were currently purchasing their niche vacation packages through competitors. The goal of this meeting was to gather valuable customer insights that would guide the development of our new products and booking tool. During the focus group, customers expressed their desire for a more personalized booking experience. They wanted top destinations listed based on their preferences, the ability to set price limits, and see hot deals based on their profile. They also wanted to choose the type of vacation they were interested in, such as cruises, museum tours, or eco-travel trips. This feedback was invaluable and provided us with a clear direction for our project. It helped us understand what features we needed to include in our initial booking system to meet our customers’ needs and stay competitive in the market.

**Roles and Contributions**

The Product Owner is responsible for maximizing the value of the product resulting from the work of the Development Team. They are the sole person responsible for managing the Product Backlog. In our project, Christy, as the Product Owner, gathered valuable customer insights through a focus group meeting. This helped us understand what features we needed to include in our initial booking system. The Scrum Master is responsible for promoting and supporting Scrum by helping everyone understand Scrum theory, practices, rules, and values. The Scrum Master serves the Product Owner by ensuring that goals, scope, and product domain are understood by everyone on the Scrum Team. In our project, as a Scrum Master, I facilitated communication between the team members, helped remove obstacles that could slow down the team’s progress, and ensured that Scrum practices were followed. The Development Team consists of developers and testers who do the work of delivering a potentially releasable Increment of “Done” product at the end of each Sprint. They are structured and empowered by the organization to organize and manage their own work. In our project, our Development Team was responsible for developing new features based on customer feedback. They worked on creating a more personalized booking experience for customers by allowing them to set preferences for destinations, price limits, and type of vacation.

**Scrum-agile Approach and SDLC**

In the Scrum-agile approach, the SDLC is divided into small manageable units known as Sprints. Each Sprint involves a cross-functional team working on various aspects of the project, such as planning, requirements analysis, design, coding, unit testing, and acceptance testing. The Scrum-agile approach was applied to the SDLC in our project in a number of ways. At the start of each Sprint, we held a Sprint Planning meeting where we decided what work would be done during that Sprint. The Product Owner (Christy) played a crucial role in this phase by prioritizing the work based on customer feedback and business needs.  During this phase, we worked closely with our customers to understand their needs and expectations. The focus group meeting held by Christy was an excellent example of this.  Based on the requirements gathered, our Development Team designed features that would meet our customers’ needs. For instance, they designed a feature that allowed customers to set preferences for destinations, price limits, and type of vacation. Our Development Team then translated these designs into code. They worked in close collaboration with each other to ensure that the code was efficient and met the project’s standards. After coding, our team performed unit tests to ensure that each piece of code functioned as expected. Any bugs or issues found during this phase were fixed before moving on to the next phase.  Finally, we conducted acceptance tests to ensure that the system met our customers’ needs and expectations. This involved testing the system under real-world conditions and getting feedback from our customers.

**Project Interruptions and Change of Direction**

In the course of the SNHU Travel project, we encountered a significant interruption that led to a change in direction. This interruption came when our Product Owner, Christy, returned from a meeting with SNHU Travel management with news about a shift in the company’s strategy. SNHU Travel had discovered an industry report indicating that detox/wellness vacations were poised to become the next big travel sector. Eager to stay ahead of the competition, management decided to refocus the new booking tool on detox/wellness travel. This sudden change could have been disruptive. However, thanks to the flexibility inherent in the Scrum-agile approach, we were able to adapt quickly. When Nicole, one of our developers, expressed concern about whether all the work done up to that point needed to be scrapped, Christy reassured the team that only the types of travel and vacations needed to be refocused. Brian, our tester, was able to update his test cases to accommodate this shift. And while we faced a challenge in terms of schedule—with management wanting to keep to the same dates—we were able to deprioritize other stories in the Product Backlog and reassess what could be done within the remaining time. This experience demonstrated how a Scrum-agile approach can support project completion even when there are interruptions and changes in direction. The ability to adapt quickly and effectively is one of the key strengths of this approach.

**Communication and Collaboration**

Effective communication was key to our team’s success. We used various communication tools to ensure transparency and foster collaboration. For instance, daily stand-up meetings allowed us to share updates and address any issues promptly. Our communication was open, respectful, and focused on problem-solving, which encouraged active participation from all team members.

**Organizational Tools and Scrum-agile Principles**

We utilized several organizational tools like Jira for backlog management and Trello for task tracking. These tools, combined with Scrum events like Sprint Planning and Daily Scrum, helped us stay organized and maintain steady progress. The Scrum-agile principles of transparency, inspection, and adaptation were integral to our workflow, enabling us to respond effectively to changes.

**Effectiveness of the Scrum-agile Approach**

The Scrum-agile approach proved highly effective for the SNHU Travel project. It allowed us to work iteratively, deliver value incrementally, and adapt to changes swiftly. However, it also presented challenges such as maintaining pace in Sprints and managing scope changes. Despite these challenges, the Scrum-agile approach was indeed the best fit for this project as it enabled us to deliver a product that met the customer’s evolving needs while adhering to the set timeline.