



# Development Team



- *Team that has everything and everyone they need to deliver a working increment of tested, documented and deployable software.*
- *Cross functional*
- *Generalization specialist*





# Team Size and Characteristics

*Individual guess; what is the team size and a keyword to describe good teams?*





# Team Size



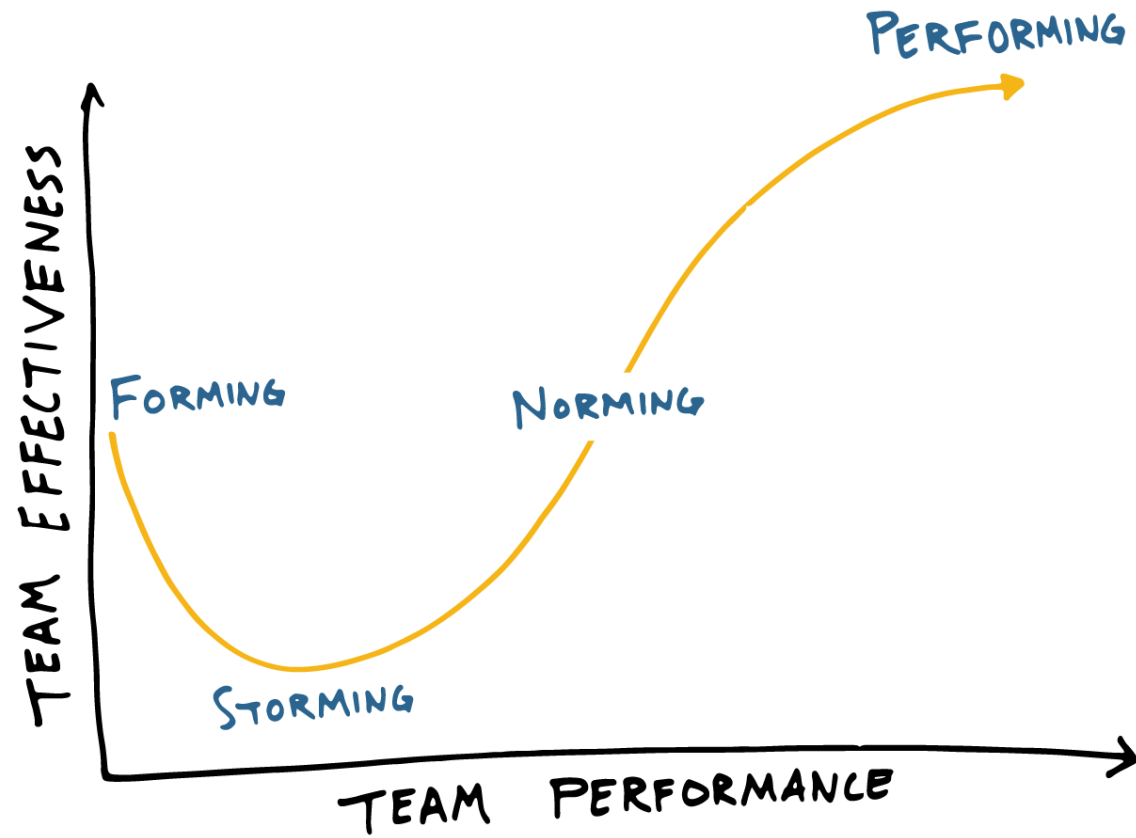
*if a team couldn't be fed  
with two pizzas, it was too  
big*

Jeff Bezos, CEO of Amazon





# Team Characteristics

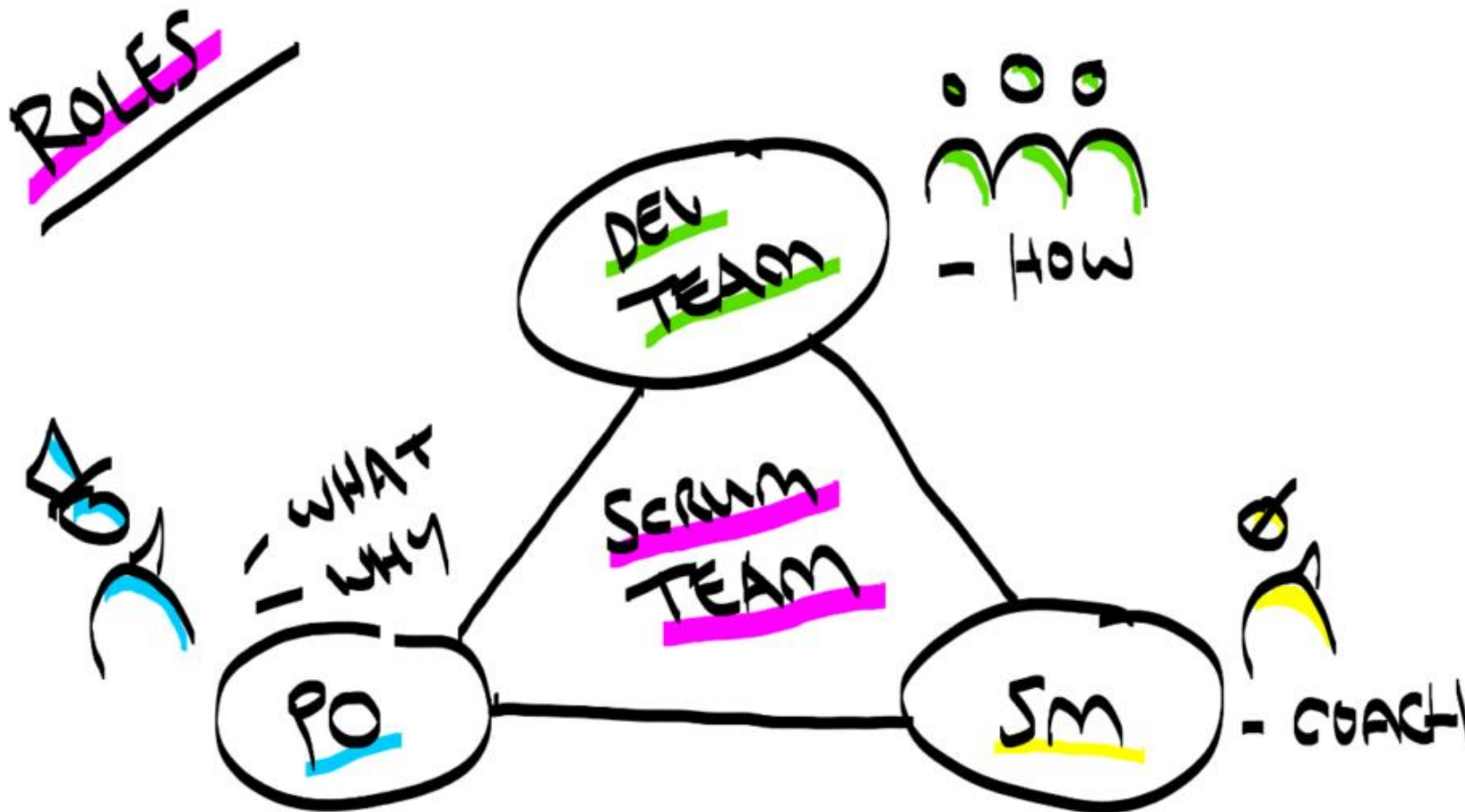


Self-Organized  
Committed  
Focused & Productive  
Cross-Team  
Accountable  
collaborative





# Scrum Roles



# Take Away

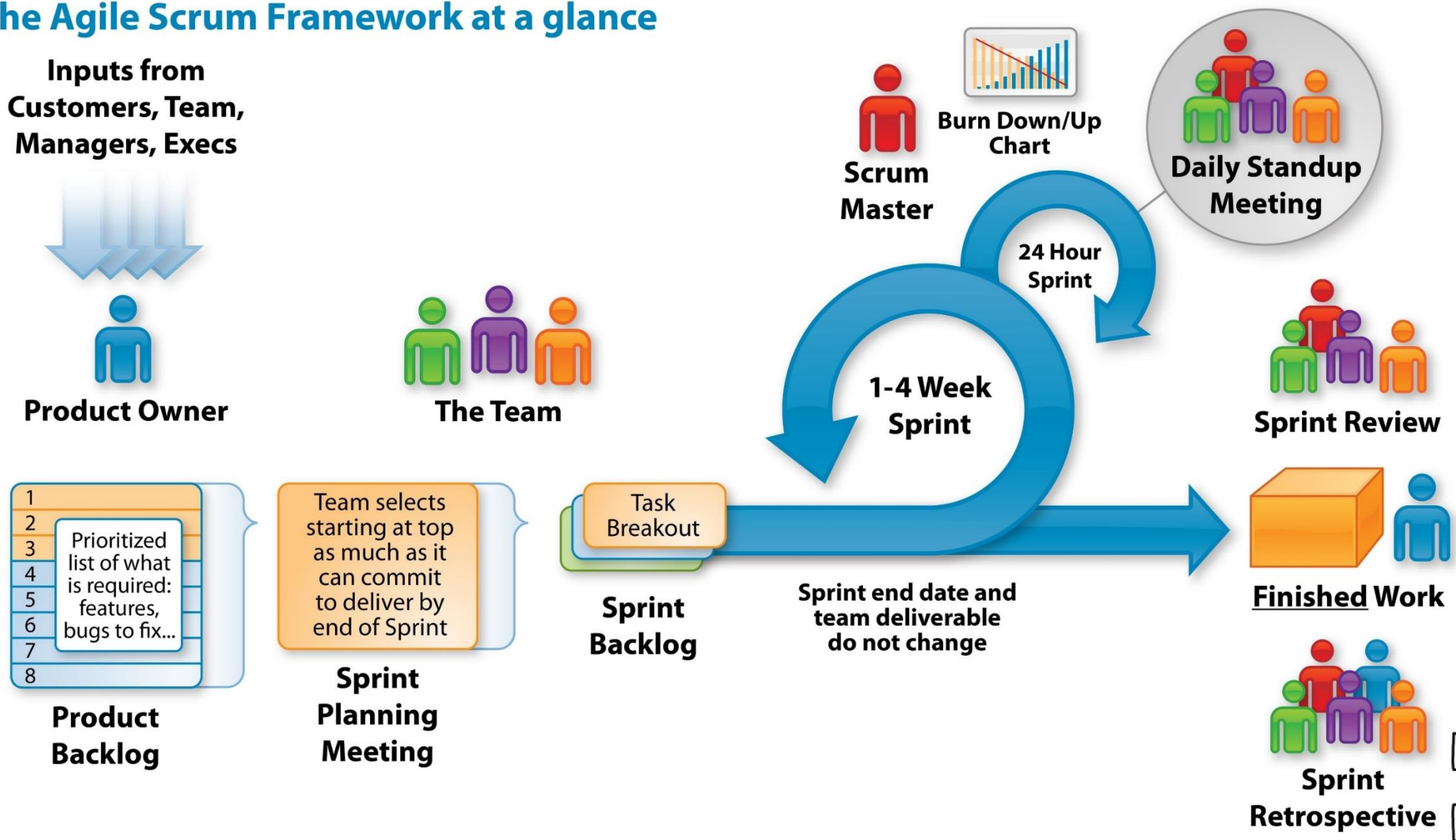
*Team to discuss and come up with take away key messages from Agile Scrum Team.*





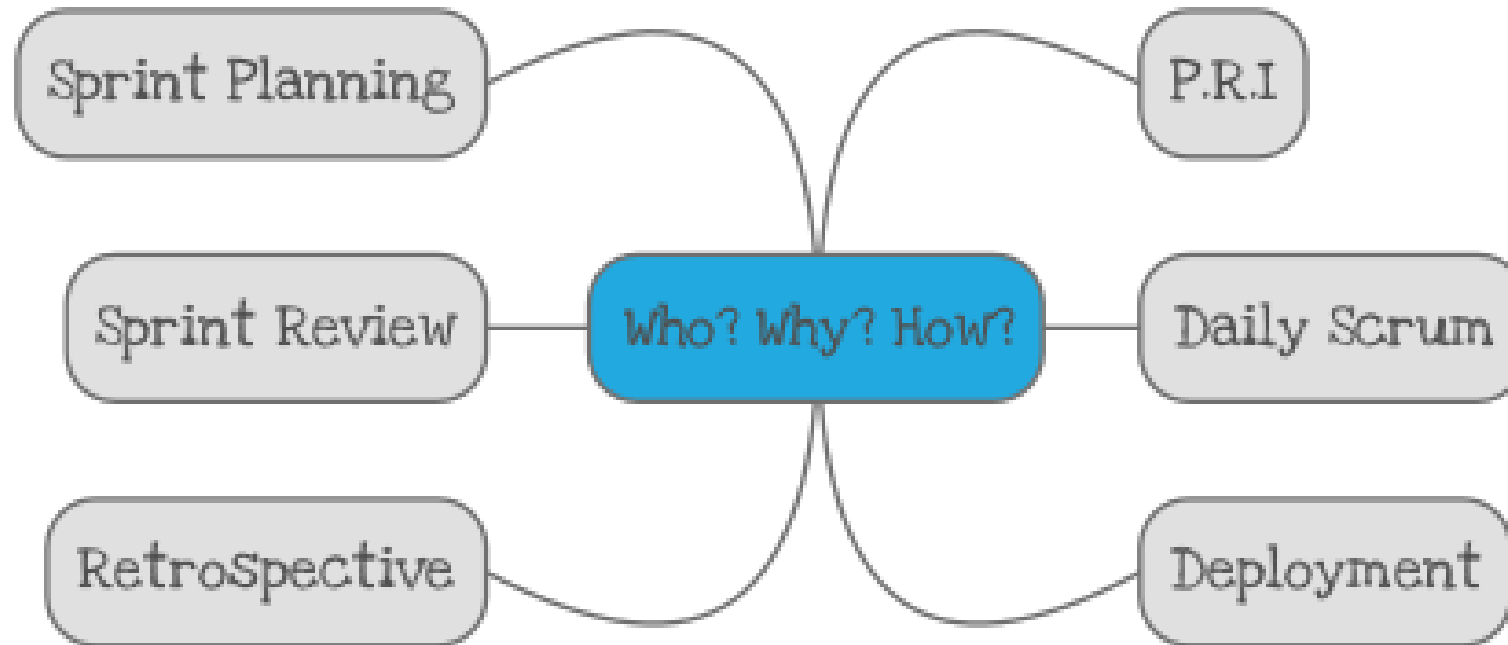
# Scrum

## The Agile Scrum Framework at a glance





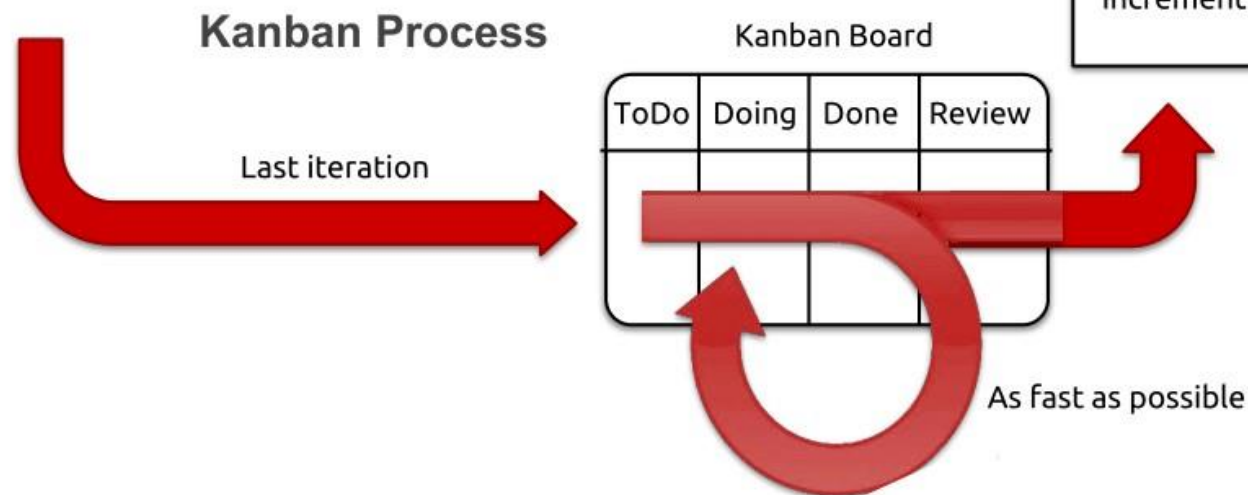
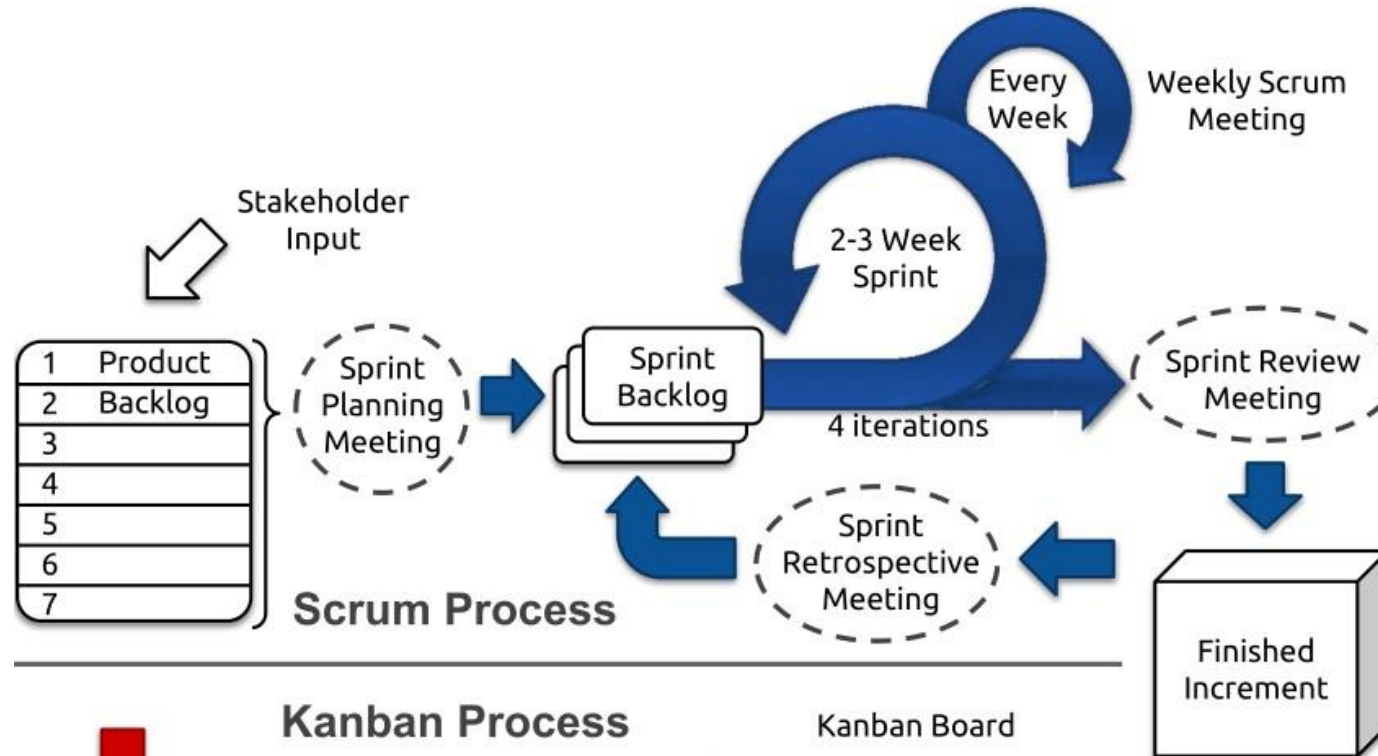
# Scrum Events



NEW MiNDSET  
↓  
NEW RESULTS



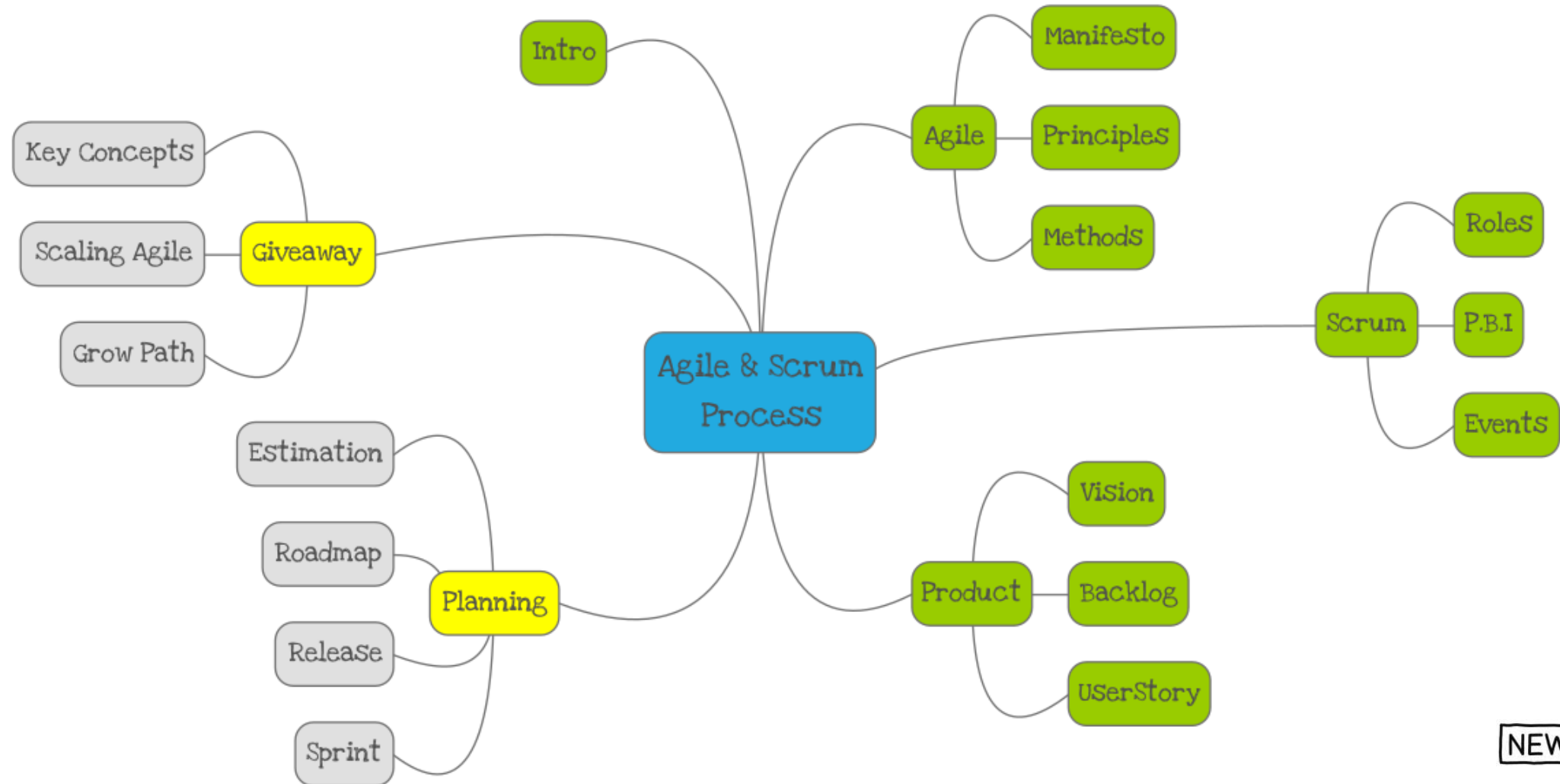
# Kanban



NEW MiNDSET  
↓  
NEW RESULTS



# Content Map - Product

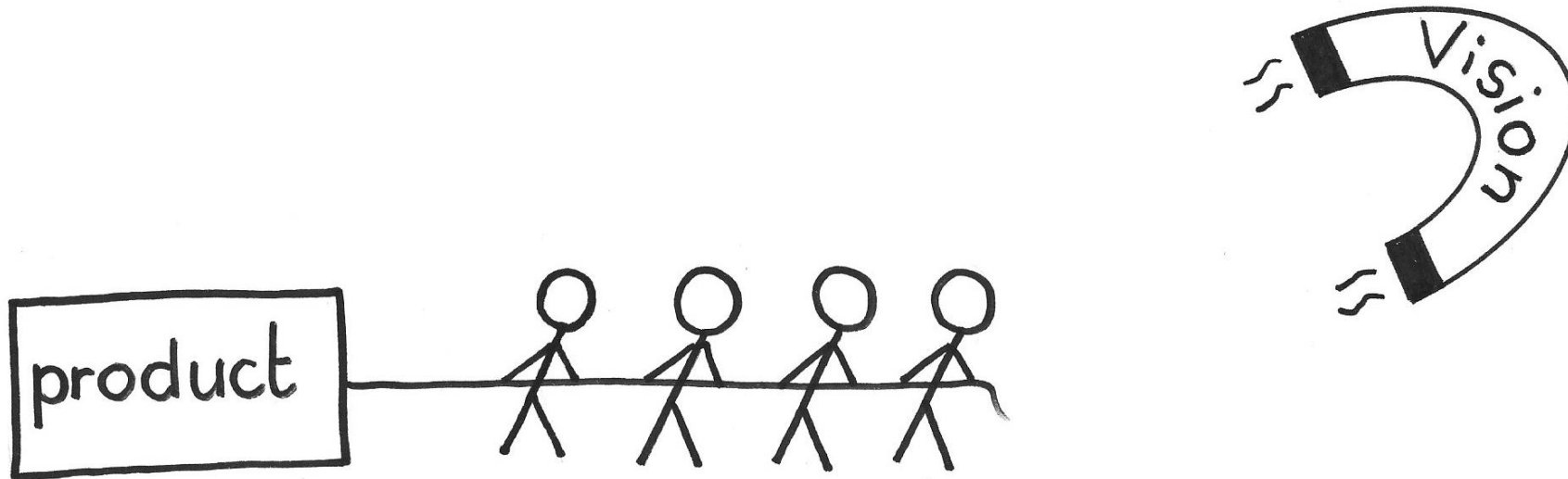


NEW MINDSET  
↓  
NEW RESULTS





# Product Vision





# Product Vision



**Google** “to provide access to the world's information in one click.”

**Amazon** “to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.”

**Microsoft** “artificial intelligence is in and mobile is out. ...

Microsoft is a technology company whose mission is to empower every person and every organization on the planet to achieve more. We strive to create local opportunity, growth, and impact in every country around the world”





# Vision Template



**For** (target customer)

**Who** (statement of need or opportunity)

**The** (product name) **is a** (product category)

**That** (key benefit, reason to buy)

**Unlike** (primary competitive alternative)

**Our product** (statement of primary differentiation)





# Translate the Vision

*Why?*



Vision



Product  
Vision Board

Product  
Strategy



Product Backlog



*How?*

NEW MINDSET



NEW RESULTS






# Persona

- Roman's persona template
  - Picture and Name
  - Details, Role and description
  - Goal, want/need

*A specific  
Role of the  
Customer*

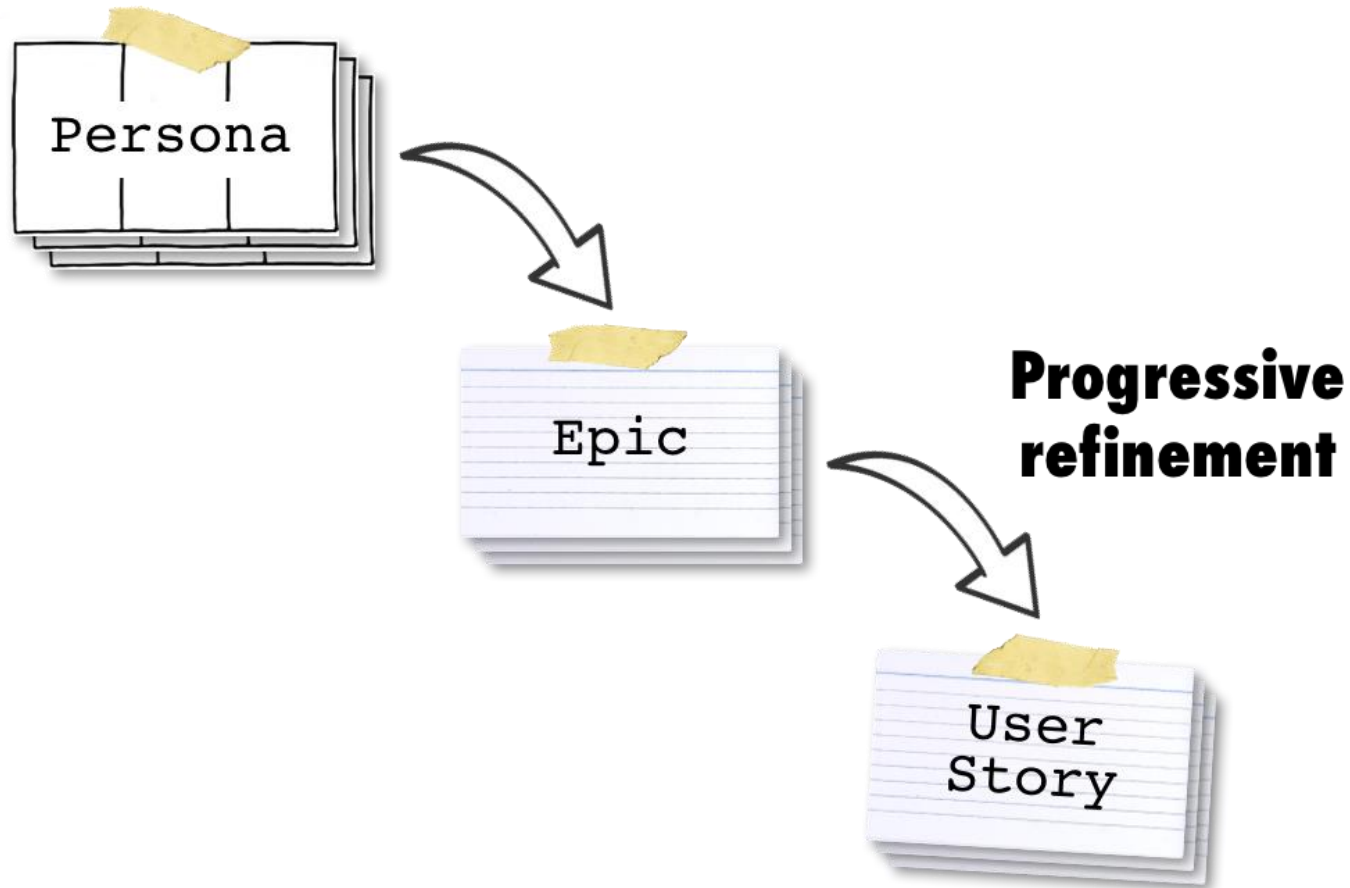
 <p>Yasmin ★Primary★</p>	8 years old, loves music & dancing; has ballet lessons; owns iPad	Wants to have fun playing computer games
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 <p>Mary</p>	Yasmin's mum; used to dance ballet when she was younger	Wants her daughter to enjoy her- self and play an educational game
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NEW MINDSET  
↓  
NEW RESULTS



# Customer Centricity

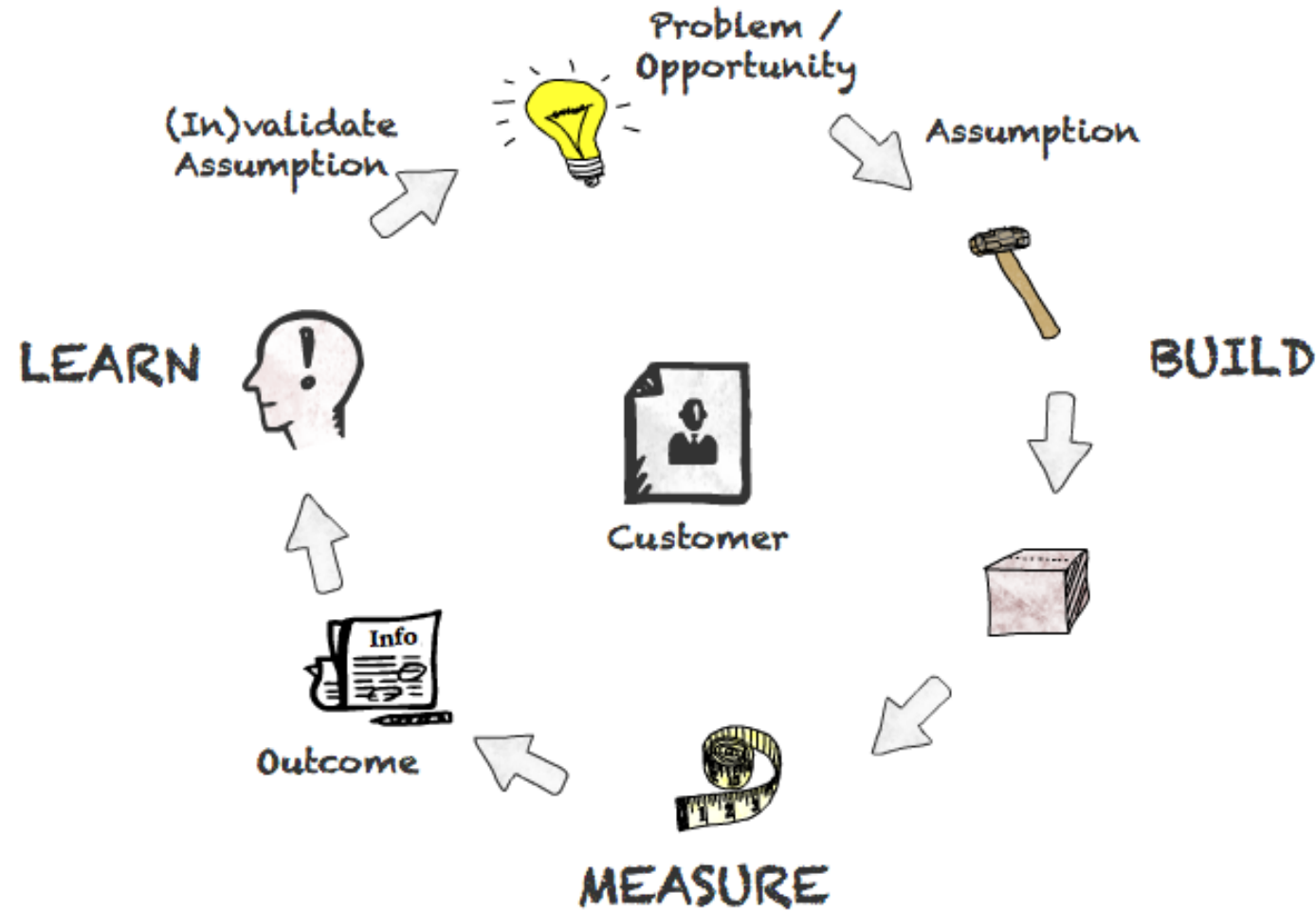


*How to build value from your backlog?*





# Customer Centricity



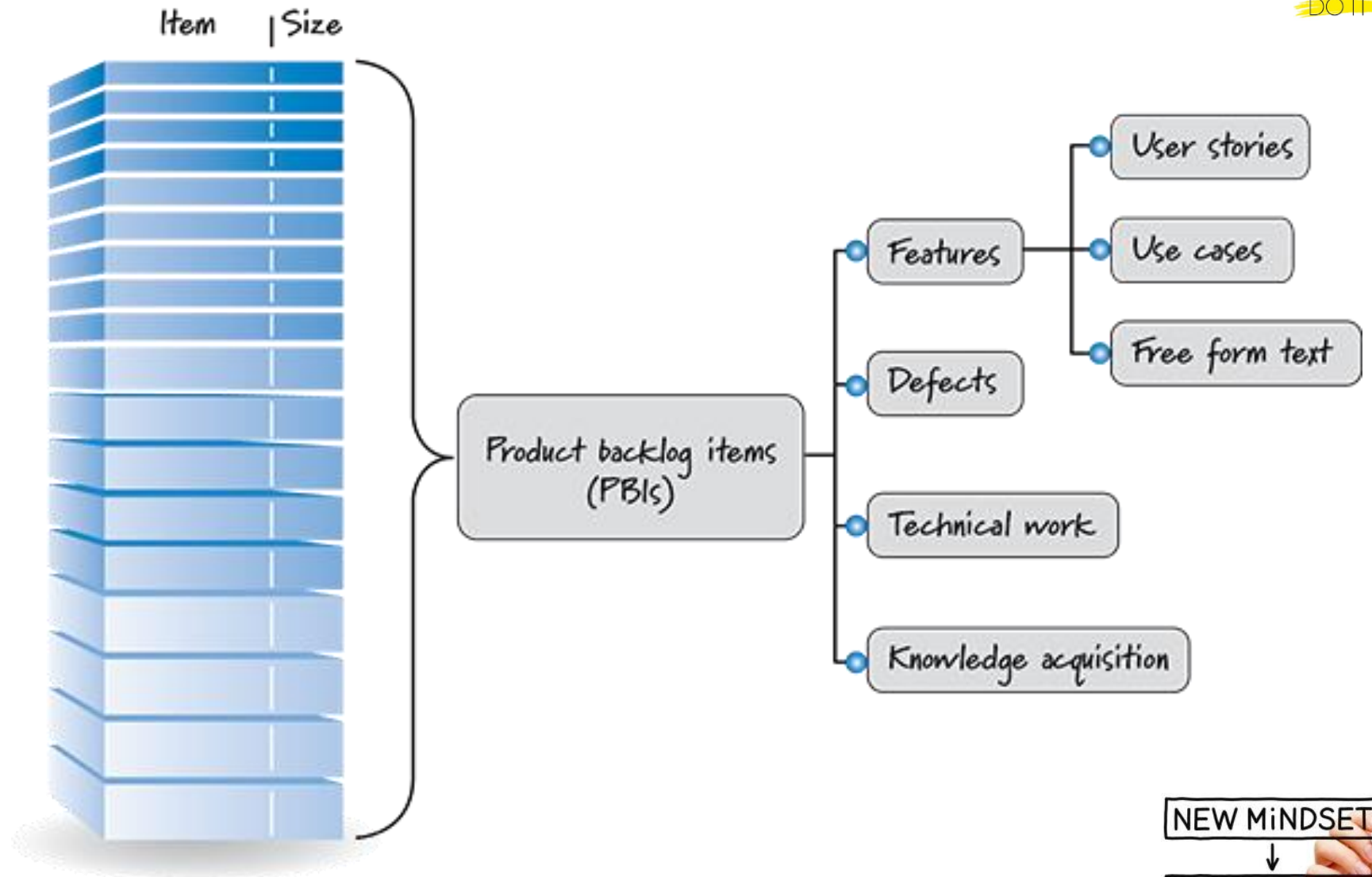
*How quickly can you get to the customers, quicker wins?*





# Product Backlog

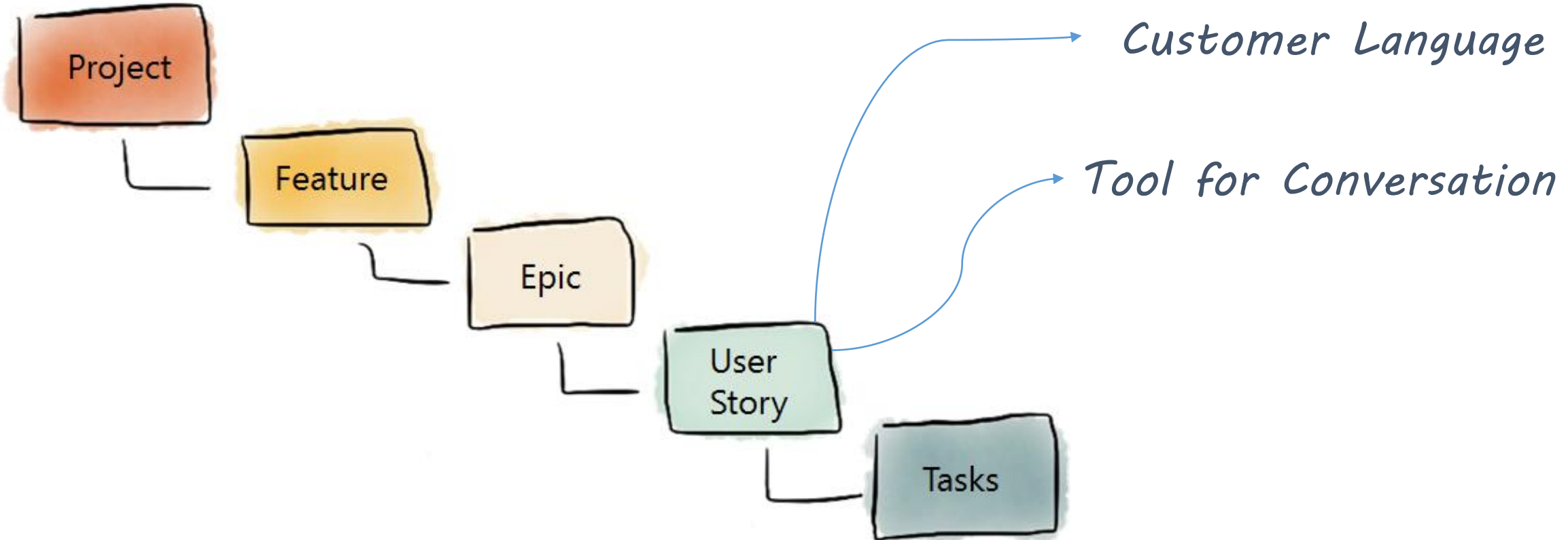
- D.** *etailed*
- E.** *stimated*
- E.** *volving*
- P.** *rioritized*



NEW MiNDSET  
↓  
NEW RESULTS



# User Story





- Independent
- Negotiable
- Valuable
- Estimatible
- Small
- Testable

INVEST







# User Story

As a \_\_\_\_\_ I want to \_\_\_\_\_ So that \_\_\_\_\_.

Persona      Action      Expected outcome

*"As a Peter, I want to search movies by actor, so that I can more easily find movies I'd like to rent"*

NEW MINDSET  
↓  
NEW RESULTS

# Spikes



*Research activity  
for fixed time!*

*Examples?*

*Inside US?*

*Separate P.B.I.?*

