

MARKETING E-MAIL

Group 3

Integrantes:

- Ingrid Bravo Rey - Marketing Director
- Luis Espinoza Chaparro - Data analytics
- Richard Alexander Martel Chala - Economic analyst
- Junior Carranza Solis - Scrum Master
- Javier Solis Cachuan - Data Scientist
- Lizbeth Javel Flores - Data analytics

LLUVIA DE IDEAS:

Scrum team for Landing Page development and web analytics

Product Owner —> Stakeholder (Cliente)

Product Owner —> Scrum Master

Product Owner: What do you do as a scrum master?

Scrum Master: I help the cross-functional scrum team in becoming high-performing and self-managed.

Product Owner: What is a self-managed team?

Scrum Master: Self-managed teams are autonomous teams to decide what, how, and who within the team.

Product Owner: What is a cross-functional team?

Scrum Master: A team of people coming up from different backgrounds such as IT, marketing, business, operation, quality, etc.

Product Owner: What you do to have a cross-functional self-managed team?

Scrum Master: I uphold scrum, facilitate team decisions, coach, mentor, teach, and work on impediments.

Product Owner: What do you mean by upholding scrum?

Scrum Master: It means I ensure the Scrum team respects rules, enables transparency at work, abides by Scrum values, and practices empiricism.

Scrum Master —> Team Scrum

Ingrid (Product owner)
Luis (Scrummaster)
Richard (Scrum team)
Junior (Scrum team)
Javier (Scrum team)
Lizbeth (Stakeholder)

Email 1 (From Ingrid to Luis):

Subject: Scrum Team to Develop Landing Page and Analyze Web Statistics

Dear Luis,

I am writing to you because I need to assemble a scrum team to develop a landing page and analyze web statistics. I would like you to be the Scrummaster for the team. Could you please ensure the team is effectively organized and managed?

Thank you,

Ingrid

Email 2 (From Luis to Richard, Junior, and Javier):

Subject: Scrum Team to Develop Landing Page and Analyze Web Statistics

Dear Richard, Junior, and Javier,

I am writing to you to ask for your help in a project. Ingrid has asked me to assemble a highly skilled scrum team to develop a landing page and analyze web statistics. We need your expertise to help us with this project. Would you be able to help us out?

Thank you,

Luis

Email 3 (From Richard, Junior, and Javier to Luis):

Subject: Re: Scrum Team to Develop Landing Page and Analyze Web Statistics

Dear Luis,

We are more than happy to help you in this project. We have the skills and experience necessary to effectively develop a landing page and analyze web statistics. We will work quickly and efficiently to complete the project.

Thank you,

Richard, Junior, and Javier

Email 4 (From Luis to Ingrid):

Subject: Scrum Team to Develop Landing Page and Analyze Web Statistics

Dear Ingrid,

I am pleased to report that I have assembled a scrum team to develop a landing page and analyze web statistics. Richard, Junior, and Javier have agreed to help us out and are confident they can complete the project successfully.

Thank you,

Luis

Email 5 (From Ingrid to Luis and Lizbeth):

Subject: Scrum Team to Develop Landing Page and Analyze Web Statistics

Dear Luis and Lizbeth,

I am pleased to let you know that we have assembled a scrum team to develop a landing page and analyze web statistics. I have asked Louis to be the Scrummaster and he has successfully recruited Richard, Junior, and Javier to help out.

Thank you,

Ingrid

Email 6 (From Lizbeth to Ingrid):

Subject: Re: Scrum Team to Develop Landing Page and Analyze Web Statistics

Dear Ingrid,

We are delighted to hear that the scrum team has been assembled and that they are ready to begin the project. We are confident they will be able to complete the project successfully and quickly.

Thank you,

Luis and Lizbeth