On The Spot

123 Crisscross Street, Brisbane 4000

September 8, 2016

Team52

President

123 Naught Street, Brisbane 4000

Dear Team 52,

It was great to touch base with your development team this week to be shown the progress that had been made on our product since our last gathering. We really appreciate the time and effort your team is putting into presenting the website features throughout the development life cycle of our product. The casual mid-iteration demos and the more structured formal sprint reviews conducted at the conclusion of each sprint, have given us the opportunity to see each stage of the development of our project which is truly a privilege.

Before I go into the feedback concerning the presentation of the new features your team demonstrated to us this week, I would first like to congratulate your team on how well you responded to the feedback from our last letter. One of our major concerns we noted in the last letter was the current state of the look and feel of the website. We weren’t very happy with the direction you were taking in regards to the design of our product. We believed the website overall looked a bit out dated. Our team was amazed to see that by the next meeting which was only 2 days after the delivery of our feedback, your team had already completely redesigned the whole theme of the website so it had a more modern look and feel. We are really excited about the benefits a professional looking website will have on our company’s image.

It appears your team has developed a lot more features for our product this time round, so we do have a fair amount of helpful feedback to offer. We really appreciated the approach your team took when explaining the technical aspects of the product to us using terminology and examples we could understand. An example of this was how some individuals from your team demonstrated the use of the product from the prospective of different user types (manager, customer, driver etc.). We ask that you continue to use this style of explanation as we find it quite effective.

One of the big features your team showed off this week was the implementation of email notifications. Thank you for taking the time to explain to us in detail the specifics concerning both the advantages and disadvantages of using this service. We appreciate how you explained the different payment options available for the email service as oppose to just directing us to the service providers website. You also mentioned that there is usually a delay involved from when the notification is triggered to when the recipient actually receives the email. We completely understand the limitations of certain technology so this delay is fine by us, however can we suggest that a pop up message of some kind be presented to the user on the front end notifying them of possible delays whenever they complete an action that will result in an email notification? We believe this will stop users from instantly checking their emails and developing any assumptions that the website has operational issues. During the demonstration you showed us how the email notification will display to the user while asking us for feedback on the format and style chosen for the notification. Our only suggestion is for our company logo to be displayed across the top section of the email with the format following the same style guides used throughout the website.

Another issue that was present during development of release 1 was field verification. We are glad to see that this has all been fixed up during this release, and it seems to be performing as intended. We would finally like to thank your team for being up front with us with how the feature “order tracking” which was originally planned to be delivered this sprint, has been delayed and now moved to the final sprint. You offered us a good explanation for why you chose to delay this feature to sprint 4 due to technology constraints that can only be satisfied once further features have been implemented. This explanation made perfect sense to us and we look forward to seeing this feature at the conclusion of sprint 4.

This is the final letter we will be writing to your team before the conclusion of the final release. I would just like to take this opportunity to thank your company but more specifically your team. It has been great working with you over the last 12 weeks. We will definitely be recommending your service to other connections our company has throughout the transport and package delivery industry.

Sincerely,

Team 51