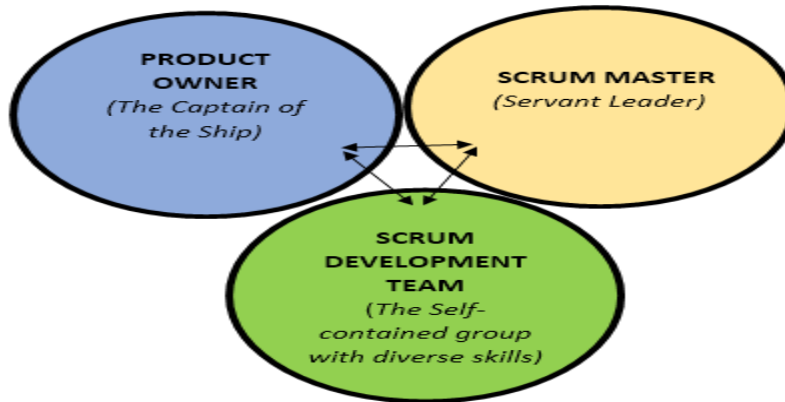


In a scrum framework, there are three main roles: the product owner, the development team, and the scrum master. The product owner is responsible for defining the product backlog and prioritizing the items based on business value. They also work closely with the development team to ensure that the product meets the customer's needs.

SCRUM FRAMEWORK

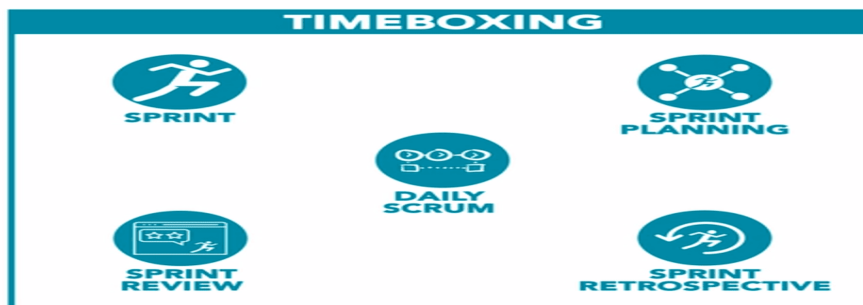


The development team is responsible for delivering the product increment at the end of each sprint. They are self-organizing and cross-functional, which means that they have all the necessary skills to complete the work. The scrum master is responsible for ensuring that the scrum framework is followed and that any impediments are removed to help the team deliver the product increment.

Scrum Activities

In a scrum framework, there are several activities that take place during a sprint. These include sprint planning, daily scrum, sprint review, and sprint retrospective. During sprint planning, the product owner and the development team collaborate to define the sprint goal and select the items from the product backlog that will be worked on during the sprint.

During the daily scrum, the development team meets to discuss their progress and plan their work for the day. The sprint review takes place at the end of the sprint and is an opportunity for the development team to demonstrate the product increment to stakeholders. Lastly, the sprint retrospective is held to reflect on the previous sprint and identify areas for improvement.



Benefits of Scrum

- ✓ Scrum provides several benefits to teams and organizations.
- ✓ It promotes collaboration and transparency, which leads to better communication and a shared understanding of the product.

SCRUM FRAMEWORK

- ✓ It also allows for continuous improvement through regular inspection and adaptation.
- ✓ Scrum enables teams to deliver high-quality products in a short period of time
- ✓ increased customer satisfaction and a competitive advantage in the market.
- ✓ Empowers teams to be self-organizing and cross-functional, which can improve morale and job satisfaction

Scrumming with example of NYKAA FASHION



- **Nykaa** is an Indian e-commerce company in Mumbai. It sells beauty, wellness and fashion products across websites & mobile apps. In 2020, it became the first Indian unicorn startup headed by a woman. Nykaa sells products which are manufactured in India as well as internationally.
- Nykaa, a leading beauty retailer in India, has adopted the Scrum framework to manage their software development projects. They have integrated the framework into their culture and processes to improve collaboration and productivity.
- Nykaa Scrum team consists of a Product Owner, a Scrum Master, and a Development Team. They use a product backlog to prioritize and track their work, and they hold daily stand-up meetings to discuss progress and plan for the day.
- At the beginning of each sprint, Nykaa Scrum team holds a sprint planning meeting to define the goals and scope of the sprint. During the sprint planning meeting, Nykaa Scrum team also estimates the time and effort required for each item on the product backlog. This helps them create a realistic sprint goal and plan their work accordingly.
- Nykaa Scrum team holds daily stand-up meetings to ensure everyone is aligned and focused on the sprint goal. During these meetings, each team member shares their progress since the last meeting, their plan for the day, and any obstacles they are facing.
- At the end of each sprint, Nykaa Scrum team holds a sprint review meeting to demonstrate the work they have completed and gather feedback from stakeholders. They also hold a sprint retrospective meeting to reflect on the sprint and identify areas for improvement.
- These sprint review and retrospective meetings allow Nykaa Scrum team to continuously improve their processes and deliver higher quality products. They also promote collaboration and communication among team members and stakeholders. They have improved collaboration and communication among team members, increased productivity and efficiency, and delivered higher quality products.

By using Scrum, Nykaa has been able to respond quickly to changing market demands and customer needs. They have also been able to reduce project risk and increase stakeholder satisfaction.

SCRUM FRAMEWORK

Conclusion

Using Scrum in an ecommerce company like [Nykaa](#), [flipkart](#) can provide numerous benefits. Scrum can help the team deliver value to customers more quickly and efficiently. It can also help the team respond quickly to changes in the competitive landscape and customer needs. Scrum can also improve communication and collaboration among team members.

By using Scrum, ecommerce companies can stay ahead of the competition and provide a better customer experience. They can also reduce costs and increase revenue by focusing on the most important features and improvements. Overall, Scrum is a valuable framework for any ecommerce company looking to improve their project management processes.