Lesson 3 - Level 3

SDLC and STLC. Software development methodologies

**You are the founder of a startup planning to launch a mobile application for sharing cat photos.**

**What methodology will you choose for the development process and why? Support your answer.**

I adopted an Agile methodology, specifically the Scrum framework, for a startup planning to launch a mobile application for sharing cat photos. Here is why:

*1. Rapid Iterations and Adaptability:* As a startup, it's crucial to adapt quickly to changing market conditions, user feedback, and emerging trends. Scrum's iterative approach allows for regular, rapid product releases, enabling the team to make improvements and adjustments based on real-world usage and user feedback. This adaptability is essential for a startup aiming to gain a competitive edge and respond to evolving user preferences.

*2. Customer-Centric Focus:* Scrum strongly emphasizes customer involvement and collaboration throughout the development process. In the case of a mobile app for sharing cat photos, understanding and meeting user expectations are paramount. Scrum allows frequent interaction with potential users, enabling the team to gather feedback, prioritize features, and ensure that the app aligns closely with user needs and preferences.

*3. Empowered and Self-Organizing Teams:* Scrum promotes the concept of self-organizing teams. In a startup environment, where resources and talent may be limited, it's essential to have a highly motivated and empowered team. Scrum encourages team members to take ownership of their work, make decisions, and work collaboratively, which can be particularly valuable for a startup striving for efficiency and innovation.

*4. Transparency and Accountability:* Scrum's transparent approach, with practices like daily stand-up meetings and sprint reviews, helps keep all team members informed about project progress and potential issues. This transparency is critical for a startup where resource allocation and decision-making must be data-driven and aligned with the overarching business goals.

*5. Risk Mitigation:* Scrum's frequent reviews and retrospectives provide opportunities to identify and address risks and challenges early in development. For a startup, where resource constraints are typical, minimizing the impact of unforeseen issues is vital for staying on track and within budget.

Scrum provides the agility, customer-centric focus, and adaptability needed to navigate the dynamic and competitive landscape of the mobile app market. By embracing Scrum, the startup can foster innovation, respond to user feedback, and deliver a high-quality product that resonates with its target audience.