Hunter Goodwin

Professor Woolever

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**Applying roles**

Throughout the development process of the SNHU Travel Agency website, I rotated though the core roles of the Scum-Agile team. Each role brough unique responsibilities and tasks for supporting the Travel Agency. Rotating through these roles gave me a better understanding of the cross-functional collaboration required for project success

As the Scrum Master, I made sure Scrum events were scheduled and productive. I would facilitate and guide the rhythm of the sprint planning, daily standups, backlog refinement, sprint reviews, and retrospectives. For example, I emphasized structured yet flexible daily standups. These daily standups helped the team identify early blockers and kept the team aligned. The transparency brought from this structure and the Scrum Master role was vital to making continuous adaptation.

As Product Owner, I gathered and organized stakeholder feedback via user interviews, surveys, and analytic tools. This data was important in establishing product priorities and user stories that aligned closely with the customer’s expectations. This was evident when we adjusted our “Top 10 list” to focus on detox/wellness vacation destinations. This process of translating user frustration into tangible backlog items helped increase our product’s relevance and impact.

In my Developer Role, I reviewed and translated the user stories into working code. This task was completed while maintaining close communication with the Product Owner and Tester, such as when requesting assets and updated acceptance criteria. For example, I sent a detailed request for five high-res images and taglines to ensure the slideshow matched new customer preferences. This kept development focused on clear and actionable deliverables.

As the Tester, I created test cases based on the user story format (“As a [role], I want [feature], so that [benefit]”) and cross-checked our website’s functionality with the acceptance criteria. I coordinated with the Product Owner to clarify assumptions such as whether or not the trip list should be ranked or randomized, or what our products scope/differences would be between mobile and desktop versions.

**Completing User Stories**

The Scrum-Agile approach directly supported our iterative completion of user stories. Agile’s emphasis on collaboration and transparency made our backlog into a living document, constantly being refined based on team input and user feedback. For example, once we learned that our users had a preference for wellness trips, the existing story for the Top 10 travel destinations was split into new, more specific stories for a slideshow UI, unique captions/descriptions, and filterable wellness metrics. These updated user stories had measurable criteria and were delivered incrementally across sprints, allowing for quicker feedback and validation.

**Handling Interruptions**

Our project was interrupted midway when customer feedback drastically shifted focus towards detox/wellness locations. However, thanks to Agile’s iterative nature, we adapted quickly without wasting time. We reprioritized our backlog, organized a refinement session, and adjusted the existing user stories accordingly. While this was going on, daily standup kept the team members aligned as we pivoted. This would have been significantly more problematic under a waterfall method, which assumes static requirements.

**Communication**

Effective team communication was achieved through several channels. As the developer, I sent emails to the Product Owner and Tester that requested specific requirements such as image sizes, naming conventions, and copy formatting, all with a due date. Requests such as these which come with actionable requests and a timeline help keep everyone accountable and aligned. Additionally, as the Tester, I emailed the Product Owner a list of questions about layout, order, and filtering needs. These exchanges allowed for asynchronous communication across the team with the goal of reducing ambiguity and delays. Because questions and concerns were raised early, we avoided misinterpretation and streamlined our efforts.

**Organizational Tools**

JIRA was the most valuable organizational tool in our Scrum-Agile process. As Atlassian (n.d.) succinctly put it, “Simplified task management leads to increased productivity and efficiency.” Its user stories, sprint boards, and real-time updates make it easy to monitor flow and identify bottlenecks early. Durin standups, we used JIRA to support discussions and keep tasks visible. The burn-down chart also helped us see whether our progress aligned with the sprint’s expectations.

**Evaluating Agile Process**

The Scrum-Agile framework was highly effective for SNHU Travel’s website. Some of its key strengths were:

* Flexibility to reprioritize stakeholder needs as they change.
* Continuous delivery of value and estimations in short increments.
* Repeated opportunities for user validation.
* Shared ownership of the website among team members.

However, the model wasn’t without challenges. Without strict deadlines or rigorous scopes, the team had to take risks expanding features without clearly freezing requirements. I believe Agile’s process requires maturity in self-organization and practice communication skills that can vary between teams. Overall, Agile was the best methodology for this project. As the Agile Alliance states, “Agile is about responding to change over following a plan” (Agile Alliance, 2022). This emphasis on working software, early validation/testing, and cross-role cooperation matched the demands and expectations set forth by our clients.

**References**

Atlassian. (n.d.). *What is Jira used for?* Retrieved June 22, 2025, from https://www.atlassian.com/software/jira/guides/use-cases/what-is-jira-used-for

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