Present your Project

Week 10: Assignment

Course Title:	Introduction to Agile Project Management
Course Code:	BUS 173 W
Instructor:	Debra Hildebrand
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Student name:	Peter Hermann Schuld
Student ID:	90980339
Date:	06/10/2018

Stanford Continuing Studies Office
365 Lasuen Street
Littlefield Center, Garden Level
Stanford, CA 94305

Submission Details

W10: Assignment – Present your Project
Peter Schuld submitted Jun 10 at 8:46a

Hello Debra, sorry, I have missed the Friday deadline for this assignment. I hope you can still accept my final project despite the time overrun. Thanks Peter

Peter Schuld , Jun 10 at 8:46am

Great job! This is a nice presentation. Don't worry about turning it in late - I get it, people are busy.

Debra Hildebrand , Jun 16 at 1:45pm

Grade: 10 / 10

Content

1. Business case & Product Vision

2. Agile SCRUM Methodology

3. Roles and responsibilities

4. Scope

5. Release plan

6. Iteration plan (Kanban board)

7. Lessons learned

C&A Foods Online Store

Business case
C&A Foods Online Store

Revenue Benefits:

Online grocery sales in the U.S. are forecast to grow an average of 18.1% annually during the next five years, according to recent data from the media company IGD. This will take online's share of the total grocery market from an estimated 1% today to 2% by 2022. Strong demand for organic food and organic non-food products all over the US.

Productivity/Cost Savings

Economics of scale cost saving potential. Lower follow-up investments of online retail sales expansion compared to the expansion of brick-and-mortar shops.

Risk Management

Rising interest rates could threaten the business model of our retail shops as rising leasing rates could squeeze our profit margins (we do not own the most of our retail shops but some of our competitors do).

Total U.S. Organic Sales and Growth, 2006–2015

Organic Non-Food Sales   Organic Food Sales
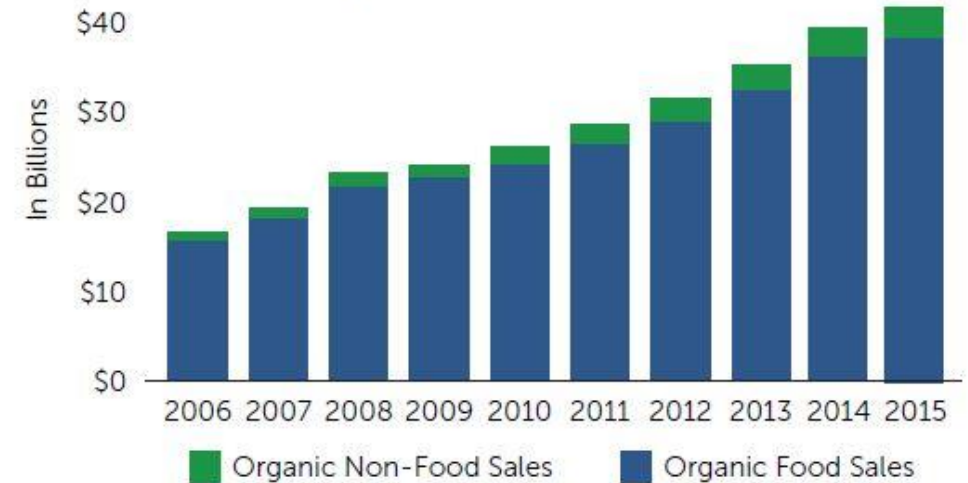
Source: The Organic Trade Association (OTA)

Percentage of U.S. Households Purchasing Organic Products

National Average: 82%

Source: Nielsen UPC Scan Data of 100,000 households, 2016
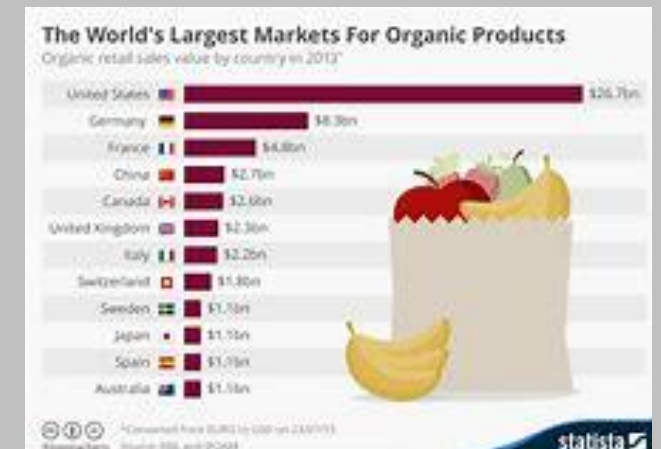Learn More: OTA.com
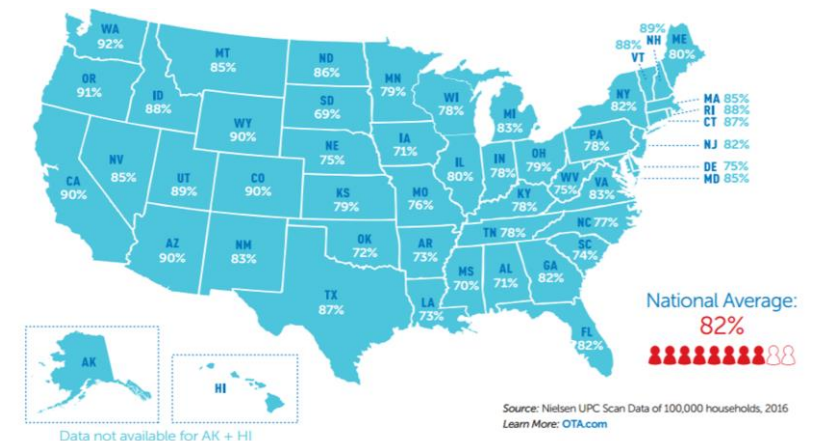
C&A Foods Online Store

Project Objective:

Developing a reliable and extendable state-of-the art online shopping platform suitable for nationwide mobile and desktop/PC ordering in the US and Canada and possibly international.

The online platform applies best practice technology for an enjoyable shopping experience and it develops new and highly innovative interactive features that help C&A Foods Online to differentiate itself from established online retail chains and from other organic food online retailers.

The World's Largest Markets For Organic Products
Organic retail sales value by country in 2013

United States	$26.7bn
Germany	$8.3bn
France	$4.8bn
China	$2.7bn
Canada	$2.6bn
United Kingdom	$2.3bn
Italy	$2.2bn
Switzerland	$1.8bn
Sweden	$1.7bn
Japan	$1.5bn
Spain	$1.7bn
Australia	$1.5bn

statista

OUR PRODUCT VISION

" Enabling everyone, everywhere to cook tasty and affordable whole food meals from scratch with healthy, organic ingredients and to share and enjoy that food with their loved ones is at the heart of what we do. "

BUSINESS GOALS:

1. Capture the strong demand for organic food and organic non-food products all over the US and Canada.
2. Differentiate C&A Foods Online Store from established online retail chains and from other organic food online retailers.

MARKET NEED:

- Helping people *nationwide* to regularly eat healthy and tasty food with organic unprocessed ingredients prepared by themselves.

USERS:

- Health conscious people as well as parents who cook at home and their partners & children.
- Guests of whole food restaurants or canteens

CUSTOMERS:

- One & two-person households and families plus small business owner out of reach of C&A Foods retail stores.
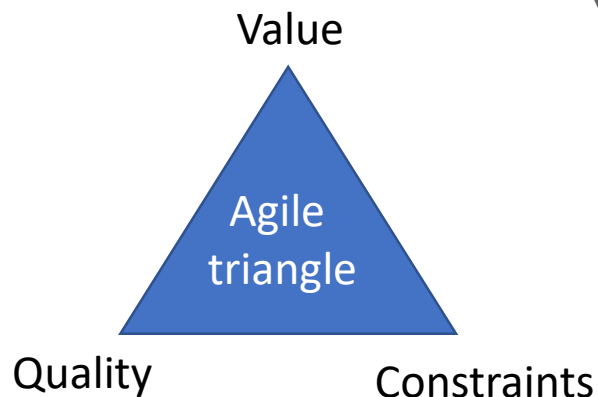
Agile Project Management

The innovative C&A Foods Online platform requires a flexible Agile Project Management (APM) approach with iterative features that allow us to apply professional project management know-how and professional commercial software development skills by best using all resources inside our company to achieve...
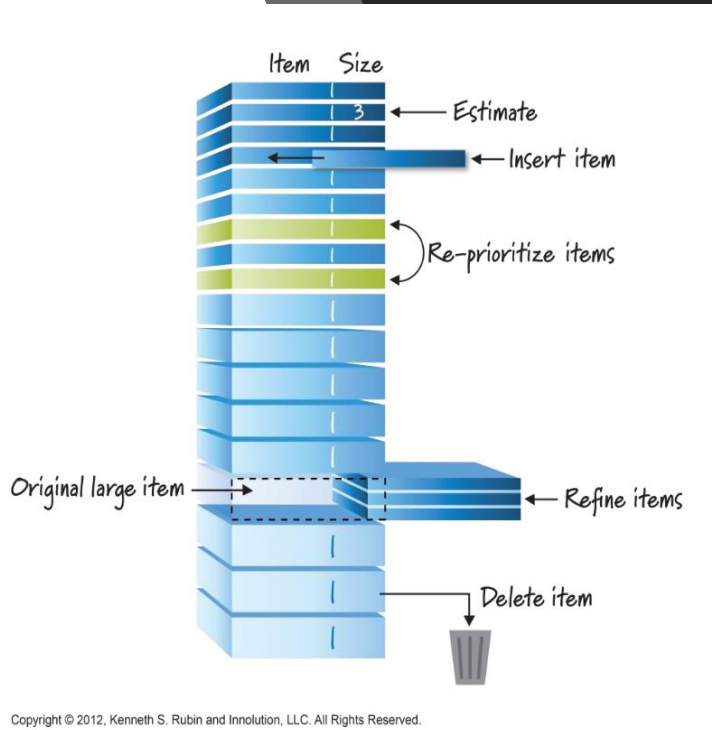
...our **value goal**:

We want our online customers to have the same great experience as our retail store customers !!!

Agile development has the advantage that the customer is not tied to long delivery cycles and receives flexible products that are scalable at short notice. The production components are functional after the sprints. This makes it necessary to divide the C&A Foods Online project more clearly into self-contained units (i.e. Themes).

Value

Agile triangle

Quality

Constraints

Agile SCRUM framework

Item Size
- Estimate
- Insert item
- Re-prioritize items
- Original large item
- Refine items
- Delete item

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- SCRUM is one of the most important and highly usable Agile frameworks in software industry. Scrum is a process framework used to manage product development and other knowledge work.

- SCRUM is a simple set of roles, responsibilities and meeting that never change. Time is divided into short iterations known as Sprints which typically range between 2 to 4 weeks. The product is kept in a shippable state at all time. Scrum is light weighted framework where all simple, medium and complex type of projects can fit and adopt easily. "Lightweight" means that the overhead of the process is kept as small as possible, to maximize the amount of productive time available for getting useful work done.

- Agile encourages frequent inspection and adaptation, a leadership philosophy that encourages teamwork, self-organization and accountability, a set of engineering best practices intended to allow for rapid delivery of high-quality software, and a business approach that aligns development with customer needs and company goals.

Agile SCRUM Project Management Roles and responsibilities

- The **Scrum Master** is responsible for ensuring that the Scrum framework is followed and removing obstacles to the team's ability to deliver the product goals and deliverables.

- **Product Owner** represents the stakeholders and is the voice of the customer. Accountable for ensuring that the team delivers value to the business.

- The **Development Team** is responsible for delivering potentially shippable product increments at end of each Sprint. Teams typically consists of 3 to 9 people with cross-functional skills.
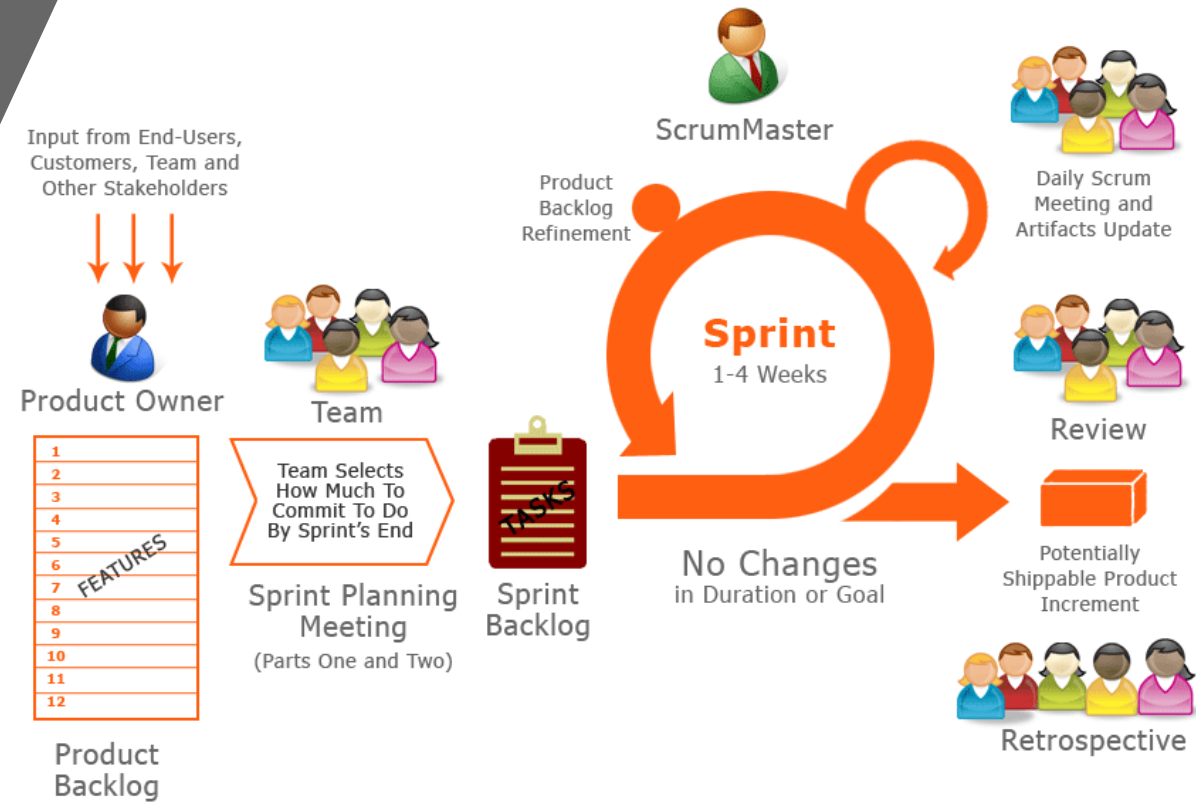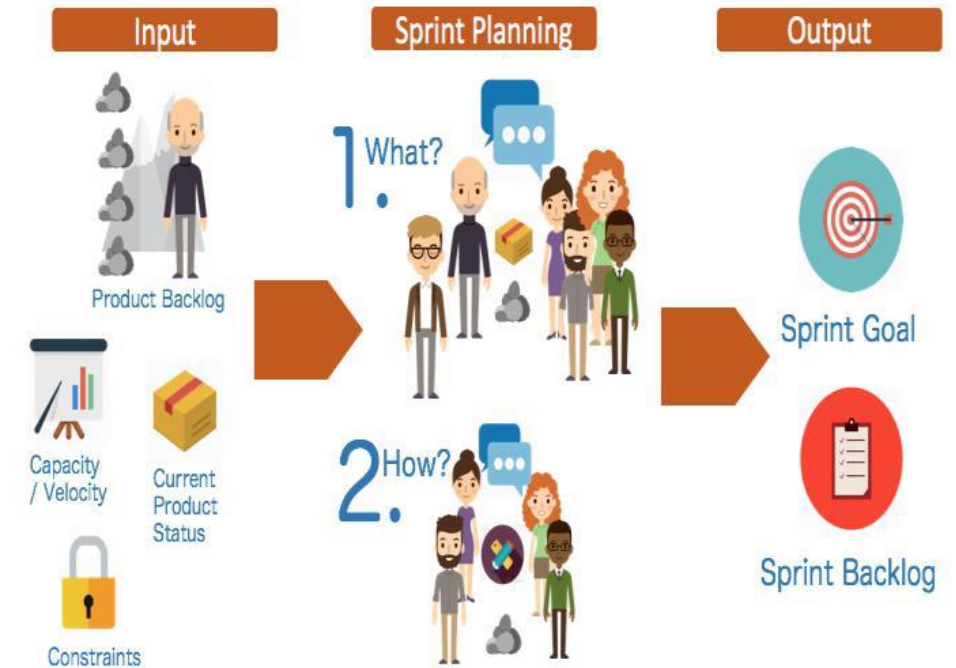
Agile SCRUM Development Team

Decision making

- Team members select tasks based on their skills and what is best for achieving our value goals

- Every team member is accountable for the quality of their work

- The team works collaboratively when possible and use a consensus approach when making team decisions

Regular SCRUM meetings

1. Project starts with a product **kick-off meeting** where the project requirements are presented to the project team and together they prioritize the product backlog, which contains every product feature that should eventually be implemented.

2. Product backlog gets specified into the Sprint backlog implemented in two to four weeks cycles. **Sprint planning meetings** create sprint backlog before the work starts.

3. **Daily Scrum meeting** (approx.15 min stand-up meetings) share status, impediments and promises of team members

4. **Sprint review meetings** demonstrate the realized backlog items to the product owner and

5. **Sprint retrospective meetings** inspect the sprint and find improvements for the next sprint.

Product Backlog

ID	Title	As a...	I want to be able to...	so that...	PRIORITY	SIZE Estimate	Theme	Persona
14	Open Source	As an IT manager at C&A Foods,	I want to understand the source code for the online platform	so that I can implement small changes and hire experts to amend and extend the software at a later stage.	Should have	3	shopping experience	Administration
21	Product Returns and Reclamations	As a sales manager	I want to be able to deal with customer reclamations and account for product returns,	so that customer billing is easily adjusted, and our customers keep satisfied.	Should have	3	shopping experience	Administration
17	Same prices online and in our shops	As a sales manager	I want to make sure that we make the same offers online as we do in our retail shops	so that customers do not feel discriminated.	Should have	2	shopping experience	Administration
16	No abusive language	As a compliance manager	I want to spot and block abusive language immediately if it appears anywhere on our web-sides incl. customer comments,	so that we comply with the law and do not discriminate anybody.	Must have	1	shopping experience	Administration
1	Learn how to cook from scratch for small children	As a parent	I want to learn from short online videos and tested recipes how to cook tasty and healthy meals from unprocessed ingredients that my children like,	so that I do not have to rely on processed food.	Should have	21	videos or customer interaction	Customer
11	Adequate visual representation of food products	As a customer	I want to be able to perform a visual inspection of food products before purchase	so that I have the same shopping experience as at a real farmer's market when I inspect meat, fruits & vegetables.	Should have	8	videos or customer interaction	Customer
3	Use seasonal offers to save money	As a budget-constraint customer	I want to save money by exploiting seasonal offers for fruits and vegetables,	so that do not spend more on a healthy diet than I would on highly processed food	Should have	3	videos or customer interaction	Customer
2	Ingredients for online recipe in shopping bag	As a customer	I want to quickly get all ingredients for an online cooking recipe that I like into my shopping bag,	so that I do not waste time searching for products.	Should have	2	videos or customer interaction	Customer
12	Clearly indicate allergic content	As a parent of children with severe food allergies	I want an easy way to make sure that the food I purchase does not have an allergic effect on my child,	so that food shopping becomes stress-free.	Must have	3	shopping experience	Customer

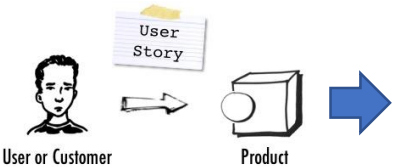**Theme 1** shopping experience

Theme 2 videos & customer interaction

Theme 3: Advanced customer interaction (IOT)

User Story

User or Customer → Product

Ideas, Feedback, Data → Product Owner and Dev Team → User Stories New or Updated

User stories describe how a customer or user employs the product

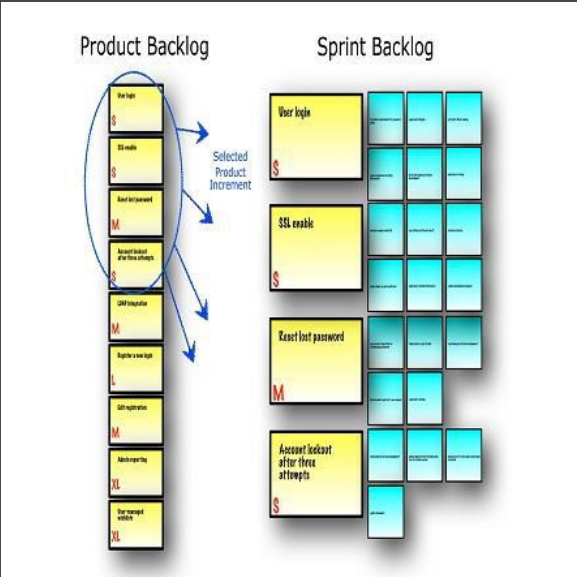Users and Customers → Picture and Name | Details | Goal — Persona → User Stories
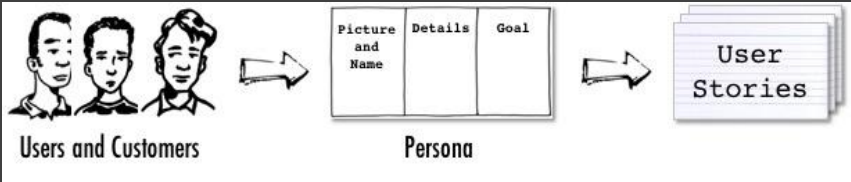
Project Scope

Release Plan

Process for prioritizing user-stories
The product owner and key stakeholders consult with the product team and they prioritized the user-stories according to the **MoSCoW** Technique.

User Stories   Time Estimate

No.	User Story No.	User Story Key Words	Priority	User Story Points	Iteration Round No.	Release Plan Round No.	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	Week9	Week10	Week11	Week12
								Product Delivery Release 1										
1	22	Create online-shop platform	Must have	8	1	1												
2	12	Clearly indicate allergic content	Must have	3	1	1												
3	15	External Auditing requirements	Must have	5	1	1												
4	16	No abusive language	Must have	1	1	1												
5	7	Exclusive vegan offerings	Should have	5	1	1												
6	21	Product Returns and Reclamations	Should have	3	1	1												
7	20	Credit checks on customers	Should have	5	1	1												
8	9	Help saving time	Should have	2	2	1												
9	1	Learn how to cook from scratch for small children	Should have	21	2	1												
10	2	Ingredients for online recipe in shopping bag	Should have	2	2	1												
11	3	Use seasonal offers to save money	Should have	3	2	1												
12	17	Same prices online and in our shops	Should have	2	2	1												
											Product Delivery Release 2							
13	11	Adequate visual representation of food	Should have	8	3	2												
14	14	Open Source	Should have	3	3	2												
15	18	Provision of accounting data in real-time	Should have	1	3	2												
16	4	Clear product labelling	Could have	5	3	2												
17	5	Display energy content and macro and micronutrients	Could have	5	3	2												
18	6	Offer high quality protein sources	Could have	8	3	2												
19	19	Send email to customers who abandon their	Could have	2	4	2												
20	13	Best Price	Would have	13	4	2												
21	10	Master Sommelier (Part I)	Would have	15	4	2												
																	Product Delivery Release 3
22	10	Master Sommelier (Part II)	Would have	6	5	3												
23	8	Prepare for Internet-Of-Things (IOT)	(X) for Excluded	24	6	3												

Theme 1 shopping experience

The Product owners may accept or deny the user story based on whether the expectation has met or not.

Theme 2 videos & customer interaction

Theme 3: Advanced customer interaction (IOT)

Sprint Review — The Team demonstrates the Product to the Product Owner — Done!!!

Iteration plan 2nd Sprint
Kanban Board (看板)

Work in Progress (WIP) limits for each phase

Burn-Down-Chart

Points vs Weeks

- Projected
- actual

6
Pending

19 Send email to customers who abandon their shopping cart

6 Ingredients for online recipe in shopping bag

10 Master Sommelier (Part 1)

3 Use seasonal offers to save money

8 Prepare for Internet-Of-Things (IOT)

17 Same prices online and in our shops

3
Analysis

Doing

4 Clear product labelling

13 **Best Price** compare prices for food and non-food items over time and between different retailers

Done

1 Learn how to cook from scratch for small children

5
Development

Doing

11 Adequate visual representation of food products

18 Provision of accounting data in real-time

Done

5 Display energy content and macro and micronutrients

14 Open Source

9 Help saving time

3
Test

6 Offer high quality protein sources

21 Product Returns and Reclamations

20 Credit checks on customers

5
Deploy

22 Create online-shop platform

7 Exclusive vegan offerings

12 Clearly indicate allergic content

16 No abusive language

15 External Auditing requirements

BUS 173 W, Spring 2018, W10 Assignment, Peter Schuld

Lessons learned

1. **The development team needs to be the problem solver -- not the methods we use.** When a problem arises, it's the entire team's problem, and the entire team must come together to find a solution, no matter what their role or position.

2. **Sacrificing small amounts of time for communication saves us time in the long run.** Taking 75 minutes out of our week has saved our team hours of time making up for a lack of initial communication.

3. **Your Success = Team Success. It's all or nothing.** Scrum is all about the team. It doesn't matter if you got a lot of work done this week if your team didn't. Our team recently had a really productive week, one of our best yet, but it was one of my least productive weeks. With traditional project management, I would have felt terrible, but with Scrum, productivity is redefined in the context of the team. Even if I didn't contribute as much tangible work as I usually do, I contributed in other ways that led to our team overall having a great week. In reverse, if I have a really "productive" week but the rest of my team hardly gets anything done, there's no celebrating for me because my personal velocity doesn't matter if the team's velocity doesn't follow along.

Literature:

1. Jim Highsmith, *Agile Project Management: Creating Innovative Products, 2nd Edition* (ISBN 978-0321658395)

2. PMI, & Agile Alliance, *Agile Practice Guide, 1st Edition* (ISBN 978-1628251999)

3. Hoeren, Thomas and Pinelli, Stefan, Agile Programming – Introduction and Current Legal Challenges (February 22, 2018). International Journal of IT Law, Forthcoming. Available at SSRN: https://ssrn.com/abstract=3134728

4. Venkatachalam, Anbarasan and Rajkumar, S and Selvanathan, N and Karthick, K, Agile SCRUM – The Revolution in IT Industry (November 15, 2017). Proceedings of the International Conference on Intelligent Computing Systems (ICICS 2017 – Dec 15th - 16th 2017) organized by Sona College of Technology, Salem, Tamilnadu, India. Available at SSRN: https://ssrn.com/abstract=3122169 or http://dx.doi.org/10.2139/ssrn.3122169

Online Resources:

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https://www.interact-intranet.com/blog/5-lessons-to-learn-from-agile-roll-out-success-stories/

https://www.impactbnd.com/blog/business-lessons-from-scrum

https://www.cprime.com/resources/what-is-agile-what-is-scrum/