

WELCOME

PLEASE

1. SWITCH ON CAMERA
2. UNMUTE AUDIO
3. KEEP CSPO WORKBOOK PDF HANDY
4. ENSURE NO DISTURBANCE 4 U DURING TRAINING!!!

PLAN

ORIENT

TIMEBOX

PROTOTYPE

ITERATE



SPECIALIZED

+

FACILITATION

VISION

LEARN & EXP.
SCRUM & PRODUCT
OWNERSHIP;
TO GET CERTIFIED;

PRODUCT BACKLOG



PRODUCT
BACKLOG

BURN CHARTS

VELOCITY

CERTIFICATION



SPRINT ↔ TIMEBOX

- FIXED DURATION
- FIXED START & END TIME
- EQUAL DURATION
- NO GAPS/OVERLAPS

$\leq 4 \text{ WK}$

PICK Ur IDEA

USER
RESEARCH

INTRO.

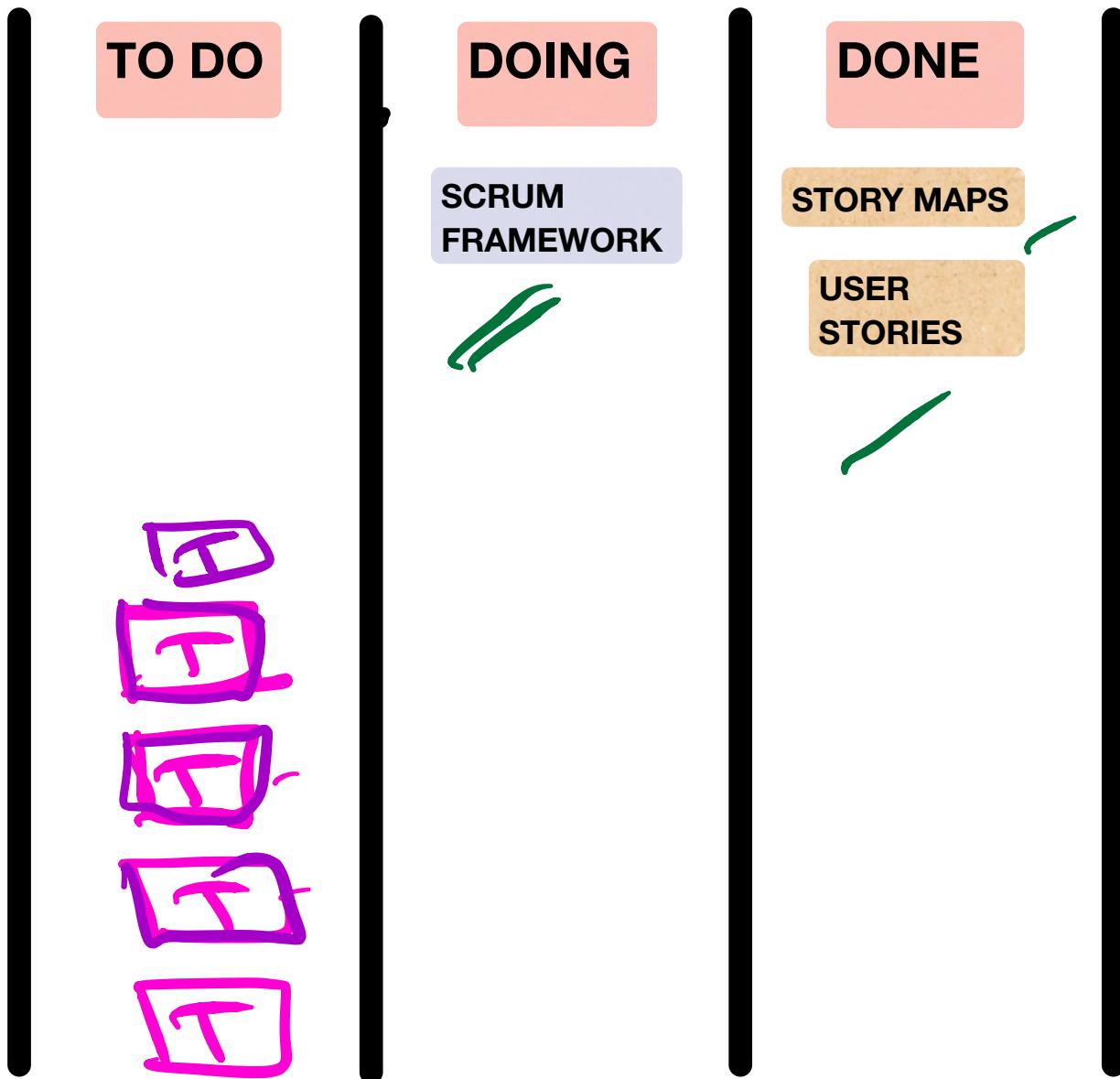
USERS &
CUSTOMERS

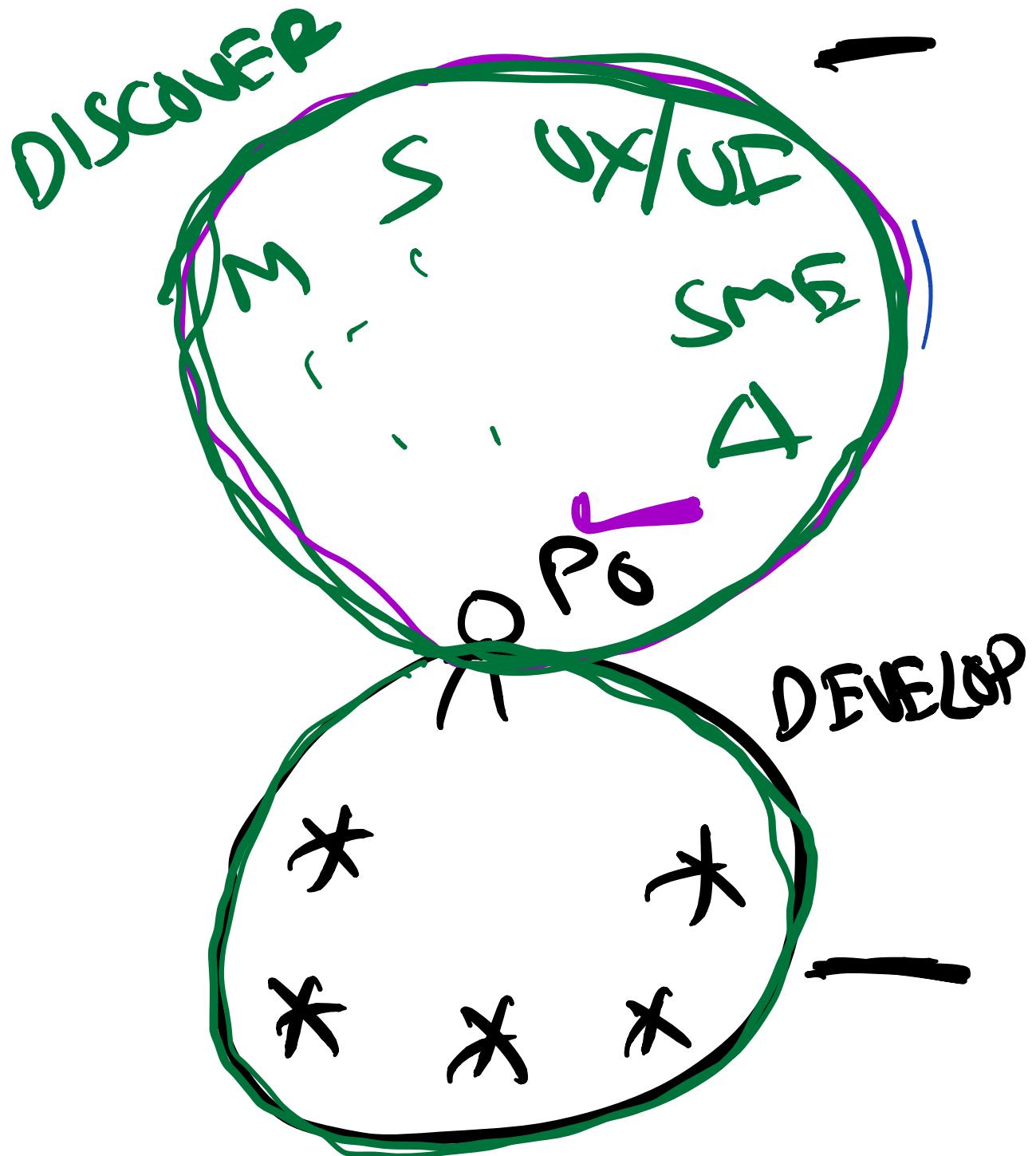
PERSONAS

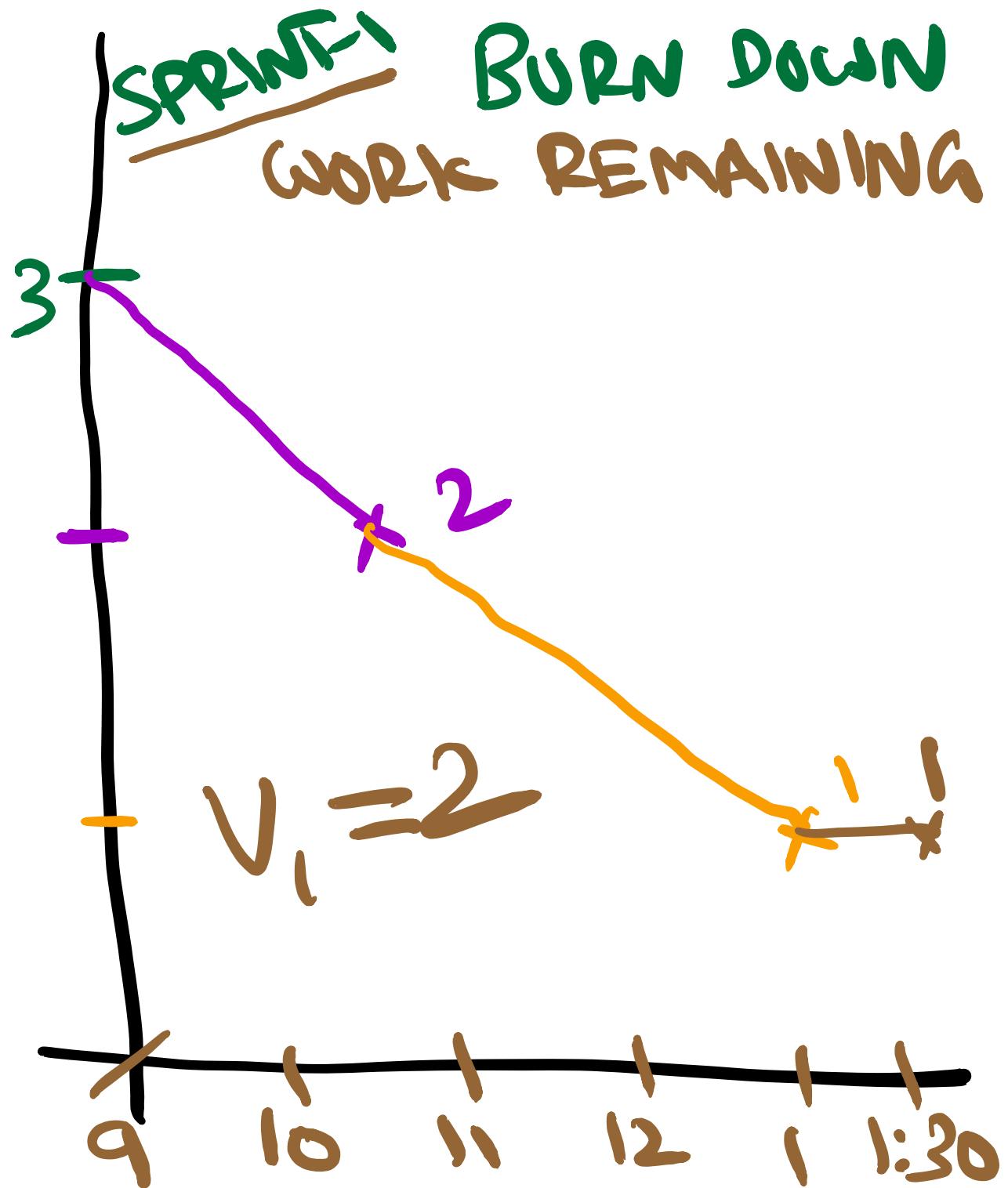
IDEA vs
HYPOTHESIS

MARKET
RESEARCH

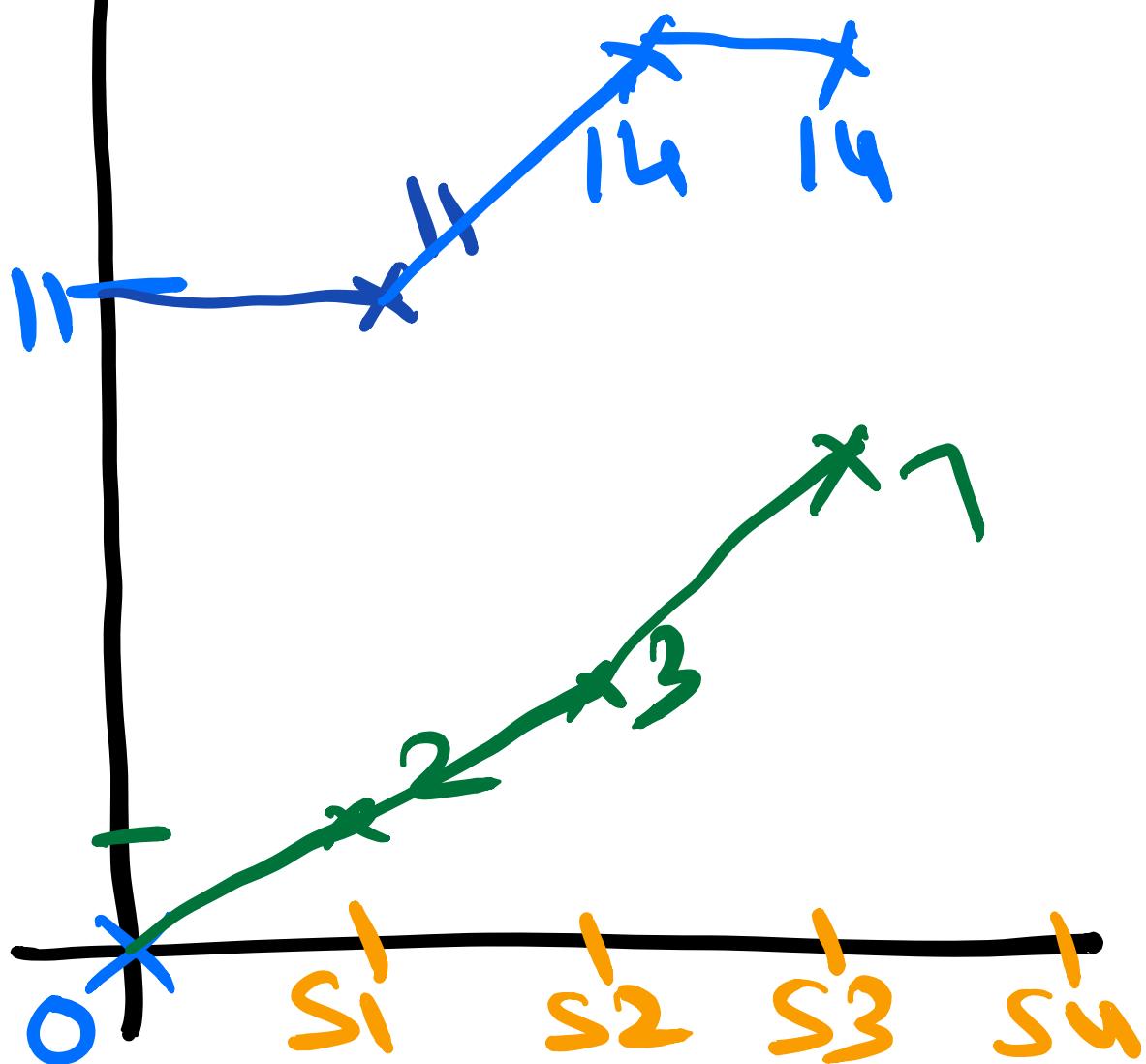
SPRINT BACKLOG







RELEASE BURN UP
WORK DONE

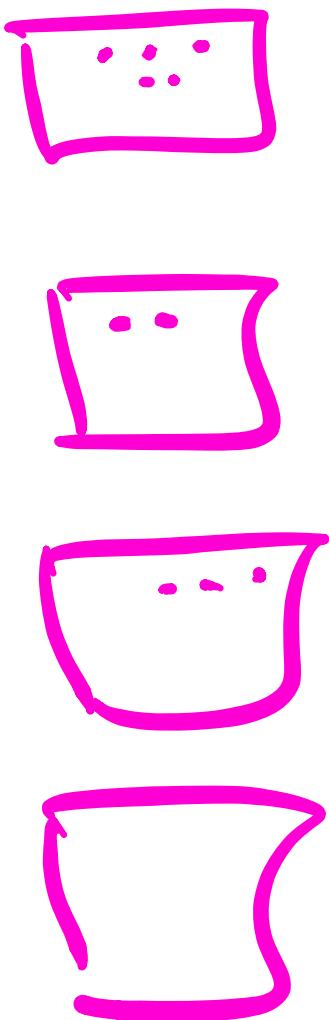


DEF. OF DONE

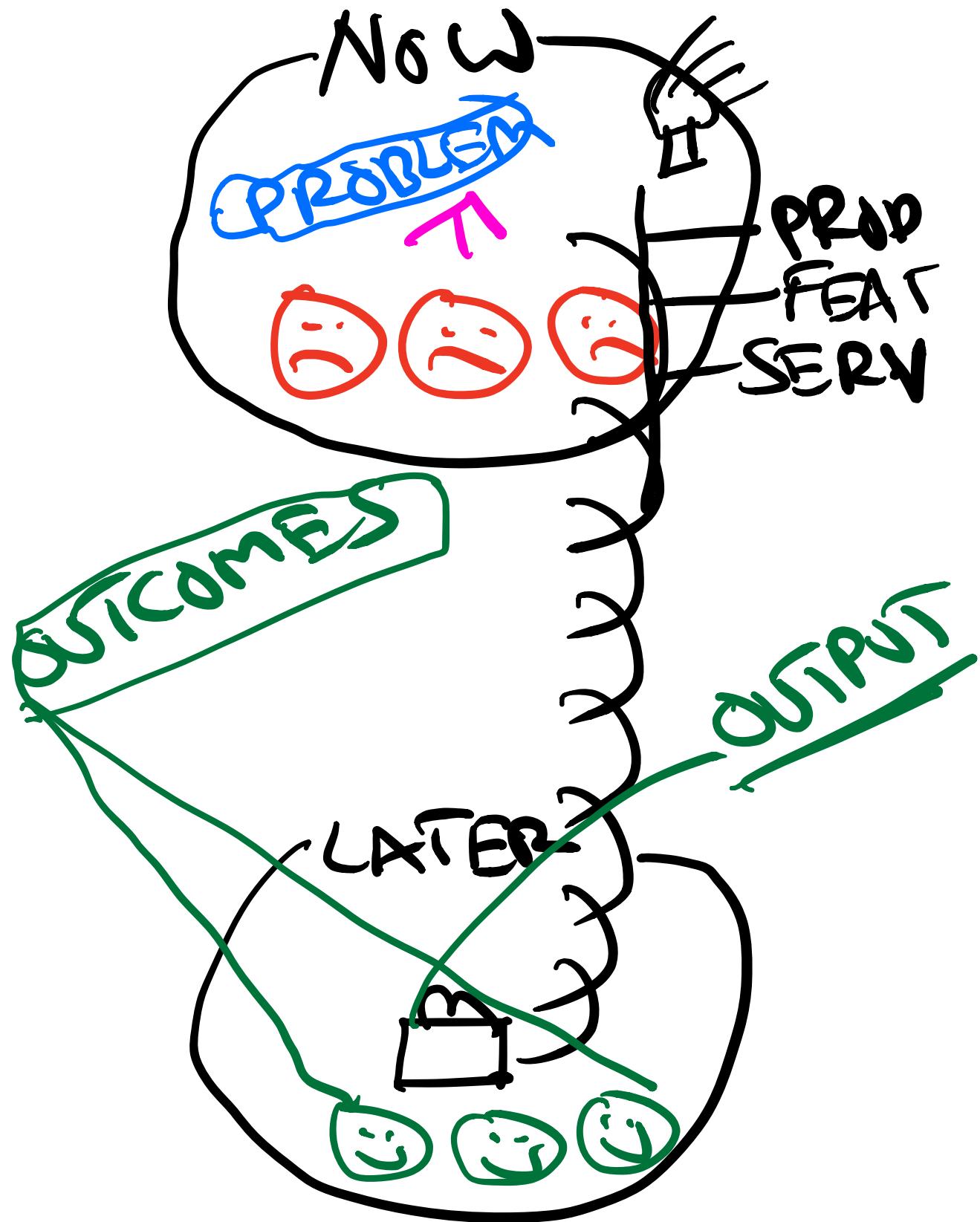
- TEACH
- ACTIVITY
- NO QUESTIONS
- RECAP

- CODE REVIEW
- CODE COMM.
- UNIT CASES
- T.T
- l.e.T
- DDC
- Po-ACCT. CRN

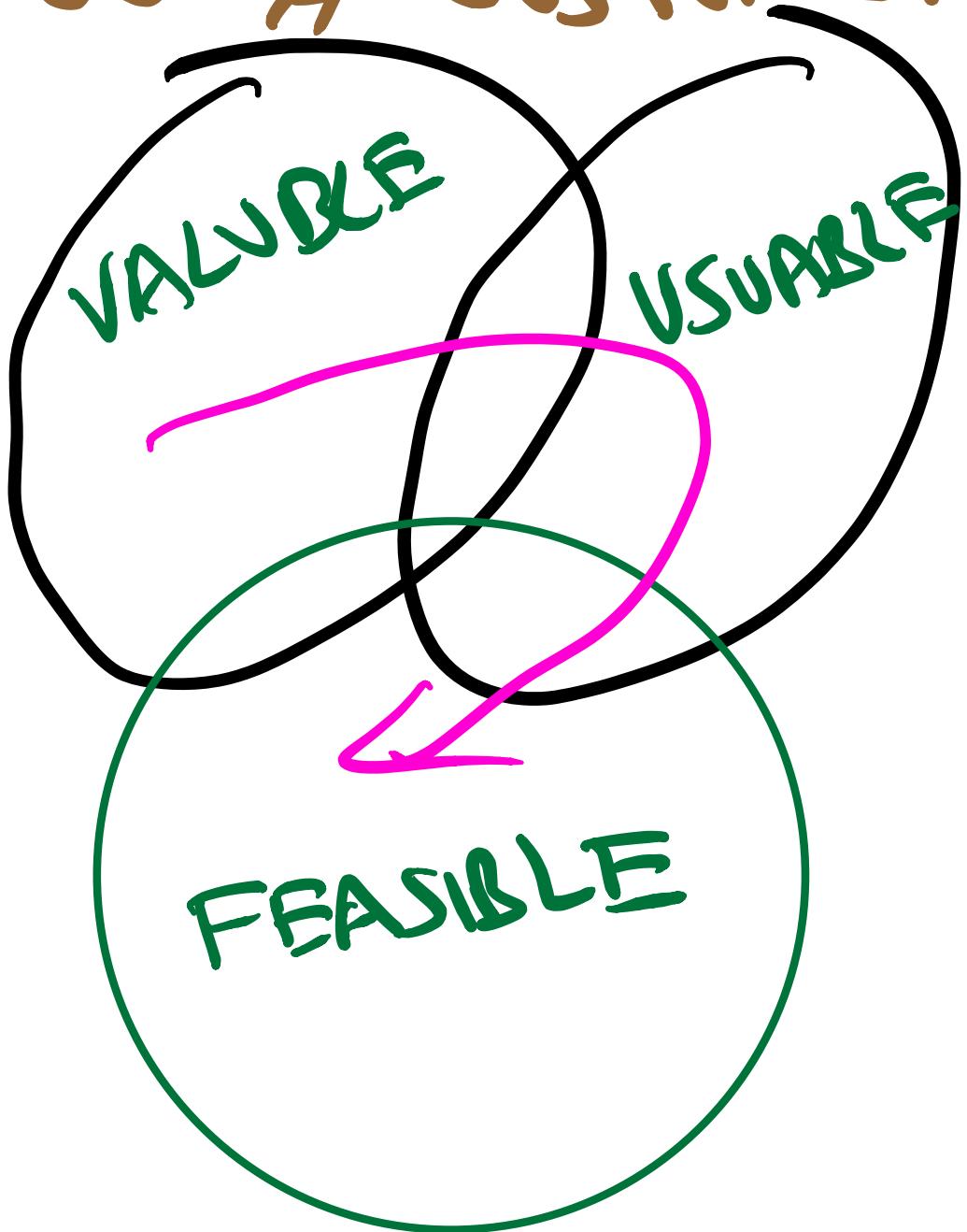
DOT VOTING



T1	SmartInsur.
T2	online tenant
T3	Resell
T4	Gæng
T5	SmartTicket
T6	BookaSlot



YOU ≠ CUSTOMER



No PROBLEM ≠
No PROD.

$$T-II \quad R-9 \quad T-14 \quad R-11$$
$$T-14 \quad R-7$$
$$\gamma = 2 \quad 9/2^+ \quad 2^+_5$$

$$V_2 = 1 \quad V_3 = 4$$

$$V_{\text{ANG}} = 1.5 \quad 1.5^2 \quad 8$$
$$= 2.33 \quad 7/2^+_3 \quad 2^+_3$$

$$V_{\text{MIN}} = 1 \quad 7/1^2 \quad 7$$

$$V_{\text{MAX}} = 6 \quad 7/4^2 \quad 2^2$$

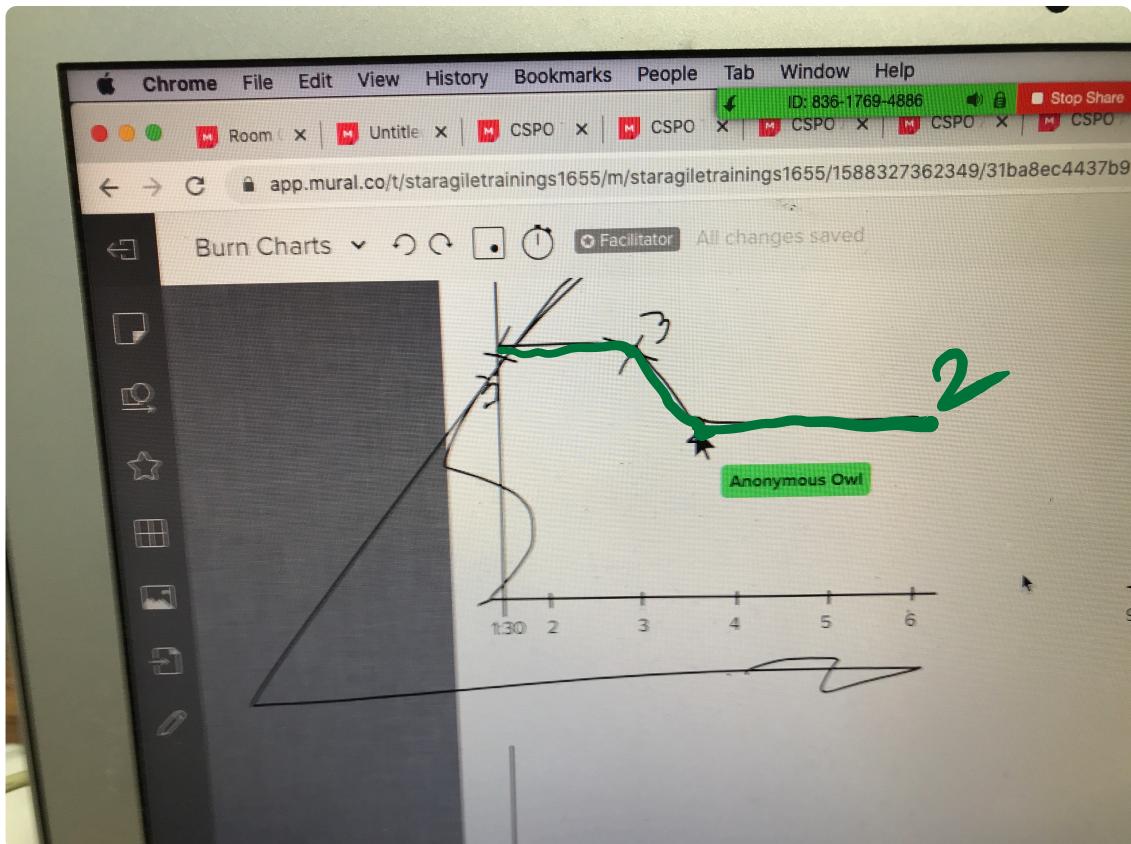
$$2 \quad \textcircled{3} \quad 7$$

SPRINT-2 GOAL
UNDERSTAND HYPOTHESIS
AND MKT ~~& USER~~ RESEARCH

~~STAFF~~ 1 TEAM
D T CROSS-FUNC
~~SELF ORG~~

~~SPECIALIST~~
GENERALIZED
SPECIALIST

SPRINT 2 Burn Down



$\sqrt{2} \geq 1$

MARKET RESEARCH

- ENV. FACTORS
- COMPETITION
- MARKET SIZE

ENV. FACTORS

- DEMOGRAPHICS
- LEGAL
- POLITICAL
- SOCIO CULTURAL
- TECH. FACTORS
- ECONOMIC

—

PORTER'S 5Fs

- THREAT OF NEW ENTRANTS
- BUYER'S POWER
- SUPPLIER'S POWER
- THREAT OF SUBSTITUTES
- COMPETITION

MARKET SIZE

TOP DOWN

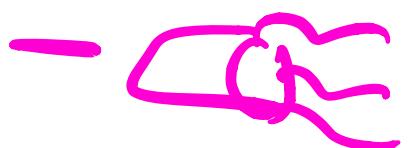
BOTTOM UP

TOT. AVAIL. MKT STAND

SERV. AVAIL. MKT STAND

TARGET SEGMENT

LICED
ACTIVIES
EXAMPLES
ENGAGE
TOOLS
INTERACTIVE
TRAINER
TEAM
HANDS ON

LACKED
^{SOME TOPICS}
SLOW ^{FASTER}
WIT ^{TIME}
TIMING
REFRESH-
MENTS
DIAGRESS -
- 

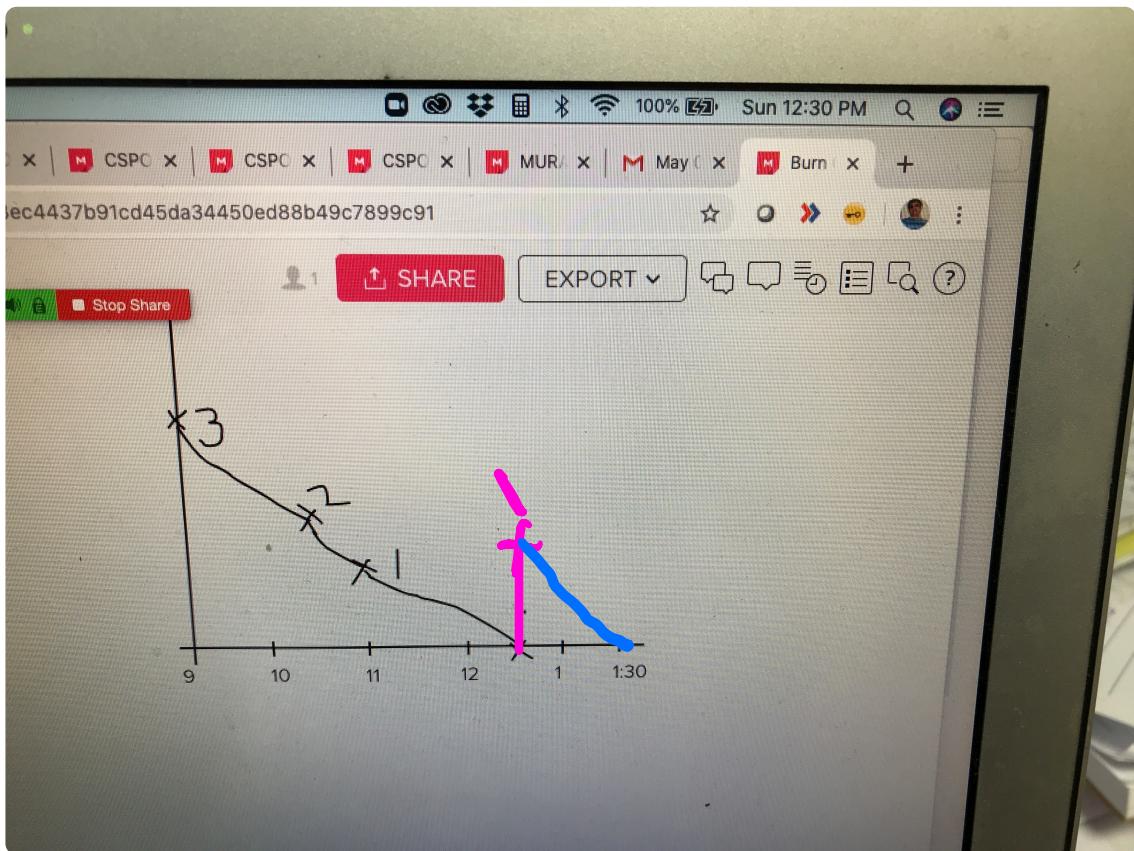
SPRINT-3 GOAL

UNYERSTAND MARKET

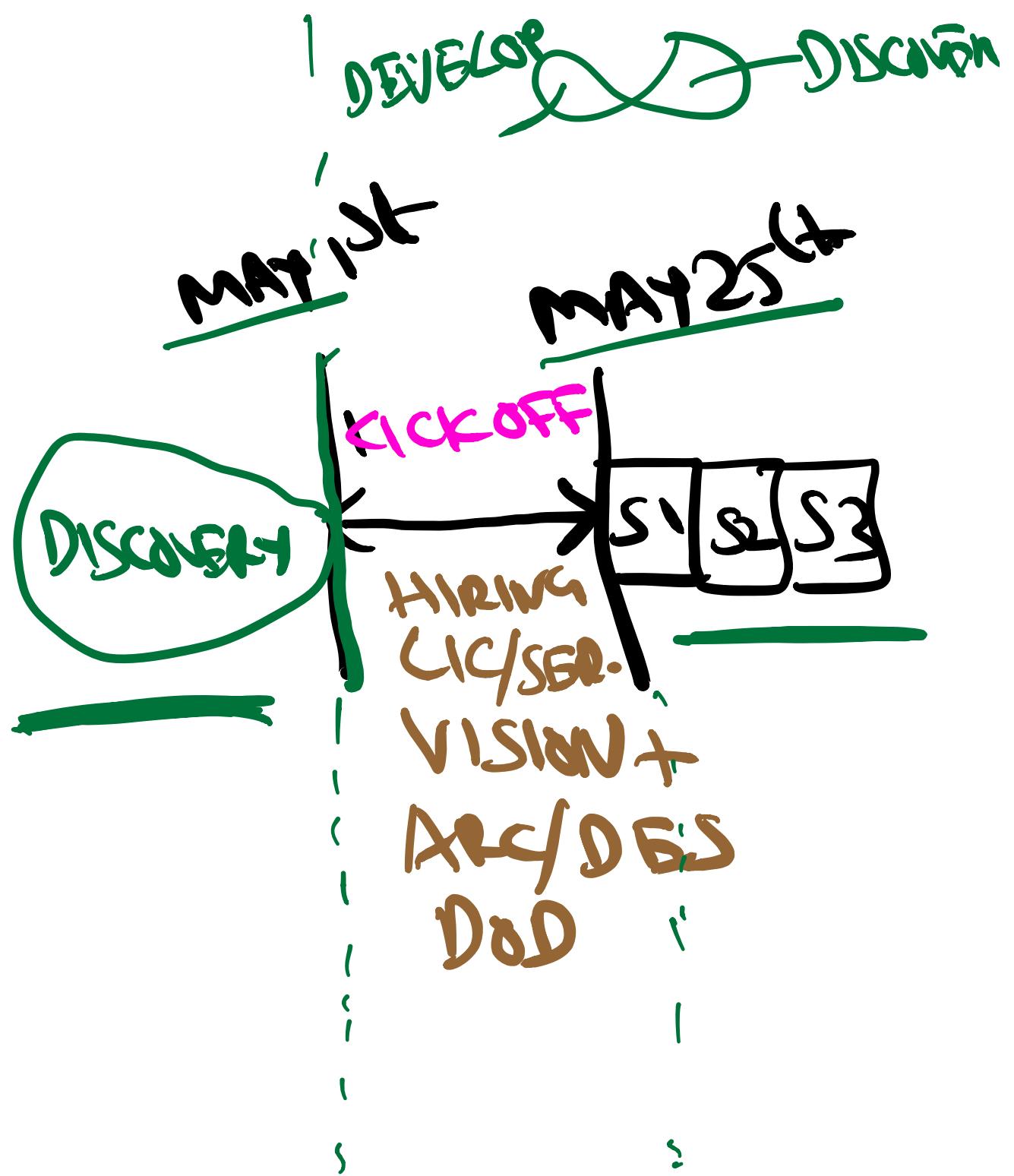
RESEARCH, USE R

~~RESEARCH & PERSONAS~~

SPRINT-3 BURN DOWN



$$\sqrt{3} = 4$$



USERS → USES
CUSTOMERS → PAYS

MICR
RESEARCH

MACRO

SAY/FEEL

TRENDS

BROAD
INSIGHTS

USER
RESEARCH

MICRO

DO/THINK

OPINIONS

FOCUSED
INSIGHTS

USER RESEARCH:

VACIATE ASSUMPTIONS

UNDERSTAND USER'S
PAIN POINTS / GOALS

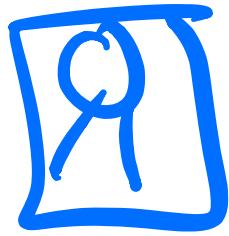
EMPATHY

PROD DESIGN

→ INTERVIEWS
SURVEYS
FEEDBACKS
FOCUS GROUPS
CONTEXTUAL ENQUIRY
PROTOTYPES
HEATMAPS
A/B TESTING

PERSANS
HYPOTHETICAL
REPRESENTATION OF
TARGET USER SEGMENT
BASED DATA FROM
USER RESEARCH
COMMUNICATE ABOUT
USER
PRODUCT DESIGN

- BIO
- PAIN POINTS
- GOALS
- MOTIVATIONS
- TECH SAVVY
- BRANDS



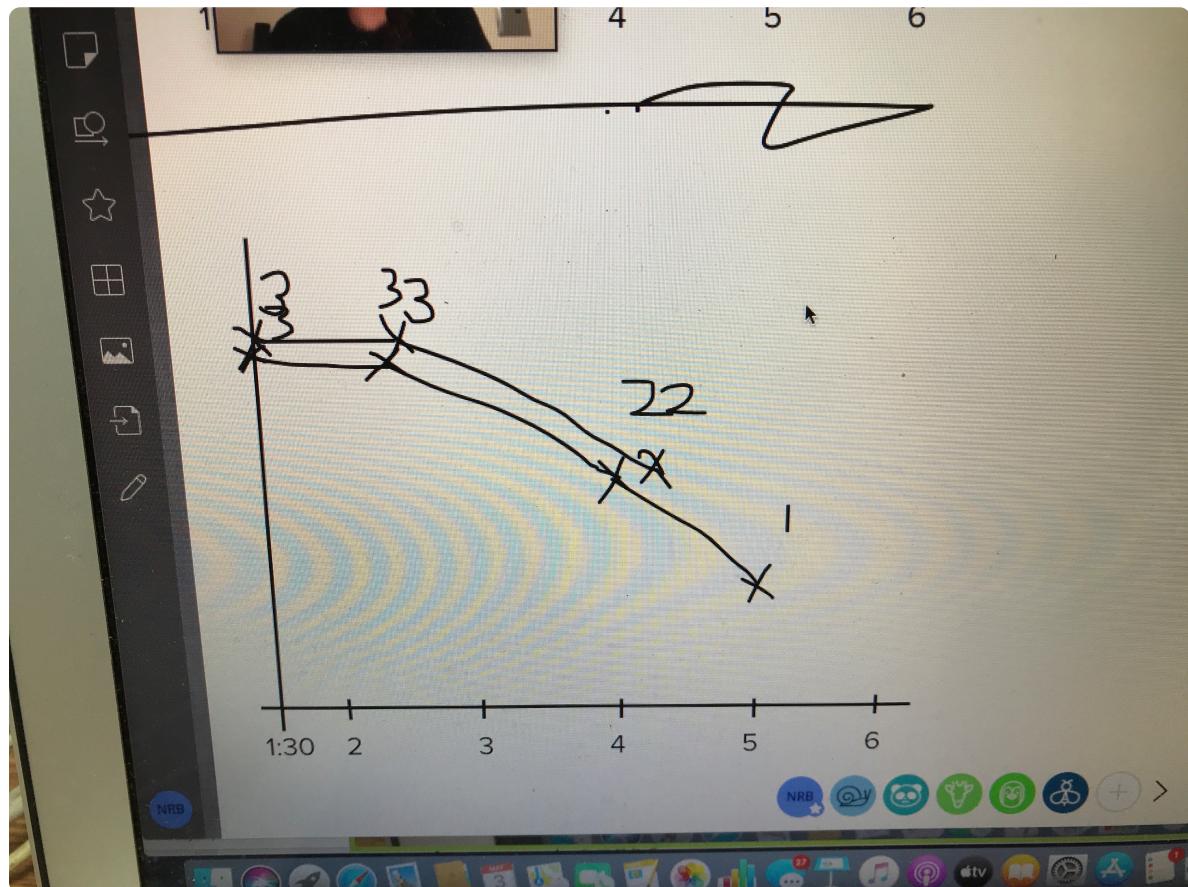
~~SPRINT-4 GOAL~~

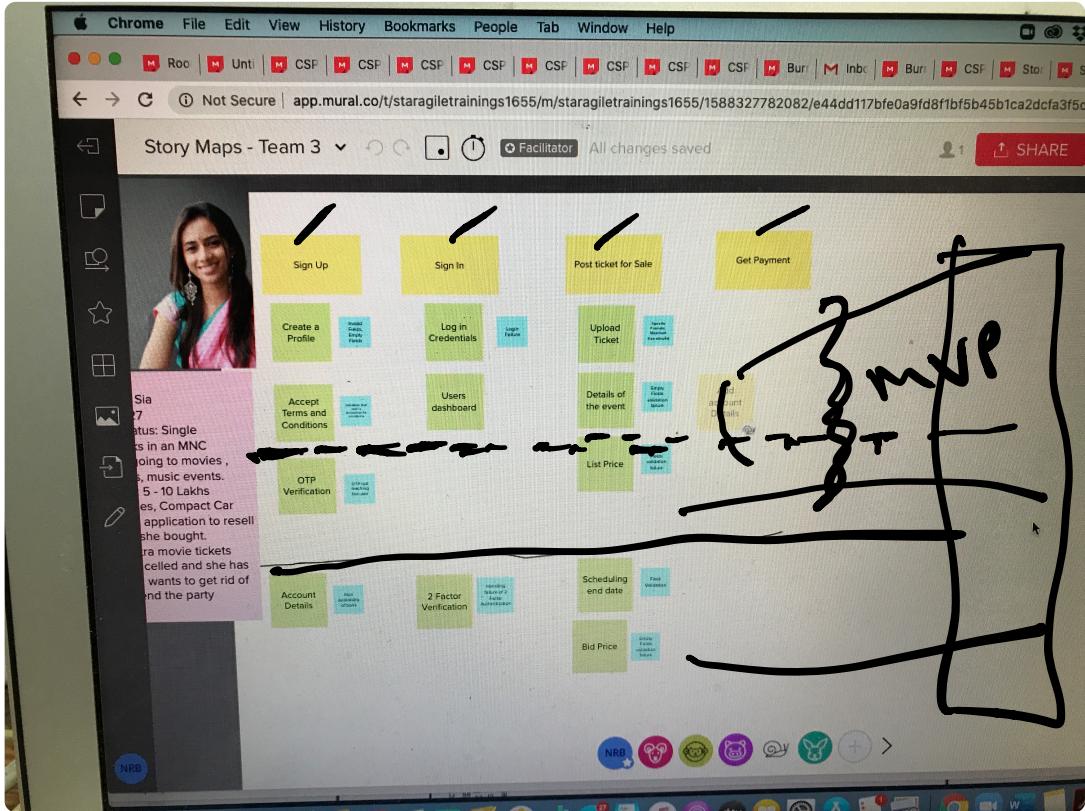
UNDERSTAND STORY

MAPS, USER STORIES

& Scrum Framework

SPRINTU BURN DOWN



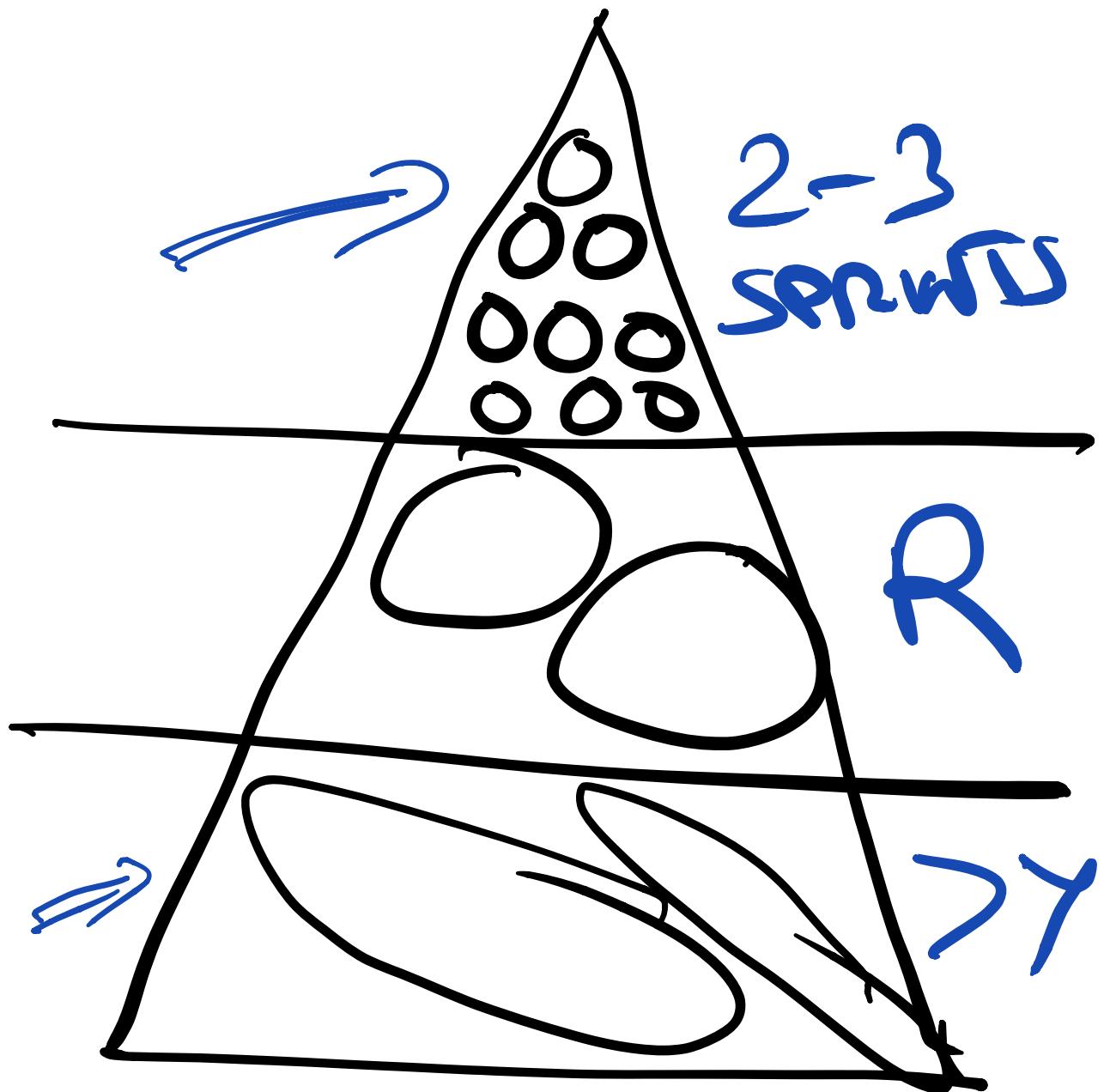


3Cs USE R STORIES

CARD CONVERSATION
CONFIRMATION

AS A <<USER>>
I WANT <<FUNC:>>
SO THAT <<BENEFIT>>

I N D E P E N D E N T
N E G O T I A B L E
V A L U B L E
E S T I M A B L E
S M A L L / S I Z E D APPOR:
T E S T A B L E



PLANNING
DAILY SCRUM
REVIEW
RETROSPECTIVE

REFINEMENT

TIME Box

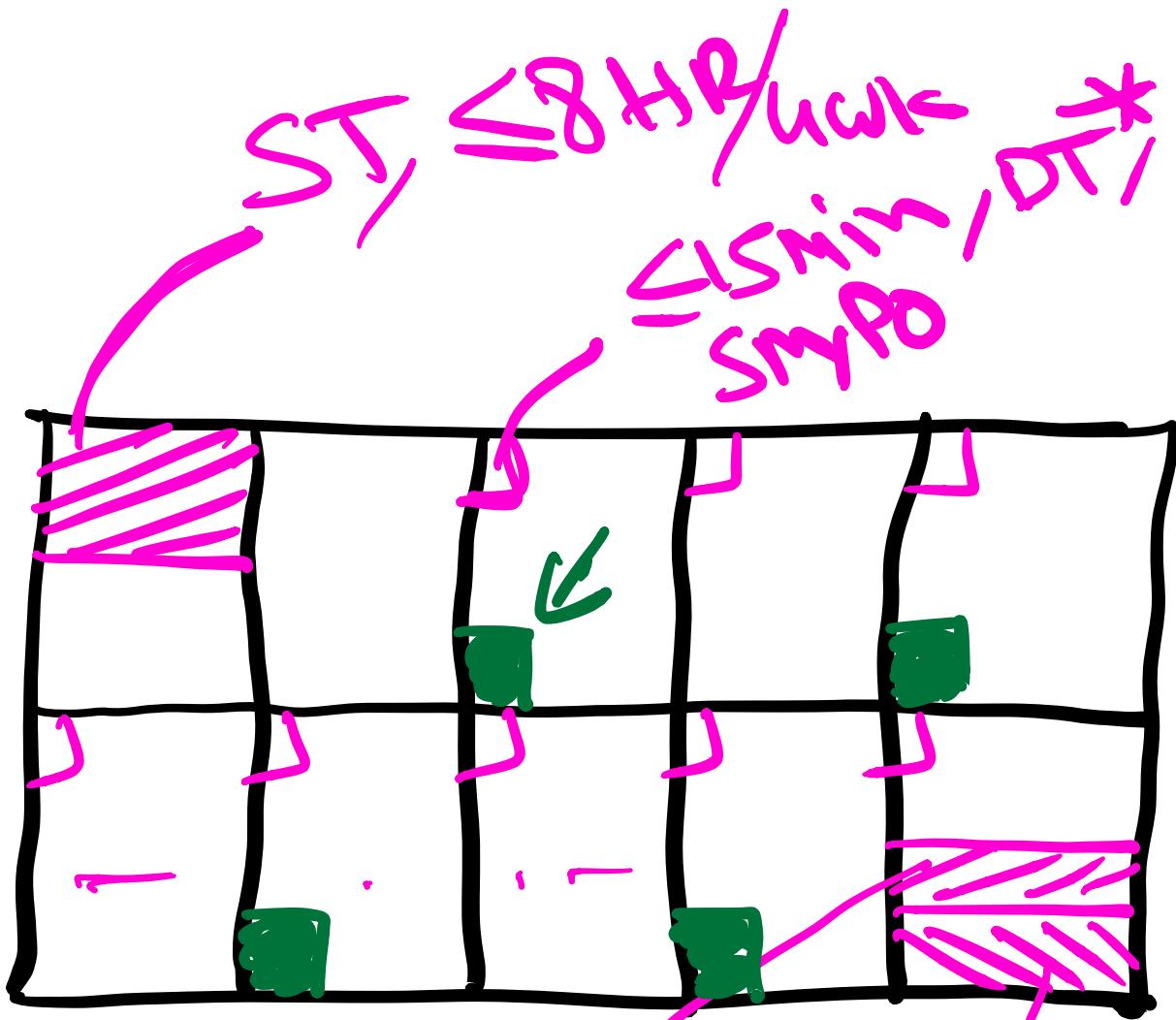
WHO

WHEN

PURPOSE

DO ROLE

INPUTS/OUTPUTS



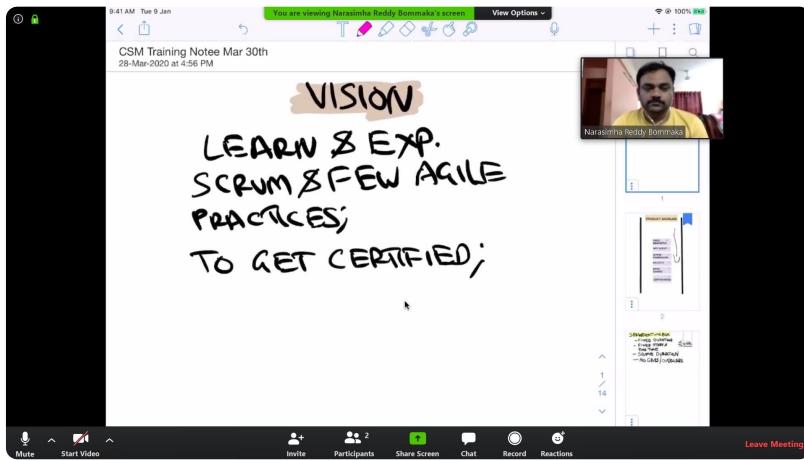
REVIEW

ST + Stake, ≤ 4 HRS

≤ 10%.

RETROS

ST, ≤ 3 HRS



Click on Show Small Active Speaker Video
on Zoom to get this kind of view