



**PES UNIVERSITY**  
**SOFTWARE ENGINEERING LAB TASKS**  
**TASK – 2: AGILE & SCRUM**

**SECTION-E**

**DATE: 26/08/2022**

**TEAM MEMBERS:**

- 1. RAKSHIKA S - PES2UG20CS264**
- 2. SHRAVYA U – PES2UG20CS326**

**FACULTY:**

**Prof. Sheela Devi**

## **STAKE HOLDERS:**

### **The client:**

- A client is required to submit a detailed product requirement document (PRD).
- Elaborate the information about the company and its branding.
- Quote a budget.

### **Website developer(frontend/backend):**

#### **a) Frontend:**

Build the visible aspect of the website, creating and designing the layout and style and putting everything in place to make it look appealing and user friendly.

#### **b) Backend:**

Designing and implementing the areas of the website which are not seen. In particular the database which stores the website content and the server backend which runs the web server application.

### **Software vendors:**

Provide specific plugins and AI.

UX/UI (user experience) designers:

**a) UX designers:** Make a product or service usable, enjoyable, and accessible and user-friendly experience.

#### **b) UI designers:**

- Create a visually appealing and intuitive interface for users
- Apply material design

### **Content writers:**

- Create relatable contents related to the company.
- Convey the unique selling point (USP) to the customers.

### **IT infrastructure team:**

Provide the physical hardware, transmission media and software used to interconnect computers and users on the internet including internet servers, web servers, storage, network equipment and infrastructure software.

### **Legal experts:**

Ensure the site is operating within the law and also for data protection.

## Preplanning:

- Choose the product owner
- Compose your team
- Choose a scrum master
- A fully prioritised backlog
- User-stories which fit into sprints
- Acceptance criteria for all user-stories

## Planning:

- Approve the content of the website.
- Estimate budget and time.
- Commit User Stories.
- Create Tasks for the stakeholders.
- Create Sprint Backlog.

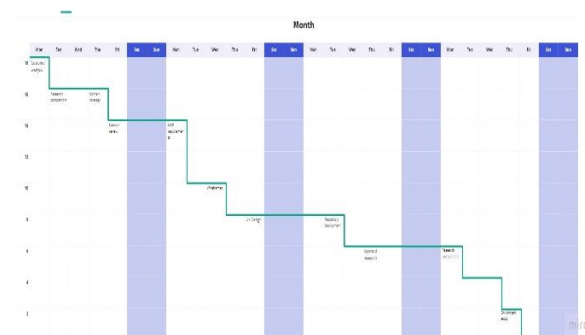
## Sprint planning:

**3 Sprints are planned of 4-week duration.**

### Sprint 1:

- Customer analysis to be done by the R&D.
- Research competitors of the company.
- Keyword research
- Content strategy
- Content review
- MVP requirements
- Wireframes to be planned and visualised.
- UX Design templates.
- Repository deployment
- Environment setup
- Testing & review

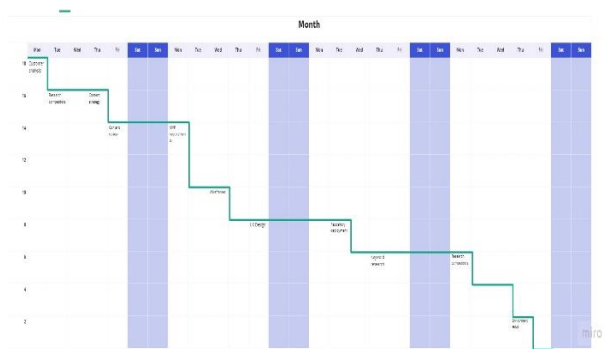
## BURNDOWN CHART:



## Sprint 2:

- Customer testing
- Feature level design
- UX audit
- Front-end prototype
- Back-end prototype
- Demo-staging
- Story review
- Testing & review

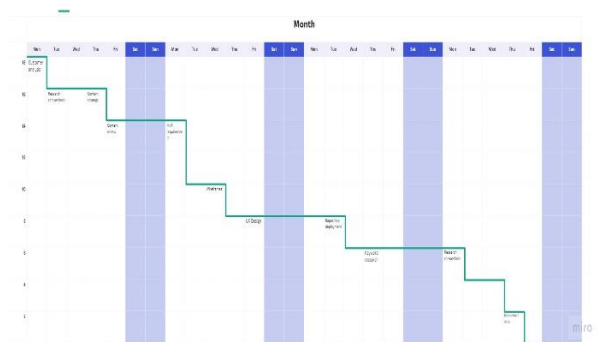
## BURNDOWN CHART:



## Sprint 3:

- Feature release
- Backlog sweep
- Roundup
- High level design
- Back-end analytics
- Review
- Unit testing & review

## BURNDOWN CHART:



## Users story as a Product Backlog:

- Fast, stable & secure web hosting
- Highly-responsive mobile site
- User-friendly web design
- Robust operation systems
- Fast checkout process
- Transparent brand information pages
- Product reviews
- Personalized product recommendations
- Low shipping fee
- Blogs

## ROADMAP:

SCRUM ROADMAP - SWIMLANE

