### **Project Title: To Develop an Agile Release Plan for a Mobile Application for a Retail Marketplace**

**Project Objective:**

* Use the principles of Agile and Scrum
* Identify the levels of planning in Release and Sprint
* Participate in Prioritization using value and risk
* Apply relative sizing at the Epics and Stories levels
* Write User Stories using INVEST and the 3Cs principles
* Apply Definition of Done and Definition of Ready for User Stories
* List the benefits of Information Radiators

**Problem Statement:**

SunshineBox is an e-commerce company that has been selling sustainable gift items for two years now. The company’s vision is to highlight local artisans and create an equitable marketplace platform for them to sell their creations. SunshineBox has created a customer profile that is environmentally conscious at the same time uses the latest trends in the market.

The company has been servicing customers through a web app via desktop as they had wanted a quick and early launch. With the mobile app market having overtaken the desktop app market, SunshineBox wants to launch its mobile app before the holiday season. The reasons for this are:

* Capitalize on the increase in mobile usage
* Include additional digital payment modes using UPI
* Onboard at least 20% of their existing customers over mobile, one month ahead of the festival
* Understand customer needs and behavior so that they can onboard more customers in the future.

With the launch of additional payment options and easy onboarding of users over the mobile phone, plus a responsive web design, SunshineBox expects to increase the reach of the local artisans to a wider market and create an equitable marketplace for them.

**Description:**

SunshineBox has learnt that if it provides more details about local artisans, every product sells faster. The additional benefit is that more time will be spent on the website. With this unique value proposition, SunshineBox wants to extend to every service line and area that they are working on.

The company’s two main target groups are corporates and individuals who want to gift special items to their friends and family during the holiday season.

This project uses the principles and practices of Agile and Scrum, keeping in mind the needs of the customer persona and the service provider.

As an Agile team member at AppZer, a mobile development company, you are expected to do the following:

* Recognize the Epics or Features requested by SunshineBox
* Create Dependencies, Prioritization, and Sizing for each of the Epics
* Create a rough Release Plan based on the Sizing
* Develop User Stories, based on the initial story list, using INVEST, the 3Cs, and slicing techniques
* Develop additional technical stories and team norms
* Estimate story points using relative story point estimation for the given base stories
* Develop a Sprint Plan using a given base Velocity

**Assumptions:**

Learners are given the initial Epic and story list. They are also given the Persona and Empathy Map for all the major actors, as well as a tentative Release Plan with all the Features expected.

**This problem set assumes that the learner:**

* Has internalized the principles of Scrum and Agile and understands the basics of Prioritization, Dependencies, and Sizing
* Understands that the context and implementation of Agile are unique to a company. We recommend that the facilitator acts as a client representing SunshineBox.
* Recognizes that there is no "one size fits all" solution and that all the solutions provided are indicative only
* Is encouraged to learn and independently investigate the applicability and usefulness of the content.

**Guidelines to the Facilitator for Evaluation:**

* Based on the indicative solution, see what the learner comes up with and guide them if key areas are missing. For example, while looking at Sizing for Epics, it is important to help the learner look at the implementation and identify details of the Epic and the Assumptions that they are making to arrive at an estimate, with at least two points under each.
* Assess the following in the User Stories developed:
  + How the User Story relates to the Epic/feature
  + Whether the 3Cs have been understood
  + Whether the learner been able to look at the User Persona and the benefit/value that it is giving
* Ask learners about the areas that they found most challenging. *[Tip: Typically, slicing stories is extremely difficult for new learners as they end up looking from the aspect of implementation. Ask about value; each story needs to be valuable.]*
* Request the learners to comprehend the implicit stories.
* Talk to the learner about the need for technical questions. It is easier for technical team members to create all technical User Stories rather than from the user perspective.
  + Make a note of the kinds of questions used in slicing stories
  + Find out whether the learners were able to get responses
  + Ask the learners where they faced difficulties