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10/19/2025  
  
  
  
  
  
  
As the Scrum Master for the SNHU Travel application development project, I had the opportunity to guide my team through the transition from ChadaTech’s traditional waterfall approach to an Agile Scrum framework. This project served as a pilot for the company’s broader goal of adopting Agile methods to improve efficiency, flexibility, and collaboration. The SNHU Travel project focused on developing a customer-facing travel application that allows users to set vacation price limits, receive personalized destination recommendations, and select different vacation types. Throughout this process, our team applied Scrum principles and adapted to changing client needs while delivering functional product increments. This retrospective summarizes how each team role contributed to success, how user stories were completed, how changes were managed, how communication supported collaboration, and how Agile tools and practices enhanced overall outcomes.

The success of the SNHU Travel project relied on the collaboration of three key Scrum roles: the Product Owner, Scrum Master, and Development Team. The Product Owner defined the vision of the application and prioritized features within the product backlog. By clearly articulating user stories such as “Set Vacation Price Limit” and “Personalized Destination Recommendations,” the Product Owner ensured that the development team understood what needed to be built and why. This prioritization helped us focus on delivering the most valuable features first. As the Scrum Master, I facilitated sprint planning, daily standups, sprint reviews, and retrospectives. My primary role was to ensure that the team adhered to Scrum principles, remove obstacles, and promote open communication. For example, during Sprint 2, a dependency issue emerged between the recommendation system and price filtering modules. I coordinated a quick standup discussion to resolve it, allowing development to continue smoothly without major delays. The Development Team was responsible for building and testing the application increments. The developers broke down user stories into tasks, designed the user interface, implemented back-end functionality, and tested the features within each sprint. Their commitment to producing working software after each iteration ensured consistent progress and visibility for stakeholders. Each role worked cohesively toward a shared goal, and the structure of Scrum ensured accountability, transparency, and collaboration, which were key factors in the project’s overall success.

The Scrum-Agile approach was instrumental in bringing user stories to completion. Instead of attempting to deliver the entire application at once, the team focused on small, manageable goals within short sprints. For example, the “Set Vacation Price Limit” user story was completed early in development because it was identified as a high-priority feature. The sprint began with clear acceptance criteria stating that users needed to input a maximum price, filter vacation results accordingly, and receive a message if no options matched. By developing and testing the feature within a single sprint, the team could demonstrate a working prototype to stakeholders for immediate feedback. This iterative process allowed us to make quick adjustments before moving on to the next feature. The same process was used for the “Personalized Destination Recommendations” user story. The team used feedback from the Product Owner and potential users to refine the recommendation algorithm over multiple sprints. Agile’s iterative nature ensured that user stories were delivered incrementally and improved continuously through feedback rather than being finalized only at the end of development as in a waterfall model.

One of the main advantages of Scrum became evident when the project faced an unexpected shift in focus. Midway through the development cycle, the client decided to emphasize wellness and detox travel packages instead of general vacation destinations. In a traditional waterfall environment, this change would have caused major setbacks, requiring a redefinition of project requirements and significant redesign. However, with Scrum, the adjustment was seamless. During the next sprint planning meeting, the Product Owner updated the product backlog to prioritize wellness-related features. The team discussed how the new focus affected the existing design and adjusted user stories accordingly. Within the same sprint, the developers updated the recommendation engine to highlight wellness destinations, and testers ensured that all filters reflected the new categories. Agile’s adaptability allowed us to respond to changing client needs quickly without derailing the overall project timeline.

Effective communication was a cornerstone of our team’s success. We held daily standup meetings that provided each team member an opportunity to share progress, identify blockers, and coordinate next steps. These meetings were concise but effective in maintaining alignment and momentum. In addition to synchronous communication, we used digital collaboration tools such as Slack and Trello. Slack allowed real-time messaging, while Trello provided a visual representation of the product backlog, sprint tasks, and progress. For example, when a developer encountered an issue with the vacation type filtering function, the problem was quickly posted in Slack, and a teammate suggested a solution within minutes. This fast feedback loop prevented bottlenecks and kept productivity high. Retrospective meetings after each sprint also encouraged open discussion about what worked and what could be improved. Team members appreciated the opportunity to reflect on their performance and propose actionable changes for future sprints. These discussions fostered trust, accountability, and continuous improvement, which are key values in Agile development.

The use of organizational tools and adherence to Scrum events were crucial to the project’s success. We used Jira to track user stories, sprint progress, and task ownership, ensuring full transparency across the team. GitHub served as our version control system, allowing developers to merge code safely and track changes. Documentation was maintained in shared cloud files, enabling simultaneous updates by multiple contributors. The Scrum events, including Sprint Planning, Daily Scrum, Sprint Review, and Sprint Retrospective, structured our workflow and maintained focus. Sprint Planning helped define realistic goals, while Daily Scrums maintained accountability. The Sprint Review allowed us to demonstrate progress to stakeholders and gather valuable feedback. Finally, the Sprint Retrospective helped us reflect and identify process improvements for the next iteration. These practices, combined with effective tools, enhanced visibility, communication, and collaboration.

Overall, the Scrum-Agile approach proved highly effective for the SNHU Travel project. The main advantages included flexibility to adapt to client changes without major disruption, incremental delivery of functional software ensuring continuous feedback, enhanced collaboration and communication among team members, and clear visibility into project progress and priorities. There were also a few challenges, such as the need for frequent meetings that required consistent team availability, an initial adjustment period for team members unfamiliar with Agile methods, and occasional task re-estimation when priorities changed mid-sprint. Despite these minor issues, the benefits far outweighed the drawbacks. The iterative nature of Scrum allowed the SNHU Travel team to respond quickly to new requirements while maintaining quality and meeting deadlines. Given the dynamic nature of software development and the need for customer feedback, the Agile approach was ideal for this project. ChadaTech should strongly consider expanding the Scrum-Agile framework across all development teams. Doing so will foster a more collaborative, adaptive, and efficient culture, ensuring the company remains competitive in a rapidly evolving software industry.

The SNHU Travel project demonstrated how adopting a Scrum-Agile approach can transform the development process. By clearly defining roles, maintaining open communication, and leveraging iterative development, the team delivered valuable software increments aligned with the client’s vision. Agile’s flexibility proved especially beneficial when requirements changed, allowing the team to adjust quickly while maintaining productivity. The project not only resulted in a functional product but also highlighted how Scrum can strengthen teamwork and efficiency across ChadaTech’s development teams. This experience supports the recommendation that ChadaTech fully adopt the Scrum-Agile methodology for future projects to continue achieving these benefits.