



Current Trends
in
Web Engineering

Current Trends in Web Engineering

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Beyond traditional user story frameworks

■ Scrum:

- ▶ **As a <user/role>**
- ▶ **I want <functionality/goal/desire>**
- ▶ **so that <business value/benefit received>.**

■ Behaviour Driven Development

- ▶ **In Order To... <receive benefit>**
- ▶ **As A... <user/role>**
- ▶ **I Want... <goal/desire>**

■ Hypothesis Driven Development (HDD)*

- ▶ **We believe <*this capability*>**
- ▶ **Will result in <*this outcome*>**
- ▶ **We will know we have succeeded when <*we see a measurable signal*>**

* <http://barryoreilly.com/2013/10/21/how-to-implement-hypothesis-driven-development/>



HDD Example

Hypothesis Story Card Example:

- **We Believe That**
increasing the size of hotel images on the booking page
- **Will Result In**
improved customer engagement and conversion
- **We Will Know We Have Succeeded When**
we see a 5% increase in customers who review hotel images who then proceed to book in 48 hours.

- Combining Agile and HDD*:
 - ▶ Effective monitoring and evaluation tools are required to measure the impact of testing efforts
 - ▶ Agile software development focuses on “working software” as the primary measure of progress.
 - ▶ Combining Hypothesis-Driven Development with Continuous Delivery, we define “working software” and “validated learning” as the primary measures of progress.



* <http://barryoreilly.com/2013/10/21/how-to-implement-hypothesis-driven-development/>

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■ Example Backlog (1st approach)



As Student

- (simplified Example...)
- I want to attend the lecture, ...
- Need:
 - ▶ Acquire new knowledge / Understanding
 - To be better than competitors
 - ▶ Freedom
 - To have a freedom of choice for the job I like
 - ▶ Protection
 - To get a well-paid job



HDD – any ideas? How to proceed?

- We believe *<this capability>*
- Will result in *<this outcome>*
- We will know we have succeeded when *<we see a measurable signal>*

