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Topic:

Agile methodology selection

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Integral Mobile Development

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What is Scrum?

Scrum is an **agile framework** designed to manage complex projects in dynamic environments. It is based on iterative work cycles called **sprints** (lasting 1 to 4 weeks) and focuses on the **incremental delivery** of value to the customer. Its structure promotes **collaboration, transparency, and continuous improvement**.

The term **"Scrum" comes from rugby**, where a "scrum" is a formation where players work together toward a common goal. In 1986, a Harvard Business Review article used this metaphor to describe highly **collaborative and self-organizing** development teams.

Main Benefits of Scrum

- **Greater adaptability:** Quickly responds to changes in requirements or project environment.
- **Continuous value delivery:** Provides partial and regular product releases.
- **Improved communication and collaboration:** Encourages constant interaction among team members and stakeholders.
- **Transparency and control:** Scrum meetings and artifacts provide clear visibility into project progress.

Scrum Roles

1. **Product Owner (PO)**
    - Maximizes the value of the product.
    - Defines and prioritizes functionalities in the **Product Backlog**.
    - Represents customer interests.
2. **Scrum Master**

- Facilitates the Scrum process.
- Removes obstacles and helps the team follow agile practices.
- Promotes continuous improvement and a collaborative environment.

3. **Development Team**
    - A group of 3-9 people responsible for delivering functional product increments.
    - Self-organized and cross-functional.

Main Scrum Events

1. **Sprint Planning**
    - The team selects tasks from the **Product Backlog** to work on during the sprint.
2. **Daily Scrum (Daily Standup)**
    - A 15-minute meeting where the team syncs progress and identifies blockers.
3. **Sprint Review**
    - The developed product is presented to stakeholders for feedback.
4. **Sprint Retrospective**
    - The team analyzes mistakes and proposes improvements for the next sprint.

Scrum Artifacts

1. **Product Backlog:** A prioritized list of all project requirements and functionalities.
2. **Sprint Backlog:** A set of selected tasks to be completed within a sprint.
3. **Product Increment:** A functional version of the product after each sprint.

Successful Scrum Implementation

- Ensure that all team members understand their roles and responsibilities.
- Keep meetings effective and concise.
- Use tools like Jira or Trello to manage tasks.
- Obtain continuous feedback to improve each iteration.
- Be flexible and open to changes based on customer needs.

Conclusion

Scrum is a **flexible and efficient agile framework** that enhances collaboration, adaptability, and continuous value delivery. By organizing work into **short sprints**, it enables teams to respond quickly to changes while maintaining transparency and quality.

With **clear roles, structured events, and essential artifacts**, Scrum fosters **self-organization and continuous improvement**. Successful implementation requires **commitment, strong communication, and an agile mindset**.

Ultimately, Scrum helps teams **build high-quality products efficiently, improve productivity, and increase customer satisfaction**, making it a **powerful approach** for modern project management.