

Crafty Hands Artwork Annual Carnival

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Assignment

Crafty Hands Artwork is a growing **MSME** (Micro, Small & Medium Enterprises) retail store chain (**physical** and **online**), specialising in craft supplies crowdsourced from community-based small-scale manufacturers. A team of creative artists and designers employed by the firm creates blueprints of several categories of artwork, stationary, home decor and jewellery supplies. Several 1000 rural handicraft workers engaged by

the firm, then manufacture these designs in their factories and supply packaged kits to retail store in cities.

Crafty Hands Artwork wants to take the annual carnival from physical premises in metro cities to an **online platform**. The carnival **objective** is to **enthuse 100,000 K-12 students** to participate in the event so that they develop **DIY craft hobbies**; and the firm can thereby **increase nationwide customer acquisition and growth**.

Your digital marketing firm is engaged for planning and conducting the monthlong online carnival and provide lead generation outcomes from the event. **Campaigning and registration will run for three weeks**, followed by the **last week for the actual competition event**.

Assignment Activity

1. Brainstorm all key stakeholders involved in building such an online platform, which will be often conducting events and campaigns, like the first one being this annual carnival.
2. Identify the various needs, objectives and constraints in relevance to those stakeholders, and document high-level agile requirements from customers, business, ops, and marketing.
3. Outline the business, technical, functional, and operational factors in the customer discovery and product-marketing fit exercise, with a clear outcome to show/demo an initial platform version.
4. Discuss the high-level requirements broken up as sample user stories/tasks for the key end users and business stakeholders, showing correlation with the campaign's objectives and events.
5. Use any standard/popular tools to depict, setup and organize the above activities; and thereby demonstrate the collaborative teamwork between your team members and the campaign team.

Assignment Deliverables

1. **Project Charter** aligned to the **Roadmap** forecast and a High-Level **Backlog** view.
2. Key customer and stakeholder roles (3-4 total) depicted as **Personal Maps**.

3. A high-level timeline view of the **Release Plan** showing key milestones/objectives.
4. Detailed out **User Stories** (10-15) in standard format, also depicted in a **Story Map** layout.
5. Demonstrable practical tooling in an actual toolset, importing the above deliverable artefacts into a set of **sample user setup, forms, plans, schedules, estimates and reports**. Usage of core Scrum product development practices like feature/epic to stories mapping, story points, prioritisation, sprint plans, velocity forecast, sprint burn-down, story acceptance, definitions of done/ready and suchlike will be **evidence screenshots** on sample/demonstrable basis.
6. Make a **Business Presentation Deck** in two parts (not more than 20 slides total)

Part A: Outline your approach to agile product management and development strategy to build this carnival event platform with highlights from the above artefacts deliverables.

Part B: Explain to your sponsors your recommendations from the release plan to establish the carnival platform launch objectives and timelines and if/how any business investment you need to support the campaign's outcomes.

Note: Go ahead and document any business, technical, management & operational assumptions made by you.

Project Charter

Crafty Hands Artwork wants to take the annual carnival from physical premises in metro cities to an **online platform to increase nationwide customer acquisition and growth**.

Objectives

- Build an online platform **to increase nationwide customer acquisition and growth**.
- **Enthuse 100,000 K-12 students** to participate in the event so that they develop **DIY craft hobbies**.

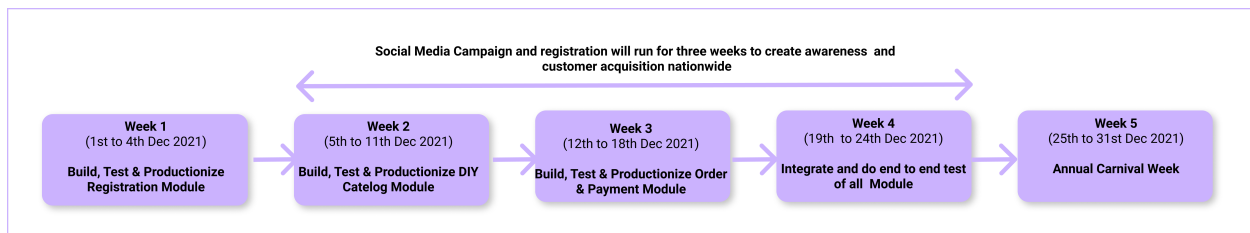
Solutions

Crafty Hands Artwork Annual Carnival 2021 objective to **develop DIY craft hobbies among K-12 students and enthuse 100,000 students nationwide** to participate in the event **online (due to current pandemic)** so that they develop DIY craft hobbies and to reach nationwide customer acquisition and growth within a months time (**1st Dec to 24th Dec'2021**, three weeks for campaign and registration and **25th to 31st Dec'2021**, last one week for actual competition event) **through a mobile app to enable customer to register, order the DIY kit and pay online.**

Crafty Hand Mobile App Prototype

https://www.figma.com/embed?embed_host=notion&url=https%3A%2F%2Fwww.figma.com%2Fproto%2FXA4kWimianNrrlamAPmd1d9%2FCrafty-Hands-Annual-Carnival-Prototype%3Fpage-id%3D0%253A1%26node-id%3D2%253A2%26viewport%3D241%252C48%252C0.14%26scaling%3Dscale-down%26starting-point-node-id%3D2%253A2

Product Roadmap



Week 1 (1st to 4th Dec 2021)

- Team Onboarding and Formation
- Source & Features Identification
- Personas and User Identification
- Usability Test User Identification

Week 2 (1st to 4th Dec 2021)

- User Interface Creation
- Usability Testing with users

- User Research

Crafty Hands Artwork Planning Product Backlog

Crafty Hands Artwork Planning Sprint Backlog