Agile Case Study

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Case Study: Online Pizza Shop Example

Product Vision

Our product is for Pizza consumers who have discerning tastes and want to buy our Pizza online and have it delivered. Our online shopping experience has an elegant and easy way to research,

compare, and try out Pizzas in sample sizes and larger bags. Our experience will generate sample size recommendations of other Pizza varietals with each order. Our customers experience the cost savings, convenience, and adventure in trying new varietals.

Users can also customize pizzas by changing the crust or adding more cheese and toppings as per their desire! They can make online pizza orders more impressive by adding more cheese, doubling up the meat or perhaps changing the crust altogether!

Target Group: Discerning Pizza Lovers

Goal: Create a unique, elegant, easy-to-use experience.

Needs: An online experience to enhance the home (or office) PIZZA experience

Value: It is easy, convenient, and special to shop with advanced information and samples for those with discerning tastes. Samples will fit the buying pattern and preferences of the customer.

The application must have a unique feature where users can play with the price and location range using a two-sided slider making it extremely convenient.

Key Features: Learn about pizzas and regions, and shop, buy, and get social about pizza.

This course will look at examples related to the payments and checkout features of the online shopping experience.

Keeping in mind the domain & target market, the application is exposed to a neat design full of smooth and casual animations.

Epic/Feature Level

On the team's backlog, there is an item for selecting payment type.

As a customer, I need to select my payment type so that I can pay with my method of choice.

As this gets prioritized, it gets broken down into more detailed items like the following:

1. PayPal

2. Credit card

3. Gift card

And as it gets prioritized even further, it gets broken down into more detailed items for the backlog. The following is a payment type hierarchy example:

1. Select payment type a. PayPal i. Success in finding payment method and account ii. An error connecting to account iii. Funds not available	As an online shopper, I need to select PayPal for my payment type so I can use existing PayPal funds to pay for my coffee order. As an online shopper, I want a notification when I select the PayPal payment type and get an error message, so I can fix the account errors in connecting to PayPal. As an online shopper, I want to receive a notification when I select the payment type and no funds are available, so I can select a different payment type.

As a customer, I would like to select a payment type from my profile so I do not have to re-enter my payment information.

The acceptance criteria for this user story is typically a bulleted list, which may look like this:

- When I select to check out, my stored payment methods are displayed.

- I can select which payment method I want to use for the purchase.

- When I select the method I want to use, the details are populated in the fields.

- I am asked to confirm the details.

- The system validates the details are still valid and asks me to correct them if they are not valid.

- Updated details are stored in my profile.

Story Splitting and Decomposition

1. Select Payment Type

    a. PayPal

        i. Success in finding payment method and account

        ii. An error connecting to account

        iii. Funds not available

    b. Credit Card

        i. Visa

        ii. MasterCard

        iii. American Express

    c. Gift Card

2. Enter Payment Details Information

a. PayPal

    i. Select bank account to use

    ii. Select to use PayPal balance

b. Credit Card

    i. Visa

        1. Enter CC #, name, address, zip, exp. date, and code

    ii. MasterCard

        1. Enter CC #, name, address, zip, exp. date, and code

    iii. American Express

        1. Enter CC #, name, address, zip, exp. date, and code

c. Gift Card

    i. Use new card

        1. Enter card number

    ii. Use existing card

        1. Enter card number

    iii. Has no balance

        1. Enter card number

    iv. Doesn't have enough for purchase

        1. Enter card number

    v. Use gift card and then a second payment type

        1. Enter card number

More Splitting Examples

For the user story: *As a customer, I want to pay with a gift card so I can use the gift to buy something I want.*

Splits

- As a customer, I want to store a gift card balance in my profile so I can use it later to make a purchase.

- As a customer, I want to enter my gift card information to use it for my current check-out so I can pay with a gift card.

- As a customer, I want to view my gift card balance so I can determine if I can use it for my next purchase.

- As a customer, I want to use my gift card balance for part of my purchase and another payment method for the remainder so I can use the gift card to buy something larger than it is worth.

User Story Slicing and Splitting Strategies

Slicing Strategy	Description
User Role or Persona	Breaking a user role into more specific users
Business Rules	Logic like if/then scenarios can be split out Detailed definitions and filters Calculations and algorithm scenarios Decision paths
Scenarios	Various scenarios from a user perspective
Process/Workflow	Steps and substeps a user takes, sees, or experiences using the product
Role/Operations	Create, read, update, and delete part of the workflow for a user role
Data Entry	Certain data or a subset of data that needs to be present or entered by a user role

User story: *As a member, I want to be able to create a member profile so that the app remembers things about me, and I don't have to enter information in more than once.*

Slicing Example	Strategy Used

As a member, I would like my online profile to be already in the app when I log in with my same member ID and password so I do not have to remember more than one ID and reenter data.	**Data Entry** Here we are expressing that we expect the user does NOT have to enter data, and it is already present. This could even be split further into multiple stories by splitting the data into smaller groups of data that need to be present and connected to the users when they log in.
As a premium member, I would like to be able to configure my notifications so I don't get notifications I don't care about.	**Data Entry** And this can also be split further by defining each notification configuration attribute as its own story. For example, types of notifications, phone number or email, and acceptable times to noti**fy. User Role** Premium vs. all m embers, splitting the user group to try to make the story smaller
As a customer service rep, I would like to be able to see a member's profile so I can help them better when they call in.	**Role/Operations** It is a different user role specifying if they can create, read, update, or delete information created in another user story.
As a member with a spouse on my account, I want to be able to see the total club spending for each of us and as an account.	**Business Rule** Calculations, automated decisions, and policies

Product Decomposition
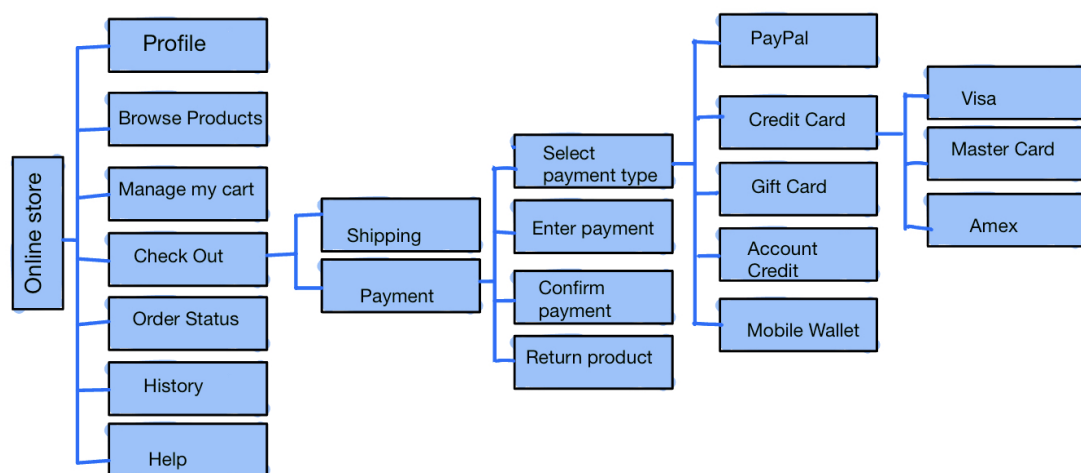
Exercise:

- Create simple process flow based on the user story given.

- All team members create an JIRA <u>account</u> if you already don't have.

- Create a JIRA Scrum/Kanban project template and story board the same.