**Section A: Management Summary**

**SCRUM & AGILE and LSPEI**

Lizzie’s Leather Belts

For the past 10 years, Lizzie’s Leather Belts company’s business has been skyrocketing with sales of over 50 different styles of leather belt. Now the company has decided to involve themselves into digital marketing by making their first online sales to a public website deploying in 3 months from now. However, Lizzie is facing an implementation of digitality marketing due to their lack of a software development department which is very crucial for establishing the product to the public site. Not just that, the company corrupted with the previous traditional “waterfall” projects due to lack of requirements management. To fix these problems the Managing Director called in True Concepts to take this project and recover the mistakes ‘waterfall’ caused.

True Concepts will be such an advantage for the Lizzie’s Leather Belts company business as the software development company is trustworthy, good reputation, and securital teamwork. Here’s how Scrum method’s advantages came to play significant roles for Lizzie’s ordering handling system:

ADVANTAGES

1. **Support of changing requirements**

The “waterfall” development model does not support changing requirements because its process of developing lacks understanding and inspection of the product. The consequence has made the company end up not being able to release a presentable product to the digital market.

True Concepts however has a different and better system than waterfalls for fixing this problem securely. They have obtained the knowledge of the SCRUM method for years and now bring in their experiences to this project. The waterfalls’ work cycle lacks stability and time management leading the process to delay so many times and requirements management left hanging. With that being said, the Scrum method has a steady system to support changing requirements and get this project to complete on time.

1. **Maximize the user involvement**

**USER STORIES**

The Scrum framework consists of Scrum Team and their associated roles. Only one of those roles that is responsible for managing Product Backlog is the Product Owner, the creative marketing vision and point person for the development team’s project. Lizzie’s Leather Belts Product Backlog needs supervision and control from True Concepts’ Product Owner to improvise on the bright ideas and features that could be added to the product. Therefore, the P.O prioritizes ordering the Lizzie’s Backlog items list and brings the top requirements from P.B to the Development Team. What they can do now is to nimbly work together without showing negative behaviors to the customers and each other for better communication throughout the progress.

**DAILY SCRUM**

During the Daily Scrum event, the team and stakeholders start working together to take out some results from the previous meeting and brainstorm some ideas for the project in their discussions to evaluate the value of the product and bring the top product to promotion and prevent deviations. The Scrum Team after receiving the records of Lizzie’s Leather Belts user satisfaction that captured every primary information following the requirements should be reviewing the work of the entire team and discussing with each other about which upgrades they can add in to improve the work they have and put it out to the implementation. It’s also a good way to tell the customers about why they should work with the Product Owner and the team to examine reviews when the team needs datas and genuine reviews from the users to conduct the requirements and estimate the size of the task.

**SPRINT REVIEW**

After completing the task given, the Scrum Team will demonstrate their work to the Product Owner in the Sprint Review meeting to reflect on their work’s features and association with the Product Backlog requirements, and receive potential feedbacks that can incorporate the P.B to help guide the work for future sprints aka Incremental releases. In the Sprint Retrospective event, the team showcases their work like in the Sprint Review event and puts final conclusion to the development of that Product Backlog item by the end of the Sprint before moving onto the next one.

The cycle will keep repeating until the best product is chosen to be demonstrable and shippable.

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**Increment** - the sum of all the Product Backlog items completed during a Sprint and the value of the increments of all previous Sprints

**Sprint Retrospective** - an event for the Scrum Team to inspect itself and create a plan for improvements to be enacted by the end of the Sprint

Sprint Explanation: Sprint is a repeatable time-box of one month or less during which a “Done”, usable, and potentially releasable product Increment is created.

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1. **Clear objective**

True Concepts Scrum development’s goal is to ensure the product requirements meet customers’ final vision and satisfaction. The Product Owner will decide from here if the product is potentially shippable or if there are any additional features needed before it ships. Everything the Scrum Team worked on has to contain all aspects according to the Sprint Goal, where receiving good feedback from the buyers making the product deliverable, and officially promoting the product to the website are required. That is how the Sprint Goal is constructed.

DISADVANTAGES

1. **Hiring an Agile Coach**

Although the Scrum Method will help True Concepts complete everything, what they are missing is a Scrum Master, the team leader and Agile coach for the Scrum team. If a team functions without a Scrum Master, they cannot work together without maturity and will put a big strain on their working relationship due to misinterpretations and failure of teamwork. The True Concepts should resolve this problem by hiring a Scrum Master to lead their workflow and constraint future deviations to release the product on time. This is a great move to maintain healthy working relationships within the development team as True Concepts members are behaviorally inexperienced.

Even though a matured Scrum Team can work without a Scrum Master by knowing what to do, they can never get their development environment without the Scrum Master simply because they need someone to organise all the Sprint meetings and manage the Scrum Team with his/he knowledge of Scrum principles. But the Scrum Master will not play the boss role in the team because every member is independently knowledgeable of their part.

**SCRUM METHOD PROS AND CONS**

**Pros:**

* **Transparency and project visibility:** Every member must be presented to the daily stand-up meetings to create strategies for eliminating impediments within solving the project issues.
* **More accountability for the team:** Collectively decides which tasks and features can be completed in each Sprint. There is no need for a project manager to command on the Scrum Team because they have their teamwork independence and everyone is highly skilled in the areas they work in.
* **Easy to accommodate changes:** whenever discovering new user stories during a Sprint, those features should be added to the next Sprint during the backlog refinement meeting.

**Cons:**

* **Risk of scope creep:** As the requirements tend to increase over a project lifecycle, the product delivery schedule will keep delaying over time with more Sprints added.
* **Inaccuracies from poorly defined tasks:** leads to project failure and extension of Sprints delivery if the initial goals are unclear and not well defined, which is why choosing the right Scrum Master can be significant for this mess and the reason will be mentioned in the con below.
* **Choosing the wrong Scrum Master:** a professional Scrum Master should trust the team more and less crossing the lines like taking control of the members to ensure that their team can represent a rigid project result. Also Scrum Master is the crucial events and plans organiser as the team needs a smooth and potent working environment.

**Why does Scrum take advantages to manage this project?**

Because Scrum is above any other methods with its iterative development and project visibility. It constantly takes customers' feedback and frequently accepts changes for the development process to produce high-quality results.

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**Section B:**

**B1.1 Identify any of the requirements that you feel are not appropriate to be considered at high level requirements, giving your reasons for this.**

**Functional/Non Functional Requirements**

**Functional/Non Functional Requirements** are the collection of important requests from the customers which help a product built for their purposes. Though, the reason why the requirements are put into 2 different categories, Functional and Non Functional, is because each requirement functions with different goals and compatibility.

**Functional Requirements** are a list of the orders essentially specifying something the system should do. **Non Functional Requirements** are the opposite as they specify how the system should behave to the customers. They are involved with the MoSCoW Prioritisation because it is needed to conduct the tasks in Product Backlog. Here is an illustration to demonstrate Lizzie’s Product Backlog with the MoSCoW Prioritisation.

*Lizzie’s Product Backlog Image*



**Here are the lists of high level functional and nonfunctional requirements I have picked from the Product Backlog above.**

**List of the Functional requirements:**

* **No. 1 As a Managing Director I want a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site.**
* **No. 5 As the Managing Director I want to be ensured that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds.**
* **No. 4 As the Financial Director I want all online transactions to be secure so that our customers feel safe.**
* **No. 9 As the Operations Director I want to accept all forms of payment so that we can capture the largest market possible.**
* **No. 8 As the Warehouse Manager I want to place an “out of stock” message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock.**

**List of the Non Functional requirements:**

* **No. 2 As a Customer I want to be able to modify my shopping cart so that I can change my mind about what I want to buy.**
* **No. 3 As a customer I want to enter separate delivery and invoice addresses so that I can receive belts when staying at a friend’s house.**
* **No. 7 As a customer I want a choice of delivery slots so that I can arrange my diary appropriately.**
* **No. 17 As a Customer I want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on.**
* **No. 20 As a Customer I want to be able to process returns via the Web site so that I do not have to phone up and answer all of those stupid questions before being put through a human being.**

**Inappropriate Requirements:**

Although all these requirements are required to build the system, there are some requirements not mandatory and high level enough to be done in this project since the business does not need them. Here is the list of inappropriate requirements and why I think they are not considered high levels.

1. **As a student I want discounts on belts so that I can look cool at parties for minimal cost.**

This is a non functional and not a high level requirement because high level requirements involve a time consuming progress. Meanwhile, this requirement only focuses on brand promotions and sales and that can be done within a day.

1. **As a customer I want to be able to change my account details so that my most up to date details are recorded.**

This is a non functional requirement, not vital enough to be considered high level because it just gives the customers freedom to adjust their user profiles, and login entry transaction is the least concern in this project.

1. **As a Customer I want to have belts gift wrapped and sent to an address other than my own so I don’t have to bother wrapping and delivering presents.**

This is also a non functional and low level requirement because it is a request from a user story and an optional shipping choice for the customer’s convenience. This requirement does not provide functionality and is not needed for the project requirements.

1. **As a Customer I want to choose whenever or not I am sent marketing information so that I do not get loads of junk mails.**

This requirement is non functional, the same as other login transaction requirements as it is not high level. The business requirements only require functions and quality of the product, therefore it cannot be certified as a high level requirement.

1. **As an Order Handling Clerks I want to use the Web site to process telephone purchases so that I can stop using the paper-based system.**

This will be the least non functional requirement to be concerned about because having one type of transaction record data is enough for the Order Handling Clerks. Not to mention this requirement does not provide functions and quality to the business and product, therefore not considered a high level.

1. **As the Chief Accountant I want the website to adhere to the legislation regarding VAT (Value Added Tax) so we are not hit with a hefty fine.**

Every business can operate with their own transactions and all the materials they’ve acquired for the project. Therefore, this non functional requirement is not high level for this project because there is no functionality it can provide to the product and it is the government’s business.

1. **As a Warehouse Operative I want to check delivery addresses so that I can place orders with similar postcodes in the same delivery batch.**

This non functional requirement only involves shipping options, therefore cannot be a high level requirement because it only provides convenience in the delivery process, not functionality for the product.

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**B1.2 Rewrite, and add to, the list to end up with a total of 8-10 high level requirements (functional and non-functional) that you feel are required for building the website.**

**REWROTE & REPRIORITISED HIGH LEVEL REQUIREMENTS**

**Based on the Product Backlog above , I have reprioritised the list of high level requirements and rewrote the requirements to make them more understandable and clear for building this website. Here is the following list:**

* **As a Managing Director I want a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site.**

As a managing director I want a monthly sales report of the profit we make through the website to secure our economic system.

* **As the Managing Director I want to ensure that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds.**

As the managing director I want to ensure that the site is copyrighted with a Data Protection Act so we can protect the customers' information from the hackers leaking their privacy.

* **As the Financial Director I want all online transactions to be secure so that our customers feel safe.**

As the Financial director I want the website to be accurate with their customers’ purchase history to make them feel comfortable and trust the brand more.

* **As the Operations Director I want to accept all forms of payment so that we can capture the largest market possible.**

As the Operations director I want to expand the business by accepting all payment methods to possibly make as much profit as we desire.

* **As the Warehouse Manager I want to place an “out of stock” message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock.**

As Warehouse Manager, I want to notify buyers with the "out of stock" message on the sold out products so that they don't have to wait for them to restock after a long time.

* **As a Customer I want to be able to modify my shopping cart so that I can change my mind about what I want to buy.**

As a Customer I want to have full control on editing my shopping cart to rechoose different products that I desire.

* **As a customer I want to enter separate delivery and invoice addresses so that I can receive belts when staying at a friend’s house.**

As a Customer I want to be able to add different addresses so the package can be shipped to me wherever I am at.

* **As a customer I want a choice of delivery slots so that I can arrange my diary appropriately.**

As a Customer I want the website to have more shipping options with shorter delivery schedules to speed up the delivery and receive my package whenever I have selected.

* **As a Customer I want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on.**

As a Customer I want to be emailed about the delivery status of my order to ensure that my package is secured or not stolen when it arrives.

* **As a Customer I want to be able to process returns via the Web site so that I do not have to phone up and answer all of those stupid questions before being put through a human being.**

As a Customer I want to return my package through the website without making a phone call to proceed the return.

**B2.1 - Produce an updated ‘high level requirements list’ clearly showing the prioritisation you have given to each of your requirements.**

|  |  |  |
| --- | --- | --- |
| **No** | **High level requirements** | **Priority** |
| **1** | **As the Financial Director I want all online transactions to be secure so that our customers feel safe.** | **Must** |
| **2** | **As a Managing Director I want a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site.** | **Should** |
| **3** | **As the Operations Director I want to accept all forms of payment so that we can capture the largest market possible.** | **Must** |
| **4** | **As the Managing Director I want to be ensured that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds.** | **Must** |
| **5** | **As the Warehouse Manager I want to place an “out of stock” message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock.** | **Should** |
| **6** | **As a Customer I want to be able to modify my shopping cart so that I can change my mind about what I want to buy.** | **Must** |
| **7** | **As a customer I want to enter separate delivery and invoice addresses so that I can receive belts when staying at a friend’s house.** | **Could** |
| **8** | **As a customer I want a choice of delivery slots so that I can arrange my diary appropriately.** | **Would** |
| **9** | **As a Customer I want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on.** | **Should** |
| **10** | **As a Customer I want to be able to process returns via the Web site so that I do not have to phone up and answer all of those stupid questions before being put through a human being.** | **Should** |

1. **As the Financial Director I want all online transactions to be secure so that our customers feel safe:**

Information of the customer’s debit and credit details cannot be exposed to the public or those who have bad intentions with them. Therefore, it is necessary to prioritise this requirement first to prevent scammers and customer’s complaints, also hefty fines.

1. **As a Managing Director I want a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site:**

Allowing the Manager Director to examine the stock sales and profit made over a month should be the second priority because it can be an important money tracker to give the company purpose to manufacture more belts.

1. **As the Operations Director I want to accept all forms of payment so that we can capture the largest market possible:**

Allowing the company to collect both cash and card payments to create a huge amount of profit and convenience in the customers’ purchases. Although, it is not mandatory, but will increase values for the sale if this requirement is added.

1. **As the Managing Director I want to be ensured that that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds:**

Ensuring that the customers info data will be protected under the copyright of DPA so the hackers cannot successfully violate the laws and steal the customers’ financial details for criminal purposes.

1. **As the Warehouse Manager I want to place an “out of stocks” message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock:**

This requirement is not mandatory to the system, yet essential for customer service as a notice board to alert the warehouse workers to manufacture more belts and let the buyers know when they will restock the products.

1. **As a Customer I want to be able to modify my shopping cart so that I can change my mind about what I want to buy:**

Empowering the customers to customize their shopping cart is a ‘Must Have’ priority as it grants the buyers a user-friendly system to boost their shopping experience and help the buyers conveniently get what they want.

1. **As a Customer I want to enter separate delivery and invoice addresses so that I can receive belts when staying at a friend’s house:**

With this feature, the customers can receive their packages everywhere they desire the shipping to go because sometimes they want the delivery to be instant to wherever they are at.

1. **As a Customer I want a choice of delivery slots so that I can arrange my diary appropriately:**

Given the customers authority to choose their desired delivery dates to boost the shipping. But, certain options have to come with shipping fees to reward the shipper’s dedication and it is reasonable to add in the fees as everything comes with a price.

1. **As a Customer I want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on:**

The emails will be sent to the customers every time an order is made, allowing them to see where their packages are going to ensure that they are not stolen. An additional feature would be a phone call from the shipper to notify the customers of their packages’ arrival.

1. **As a Customer I want to be able to process returns via the Web site so that I do not have to phone up and answer all of those stupid questions before being put through a human being:**

Every time the product malfunctions, the customers can refund the package via the Web site and request an exchange for a brand new product. Sometimes, the company can be loaded with phone calls so it is convenient if an online refunds service is added to the web site.

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**C.1 -** **Produce a management summary identifying Legal, Social, Ethical and Professional issues that a system developer for the company would need to be aware of. Provide two practical examples from the case study that relate to each aspect of LSEPI identified.**

**LSPEI** stands for Legal, Social, Ethical, and Professional Issues. They are a compilation of the issues involving human interaction regarding legality, sociability, ethics and professionalism.

**LEGAL issues:** Legal issues are the legal questions within the law asking for the business’s legality. The court has the authority to give out the final decision on the case whether that businesses legality is valid.

**SOCIAL issue:** Social issue is a negative behavior that is recognized by the society and causes consequences for them to not function at an optimal level.

**ETHICAL issue:** A problem in the moral standard which conflicts a situation where the decisions do not agree with the moral principles.

**PROFESSIONAL issue:** The professionals have to deal with a wide variety of ethical dilemmas with their specialist psychological knowledge and skills to interpret the definition of professionalism to the employees, in other words to teach them about professionalism.

**In order for Lizzie’s Leather Belts to maintain their successful business for a lifetime, they have to adhere to the Legal and Ethical issues to achieve the copyright which can remain their website forever without being violated by the hackers.**

**LEGAL ISSUES:**

* **Copyright (DPA)**

Lizzie should hire a Data Controller to secure their customers information with his/her professionalism and responsibility in complying with the data protection rules. The Data Controller has to be approved by the Information Commissioner to store the Data Subject personal details.

* **Plagiarism**

Plagiarism is illegal, as it is the action of stealing other original work and reclaiming it as yours. Lizzie might face this issue in the future as many businesses do so to prevent this they need Copyright Law to protect their authenticity of the products.

* **Terms of Service**

Customers must agree to the Terms of Service before using the website to follow strict regulations written in the contract. It is not mandatory to have a Terms of Service, but for security purposes and spamming prevention it is highly recommended and beneficial.

**ETHICAL ISSUES:**

* **Unsolicited emails, spams**

Give the customers a subscription option to be notified by marketing emails, instead of spamming them to their email addresses without permission. They are also allowed to cancel the subscription anytime if they don’t want to receive anymore email.

* **Computer viruses**

The use of Malware software is prohibited because it can damage your computer with viruses. Therefore, if the website spreads Malware codes to the users their business may go bankrupt and the company will be sued with huge fines.

* **Cookies**

Lizzie website needs the cookies to preserve information in the register the customers put in the previous URL whenever they need to go back to that browser session and do not want to repeat the registration. Cookies also save customer ID and password info into the First-Party cookies.

* **Trustworthiness**

The site has to be honest with the customers and must not scam them by overcharging for some technical services that they may not understand or have not heard of. If the website refuses to be honest, it will be accused of fraud and filled with customers' complaints, and things will get worse to the point the site may be sued and shut down from bad reputation.

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**C.2 Produce a management summary outlining the purpose of a professional body, such as the British Computer Society. As a part of this, provide a practical example for each of the four BCS Code of Conduct sections to illustrate how the professional body may guide the choices and decisions of their members.**

**BCS - The British Computer Society**

* The British Computer Society (BCS) is a professional body located in the United Kingdom specialized in Information Technology (I.T) and Computer Science. The purpose of the BCS Code of Conduct is to advance and promote the study of Information Computer Technology following the Legal, Social and Ethical issues to urge all the members to perceive from the practices of ethical behavior and professionalism.

**Here are my criticisms about these 4 practices of the BCS Code of Conduct below when developing Lizzie's website.**

1. **The Public Interest:**

The BCS guides its members to conduct their professionalism without the need to discrimination on the basis of race and gender, and safety for the public and development team will be ensured. Therefore, they have to respect everyone’s human rights and show dignity in their working environment for every judgement to be confidentially justified for the requirements.

Lizzie’s website must not display discrimination toward races and genders to give everyone the access to shopping. Also, a Data Protection Act must be added to the site for the clients’ information safety.

1. **Professional competence and integrity:**

The purpose of this code is for the BCS members to improve their professional knowledge and skill on a daily basis to make relevant judgements for a quality standard that the whole team would agree with. During the development, everyone must maintain awareness of the project's functionality and respect every critic in order to receive feedbacks that can improve the procedures or standards within their professional field. To show more professional responsibilities, every member must work in their own professional competence and they must maintain the knowledge of legislation and comply with the law to ensure safety for themselves and their colleagues' employment. Bribery or unethical inducement are prohibited as they show unprofessionalism of whoever commits the violation.

This code applies to the Lizzie’s employees when they need to strengthen weaknesses in their professional competences and behaviors. Also, the employees will be granted the freedom of speech to criticize each other with dignity to deliver a high-quality working environment.

1. **Duty to Relevant Authority:**

The code indicates the BCS members to have responsibility over the controversial judgements that would result in a conflict between them and the Relevant Authority by reporting a full and immediate disclosure to the authority if such a conflict is likely to occur. Disclosing private information from different organizations to the third parties or for personal gain is prohibited until the relevant authority gives you the permission to do so. No one is allowed to misrepresent the performance of the products, instead they should report all the malfunctions to the relevant authority.

Data transmission is unacceptable even if the employees quit their job and transfer to a different company willing to disclose previous company’s private information to the third-parties or for personal gain unless permission is given. The reports of Lizzie’s products must consist of performance accuracy. Even if there is malfunction the employees have to let the company know to address the issues sooner.

1. **Duty to the profession:**

The clean reputation of the professional body must be protected and maintained throughout life by the dedication of professionalism of BCS members by their improved standards, development and law enforcement. Not to mention integrity and dignity are required in every member to improve their workflow and relationships to enhance professional developments. No one has the right to keep the truths secret whenever someone causes a criminal offense or disqualification as an employee. Every member should encourage and support their fellow colleagues and the new members to ensure everyone gets a grip of what to do and continuously adapt during work.

This code can apply to Lizzie’s situation as they have weaknesses within their employees. With the collaboration of BCS, Lizzie’s employees will adapt to professionalism and ethical behaviors from the members to speed up the project development.

**References:**

**Increment** definition

<https://www.scrumguides.org/scrum-guide.html>

**Sprint Retrospective** definition

<https://www.scrum.org/resources/what-is-a-sprint-retrospective>

**Sprint Explanation** definition

<https://www.scrum.org/resources/what-is-a-sprint-in-scrum>

**Task Boards** definition

<https://www.planview.com/resources/articles/what-is-task-board/>

BCS Code of Conduction

<https://cdn.bcs.org/bcs-org-media/2211/bcs-code-of-conduct.pdf>