



***Individual report of COMP1787 Requirements  
Management.***

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## Introduction:

Over the dozens of years since the first computers were created, humans have created many new languages and technologies. Now developing an information technology project is extremely easy. However, based on statistics from Chaos research (2012), about 21% of projects fail and 42% have problems when applying traditional software development solutions. From there, we can see the role of software development methods. There are several main causes of software project failures that are not meeting customer expectations or being delivered on time / over budget. Luckily, developers soon noticed this, and the Agile development method is a perfect solution to all these problems. For the purposes of this paper, I will focus on the Scrum (Agile) method.

Within the scope of this report, as a management role, besides clarifying the definitions and issues related to Scrum and Agile concepts, I will practice adopting it into Lizzie's Leather Belts case study to solve their problems. Finally, the report will also cover issues such as Legal, Social, Ethical and Professional.

## 1. Management Summary

### 1.1. Company overview

According to baseline case study, Lizzie's Leather Belts is a medium-sized company with a leather belt business. They have ten years of experience in this field, and now because of changing marketing strategies accordingly, the company is growing rapidly. And the business owner wants to expand it even further. To do this, they want their leather belts to be widely available to the public through a website.

The company will have to hire the software development department from outside because it does not own it. In addition, the Managing Director of Lizzie's Leather Belts has had bad experiences with projects developed by the 'waterfall' traditional method and wishes to find alternatives. Finally, she decided to choose True Concepts as a development company for their website with SCRUM and Agile concepts. The project will be deployed in 3 months from now.

True Concepts and Lizzie's Leather Belts have the same industrial estate address. They have adequate facilities such as SCRUM stand up meetings, facilitated workshops and apply DSDM Atern framework to all projects. In addition, they will designate a dedicated team for each of their projects.

### 1.2. Scrum/Agile concepts overview

In this report, we will discuss the foundation contents of the Scrum / Agile concept to get an overview.

**Definition of Agile:** according to Alan Dennis, et al (2012, p.57), Agile methodology refers to a family of development methods that focus on continuous iteration throughout the

development life of a project. Each iteration includes the full development activities of a software project such as planning, development and testing. It refers to any development process consistent with the concepts of the Agile Manifesto.

**Definition of Scrum:** Scrum is a lightweight agile development process. Scrum is considered a framework for an effective team collaboration to deliver the highest business value in the shortest time. Usually, after two weeks to a month, the feature with the highest priority will be delivered or further enhanced for another iteration (Scrum, 2020, online).

**Scrum process:**

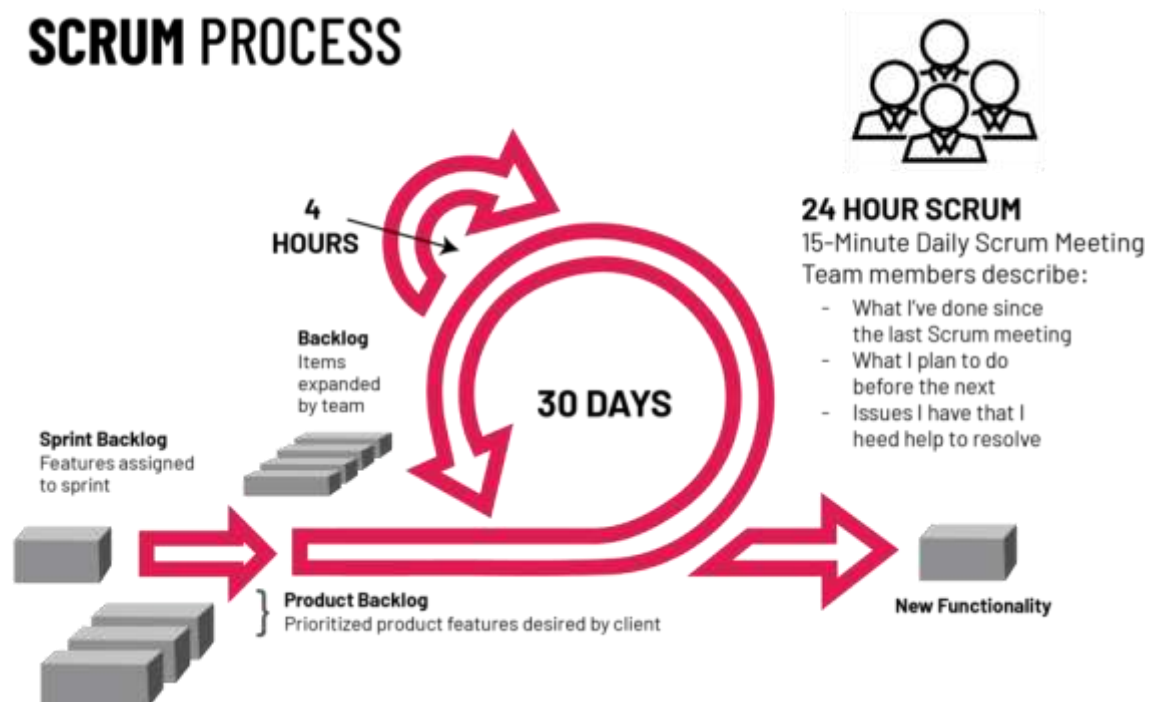


Figure 1: Scrum process (CPRIME, 2020, online)

In Scrum, the feature planned by the end user's perspective is called user-stories. The collection of all user-stories is known as a product backlog. Next, they will specify the desired product features and put it into the release backlog. These users-stories will be prioritized and estimate the total amount of work and time by the team. Then, the release backlog is further broken down and plan out into several sprints. Each sprint backlog known as a short duration milestone helps the team solve the features assigned to it and takes it to a ship-ready state.

The duration of a regular sprint is from 2 days to a maximum of 30 days. This depends on the total time estimated earlier. During the development of a sprint backlog, there will be a short 15 minutes meeting between members of the team called a daily meeting by stand-up. Here, the members talk to each other about lists of the work they have completed, the difficulties

they have encountered and the upcoming plans in their way. Because the daily meeting ensures the team work will be synchronized and the main issues will be solved as soon as possible together.

At the end of each sprint, they will deliver a new functionality of product with fully tested. When a part of the product is released, the sprint is 100% complete. At the end of each sprint, it's really important to have a sprint retrospective meeting. The purpose of the meeting is to reflect and evaluate the sprint to see if it has gone in the right direction or areas of improvement.

### **Artifacts of Scrum:**

*Ceremonies:* In Scrum, there are 4 specific types of meeting: sprint planning, daily scrum, sprint review and sprint retrospective meeting.

- Firstly, sprint planning meeting is divided into 2 parts. Part 1 with all roles aims to unify the product backlog and determine the sprint's goals, part 2 includes only the scrum team and the scrum master. Here, they will continue to estimate and plan out sprint backlog.
- Daily Scrum: As I said earlier, this meeting takes place daily for a short period of 15 minutes by stand-up. The purpose of the meeting is to synchronize the team, helping members understand what each one has done, the obstacles encountered and the next plan.
- Sprint review meeting: Taking place after every sprint includes all roles. Here, the Scrum team will present what has been accomplished during the sprint and introduce new features to the product owner.
- A sprint retrospective meeting is a meeting that takes place after each sprint that includes only the Scrum team. This is a meeting to reflect the team's effectiveness throughout the sprint. Or it is also known as the feedback meeting.

*Burndown chart:* it is a graph that allows depicts the total Sprint Backlog hours remaining per day, calculated and estimated amount of time to release. It is very important for all roles in scrum when monitoring project progress.

### **People in Scrum:**

There are 3 main roles in Scrum: product owner, scrum master, scrum team.

- The product owner represents the perspective of users and customers in defining features for the product. They will prioritize features based on factors such as profitability and market. In particular, they have the right to accept or reject products after each sprint.

In the project of Lizzie's Leather Belts, the product owner includes managing director, customers, finance director, managing director, marketing director, warehouse

manager, operations director, order handling clerk. They are the ones that define the features of the product as well as set the direction of the product.

- The scrum master is responsible for managing the project and ensuring it is processing smoothly. he sets up meetings, monitors sprint tasks, eliminates obstacles that create the best conditions for members of the scrum team.

In the project of Lizzie's Leather Belts, Jonathan is considered as a Scrum master.

- The scrum team is self-managed with 5-10 people. They are the people who implement the project based on the task of a sprint with full development parts: QA, Programmers, Testers, UI Designers, etc.

In the project of Lizzie's Leather Belts, scrum team consists of: Julie, Jeff, Sophie as programmers, Ken as programmer and tester.

### 1.3. Explaining why Scrum/Agile are appropriate

Based on the practice provided by the Lizzie's Leather Belts scenario, I will give an analysis of several important factors that affect the success of the project. Besides, I will also explain why Scrum/Agile are appropriate for this project.

- Tools and infrastructure: According to the scenario, True Concepts has full infrastructure such as stand-up meetings and facilitated workshops for Scrum meetings. They also apply the DSDM framework to their development projects. Besides, True Concepts and Lizzie's Leather Belts company are located on the same industrial estate. This allows them to organize scrum review meetings with the product owners conveniently.
- Job skills: True concept designates a dedicated team for the development of the Lizzie's Leather Belts company website project. This is a complete team, all team members have a good understanding of web site development, each of them can handle many different roles and possess many advantages. For example, Ken can be both a developer and a tester, Julie with good programming ability and a good communicator. Besides, the marketing director of Lizzie's Leather Belts company as a product owner also has a certified Workshop for Agile Project Manager and Facilitated Workshop.
- Project management skills and competencies: According to the scenario, Jonathan is not only knowledgeable about Web site development, he is also an experienced person in the lead role of many Agile development projects.
- Agile Process: the managing director makes a request to build a fully functional website in a short period of about 3 months. In addition, he wants the product development process to be flexible against changes in user requirements.
- Support for operation: the operations director and the marketing director of Lizzie's Leather Belts with industry expertise. They are also experienced people in Agile project manager.

- Communicate with user: The project has a diverse user engagement including Lizzie's Leather Belts company as the managing, finance, operation, marketing director, ... along with their customers.
- Clear business objectives: The goal of this project is to develop a website that allows Lizzie's Leather Belts company to expand its market to the general public.

#### 1.4. Advantages and Disadvantages of Scrum/Agile

##### 1.4.1. Advantages of Scrum/Agile:

Today, Scrum is known as one of the most popular project management methods. The reason is because it possesses a lot of advantages over traditional development methods. Here are a few outstanding advantages and apply to the scenario.

Advantage	Analysis in the scenario
The Scrum process allows projects to complete distribution quickly and efficiently	Lizzie's Leather Belts company want to build a website in an urgent time of 3 months, this shows that Scrum is a suitable for this rapid development but still ensures the quality of the website
Scrum allows release and test of product functionality flexibly with short iterations	Under the scenario, the Management Director is known as having a bad experience with the traditional "Water Fall" development model because of the lack of support for changing requirements. This is solved very well in scrum, as it allows flexible development to repeat a feature until the consent of the product owner is achieved.
Scrum enhances and improves the communication, accept feedback from stakeholders	In the scenario, the warehouse manager is not available through this project. However, want to contribute and be authorized from the operation director to make a decision about agreeing or rejecting the features of the product. In addition, people with knowledge of Agile projects such as the marketing director can point out things that need to be improved or promoted of product
Using Scrum, the self-managed team can be flexible and effective in carrying a lot of responsibility.	In the scenario, the development team includes 5 members with full roles and fully equipped with website development knowledge, allowing the team to overcome all related issues without external assistance.



The team always has a clear vision, keeps the goals and direction through the scrum meetings	In the development team of the true concept, each member has different strengths and weaknesses as well as a different perspective. However, by scrum meetings such as daily meetings, they will be connected to each other to understand and promote common motivation to achieve the highest efficiency.
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*Table 1 Advantages of Scrum/Agile*

#### 1.4.2. Disadvantage of Scrum/Agile:

However, the Scrum likes other frameworks still has some disadvantages to consider:

- Applying Scrum in the team requires the full attendance of the members throughout the project implementation process. However, according to scenario, Ken can only be attending for 2 days a week and is the only person with knowledge about testing. This can be a huge obstacle for the team in daily meetings with the absence of Ken. The solution to this problem is Ken and the team can conduct online meetings and choose working remote solutions like google meet, git control version.
- The project can get fail if members in the team is not committed to the rules. In the development team of True concepts, Jeff is known as someone who often has fierce arguments with customers. This can greatly affect the achievement of a final product feature. The solution to this problem is that the team should decide who can communicate as well as Julie works directly with customers during the sprint review.

## 2. High level requirements analysis and MoSCoW prioritization

### 2.1. Examining of original requirements

#### 2.1.1. Specifying list of requirements are not high-level requirements

In this section, based on the definitions of high-level requirements, I will identify those requirements that do not meet the high-level requirement criteria.

- The high-level requirement (HLR) is considered to be a functional requirement. It means a list of services or actions the system provides to users. Basically, understanding as what I want it to do. Taking an example from the scenario, Customer can change their account details.
- In contrast to HLR, not high-level requirements include constraints, non-functional requirements, detailed requirements that the system has. Basically, understanding it as how I want it to do.
- List of requirements are not the high-level requirements:

Not high-level requirement	Reason
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As the Finance Director I want to ensure the safety of all online transactions of customers	This is a non-functional requirement
As the Managing Director, I want to website ensures compliance with Data Protection Act (personal data is protected) safe so that we will not be penalized	This is a non-functional requirement
As the Marketing Director, I want an 'About Page' so that it helps us promote our brand better	This requirement describes in detail about the about page which will display the brand information which should be considered as a low-level requirement.
As the Warehouse Manager I want to present the 'out of stock' notice on the appropriate products so that customers don't have to worry about waiting	This requirement describes in detail the message that every time an item is out of stock is considered not a high-level requirement
As a customer, I want to choose whether I am sent marketing information or not to don't receive spam.	This requirement describes in detail the action of the system under the user's permission to send notification information to them
As a customer, I want to be gift wrapped and sent to an address that is not my own so I don't have to bother with gift wrapping and delivery.	This requirement describes in detail the process of the system in sending and package and transporting it to the requested place
As a customer, I want to be sent an SMS to remind me the delivery time	This requirement is constrained by only using SMS to send notifications to customers
As Marketing Manager, I would like to have an offer or discount page so we can notify our customers about the things mentioned above.	This Requirement describes in detail the content of a page
As Chief Accountant, I want the website to comply with VAT laws so that we don't get penalized	This is a non-functional requirement
As a customer, I want to be able to handle returns through the website so that I don't have to call and answer all those stupid questions instead of talking directly to people.	This requirement is bound by the designation during system processing, which requires to skip the steps to answer the question from machine

*Table 2 List of requirements are not the high-level requirements*

Based on experience and understanding, I want to identify some additional requirements needed to build this website:

- As a customer, I want to register a personal account on the system so that I can manage my own personal information.
- As the Warehouse Manager, I want product or catalog editing features on the website so I can easily manage them.
- As a customer, I can view the details of the product available on the website that I want to buy
- As a customer, I want to filter the products according to the desired fields.

#### 2.1.2. List of high-level requirements is rewritten

In this section, I will provide a list of appropriate requirements that are high-level requirements for the project.

Requirement	Classify
As a customer, I want to register a personal account on the system so that I can manage my own personal information.	Functional
As the Warehouse Manager, I want product or catalog editing features on the website so I can easily manage them.	Functional
As a customer, I can view the details of the product available on the website that I want to buy	Functional
As a customer, I want to filter the products according to the desired fields.	Functional
As a customer, I want to be able to edit my shopping cart so that I can make the necessary changes	Functional
As a warehouse operator, I want to check shipping addresses so I can deliver orders with the same post code at the same time	Functional
As the Managing Director I want a monthly report showing the profits earned from the belts sold through the website	Functional
As a customer, I would like to be sent a notice to remind me of the delivery time	Functional
As the Finance Director I want to ensure the safety of all online transactions of customers	Non-functional
As the Managing Director, I want to website ensures compliance with Data Protection Act	Non-functional

(personal data is protected) safe so that we will not be penalized	
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*Table 3 List of high-level requirements is rewritten*

## 2.2. Prioritizing updated high-level requirements list with MoSCoW/Timebox rules.

### 2.2.1. List of updated high-level requirements with priority

According to MoSCoW / Timebox rules, I will sort out the list of high-level requirements with priority and estimate implementation time.

Updated high-level requirements	Priority	Days
As a customer, I want to register a personal account on the system so that I can manage my own personal information.	Must have	6
As the Warehouse Manager, I want product or catalog editing features on the website so I can easily manage them.	Must have	9
As a customer, I can view the details of the product available on the website that I want to buy	Must have	4
As a customer, I want to filter the products according to the desired fields.	Could have	6
As a customer, I want to be able to edit my shopping cart so that I can make the necessary changes	Must have	7
As a warehouse operator, I want to check shipping addresses so I can deliver orders with the same post code at the same time	Must have	6
As the Managing Director I want a monthly report showing the profits earned from the belts sold through the website	Must have	8
As a customer, I would like to be sent a notice to remind me of the delivery time	Could have	9
As the Finance Director I want to ensure the safety of all online transactions of customers	Should have	8
As the Managing Director, I want to website ensures compliance with Data Protection Act (personal data is protected) safe so that we will not be penalized	Should have	5

*Table 4 List of updated high-level requirements with priority*

After applying Timebox rules for updated high-level requirements, the total estimated time to implement this project is approximately 68 days including:

- Must-have requirements: 40 days (59%)
- Should-have requirements: 13 days (19%)
- Total time of Must-have and Should-have requirement: 53 days (78%)
- Could-have requirements: 15 days (22%)

#### 2.2.2. Explaining about prioritizing of updated high-level requirements list

Following the content of the previous section, I will explain why I made the list of high-level requirements with priority.

Updated high-level requirements	Priority	Reason
As a customer, I want to register a personal account on the system so that I can manage my own personal information.	Must have	The company's website Lizzie's Leather Belts serves the exchange between them and customers. So, this is a basic first feature for customers to conduct other activities on the system.
As the Warehouse Manager, I want product or catalog editing features on the website so I can easily manage them.	Must have	This is an essential feature for every website, especially a commercial website like Lizzie's Leather Belts. They can edit and update the latest information about their products
As a customer, I can view the details of the product available on the website that I want to buy	Must have	This is the basic feature of a commercial website. Customers need transparent and detail information about product to make purchasing decision.
As a customer, I want to filter the products according to the desired fields.	Could have	According to the scenario, Lizzie's Leather Belts only has over 50 different styles of leather belts, so even without search filtering, customers can still find the products to buy.
As a customer, I want to be able to edit my shopping cart so that I can make the necessary changes	Must have	This is a basic feature for an e-commerce site. Customers may change their purchase decision at any time.
As a warehouse operator, I want to check shipping addresses so I can deliver orders with the same post code at the same time	Could have	This feature will allow a warehouse operator to increase productivity and reduce delivery costs. However, it does not really matter

As the Managing Director I want a monthly report showing the profits earned from the belts sold through the website	Must have	This is an essential feature for Managing Director, because he really needs to track the effectiveness of the business on the website
As a customer, I would like to be sent a notice to remind me of the delivery time	Could have	The feature of sending notifications about delivery time to users really doesn't matter. Because customers can completely remind themselves to the time, or the shipper will contact them.
As the Finance Director I want to ensure the safety of all online transactions of customers	Should have	This is considered an important requirement for the website. Because according to Finance Director, their customers will feel more secure when shopping on the company's system. However, if you omit this feature, all activities on the website can still happen normally.
As the Managing Director, I want to website ensures compliance with Data Protection Act (personal data is protected) safe so that we will not be penalized	Should have	This is considered an important requirement for the website. According to the Managing Director, if they do not comply with the Data Protection Act, they can be fined up to hundreds of thousands of pounds. But it is not a fundamentalism feature. So, when omitting this feature, the system still works normally

*Table 5 Explaining for updated prioritizing high-level requirements list*

### 3. Issues involve Legal, Social, Ethical and Professional.

#### 3.1. Legal, Social, Ethical and Professional Issues (LSEPI) related to Lizzie's Leather Belts company.

In this section, I will discuss issues related to Legal, Social, Ethical and Professional that businesses must pay attention to. Implementation and compliance with these issues not only help them maintain the reputation and value in the eyes of customers and in the market. Besides, these notes will help businesses avoid legal troubles do not want to encounter

##### 3.1.1. Legal issues:

- Firstly, all personal information including the customer's account, password, transaction history stored in the database of the Lizzie's Leather Belts website must ensure compliance with The Data Protection Act (1998). Accordingly, system staff, as

well as programmers of True Concepts, are not allowed to use or share personal information of customers to third parties without customer's permission. Accordingly, when True Concepts and Lizzie's Leather Belts company desire to exploit, use and share personal information of users, they must ask for permission before doing.

- Secondly, for the content, designs, patterns, and resources used by True Concepts to build a website, they must comply with and be responsible under international or local copyright laws. Accordingly, these resources must be created by themselves or allowed to be used by their owners. And to protect the content they create; they must also copyright it.

#### 3.1.2. Social issues:

- All content displayed on the Lizzie's Leather Belts company website must not contain sensitive topics such as rich and poor discrimination, racial discrimination, religious discrimination, racial discrimination, color discrimination. Features such as commenting and texting developed by True concepts must be strictly censored in order to prevent violations of the above-mentioned social principles.
- The website managed by the Lizzie's Leather Belts company must ensure that it complies with social guidelines such as age content restrictions and does not tolerate criminal activities such as smuggling.

#### 3.1.3. Ethical issues:

- For purchases that take place on the website, Lizzie's Leather Belts must adjust behavior in accordance with business ethics. Some examples are belts that must be clearly disclosed, not dumped, or taking advantage of an unusual market or society to raise or lower prices.
- Lizzie's Leather Belts company is not allowed to use the website for the purpose of selling counterfeit goods, advertising false, copyright infringement, unauthorized use of products of other brands without permission. Besides, they also have to contribute to society as creating jobs, paying taxes in full.

#### 3.1.4. Professional issue:

- During the development of the Lizzie's Leather Belts company website project, members of the True Concept's development team are responsible for ensuring product quality or features during each stage of the release of the print backlog. In addition to ensuring the quality and release time of each product feature of the Lizzie's Leather Belts company website, development team members must ensure project implementation as planned and clearly reported in each stage.
- As another example, True Concept team members or Lizzie's Leather Belts employees also show professionalism in following the company's code of conduct. In more detail, I assume the True Concept company has a dress code for its employees, so the development team members should follow this dress code every time they meet their partners. Besides, they must also pay attention to their

conduct, the way they talk to their partners, colleagues with respect, and courtesy.

- For websites created by the True Concept's system development team, to ensure that the product they develop will satisfy their Lizzie's Leather Belts company, they should follow ISO 9000 certification for quality of all commercial products. Besides, because of its information technology products, websites developed by True concept should also follow ISO / IEC 270001 standards for information security management system to ensure control of the safety and security of information assets of its units.

### 3.2. The management summary outlining the purpose of professional body:

We may have heard about professionalism many times in the past. However, it seems as if it is still an ambiguous concept. So, what is professionalism and why is it needed? In the final part of the report, I will clarify these issues.

#### *Professionalism:*

According to Ashley Brooks (2019, online), professionalism is understood as the standards and codes of conduct for a behavior set forth in an organization or company. These guidelines may represent the value of that company or organization. Accordingly, when behaving in accordance with these rules, work and productivity can be motivated and of higher quality. For example, Lizzie's Leather Belts has a uniform for its employees. Professionalism is that their employees adhere to these dress codes. Besides, there are many other examples of professional standards, conduct between colleagues, and customers that are considered as professionalism.

#### *Important of professionalism:*

In the examples I have given above, I have somewhat revealed the importance of professionalism in the corporate environment. Firstly, professionalism directly affects the quality of the work or products created. Because employees are unprofessional, they often show disrespectful expressions to products and customers. Therefore, the products created will be of poor quality or do not meet business value. Here are a few examples of the lack of professionalism that led to the failure or poor quality of some projects:

- In early 1994, a car rental and hotel reservation project between American Airlines, Budget Rent-A-Car, Marriott Corp and Hilton Hotels failed and lost \$ 165 million. The reason for the failure was because the project had too many broken cooks and soups, the requirements made unclear lacked in specifications and were constantly changing. There is a lack of professionalism in managing and planning the project (The Standish Group, 2014, p.12).
- In 1987, the California Department of Motor Vehicles (DMV) launched a licensing project and registered a driving license. However, in 1993, the project was



canceled and lost \$ 45 million in investment. The causes of failure are listed as unsupported, poor management, poor planning, poor design with unclear specifications, lack of user engagement (The Standish Group, 2014, p.13).

Finally, the lack of professionalism will indirectly reduce the value of the business as well as their reputation in the eyes of customers. For example, from the case study, I assume that the website development team of True Concepts, due to the lack of professionalism of some members, could not complete and publish the website for Lizzie's Leather Belts on time. This makes Lizzie's Leather Belts business plan delayed, and it is certain that Lizzie's Leather Belts company will hardly be able to trust True Concepts again.

*Definition of professional body:*

According to Brian, G(2015, p.7), the Professional Associations Research Network (PARN) includes organizations that has a common voice in setting standards for the profession, encouraging discussion and monitoring of training for responsible development.

*Some examples of professional bodies are:*

- Association for Computing Machinery (ACM) was founded in 1947 with the motto "Advancing Computing as a Science & Profession". Currently, ACM is the world's largest computing society for computer profession. ACM is an academic organization that enhances its members' professional careers (ACM, 2020, online).
- BCS stands for the British Computer Society. It was founded in 1957 with the motto "The Chartered Institute for IT". BCS is a professional body and a learned society representing people working in the fields of information technology (IT) and computer science. It received Royal Charter in 1984 (BCS, 2020, online).

*Grades of BCS membership:*

These are all criteria based on BCS (2019, online)

- To be ranked as a BCS Associate member (AMBCS) must have a year of experience or relevant qualifications in the information technology industry.
- Ranking as a BCS Professional member (MBCS), you must satisfy that you have at least 5 years of experience working in the information technology industry or related qualifications or a combination of these two.
- To be ranked as a BCS Fellow member (FBCS) must have over 5 years of experience in the IT industry, have technical and technical skills and need two supporters to confirm.

*Definition of code of conduct:*

- A set of standards that demonstrate collective wisdom in the profession
- A set of standards that help consolidate public trust
- A set of standards for sharing commitments

- A set of standards used in training professionals

#### *Sections in a BCS codes of conduct:*

There are four sections in the BSC code of conduct includes:

- **Public Interest:** adhere to the community guidelines, ensuring not to affect community benefits, respect the rights and interests of third parties.  
For example, True Concepts programmers must be knowledgeable about laws, regulations, and standards that must be followed in the IT field. In detail, they will not perform behaviors that affect the personal information of users such as selling or sharing personal information without permission.
- **Obligations to relevant agencies:** practitioners with a duty must perform work in accordance with the standards set out, and must not exploit or profit individually from the assets or interests of an organization.  
For example, True Concepts Company provides a development cost assessment for the entire website they build for Lizzie's Leather Belts. This is considered an important secret of True Concepts, giving them a competitive advantage over other companies. True Concept employees must know this secret and must keep it confidential and not share it with a third party.
- **Duty to the Profession:** Responsible for maintaining the reputation of BCS and the profession. Is responsible for improving the personal level of the profession as well as supporting other members  
For example, when a member of the development team of True Concepts is recognized as a member of BCS, they are responsible for demonstrating their certified capacity to maintain the reputation of BCS, help other members, comply with the standards of BCS.
- **Ensuring professional capacity and honesty:** Continuously update knowledge, improve professional skills to meet the requirements of the organization.  
For example: The members of the development team of True Concepts though are all experienced in Website development. Once they are certified as members of BSC, it is their responsibility to continually upgrade your expertise and skills, comply with the standards and rules set by the BCS and encourage other members do the same.

#### Conclusion:

Finally, the report proves that the Scrum / Agile development model is extremely suitable for Lizzie's Leather Belts sales website development project. This concept meets the desire of the Managing Director of Lizzie's Leather Belts to quickly develop and deploy the website in an urgent time of 3 months. In addition, the Scrum process also improves the shortcomings of traditional methods such as "water fall" in support of changing requirements and communicating with users during development. With the resources and capabilities of the company, True Concepts is able to meet all the standards and requirements for this project by Scrum / agile method. The project

as a living proof of the Scrum / Agile concept being one of the most popular project management methods in the world.

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