

## PI Planning Simulation – GeekBooks Briefings

Briefings for the roles of the Executive, the Product Manager, and the System Architect,  
UX and Development Manager



### **Instructions:**

- Print out the briefing handouts single-sided
- Distribute them to each of the participants playing the roles of the Executive, the Product Manager, and the System Architect and Development Manager to prepare for the briefings in the simulation

## Briefing for the Executive



### Simulation: Business context

At GeekBooks, we provide technology professionals with a richer experience over brick-and-mortar bookstores and online competitors by creating immersive experiences far beyond shopping.

Unlike Amazon and other competitors, we provide community-building social experiences like book club chats, coding dojos, and communities of practice in an inspiring incubation environment, encouraging hackathons and prototyping.

We have an investor demo in five weeks to secure our second-round funding. This event is critical for our growth!

The goal for the first PI is to get the foundational store functionality out of the way. That will allow us to build confidence and trust with the investors. Then, in the subsequent PIs, we can realize the Features that will differentiate us in the market.

**SCALED AGILE®** © Scaled Agile, Inc.

2

## Briefing for the Executive



### Simulation: Business context – SWOT



Presented by  
the Executive

#### STRENGTHS

- The best software engineers
- Adopting SAFe
- Co-located
- Great strategy

#### WEAKNESSES

- Difficulties finding qualified FTEs in DevOps
- No System Team in place

#### OPPORTUNITIES

- Develop new online social experiences
- Develop product offerings beyond books
- Build an advertising model

#### THREATS

- Amazon has clear dominance
- LinkedIn tech communities continue to grow



## Briefing for the Product Manager



### Simulation: Vision – Online bookstore



Presented by the  
Product Manager



Our program vision is to provide technology professionals with a richer experience than brick-and-mortar bookstores and online competitors by creating immersive experiences far beyond shopping.

We will leverage industry best practices and Features such as those offered by Amazon. This includes:

- Tailoring our bookstore specifically to technology professionals
- Having the easiest, fastest, and best online bookstore purchasing experience
- Offering books in both electronic and print form
- Starting in US and expand into the global market
- Supporting multiple languages
- Supporting online communities of practice (book club chats, coding dojos, etc.)
- Selling items other than books to students

***Remember: The investor demo is in five weeks!***

# Briefing for the Product Manager



## Simulation: Features



Presented by the  
Product Manager

Priority	Feature
1	Flexible Search
2	Shopping Cart
3	Purchase by Credit Card
4	Shipping Method Selection
5	Profile Management
6	Book Detail
7	Book List Sorting
8	Book Browsing
9	Book Rating
10	Commenting

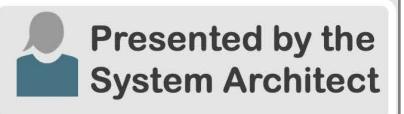
You have a list of 10 prioritized Features and each of you can come to me to get a Feature. You have already worked with the Product Owners to build some starter Stories.



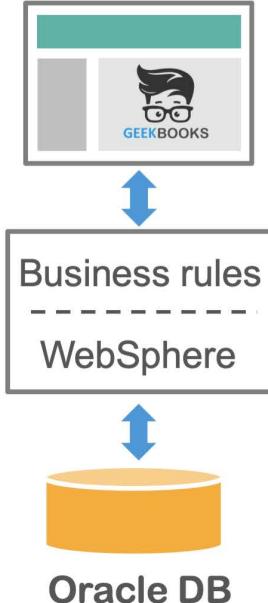
# Briefing for the System Architect, UX and Development Manager



## Simulation: Architecture and UX briefing

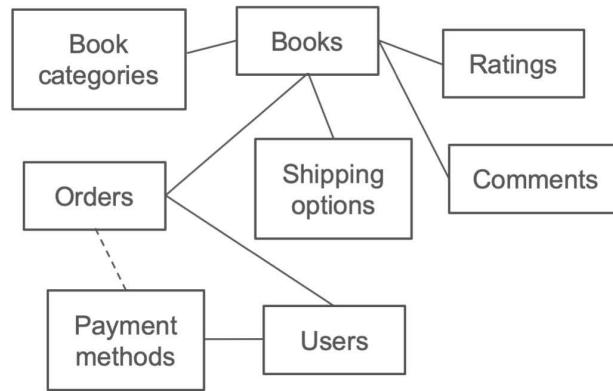


**UI: HTML 5 / CSS 3**



```
graph TD; UI[UI: HTML 5 / CSS 3] <--> BR[Business rules  
---  
WebSphere]; BR <--> DB[Oracle DB]
```

**Communicating with models:**



```
graph TD; BR[Business rules] --> Books[Books]; BR --> Ratings[Ratings]; BR --> SO[Shipping options]; BR --> CO[Comments]; BR --> PM[Payment methods]; BR --> U[Users]; SO --> U; PM --> U
```

**NFRs:**  
**Security:** see Wiki  
**Performance:** Avg. response time < 2 sec



**SCALED AGILE®** © Scaled Agile, Inc.

© Scaled Agile, Inc.

6

## Briefing for the System Architect, UX and Development Manager



### Simulation: Architecture and UX briefing



Presented by the  
System Architect



#### Platform:

WebSphere Application Server and Java  
(environments already tested.)  
Database with tables and data exists.

#### Internationalization Strategy:

Epic in analysis for PI 2

#### Performance Guidelines:

<internal.webserver.com/performanceguidelines>

#### Wireframes and CSS:

<internal.webserver.com/ux>





## Simulation: Development practices



Presented by the  
System Architect



Automated system integration is not in place. We want to integrate twice per iteration:

- Start using **Jenkins** for Continuous Integration
- Use a single program branch



Don't forget: Upgrade **Eclipse** to latest version for stability.