Agile is a method of implementing software engineering projects, this method encourages change when developing projects and bringing products to users as quickly as possible. With Lizzie's Leather Belts, the time left to complete the project is quite short, about 3 months. So Agile is suitable for the company's project. This is the company's first time deploying on a website platform, so requirements may not be clear or change often, and Agile can solve this problem very well. With Agile customers can preview each part of the project throughout the development process because Agile develops software in an incremental way. Customers can view each completed part. From there, you can follow the project and always be ready for any changes from the customer's request on the project.

Another reason is that Agile breaks the project into small pieces and assigns them to each person. Every day, everyone has to meet together for a short time to discuss progress and solve problems if any to ensure the right process of project development. This makes the success rate of projects using Agile often higher than other processes. Using the Agile methodology, the team can break the project down into phases and collaborate with each other to deliver high-quality results. This approach allows teams to deal with common project pitfalls such as cost management, limited scope, and tight deadlines. Furthermore, having a check in stage for every task allows teams to identify and resolve issues quickly to avoid any negative long-term consequences.

Another reason for using Agile methodology is transparency of the project through regular communication with the client. This allows the client to feel more involved and ask for change throughout the project. Furthermore, the participating team can show the customer the improvement of the product along with the obstacles they face. This establishes a relationship of trust and cooperation between the team and the customer and can lead to improved customer satisfaction and higher business value.

Scrum is an agile framework for incremental product development, widely used in software development. The core of Scrum is the iteration, which is repeated until all the product requirements have been implemented. The important reason to choose Scrum is a matter of time, it can completely solve the problem that the project of Lizzie's Leather Belts is facing.

Once the backlog has been identified, an iteration time is selected (1 to 4 weeks) according to the complexity of the requirement, the customer's needs, and the capabilities of the development team. This iteration is called Sprints. Before the start of the sprint, another event will take place, which is Sprint Planning. During this meeting, the product owner explains to the team the most important requirements, to be delivered to the customer at the end of the sprint. With that said, product owners have a vision of the product and thus they prioritize requirements in order of more business value to the customer.