Within Scrum, self-organizing, cross-functional, and highly productive teams do the work: creating valuable releasable product increments. Scrum offers a framework that catalyzes the teams learning through discovery, collaboration and experimentation.

A great Scrum Team consists of a Product Owner who maximizes value, a Scrum Master who enables continuous improvement and a Development team who focuses on delivering high quality product increments.

Christy is the Product Owner for this project. Her responsibilities are to provide direction to the team on what will be built, prioritize work to be done, and maxmimize the value of the product and the work of the development team. She directly contributed to the project by creating and priortizing/deprioritzing the Product Backlog, holding focus groups to gain valuable feedback to put together the initial booking system. Plus, holding meetings with the rest of the team to communicate changes on the clients' behalf.

The Scrum Master, Ron, has the responsibility of ensuring effective Product Backlog management, helping the development team to create high-value products, removing challenges slowing the development team's progress, and facilitating scrum events. He directly contributed to the project by assembling an agile team including a tester, a developer, and a Product Owner. He facilitated activities such as creation of the agile team charter, and planned Scrum events such as Sprint Planning, Daily Scrum, Sprint Review, Retrospective, and Backlog Refinement.

The tester, Brian, has the responsibility of defining acceptance criteria and acceptance tests, clarifying any ambiguity found in the code and user stories, executing tests and analyzing results, and collaborating with the team to resolve issues and defects. Brian contributed to the project by creating and updating test cases.

The Developer, Nicky, has the responsibility of designing and developing code according to solid software engineering practices, participating in peer reviews, collaborating with the team to produce just enough design to allow room to iterate. Nicky has contributed to the project by designing and developing code and setting realistic expectations for the rest of the team when changes were made.

The Scrum team is required to meet daily to discuss the accomplisments of the previous day. This promotes cohesion among team members as they continue to move the project forward. Since, the processes are defined by the desired outcome, the team works together, rather than assigning a leader to appoint tasks. Every member handles one feature that covers the point of completion and implementation.

At the initial client meeting, the team started with the organization of the product and the sprint backlogs, held focus groups to further define user stories, and worked together to continue to meet goals when the project changed direction.

Agile processes harness change for the customer's competitive advantage. Scrum helps balance the need for change with the need for a stable development environment.

The Product Owner's ability to determine how and when to adapt to change is very powerful. Since they are responsible for deciding the priority and order of the backlog, performing market research, engaging with customers and seeking additional feedback from stakeholders help to seek a competitive advantage for the customer. The Product Owner may learn of new market demands, discover new customer needs, or develop a new understanding of business direction and strategy that lead to new, emergent requirements. Which is what happened with SNHU Travel--they decided that they wanted to change the focus of their new booking tool to be on detox/wellness travel. Scrum allows the establishment of cadence that provides the team with the stability it needs to create a product increment without distraction or interruption, but also mitigates against volatility of the marketplace. It also provides a mechanism for customer feedback. Regular opportunities for customers and stakeholders to evaluate what has been built so far and collaborate with the Scrum team to determine the most valuable thing to do next. This collaboration often leads to new or changed requirements that the Product Owner can incorporate into the Product Backlog.

Team communication stems from a team's need to work independently while requiring independent cooperation to reach common goals. Making sure that my audience understands my meaning by providing clear information so that if any data or action is required, the audience is clear in the action they must take. I have attached an example of this below:

Hi Christy:

Subject: User Story Clarifications

In order to assess whether the product succeeds or fails, I have looked over your user stories and am creating test cases for the various functionalities. To use more precise metrics to precisely define my test cases, I need a little bit more information. Please respond to my questions below.

**User Story One**

* Should the system display categories of profile?
* Should the list also be filtered by vacation by amenities?

**User Story Two**

* What kind of column headers would you like for this option?
* Should the list be ordered from most preferable to least preferable?
* Are we going to allow the user to specify a price range?

**User Story Three**

* Are we going to allow the user to specify a price range?
* Should the list be sortable by user rating?

Thanks,

Brian

Making sure that communication is simple and clear as possible while being careful of tone to avoid it from being misread is important. The aim is to keep it as simple and plain as possible, as seen below:

Hello Team:

I have received your update on the use cases for this project. I need clarification of these new requirements. Please make note of the following and let me know the following details:

-What is the scope and requirements of this project?

-How much of the existing documentation will we have to change?

-What product features need to be prioritized?

-How much time to complete new plan?

Thanks,

Dev Team

User stories are the mediums for Scrum teams to break down and measure work. They help to find out the project requirements and work accordingly to traverse the course of a sprint.

Focus on customer obsession, filtered customer-based data, and the ability to minimize delivery times have helped my team to be successful. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software, while welcoming changing requirements to harness change for the customer's competitive advantage, have helped there to be a better chance that the right things are built at the right time. It is a great way to avoid building products with unncessary features.

Filtering data is both an effective and efficient means of gaining agile market research, especially through Focus Groups. This method helps sort out the chaos that bombards even the most powerful of market research tools.

By keeping the customer in the loop and making changes according to their feedback, you deliver value to the customer and ensure that the final product is truly according to their requirements.

I found that the SNHU Travel project benefitted from some major advantages of Scrum-agile. We were able to remove and resolve mistakes without compromising the current workflow, achieve transparency into all stages of the development process, cope with customer-requested changes while maintaining Scrum sprints, incorporate daily meetings, implement simple testing procedures and provide client access to a transparent process which allows them to trace and measure productivity.

There was however, a greater pressure on team members because they had to spend a large amount of time on development, due to the project changing direction.

I found Scrum-agile to work well for this project being that this project had changing deliverables, unknown solutions, and frequent interactions with clients and end-users. Because of the iterative nature of production, it worked to help teams feature prioritization and organization, using Daily Scrum to make strategic decisions.