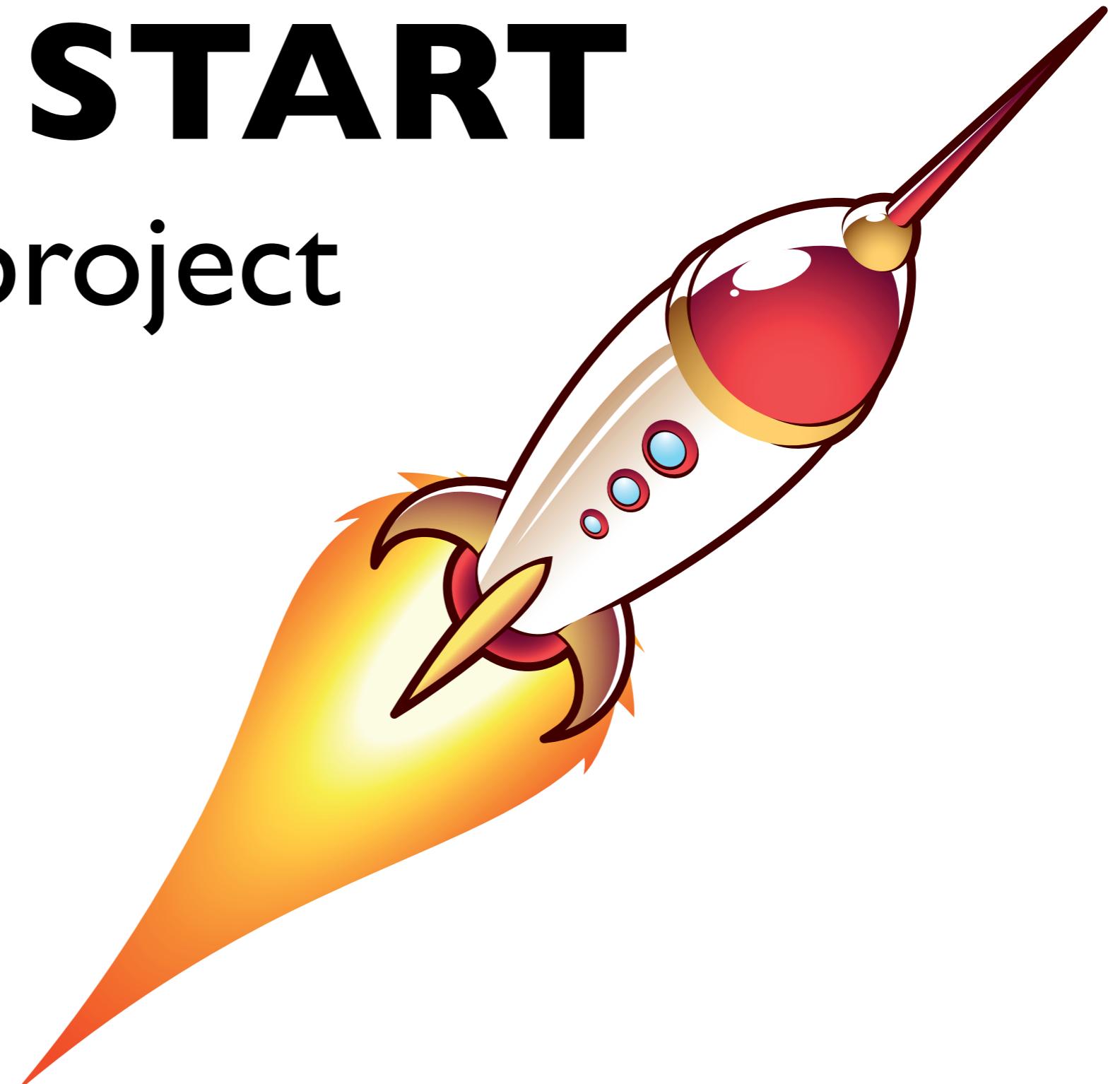
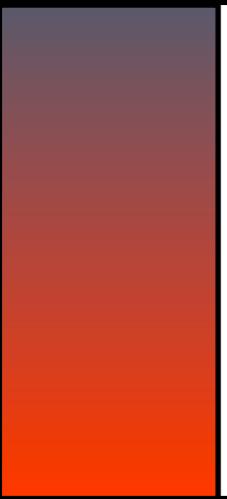


# How to **START** an **agile** project



jeremy lightsmith

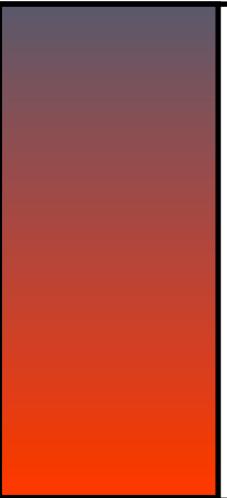
# Introductions



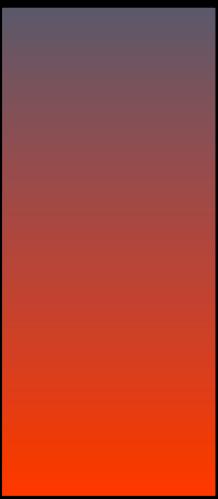
# **the problem**



# **what we want**



# **what I've done**



# the problem



62%

of IT projects fail

# **WHY?**



# Agile Helps

CANCELLED  
before delivering

**Release Early,  
Release Often**



**REQUIREMENTS**  
don't make sense

**Put the Customer  
in the Room**

QUALITY



# Test Always

# **Unit Test**

# Acceptance Test

# One Team

# Requirements Change

# **Embrace Change**

# Feedback

# Simple Design

# Communication Breaks Down



# Pair Programming

# Daily Scrums / Standups

# Retrospectives

but projects

**STILL**

**fail**





# Reason #1

not agile

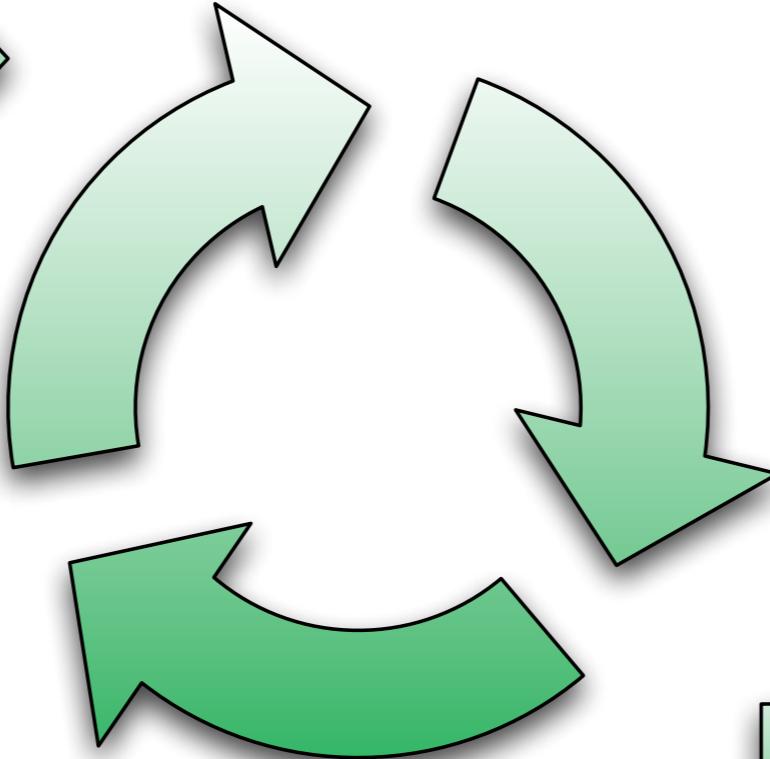
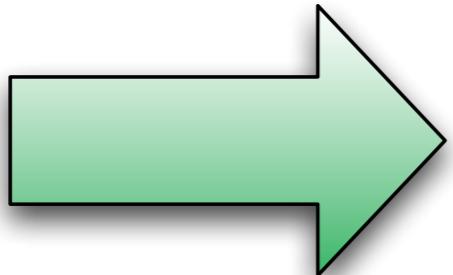
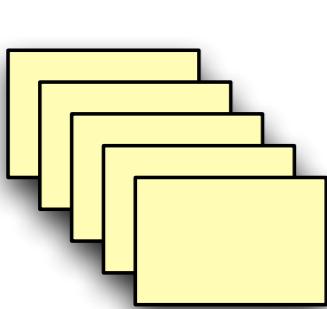
**FAIL**

Reason #2

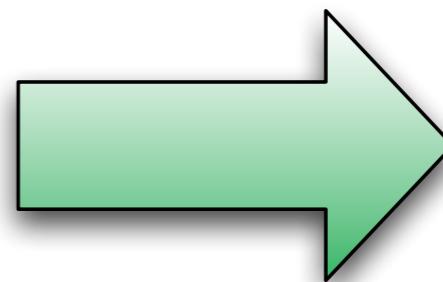
**the WRONG  
requirements**

# “the MACHINE”

stories



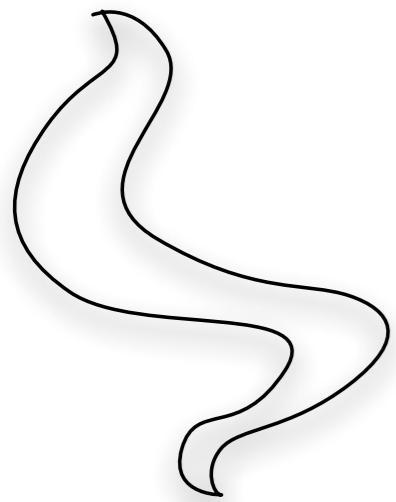
working  
software



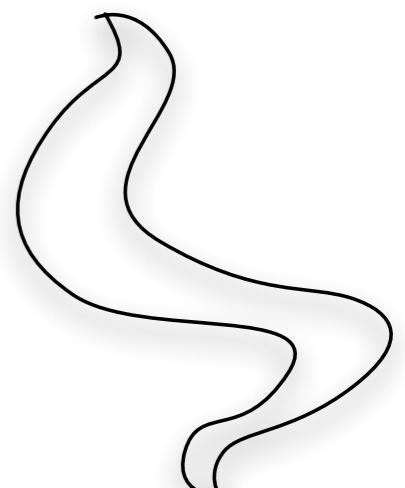
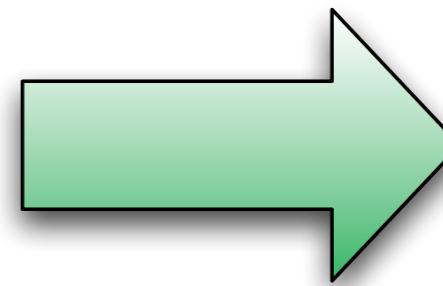
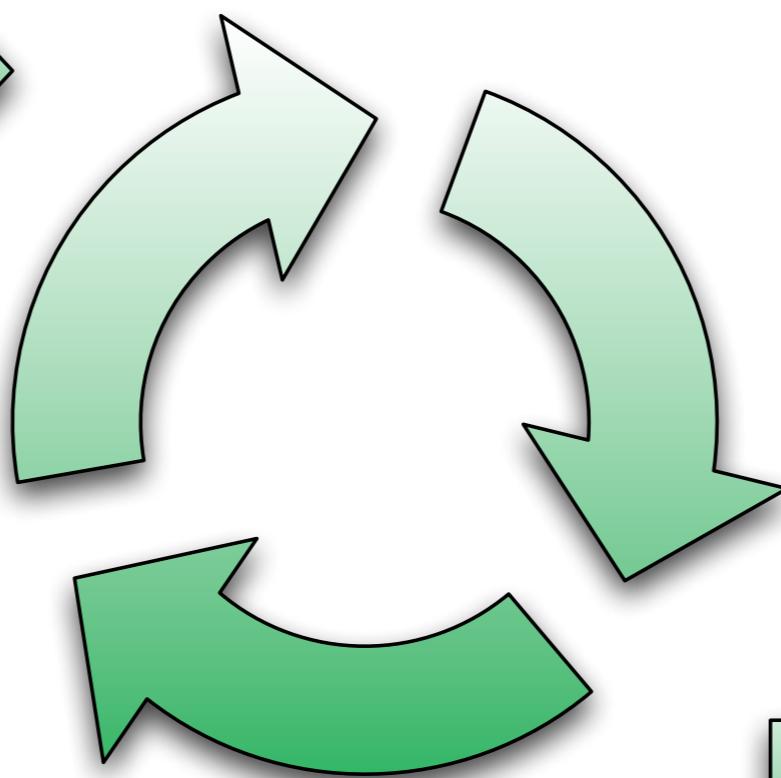
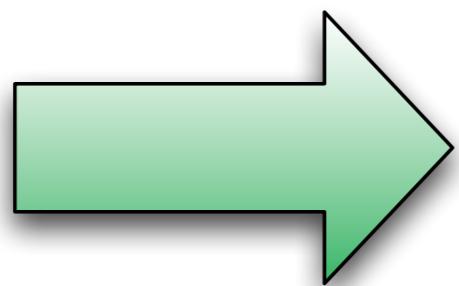
every iteration

**HW**





**CRAP**



**CRAP**

W~~H~~A~~T~~

A large red 'X' is drawn across the letters 'W', 'H', 'A', and 'T'. The 'X' is thick and solid red, completely obscuring the letters 'H' and 'A', and crossing over the 'W' and 'T'. The letters 'W' and 'T' are black and appear to be part of a larger word that is partially visible.

# NOT ENOUGH

# Reason #3

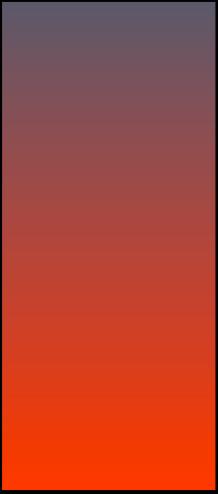
**BAD**

# **Commitments**

Reason #4

# Communication Outside the Team





**what we want**

# GOALS

# Should We?

# **Customer Education**

# **Solving the Right Problem**

# Hitting the Ground Running

# **DELIVERABLES**

# Project Goals

example

- **We have the movies you want** (% of search misses)
- **We have your movie in stock** (% of orders in stock)
- **No Late Fees**
- **You can get it quickly** (click -> mailbox)
- **Usability** (new user conversion, time on site until action)
- ...

# Project Risks

example

- **Timeline** - needs to be in sync w/ physical movies
- **Budget** - can't be prohibitive
- **Delivery Speed** - no one's done this before
- **Technology** - it's a new technology for the team
- **Reliability** - NO data loss, uptime concerns
- ...

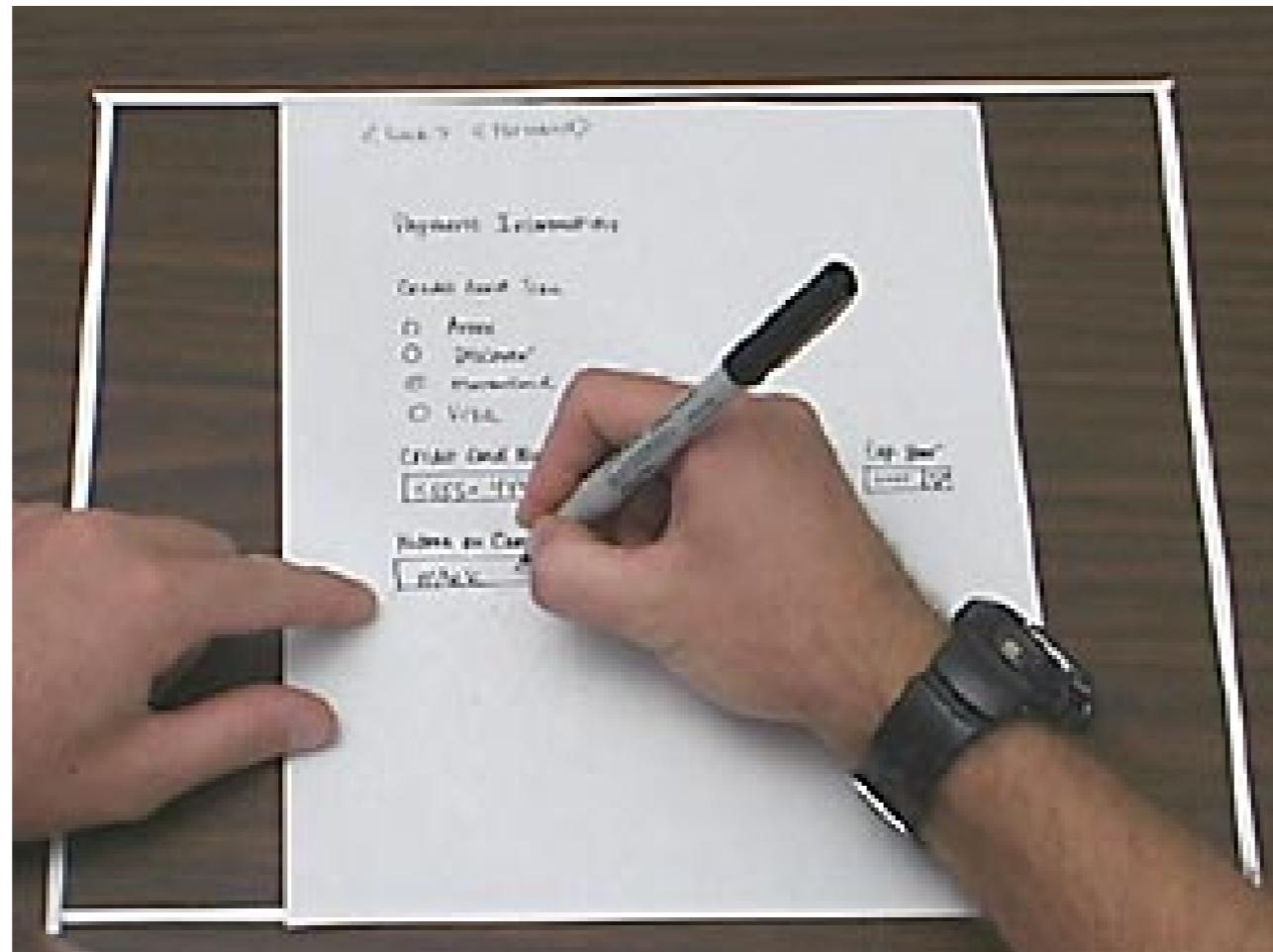
# Backlog

Activity	Task	Story	Description	Size
Site Wide	Deploy	Deploy App		4
Site Wide	New Look and Feel	New Look and Feel		2
Artist Related	Tell Friends	Drop & enter e-mails	send mail, format mail	3
Artist Related	Tell Friends	From name / e-mail, to e-mail, message	see iTunes	2
Artist Related	Tell Friends	Save friends in profile for autocomplete		4
Artist Related	Rate This Podcast	Dynamic Control		2
Artist Related	Rate This Podcast	Update page	to show result of rating podcast	1
Artist Related	Write Review	Drop & Textbox		2
Artist Related	Write Review	Rich Text Enable	redcloth or html - which?	2
Artist Related	Write Review	Formatting Help	? to click on for help	1
Artist Related	Write Review	Some way to delete reviews	admin interface?	2
Site Wide	Users	Spam		
Site Wide	Users	Login	ala digg / google	2
Site Wide	Users	Confirm Login via E-Mail		3
Site Wide	Users	Admin User Login		2
Site Wide	Users	Join Page	ala digg : username, email, name	2
Site Wide	Users	Terms & Conditions Page		1
Artist Related	Keep Me Informed	E-mail	when do e-mails go out?	
Artist Related	Keep Me Informed	SMS	could be other ways... e-mail link should take you to profile	

# Story Map



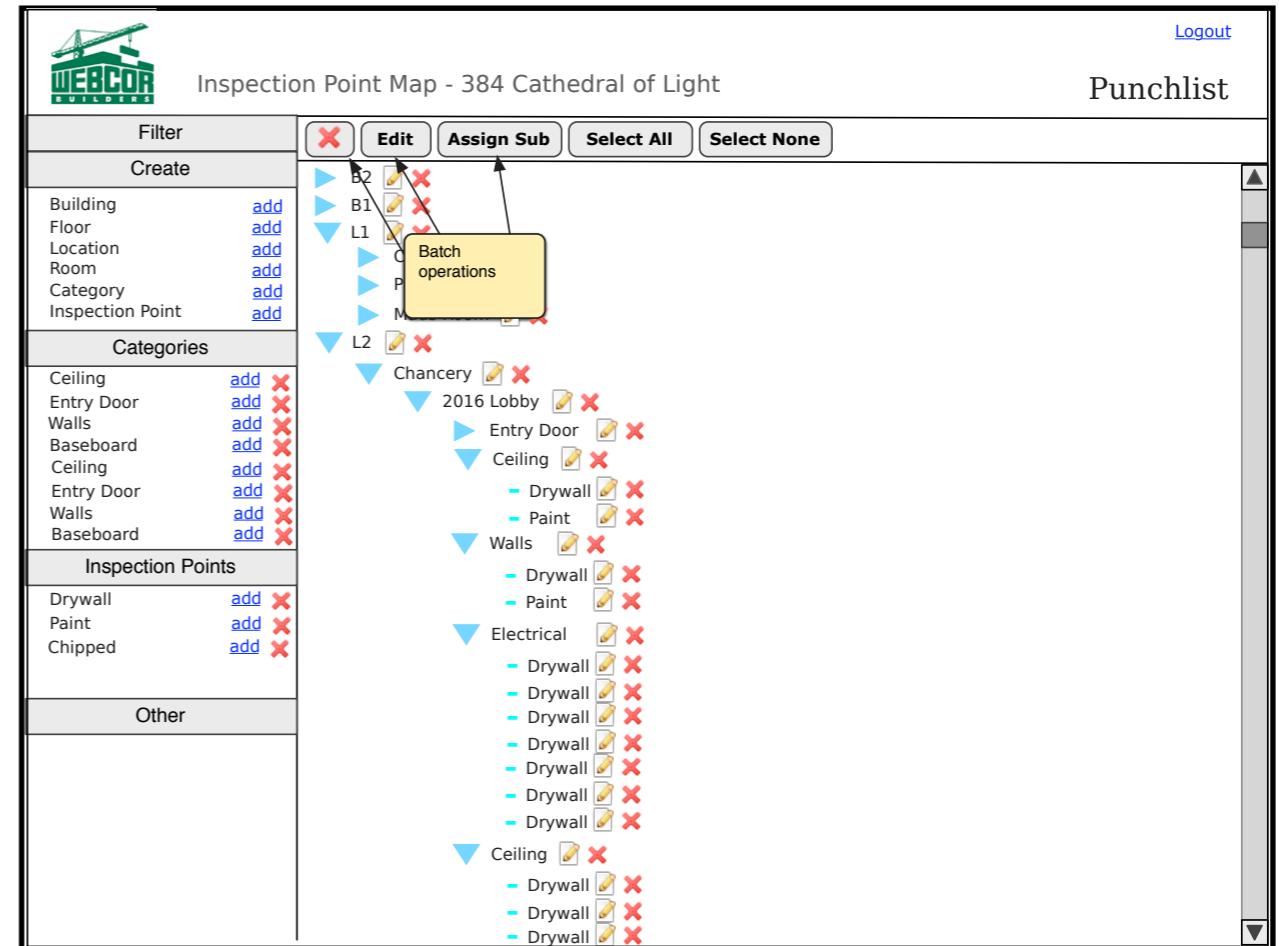
# Lo-Fi Wireframes



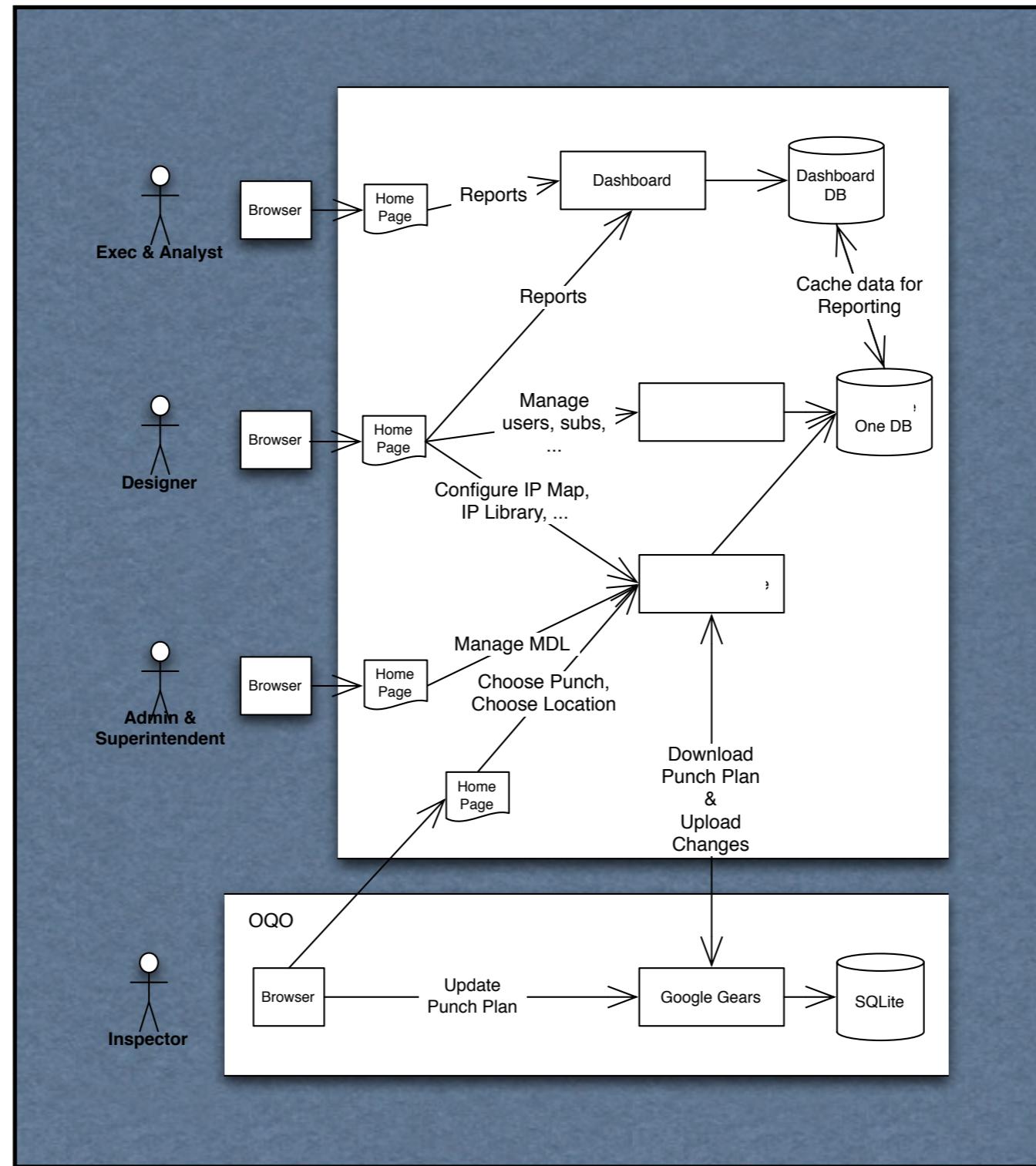
# Hi-Fi Prototypes

Lobby back

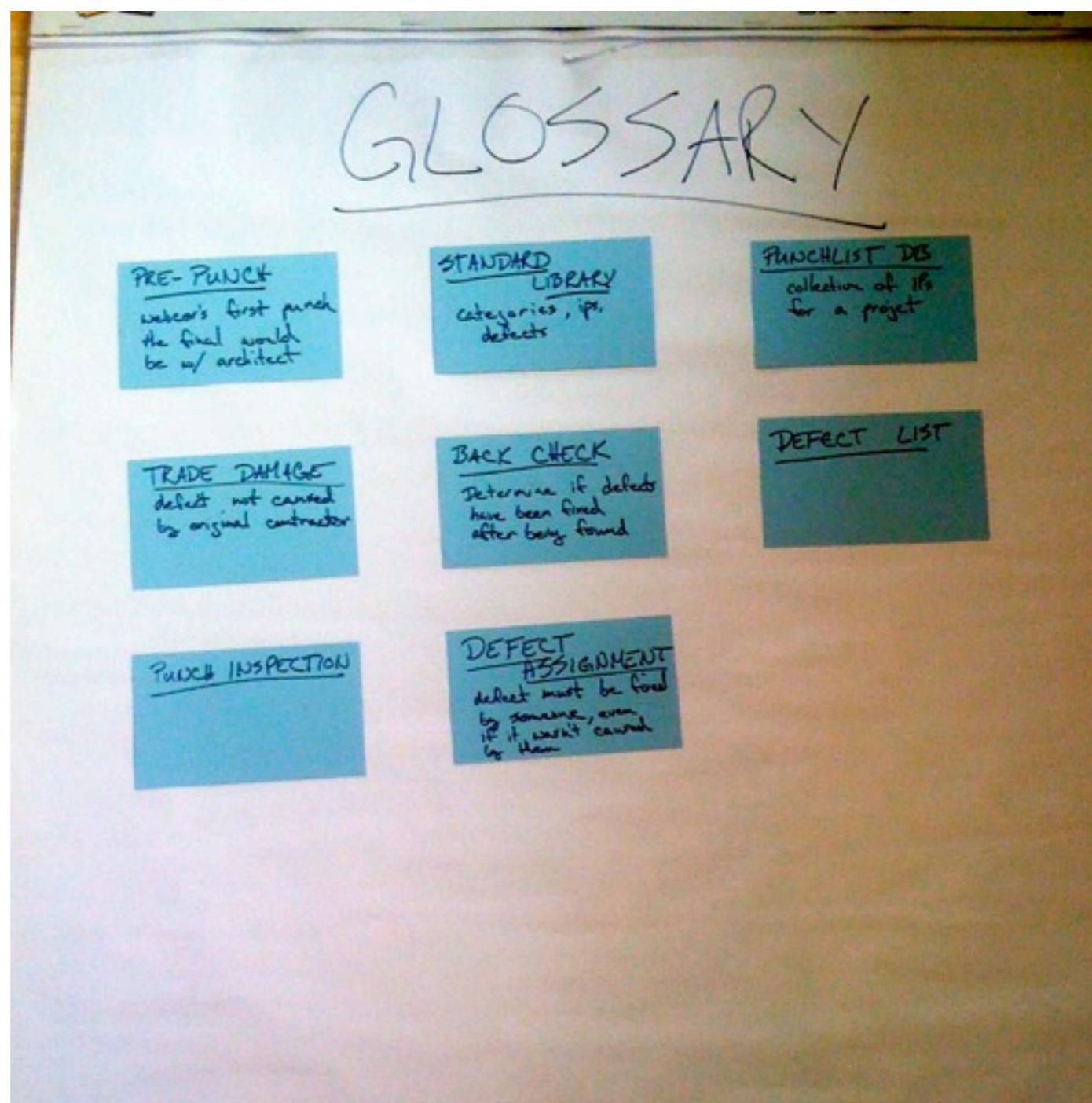
Entry Door	<input checked="" type="checkbox"/> Door	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>
Ceiling	<input checked="" type="checkbox"/> Drywall	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>
	<input checked="" type="checkbox"/> Paint	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>
Baseboard	<input checked="" type="checkbox"/> Rubber Base	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>
	<input type="checkbox"/> Trade Dmg	<input type="button" value=""/>	<input type="button" value=""/>
Assigned to:	Location		
	<input type="button" value="Add"/>	<input type="button" value="Add Another"/>	<input type="button" value="Add Note"/>
Flooring			
Concrete	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>	
Electrical			
Light Fixture	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>	
Light Switches	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>	
Flooring			
Concrete	<input type="button" value="Pass"/>	<input type="button" value="Fail"/>	
Electrical			



# “Architecture”



# Glossary



# Personas

## USDA SENIOR MANAGER GATEKEEPERS



**Matthew Johnson**  
*Program Staff Director, USDA*

- 51-years-old
- Married, 3 children, 1 grandchild
- Ph.D. in Agricultural Economics
- Comfortable using a computer, intermediate Internet user, with a T1 connection at work and dial-up at home
- Uses email extensively; uses the web about 1.5 hours a day for his work

***"Can you get me that staff analysis by Tuesday?"***

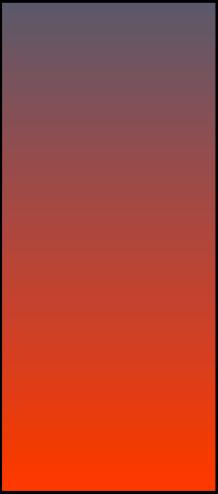
Matthew spends most of his time at work requesting and reviewing research reports, preparing memos and briefs for agency heads, and supervising staff efforts in food safety and inspection.

### Key Attributes

- Focused, goal-oriented
- Strong leadership role
- Concerned about maintaining quality across all output of program under direction

# Showcase

# Proposal



**what I've done**

# **STRUCTURE**

**2 days to 2 weeks**

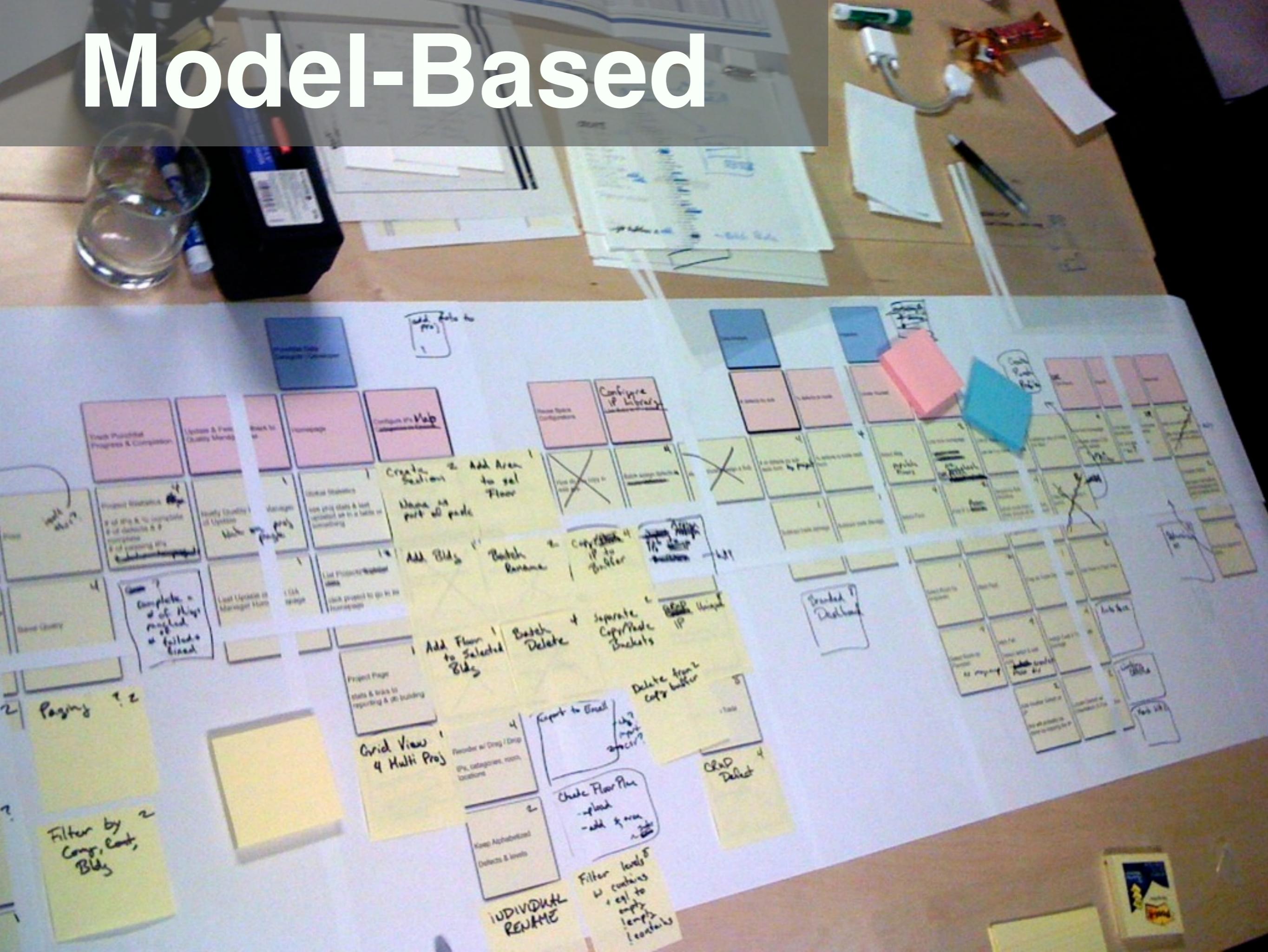
# Structured Sessions

	Mon	Tues	Wed	Thur	Fri
9:00 AM	Shadow Jenny	Project Goals Risks	Inspector Workflow	Inspector Workflow (cont'd)	Estimation
11:00 AM	Consolidation / Break outs				
12 PM	LUNCH				
1:00 PM	Shadow Ellen	Admin Workflow	Paper Prototyping	Paper Prototyping	Prioritization
3:00 PM	Consolidation / Break outs				



-Collaborative

# Model-Based



# Iterative

# **Include Management**

# **TECHNIQUES**

# Index Cards

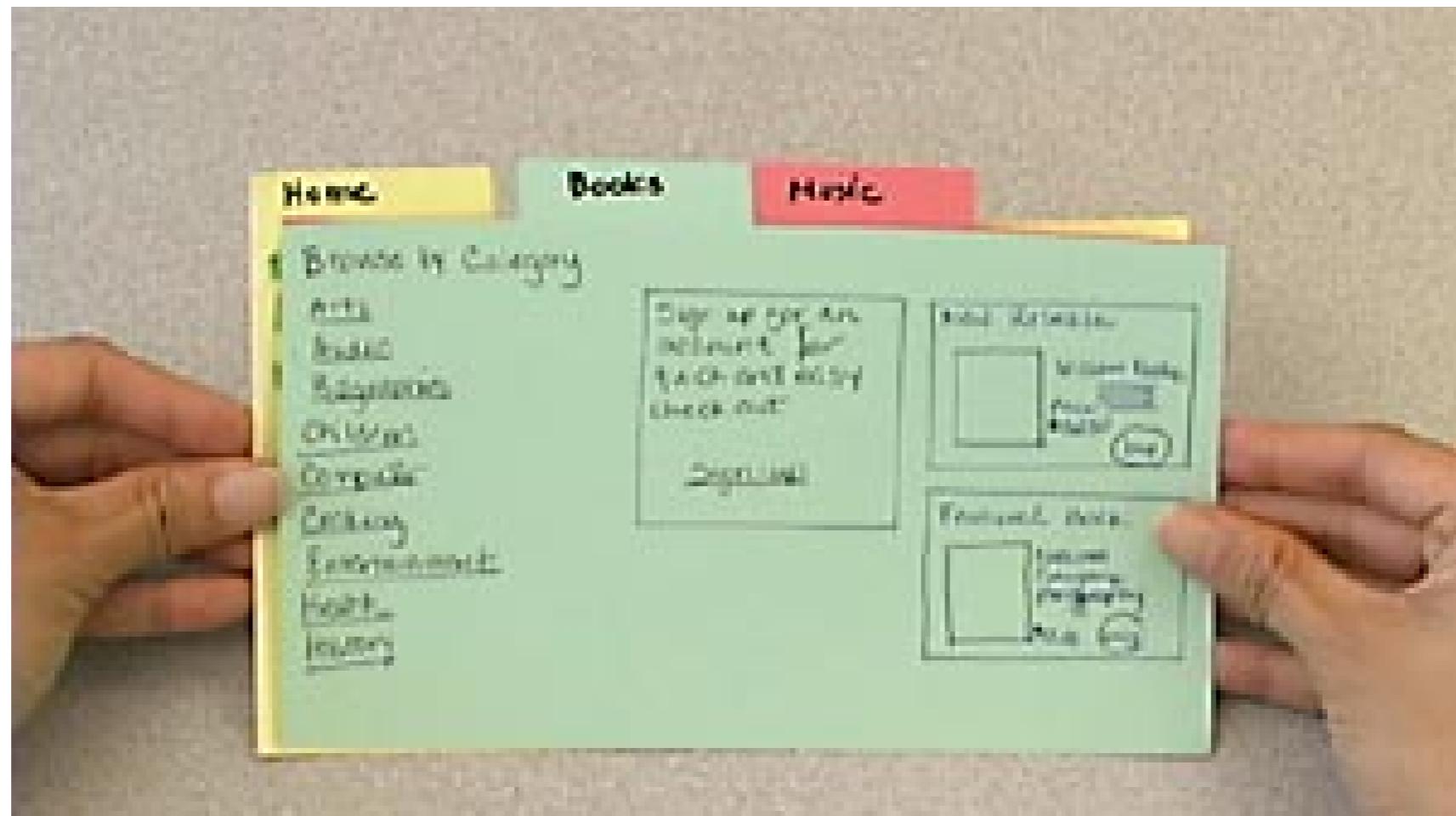
- Brainstorm
- Mindmap
- Sort
- Prioritize
- Vote
- Organize

# Paper Prototyping

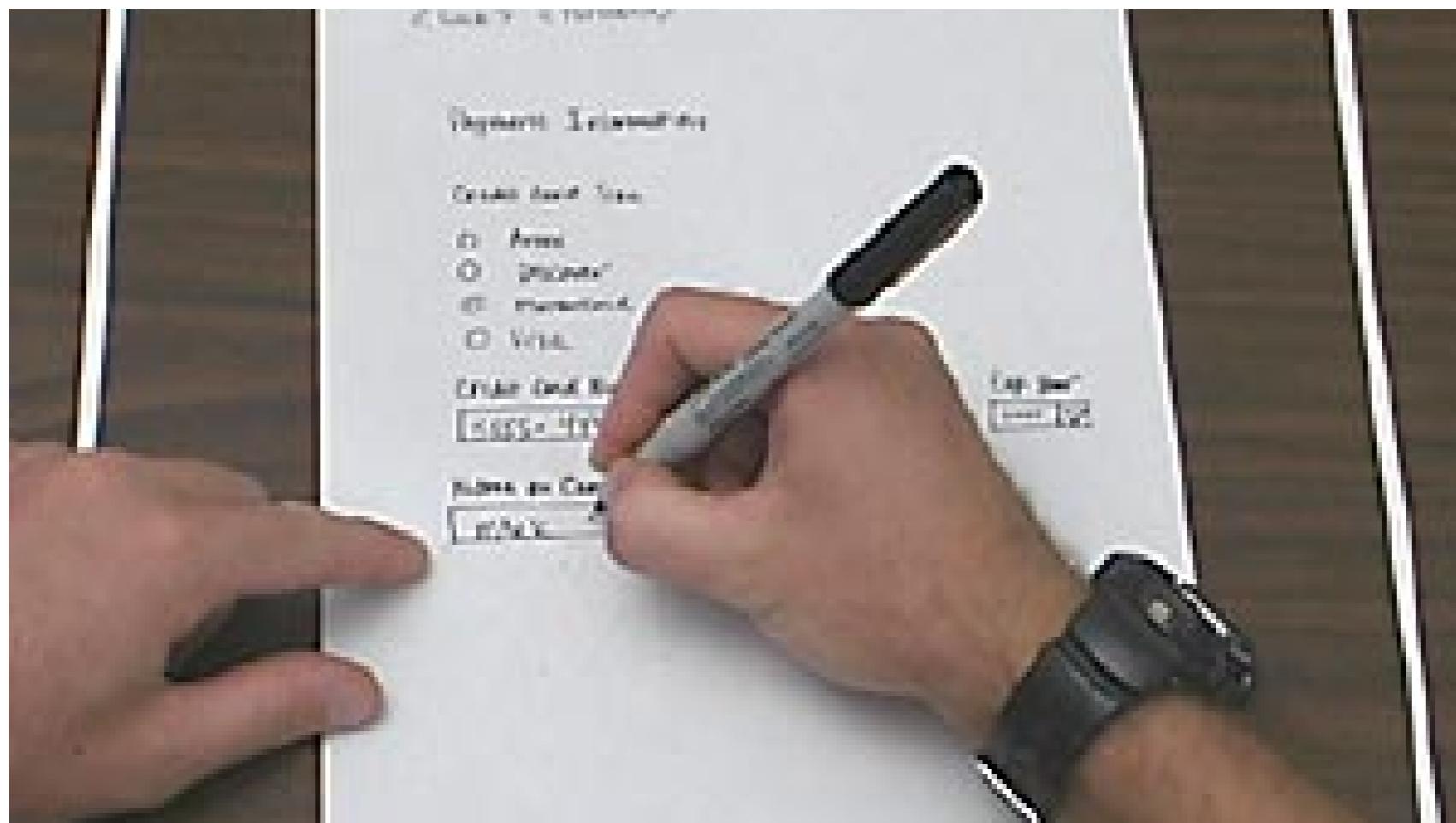
Register

First name :

Last name :









# Story Mapping

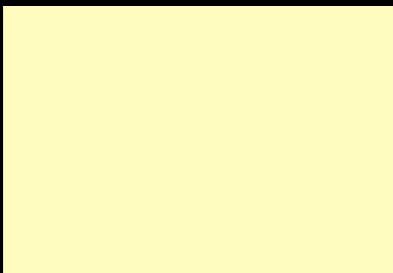
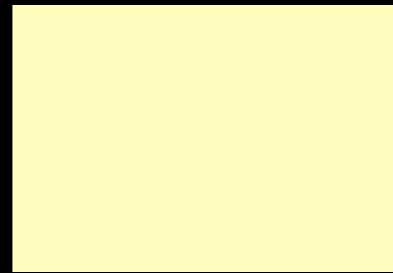
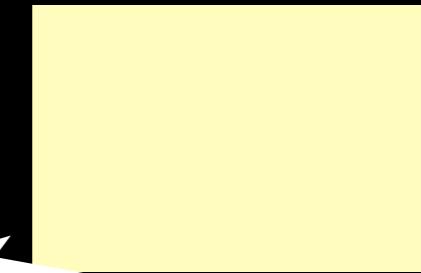
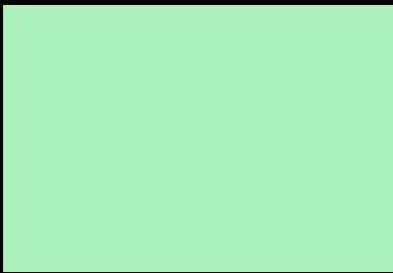
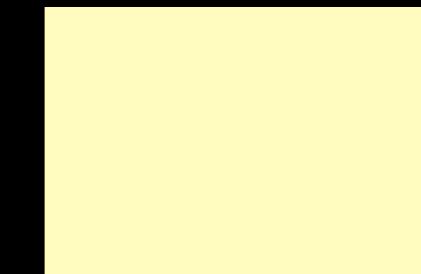
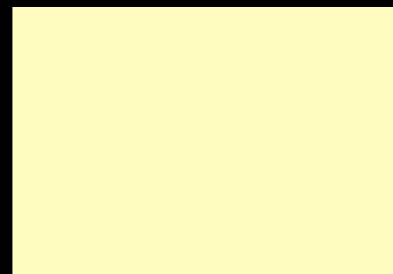
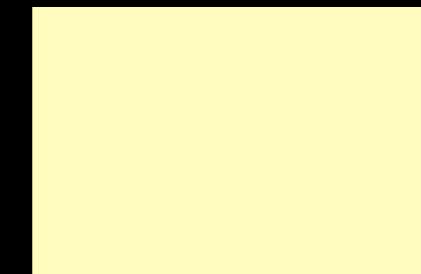
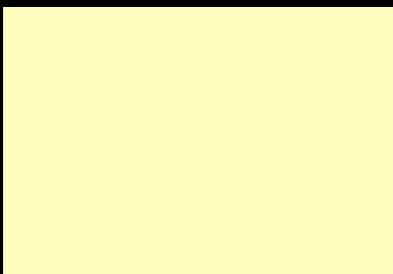
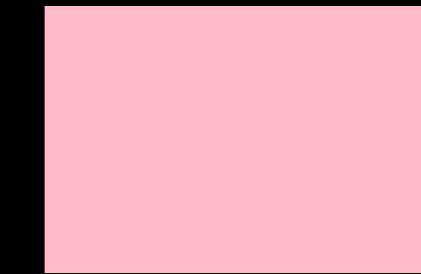
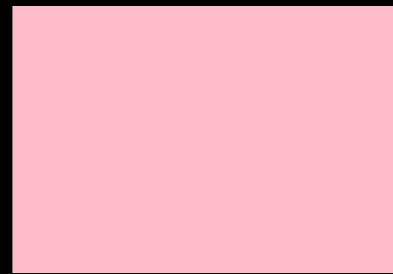
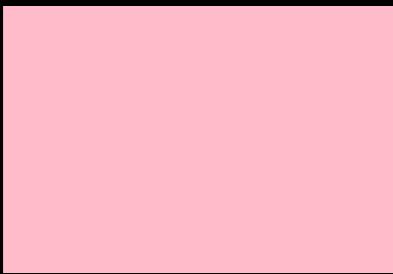
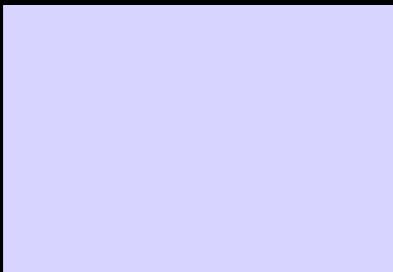


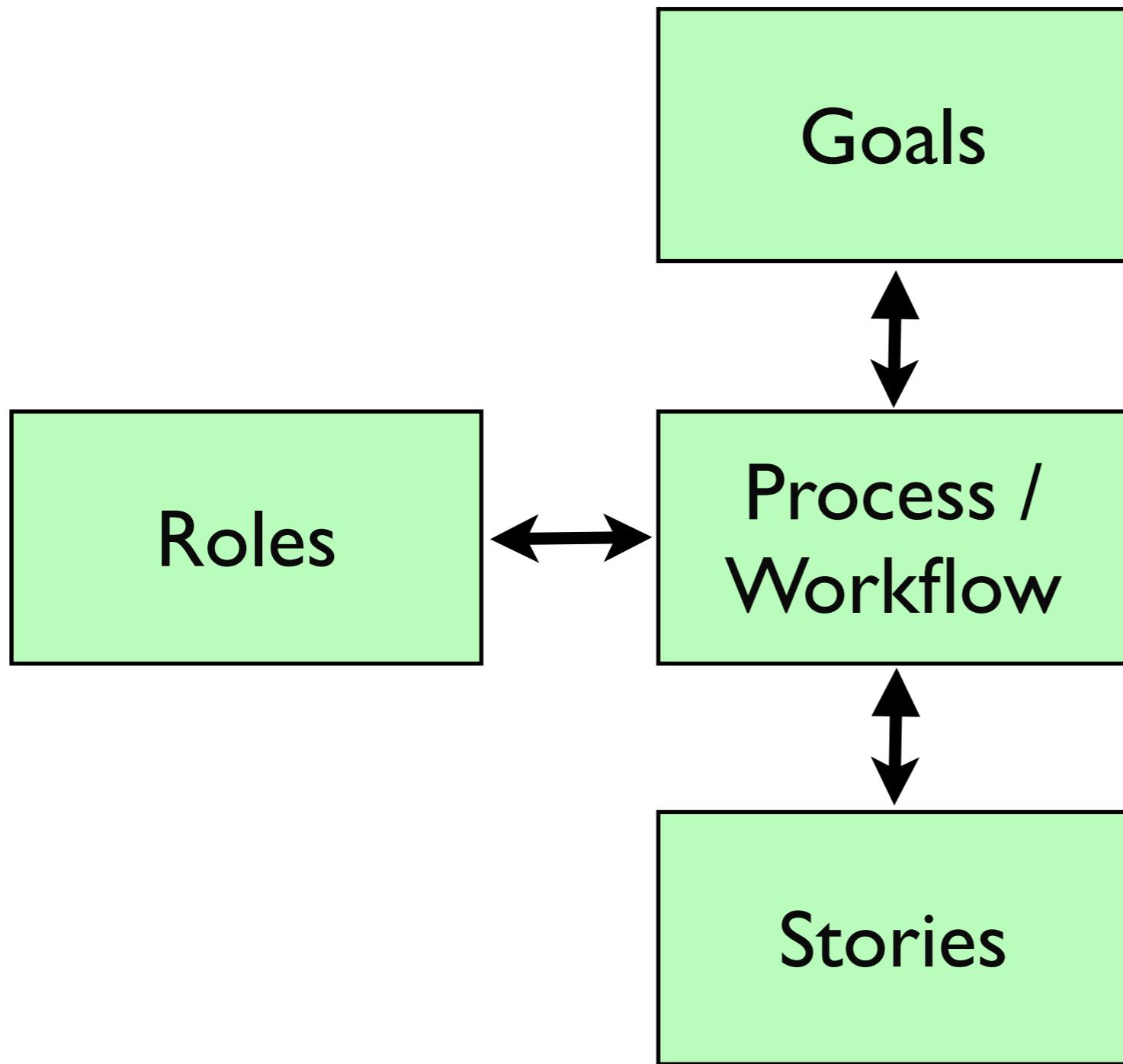
Activity

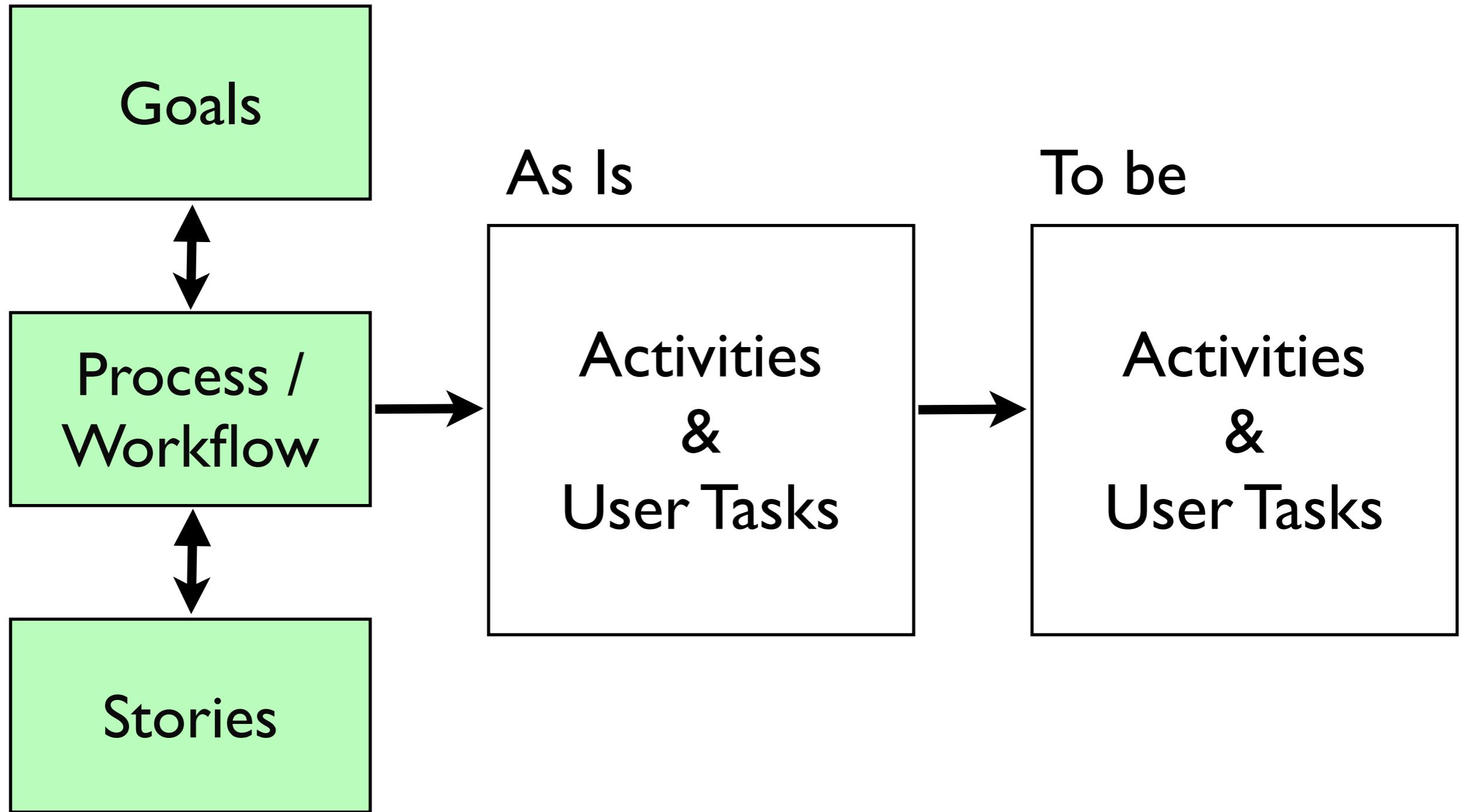
User Task

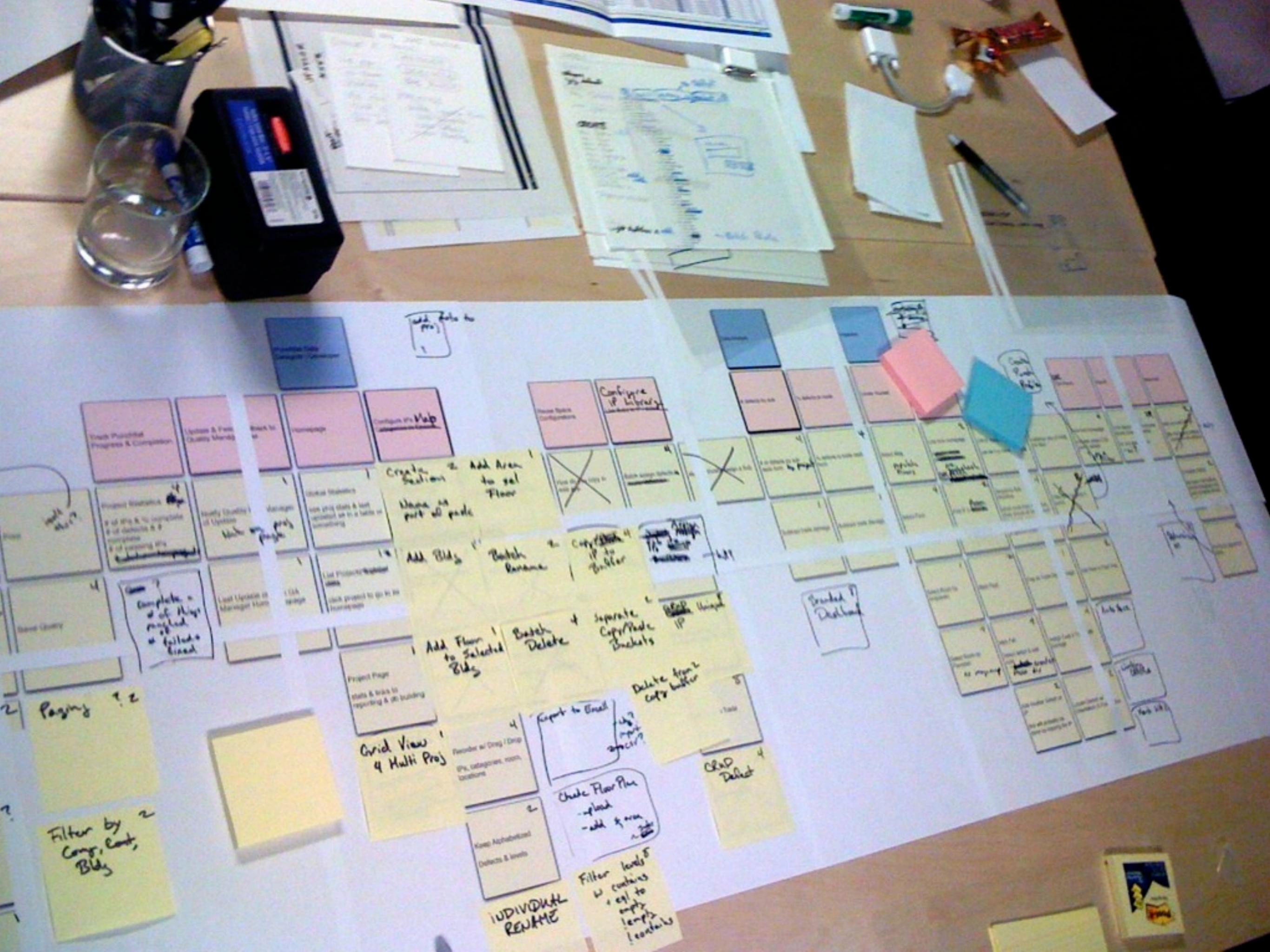
Stories

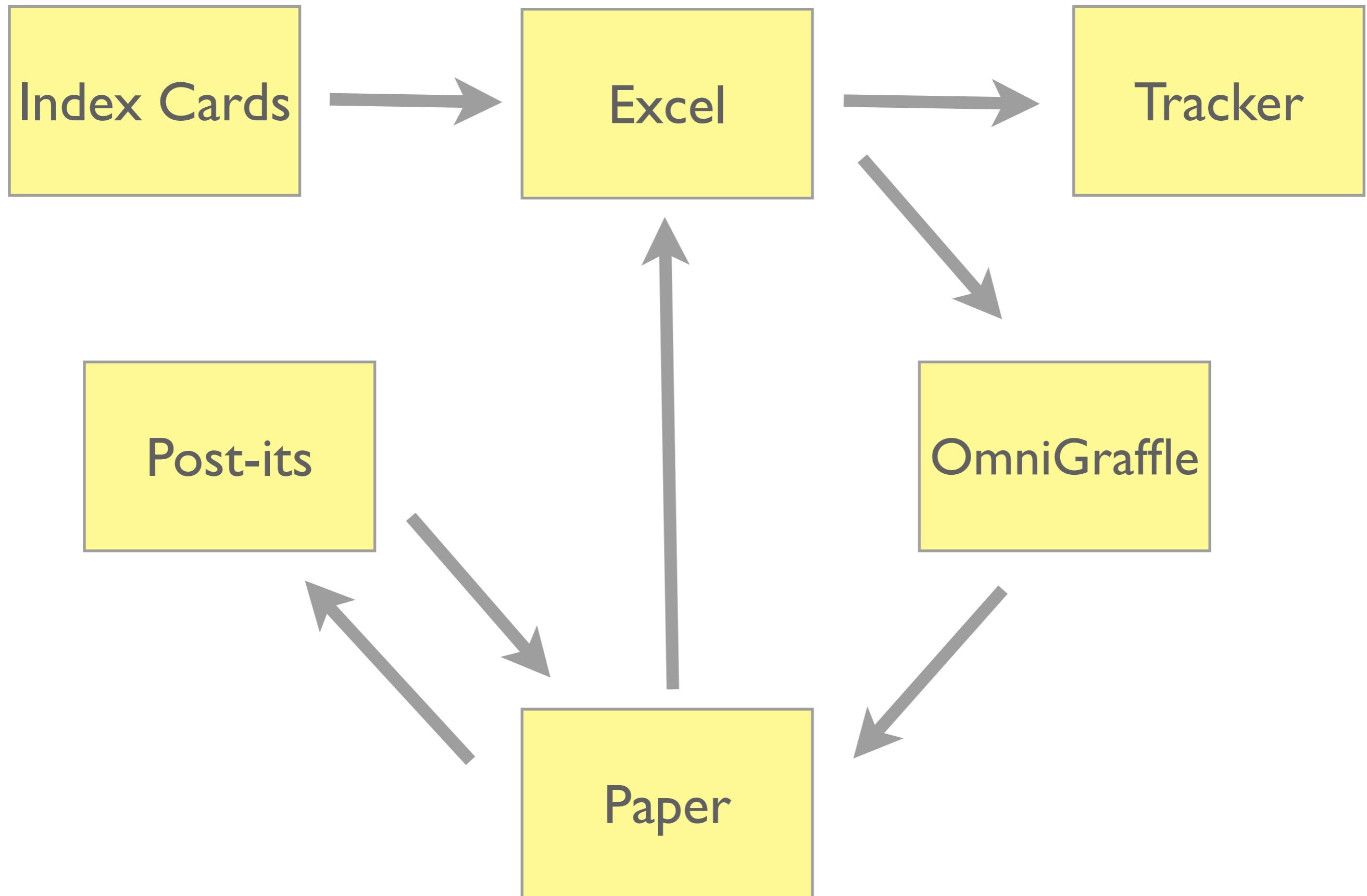
Risk, Question,  
etc...











# Resources

- “62% of projects fail. why?”  
[http://news.cnet.com/8301-13505\\_3-9900455-16.html](http://news.cnet.com/8301-13505_3-9900455-16.html)
- Jeff Patton’s Blog  
<http://agileproductdesign.com/>
- Personas  
<http://www.usability.gov/analyze/personas.html>
- Innovation Games by Luke Hohmann
- Card Wall Generator  
<http://github.com/jeremylightsmith/cards/>