Obesity APP

Developing the product

Product Owner: [ChaeWook Kim]
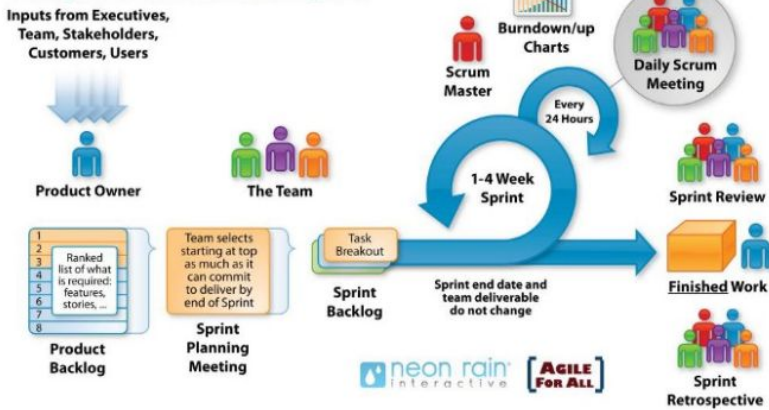
Getting Started

Agile Scrum Process

Overall process

The Agile: Scrum Framework at a glance

Inputs from Executives, Team, Stakeholders, Customers, Users

Scrum Master

Burndown/up Charts

Daily Scrum Meeting

Every 24 Hours

Product Owner

The Team

1-4 Week Sprint

Sprint Review

Ranked list of what is required: features, stories, ...

Team selects starting at top as much as it can commit to deliver by end of Sprint

Task Breakout

Sprint end date and team deliverable do not change

Finished Work

Product Backlog

Sprint Planning Meeting

Sprint Backlog

Sprint Retrospective

neon rain interactive

AGILE FOR ALL

Scrum/Development Team
- One Engineering Lead
- One Shared DevOps
- Four Engineers
- One Shared QA

Scrum master (rotational in nature)
- Product Designer
- Shared Data Analyst

All Teams
- Customer Service
- Data Analytics
- Engineering (includes QA)
- Legal and Compliance
- Finance & Accounting
- Operations
- Marketing (includes Product Marketing)
- Product Management
- Product Design

Create Project Blueprint

A product launch is not just about deploying a beautifully designed,built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

Share your project-specific coordination activities map here ([Insert Link here](#)). You can also share a screenshot below.

Purpose *Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature*	What is the task? *Based on the purpose, select the appropriate from the drop-down*	Who is the task owner? *Does the following to finish task:* *1. Schedule and run meetings* *2. Gather feedback and share updates* *3. Follow-up with stakeholders*	Whose involvement is needed to accomplish the task ? *Please select one from the drop-down list of your identified stakeholders*	What is their role? *Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only*	By when, does the task need to be completed? *Select milestone keeping in mind nature of the task,downstream effects of delaying task*
Evangelize internally	**Setup PRD review meeting to receive feedback**	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	2weeks
			Impacted Product Managers	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	
	Create tickets for each sprint based on the test strategy		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Product Manager	Impacted Product Managers	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	2weeks
	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
Initiate and maintain feedback loop	Create tickets for each sprint based on the test strategy	Product Manager	All except Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's last sprint ends
Plan development work	**Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks**	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			
Manage product/feature testing	**Share and review the project's test strategy**	Customer Service	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint ends

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal	
Build additional function or feature for user	
Sprint Backlog (list the prioritized **user-stories** from the product backlog)	
1	As a KP patient I want to know the fitness app which can be linked so that I can link my favorite fitness app
2	As a KP patient, i want to know how well i sleep, so that i can use app to manage sleeping
3	As a Engineer, i want to build another server, because i believe it will help end user to load app faster
4	As a Product marketer, i want to add data collecting API, so that i can have more data to analyze
5	As a Sales member, i want to put ads, so that i can raise more revenue
Sprint Prioritization Logic	

- Prioritize 1 and 2 for end-user. Because the purpose of this sprint is make better app for user
- Prioritize 3, 4, 5 for internal member. Stakeholder's opinion should be accounted for have better app

User Story 1

User Story	As a KP patient I want to know the fitness app which can be linked so that I can link my favorite fitness app
Design	https://www.figma.com/file/AARo2u1rGm8EFyQd0FWZR2/User-design1?node-id=0%3A1
Acceptance Criteria	1. User logged in to the app 2. Display an error message if user login information is wrong 3. User see the message "The page is ADA complaint" 4. On the screen it said " link your favorite fitness app" 5. User can only click on one of the apps at a time 6. When user click one of the app, it automatically open one of the app 7. All the information are now interact with fitness app
Assumptions	• User has own fitness app • Data interaction is possible in terms of legal policy

User Story 2

User Story	As a KP patient, i want to know how well i sleep, so that i can use app to manage sleeping
Design	
Acceptance Criteria	1. User logged in to the app 2. Display an error message if user login information is wrong 3. User see the message "The page is ADA complaint" 4. User can click new sleep management feature 5. User have to put average sleeping time and hour to start sleep management 6. User data about sleep can be collected
Assumptions	• User has difficulty in sleeping • Technologically feasible

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be "technical enough" to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

<Chae Wook Kim>Project

Based on the API documentation how would you update your solution and design?	1. Base on the api, fitness information can be collectable
	   a. Activity categories, distance, calorie, intensity, time
	2. Base on the api, i can have more detail information about sleep from user
	   a. Light/deep, sleep time, rem, wake time

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility	1. Discuss further possible fitness solution
	   a. Discuss additional data needed
	2. Discuss feasibility of managing sleep by app
	   a. Discuss how can app help user to have better sleep
	   b. Refine solution with the data from user's sleep data

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	• Landing page slow [priority 2-High]
	     ○ Slow loading might demotivate user to lose weight
	     ○ It might decrease satisfaction
	     ○ User can still use the function so it is not [priority 1-Critical]

Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	1. Discuss time needed to solve with engineer team with slack 2. Base on feedback from engineer, set the landing page bug ticket in JIRA 3. Find other metric for "unique visitor (daily, monthly) ,bounce rate, peak response and landing page conversions"
Would you take additional steps ?	• Request QA team to add manual testing list • Discuss with engineer team about the cause & solution

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	• Misaligned fields in profile settings [priority 2-High]
	    ○ Profile misalign might decrease loyalty and satisfaction
	    ○ Profile takes big part in terms of user story, so even though it is not relate to function, Important to fix fast because App reputation might be damaged
	    ○ User can still use the function so it is not [priority 1-Critical]

Next Steps use ticketing tool (JIRA), and communication channel (Slack)	1. Discuss with engineer about cause, time needed to solve 2. Base on feedback from engineer, set the misaligned fields ticket in JIRA 3. Request data analyst to inform any critical report through slack

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	• Email with reset password link [priority 1 - Critical]
	   ○ In terms of user story & non user story, it is worst case
	   ○ User can not use app because of bug in email password reset

Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Except legal and compliance team, invite in slack channel to discuss about problem • Set ticket in JIRA as first priority • Make an alternative plan for future rehappening
Sample Email Response	Dear Manager Assessment : i have share current problem with team member except legal and compliance team. Email problem will be setted as priority 1 and all engineer and QA team will be focusing on solving Next step : Make an alternative plan[PM], Add manual test[QA], Find out cause of the problem Communication loop : any critical issue send slack or phone message or email to me Status : i will inform you twice, 1. when we found out cause, 2. When we solved the problem Thank you for bringing up such a issue. From PM_ChaeWook Kim

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	• Verify what is completed and not completed with engineer team • Test the feature that is completed with QA team • Prepare for demo with completed feature
Sample Email Response	Dear GM Thank you for choosing my project to build for the project. I will do my best to demo to their stakeholders in 2 days. The product is still being test and done about 65%. Our development team and QA team doing best to verify complete ticket and fix bugs. However, within the staging environment, test has been successfully completed. I would recommend doing test in the staging environment. Any further question, you can directly call phone or send email to me. From PM_ChaeWook Kim

Step-in and guide the scrum team at stand up

Video Response	Share the link to your video here <insert link>
	Hello my name is chaewook kim, i will be guiding the scrum team to meet the deadline.
	I saw the update that back end team picked up analytic ticket. However there is another ticket covering analytic requirement. I want your team to do that ticket. Furthermore, the ticket was to be meet 5 requirement, but i believe 2 out of these 5 can be downgraded from must have to nice to have. So please, make 3 requirement by today.
	I also want to request back end team to do 2 back end tickets which are in "code review" status. That should be done by at least tomorrow. Because two tickets are blocking front end tickets.

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	• Start automated testing • Coordinate with other PMs about QA team member
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	Visualize the urgency of the sprint(3 days absent of QA team member) Explain potential risk and impact If other PM's sprint has a spare of time, ask for owing QA member a day
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Stakeholders(raise visibility) : i would share information to all the stakeholders but Especially to "customer service manager, legal and compliance team, product marketing team, sales" Because they are in the front line dealing with customer
	Negotiate : promise for helping next time Not negotiate : get an owe

How would you handle stakeholder feedback?

Feedback Assessment	1. Ask rationale behind their thought 2. Ask reason for putting notification button 3. Ask if there are other thought
Video Response	Share the link to your video here ([insert link](#)) Thank you for sharing your feedback, i really appreciated, however, your concern for daily push notification are not in MVP scope and here is why. 1. We have only 2 days from the sprint end, building daily push notification might be block for our project 2. Our vision is helping obesity patient to lose weight. I believe notification is not the must have feature. I would consider your feedback later update. I am sorry for not taking your feedback this time.