# Scrum and Customer Engagement Report

## Scrum

Scrum is an iterative and incremental agile framework for managing product development, usually for software development. For this case, Team 111 were able to utilise this framework for managing the process of developing a product for Team 113. This process enabled the team to self-organise by encouraging daily face-to-face and close online collaboration of all team members and disciplines involved.

## Process Maturity

During this project, Team 111 initially made the decision to implement Scrum through the utilisation of JIRA. As the development continued on throughout the semester, it was found that JIRA was an unconventional method of implementation; mainly due to the circumstances that were present at the time. With this problem at hand, it was then decided that the Scrum be migrated and implemented through the use of Excel Spreadsheets.

Once making this change, we were then able to organise how we were going to formally adapt this new implementation into the current development. Firstly, the Sprint and Release plans were created and consistently updated. The plans consist of information relative to each respective Sprint, information such what user stories and tasks are to be completed; as well as the amount of story points, hours and velocity within the sprint. These plans provided the data that oversaw the development of the product and provided a status of the product at specific times. An excel spreadsheet was then created (as seen in the ‘Sprints and Releases’ excel sheet) which served as template for this data. The excel spreadsheet provides details of user story, as well as when and what tasks were completed within each sprint. The release table was also updated which is derived from each sprint table. Within each spreadsheet, a burndown chart is included below every table. The incentive for using this method was to implement the principals of Scrum and personalise the method in a way that is convenient to the team, as well as efficient. With a common knowledge amongst all the team members in the use of Microsoft Office’s Excel 2013, it was not a difficult task to create a template, nor develop a template that is too complex for updating and interpretation.

For this Scrum, the management of processes were able to evolve over time and gradually increased in quality. The variety of methods for documenting and practical procedures (e.g. coding) were able to adapt to the changing requirements of workflow in order for the project to be successful. Overall Team 111 were able to adhere to the process maturity that ultimately resulted in a product with appreciable business value.

## Customer Engagement Report

One key principle of Scrum is its recognition that during product development, requirements may change from clients and customers (also known as requirements volatility). Customer engagement is an important aspect to the Scrum as unpredicted challenges cannot be easily addressed in a traditionally anticipated manner. Scrums generally adopt an approach that accept future problems can’t be fully understood or defined; where the team instead focus on maximising the ability to deliver quickly and to respond to emerging requirements.

To respond to these requirements, the development team and clients were in consistent communication, where a relationship between the two teams were upheld throughout the project. From the beginning to the end of the project, there was a variety of engagement between the two parties that outline the activities and events during the process. Below is a list of the client/customer to developer activities and events (Chronological order):

* Client requirements were received from Team 113
* Client requirements were then compiled with Team 111’s suggested requirements
* Suggested Client requirements were then reviewed by Team 113 for review
* Requirements were then finalised for preparation of User Stories
* User Story Cards completed and sent to Team 113
* Feedback received from Team 113
* User Stories feedback discussed and implemented to existing User Story Cards
  + Feedback generally consisted of correcting spelling/syntax errors and trivialising the practicality of the current stories
* Release Plan and Sprint 1 Plan was then created, updated and implemented user stories
* Release Plan and Sprint 1 Plan was then sent to Team 113 for review.
* Sprint 1 Plan feedback received, discussing the prioritisation of specific tasks and movement of user stories
* Sprint 1 demonstrated to client
  + consisted generally of the wireframes and future plans for the web development
* A business letter was then received from Team 111 that reviews Sprint 1’s demonstration
* Sprint 2 (Release 1) demonstrated to client
  + Demonstrated a very early prototype of the website, discussing the completed user stories and which stories were incomplete/moved/removed
  + The early prototype displayed the state of the back-end and front-end development
* Sprint 3 demonstrated to client
  + This sprint demonstrated the efforts provided by the Team to link the front-end and back-end. The team was able to present the website as a functional product that required the finalising of notifications/payments systems for business value
* A business letter was then received from Team 111 that reviews Sprint 3’s demonstration
* Sprint 4 (Release 2) and final product demonstrated to client