

TO: Scrum Team

FROM: Scrum Master

SUBJECT LINE: Sprint Retrospective – Virtual Verde

Hi Team - Hope you're doing well.

Please see below a summary of what was discussed in our last retrospective meeting.

Summary

In this past retrospective meeting and throughout the sprint, I was happy to see your participation and collaboration, and your clear focus on creating value and identifying improvement opportunities.

Six out of eight user stories that have been worked on during this past sprint met the acceptance criteria. The two remaining stories will remain in the backlog and will continue to be worked on during the next sprint.

Key takeaways

What went well:

- Enhanced the website by adding sorting and search options, creating a quiz that recommends plant types based on user preferences, and pricing tiers high enough so we'll still net on "beginner" plants.
- User testing went well and received positive feedback on stickers and pricing.
- Efficiency in the creation of the Bonsai styles guide, website update and leaflets.
- Leveraged existing processes for the shipping and signature processes, and existing resources for the live chat option and sign-up portal.
- Made single tools available while we waited on missing kit items.
- Designed and coded bundling option at checkout and composed care emails for next quarter.

Improvement opportunities:

- Tiers: Need to discuss ranking criteria, add tier explanations to the site and do some user testing.
- Better outline and clearer expectations for written materials in the future.
- Improve vendor communications to prevent shipping delays, by setting a bi-weekly status update meeting.
- Improve scope communication between stakeholders and the scrum team, research the amount of time and effort involved in the activities and ensure scope expectations are aligned.
- Improve customer communications by clarifying return instructions and adding the option to have text reminders.
- Monitor to find out if enough customers use the email feature to justify keeping it, and remove it if applicable.
- Style guide enhancements: Include additional styles (as suggested by testing) and improve photography for certain styles.
- May need to hire and train more support staff for extended hours.

Next steps

We will continue working on the two remaining user stories and we will be reviewing and working on the improvement opportunities listed above during the next sprint.

We can discuss this in detail in the following Sprint Planning meeting.

Congratulations and thank you for all your hard work!

Best,
Mariana