IBM **Marketing Experience Labs**

The Scrum Framework

Scrum is an Agile framework that guides teams through increments of work called Sprints. The intent is to deliver something of business value at the end of each Sprint.



Daily Scrum

During the Sprint, the team meets every day for 15 minutes to assess progress.



Scrum Roles



Product Owner

As the voice of the Stakeholder, the Product Owner prioritizes the Team's work by ordering stories in the Product Backlog.



ScrumMaster

The ScrumMaster removes blockers and ensures the team adheres to a healthy Scrum process.



The Team is composed of all the roles and skills needed to build, test and document products of sufficient quality.

> **Next Sprint** Process repeats.



Sprint Planning

The Team commits to stories from the top of the Product Backlog and tasks them out.





Sprint Backlog

The Sprint Backlog displays the status of the stories and tasks.





Product Backlog Refinement

The Product Backlog is refined by the Product Owner in preparation for the next Sprint based on changing requirements.







Potentially Shippable Product

Every Sprint results in products or features that can be released and deliver value to the business.







Presentation

The Team presents the Sprint output to the Stakeholders.



Retrospective

The Scrum Team discusses the Sprint they've just completed and looks for ways to improve.





