

Project Report: Bargains Extra App Refresh Project

Project Overview:

To gain practical experience and enhance my skillset, I personally worked on the Bargains Extra App Refresh project. This project was an excellent opportunity for me to apply and deepen my understanding of the Agile methodology, which emphasizes iterative development, quick delivery, and adaptability to changing business needs. Through this hands-on experience, I was able to develop a strong grasp of project management concepts within an eCommerce context, focusing on delivering tangible results in a dynamic environment.

Project Scope:

App Refresh:

The primary objective of this project was to update the existing Bargains Extra app. The updates focused on adding new features and improving existing functionalities to enhance the overall customer experience. This was essential for supporting the business's eCommerce growth strategy and staying competitive in the retail market.

Integration with CRM:

A significant part of the project involved integrating the app with the upcoming CRM system. This integration was crucial for personalizing customer interactions and supporting the launch of a new loyalty program. The goal was to create a seamless experience for customers, driving retention and repeat purchases.

Roadmap and Prioritization:

Review and Prioritization:

I conducted a thorough review of the eCommerce, Customer, and Warehouse roadmaps to prioritize tasks based on business needs and project goals. The key actions included:

- Prioritizing features like “Pay on app, collect in store” and “App and Website to talk to CRM” to enhance customer convenience and operational efficiency.

- Recommending the initiation of the CRM system and loyalty program projects post-App Refresh due to their significant impact on customer engagement and retention.
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Kanban Board Management:

Organizing and Aligning the Backlog:

In managing the Kanban board, I ensured that the TO DO backlog items were aligned with the project goal of delivering an MVP (Minimal Viable Product). Key actions included:

- Organizing the backlog to prioritize essential tasks that directly contributed to the project objectives.
 - Striking through non-aligned items to maintain focus on the critical features necessary for the app's successful launch.
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Risk and Issue Management:

Identifying and Managing Risks:

Key risks identified during the project included:

- Development Delays: Due to the unavailability of licenses for key development tools, I addressed this by reallocating tasks and securing the necessary licenses through negotiation.
- Resource Constraints: Overlapping commitments with the Website Refresh project posed a risk. I managed this by negotiating resource sharing with the Website Refresh Project Manager to ensure fair distribution of UX/UI resources.
- Information Security Compliance: The potential risk of non-compliance with information security regulations was mitigated by prioritizing this area in response to concerns raised by the Audit Lead.

Managing Issues:

I managed several critical issues to keep the project on track, including:

- Task Reallocation: Addressed development delays by adjusting the task schedule and securing necessary development tools.
- Resource Allocation Conflicts: Managed conflicts between the app and website projects, ensuring that the UX/UI team could support both initiatives without compromising quality.

- **Compliance Prioritization:** Ensured that all information security-related development was completed ahead of the external audit, mitigating the risk of penalties.
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Resource Management:

Resource Allocation and Negotiation:

In managing resources:

- **Reviewed the Planned vs. Actual Chart:** Identified discrepancies and engaged with the Scrum Master to address questions regarding sprint progress and developer productivity.
 - **Negotiated Resource Sharing:** Worked closely with the Website Refresh Project Manager to balance the needs of both projects, ensuring that critical resources like the UX/UI team were used efficiently.
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Sprint Planning and Reporting:

End of Sprint Reporting:

At the end of each sprint, I completed detailed reports highlighting key achievements and issues requiring escalation. These reports ensured transparency and kept the leadership team informed of progress and challenges.

Sprint Goal for Sprint 3:

For Sprint 3, I drafted a clear and concise sprint goal: “Deliver critical customer experience improvements while ensuring full compliance with information security requirements.”

Stakeholder Management:

Communication with Stakeholders:

Effective stakeholder management was key to the success of this project:

- **Drafted Replies and Updates:** Provided the Chief of Staff with comprehensive updates on the App Refresh project, addressing board meeting requirements and integrating feedback from leadership.
 - **Managed Expectations:** Ensured all stakeholder concerns were addressed promptly, keeping the project aligned with business goals.
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Project Communications:

Improving Team and Stakeholder Communication:

To improve project communications, I suggested several strategies:

- **Structured Stand-Ups:** Recommended more structured daily stand-ups to keep the team focused on sprint goals and address any obstacles promptly.
 - **Better Alignment with Business Goals:** Advocated for clearer alignment between product development and business objectives, ensuring that every sprint delivers tangible value to the company.
 - **Enhanced Backlog Management:** Emphasized the importance of maintaining a disciplined approach to backlog management, ensuring that only relevant items aligned with the project goals are prioritized, thus avoiding scope creep.
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Lessons Learned:

From managing this project, I gained valuable insights into:

- **Agile Methodology Application:** Successfully applying Agile principles to manage project complexity and deliver iterative improvements.
- **Importance of Resource Flexibility:** Negotiating and sharing resources effectively across overlapping projects to ensure timely delivery without compromising quality.
- **Stakeholder Communication:** Maintaining clear and regular communication with stakeholders to manage expectations and keep the project aligned with business goals.