

DAD WITH JIRA PORTFOLIO

Atlassian User Group Niedersachsen

Our Deliverable

- A syndicated global Market Research product that provides metrics about unduplicated cross-device reach of media outlets broken down by a variety of target groups with a focus on offline purchase behavior.



Big data integration

- Enhanced segmentation and targeting
- Campaign/Audience validation



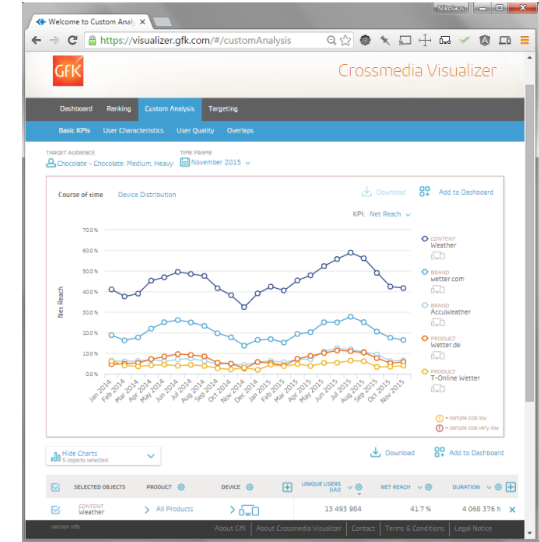
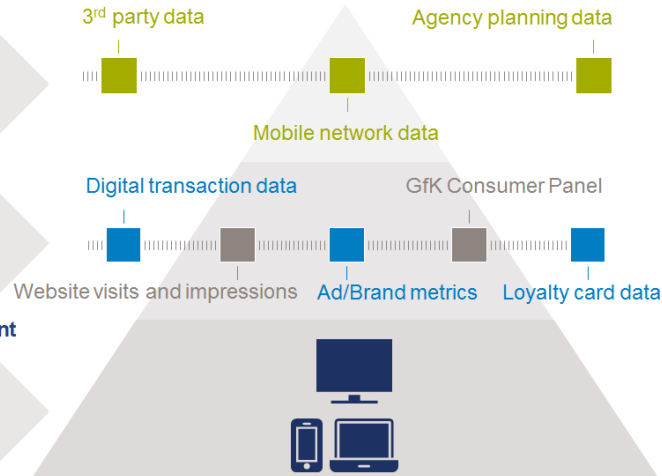
Crossmedia effectiveness

- Brand Lift
- Sales Uplift
- Purchase Journey
- ROI

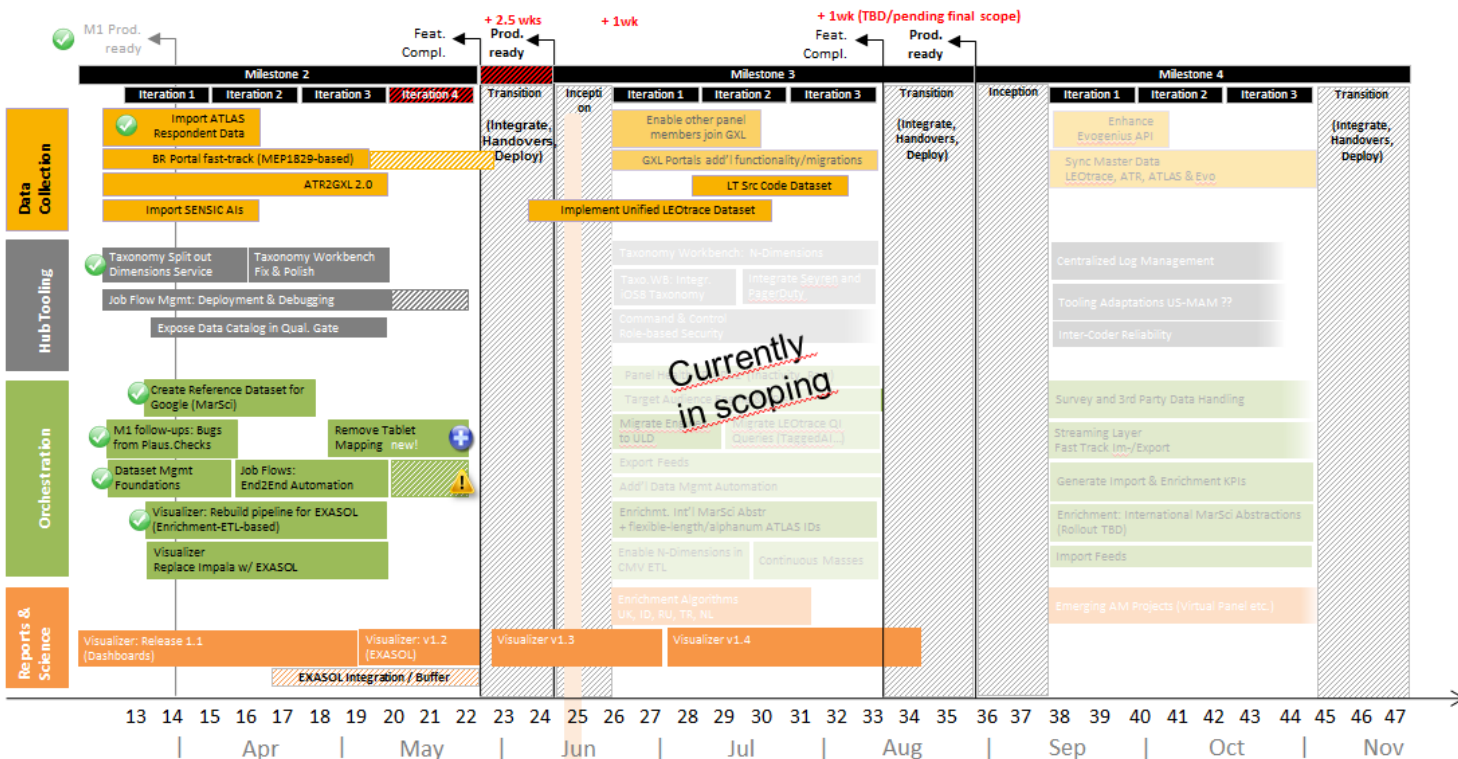


Single-source Crossmedia measurement

- Measure cross media exposure
- Maximize the Media Mix
- Realize the true value of incremental reach



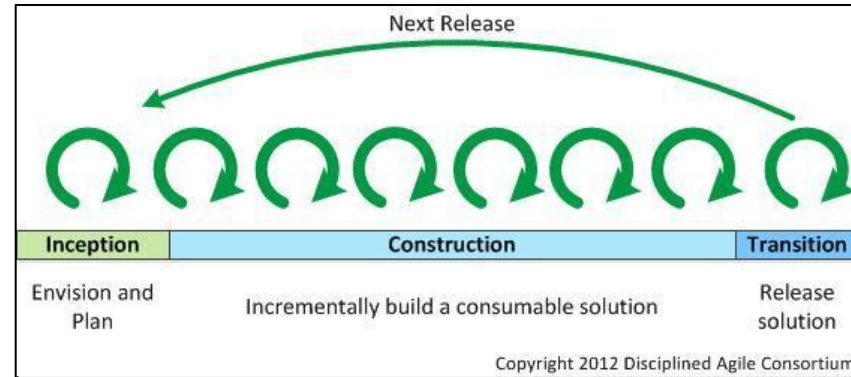
Our Plan



The reason we are using Discipline Agile Delivery

- Focus on „Solution“
 - We're not just building software
- Enterprise-aware
 - We're acting within the constraints of an enterprise (commitments, dependencies, operations, change management)
- Light-weight, non-prescriptive
 - Let's not be dogmatic → sub-teams can live their own „agile flavors“
 - Let's make our work **visible** wherever possible
 - common/shared understanding of requirements and solutions

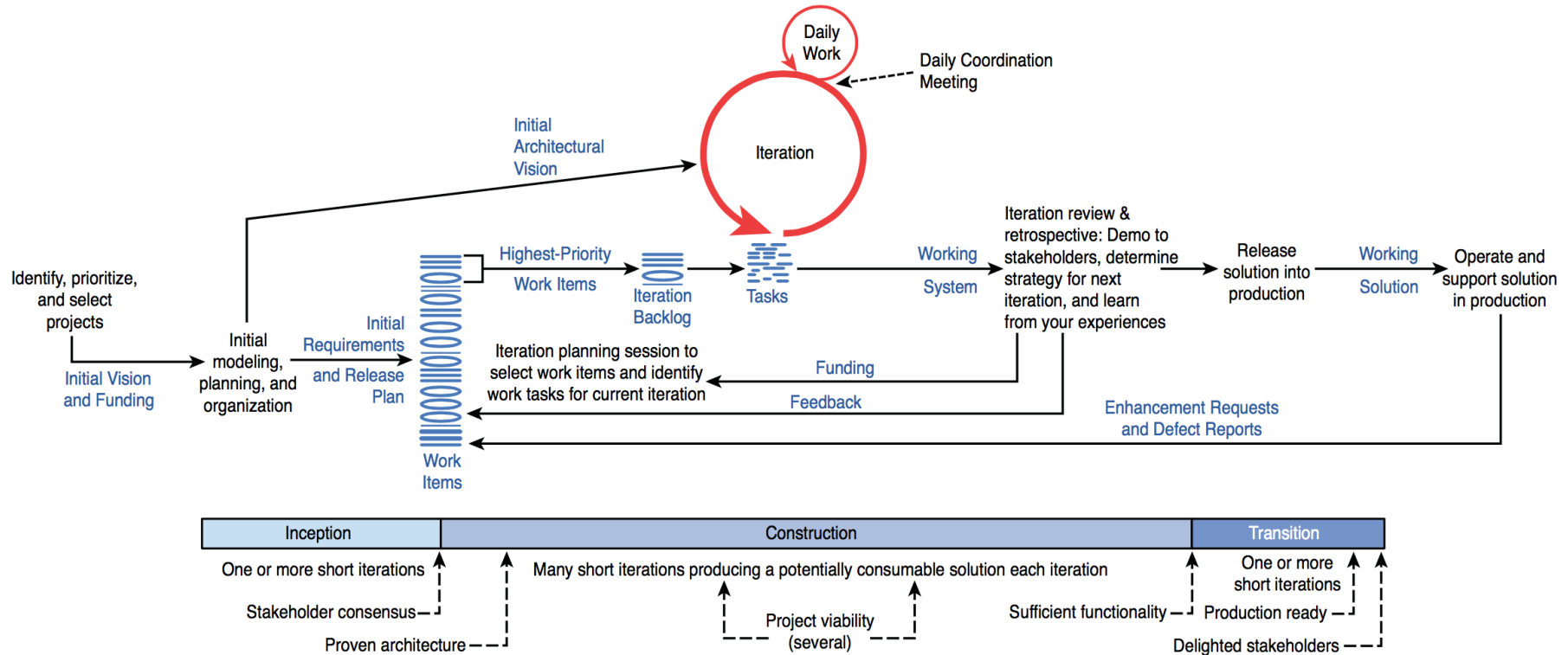
The high-level process guiding DAD



Agile Product Lifecycle

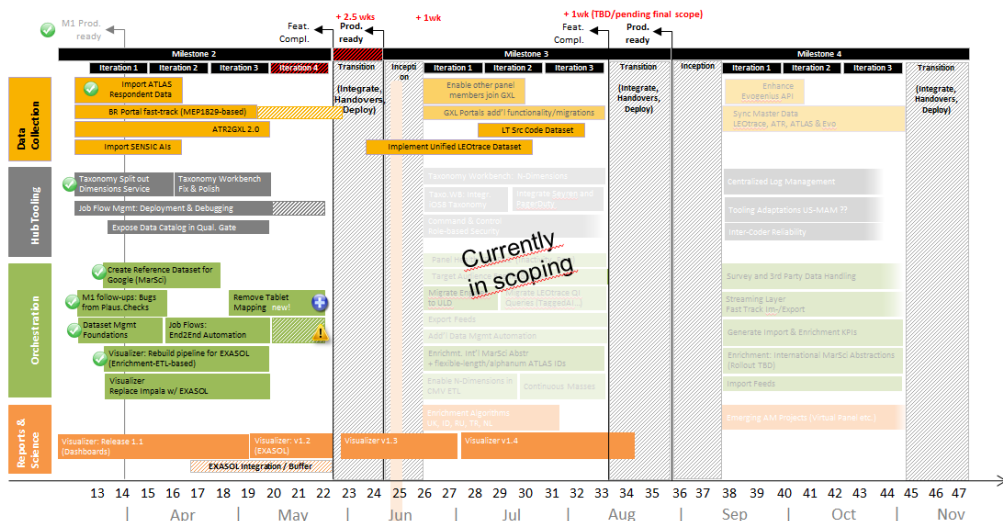


We do apply the „agile“ lifecycle version of DAD

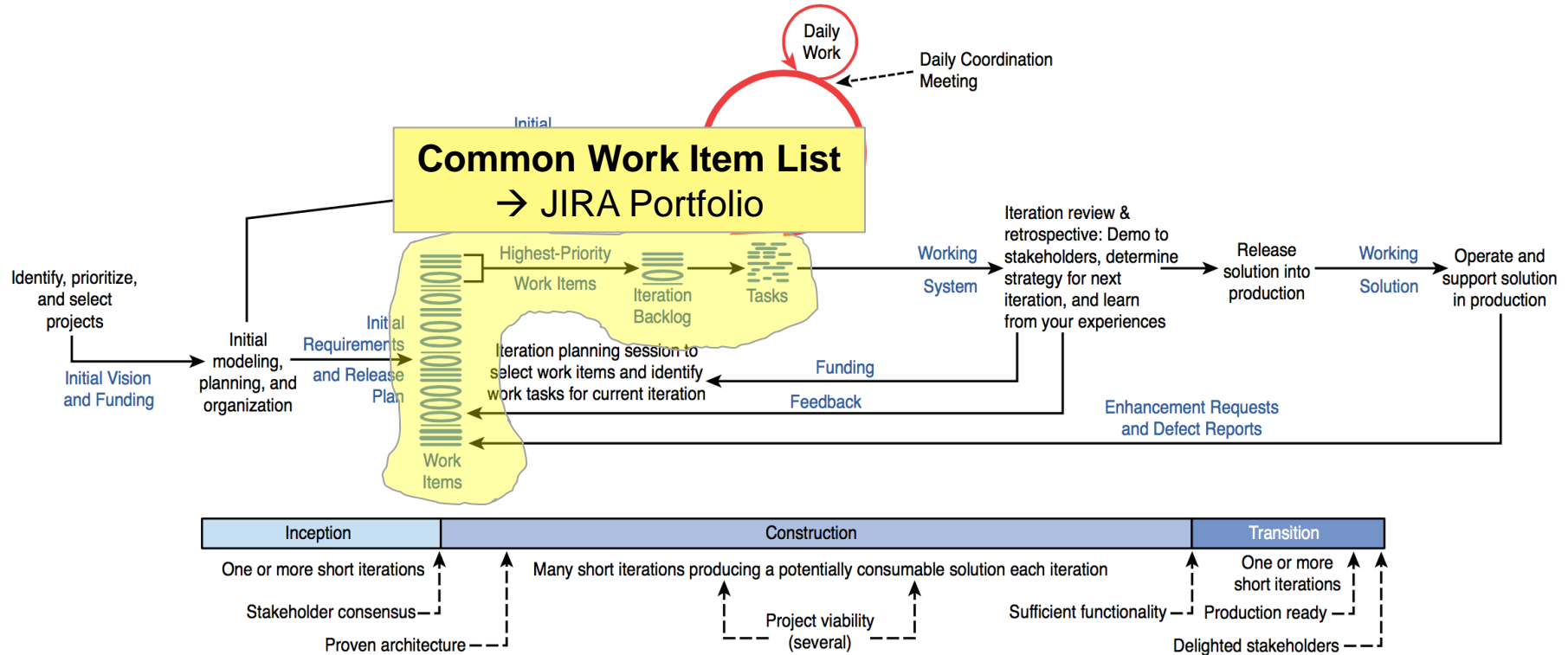


The reason we are using JIRA Portfolio

- Common prioritized work item list across teams and release workstreams
- **Dependency management** across teams
→ better identify impact on plan, earlier course corrections
- Syncing
For daily work, stay in JIRA and on your boards
- Scheduling
Map work items against actual team capacity and skills



Disciplined Agile Delivery (DAD) lifecycle



Structure of our Inception Phase

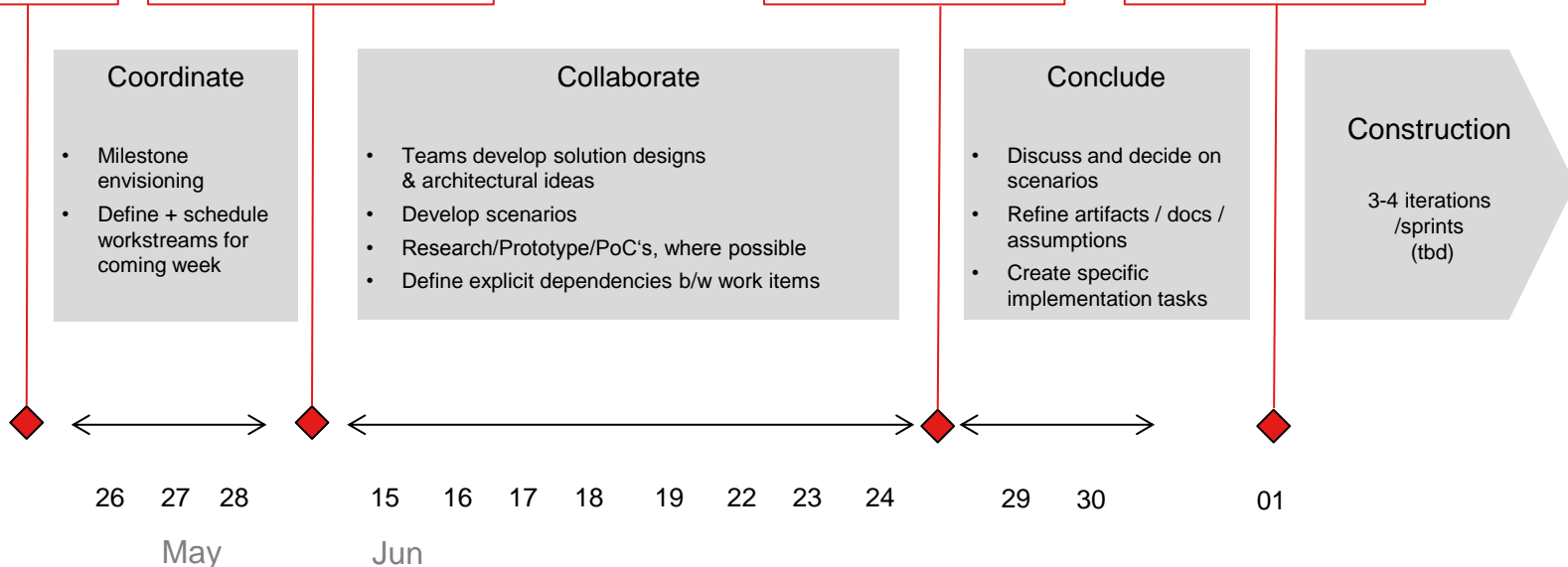


- ✓ „Working assumption“ of work item list (incl. Spillover, technical debt and known scope)
- ✓ Visualize and mapped against „capabilities“ where helpful

- ✓ High-level, written-down initiatives + „epic-level“ goals / acceptance criteria
- ✓ Tech understands problem
- ✓ All understand usage scenarios

- ✓ Scenarios of implementation with effort estimates
- ✓ Design Artifacts (User Stories, Diagrams) – **as light-weight as possible!**

- ✓ Agreed scope and priority of work items
- ✓ Artifacts agreed as sufficient and correct
- ✓ Vision communicated to stakeholders



JIRA Portfolio // Backlog Structure



Initiative

Epic

Story

#	Title	Release	Team	Sprints
	World-class product experience	CP 1.0, 1.5	The Avengers, T...	more than 5
1	> Shiny web frontend	CP 1.0	The Avengers, T...	more than 5
3	Blazing-fast server	CP 1.0, 1.5	The Avengers, T...	more than 5
	Make it faster	CP 1.0	The Beatles	Sprint 1, Spr
	Make it smarter	CP 1.5	The Avengers	Sprint 4, Spr
	Calculate some stuff	CP 1.5	The Avengers	Sprint 4, Spr
	Calculate even more stuff	CP 1.5	The Beatles	Sprint 3, Spr
	Server exploration and prototyping	CP 1.0	The Avengers	Sprint 1