



# BUSINESS MANAGEMENT SOLUTIONS FOR BRAINBITE | IMPROVED WORKFLOW



# COMPANY OVERVIEW

BrainBite is an advanced technology platform for children. Children 6 years of age and up are served. Learning is made easily accessible, specific, and engaging with BrainBite. It gets used to each child's pace using an advanced AI. The content is customized to meet the specific needs of each child. This optimizes the effectiveness and learning. BrainBite focuses on engagement and accessibility. It gives children the freedom to learn at their own pace. This platform encourages the passion for learning. BrainBite helps kids in a way that works for them.

## DIFFICULTIES THEY EXPERIENCED

BrainBite faced several challenges in managing its remote, cross-functional team. This team included UI/UX designers, marketers, developers, and QA specialists. Here are the challenges they faced:

# 1. INCONSISTENT TASK UPDATES

Although BrainBite used Trello to manage tasks, it was hardly updated. This leads to the poor visibility of progress and completion of tasks.

## **2. ABSENCE OF PRIORITIZATION AND ESTIMATE**

It was challenging to assign resources and determine timelines because tasks lacked time estimates. The team members constantly ignored high-priority issues like bug fixes in favor of less urgent tasks when priority was unresolved.

### **3. LIMITED PROJECT TRACKING AND VISIBILITY**

The CEO was unable to monitor the feature development and project status in the absence of frequent updates. This made it even more difficult for them to keep an eye on and sustain the project's momentum.

## 4. CROSS-DEPARTMENTAL COORDINATION CHALLENGES

It was difficult to assign and coordinate assignments and due dates across the different departments. As a result, the project goals and aims were misaligned.



# THE SOLUTIONS I OFFERED

Here are our proposed solutions to the BrainBite:

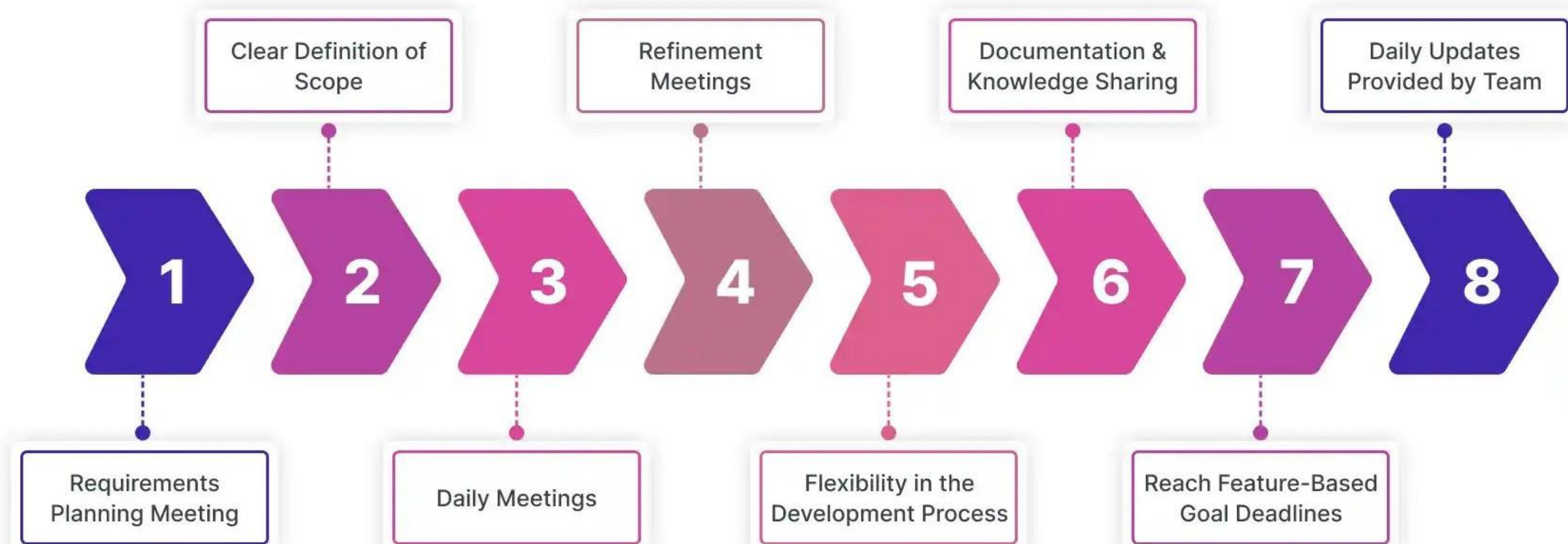




# 1. EVALUATION OF CURRENT WORKFLOW

In the beginning, I observed and recorded their current workflow. We were able to find the loopholes in the Trello Task management by doing this.

# Evaluation & Suggestion of a New Agile Workflow



## 2. ORGANIZING TRELLO AND MAKING DOCUMENTATION

I modified Trello to improve task tracking in the context of our findings. For every department, we also made a complete guide on time estimation, task updates, and priority setting.

### **3. INTRODUCED THE SCRUM METHODOLOGY (AGILE PROJECT MANAGEMENT)**

Scrum methodology was introduced to prioritize tasks and speed up the project. This involved high- priority tasks, establishing goals, and making the user stories.



Trello

Workspaces

Recent

Starred

Templates

Create

Search

BS

B

BrainBite

Premium

Boards

Members

Workspace settings

Workspace views

Table

Calendar

Your boards

AI Tasks

Developers

Marketing

UI/UX

Developers

Board

Table

Dashboard

Filters

Share

To Do 5

Ready To Work On

Design a "recent activity" panel for quick updates.  
16 Dec

Implement a popup to suggest AI-recommended activities for kids.  
17 Dec

Add tooltips to help users understand AI recommendations on the platform.  
9 Dec

Add a card

Daily Sprint 5

Weekly Sprint

Implement analytics dashboards for admins to track platform-wide metrics.  
18 Dec

Set up automated email notifications for reminders and achievements.  
18 Dec

Optimize server performance for handling high concurrent user traffic.  
17 Dec

Develop APIs to support real-time progress tracking for individual users.

Develop an alert system for

Add a card

Blocked 3

QA 5

Staging Site 1

Ready To Merge

Create an interactive dashboard for parents to monitor their child's performance.

Add a card

Code Review 2

Production Site 1

Completed 13

## 4. PUTTING THE SCRUM FRAMEWORK IN ACTION

Trello is completely set up to support Scrum. For effective task tracking, I included department boards, sprints, and backlogs.

## **5. FREQUENT SPRINT MEETINGS AND DAILY STAND-UPS**

To improve communication, I implemented sprint planning, daily stand-ups, and sprint reviews. We were able to establish precise timelines with the assistance of team members' time estimates.

## 6. CONSTANT MONITORING AND FEEDBACK

By conducting frequent check-ins, i were able to react quickly to problems and maintain focus on high-priority tasks. The project was more accountable and in line with the needs of the client because of this feedback loop.





# RESULTS WE ACHIEVED

# 1. IMPROVED TASK VISIBILITY AND ACCOUNTABILITY

The CEO had complete visibility into tasks and progress due to the rearranged Trello setup and frequent updates. This openness promoted responsibility and made sure that tasks were tracked consistently.

MEMBERS

Workspace settings

Workspace views

Table

Calendar

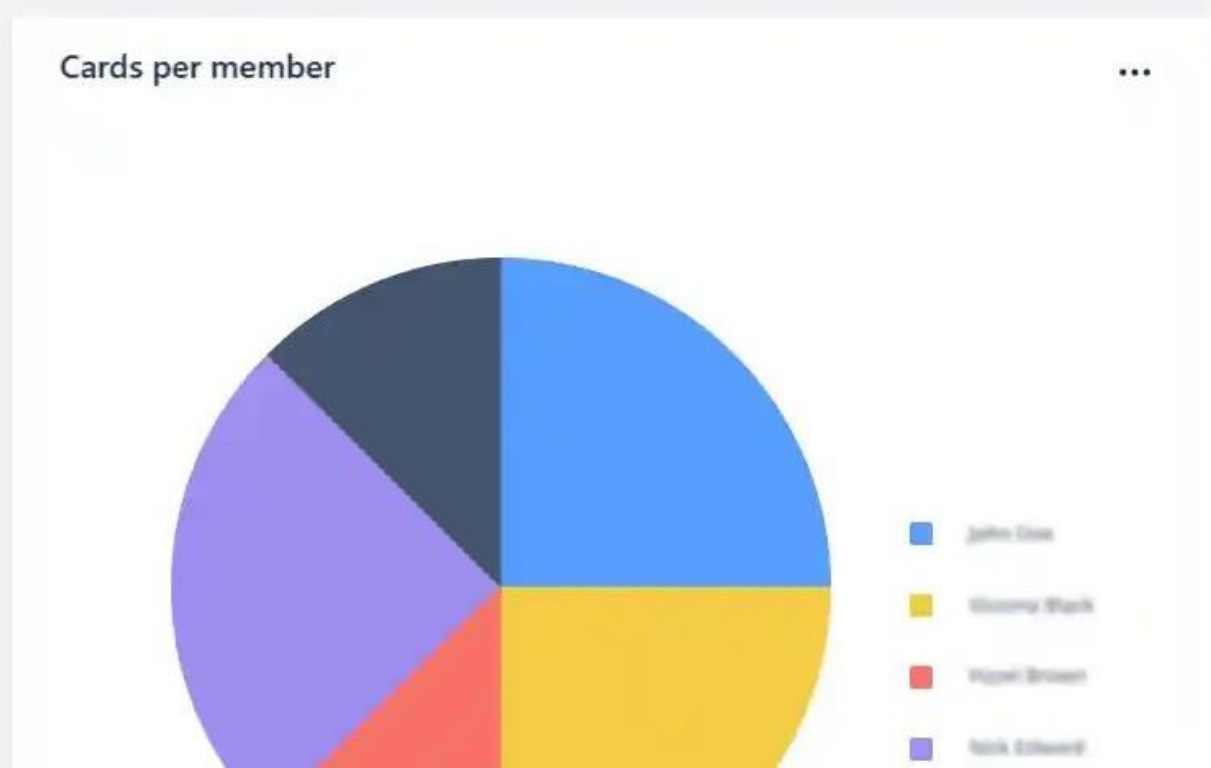
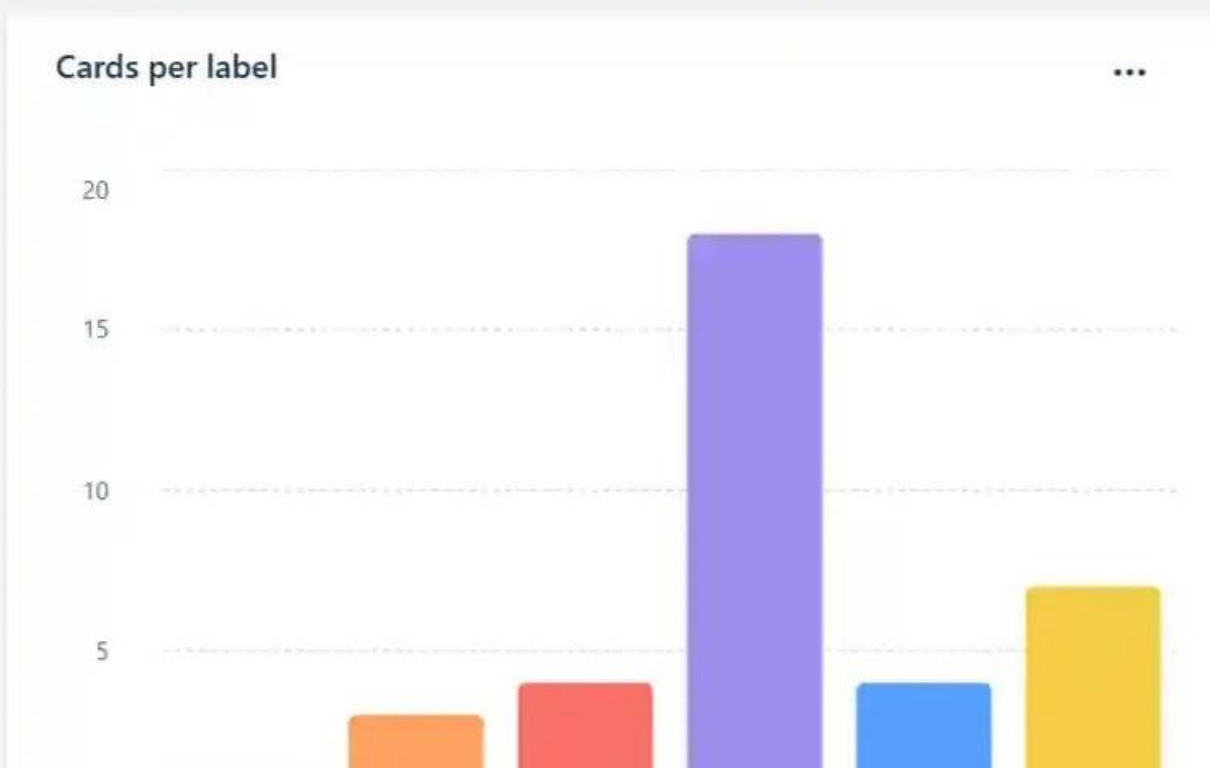
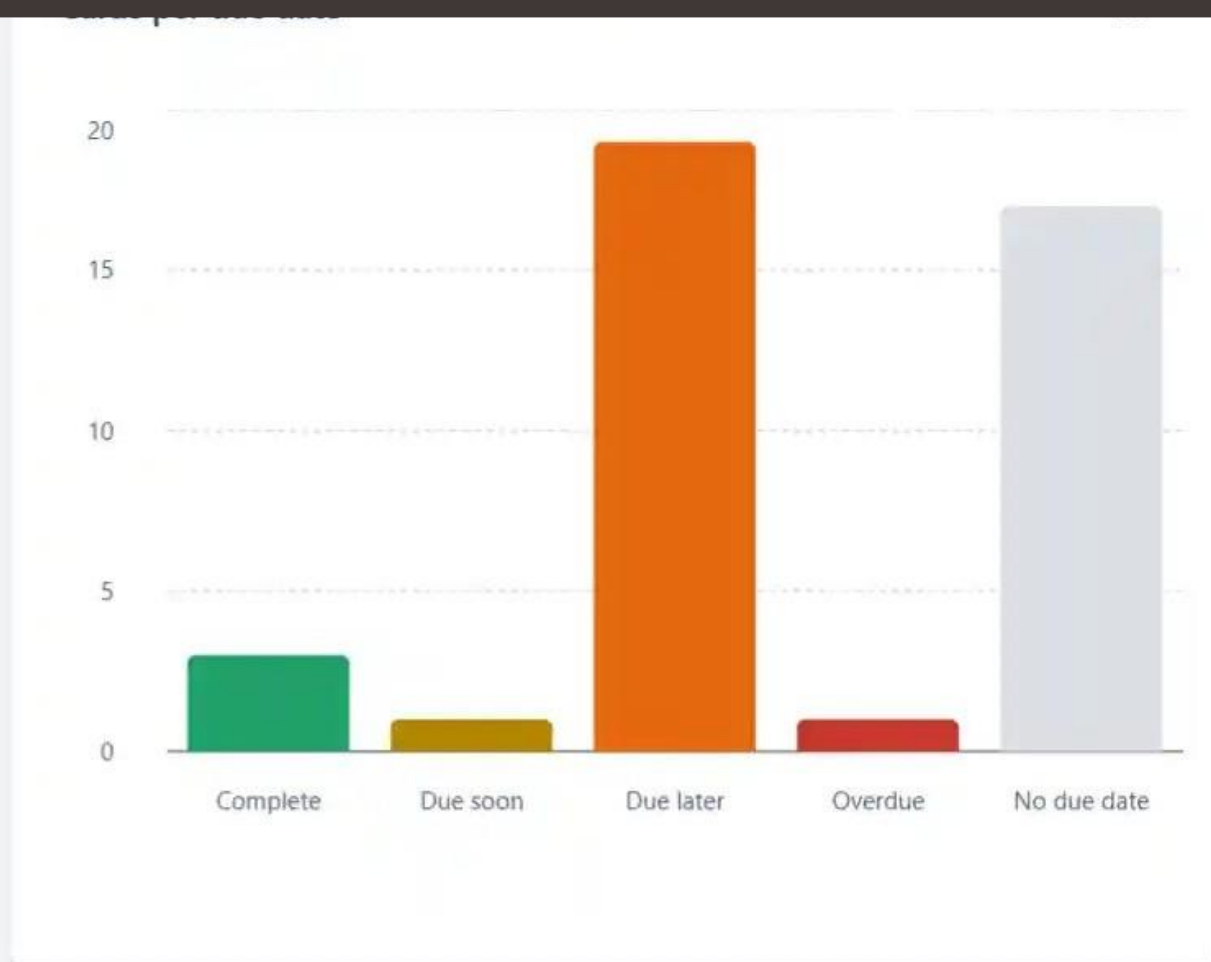
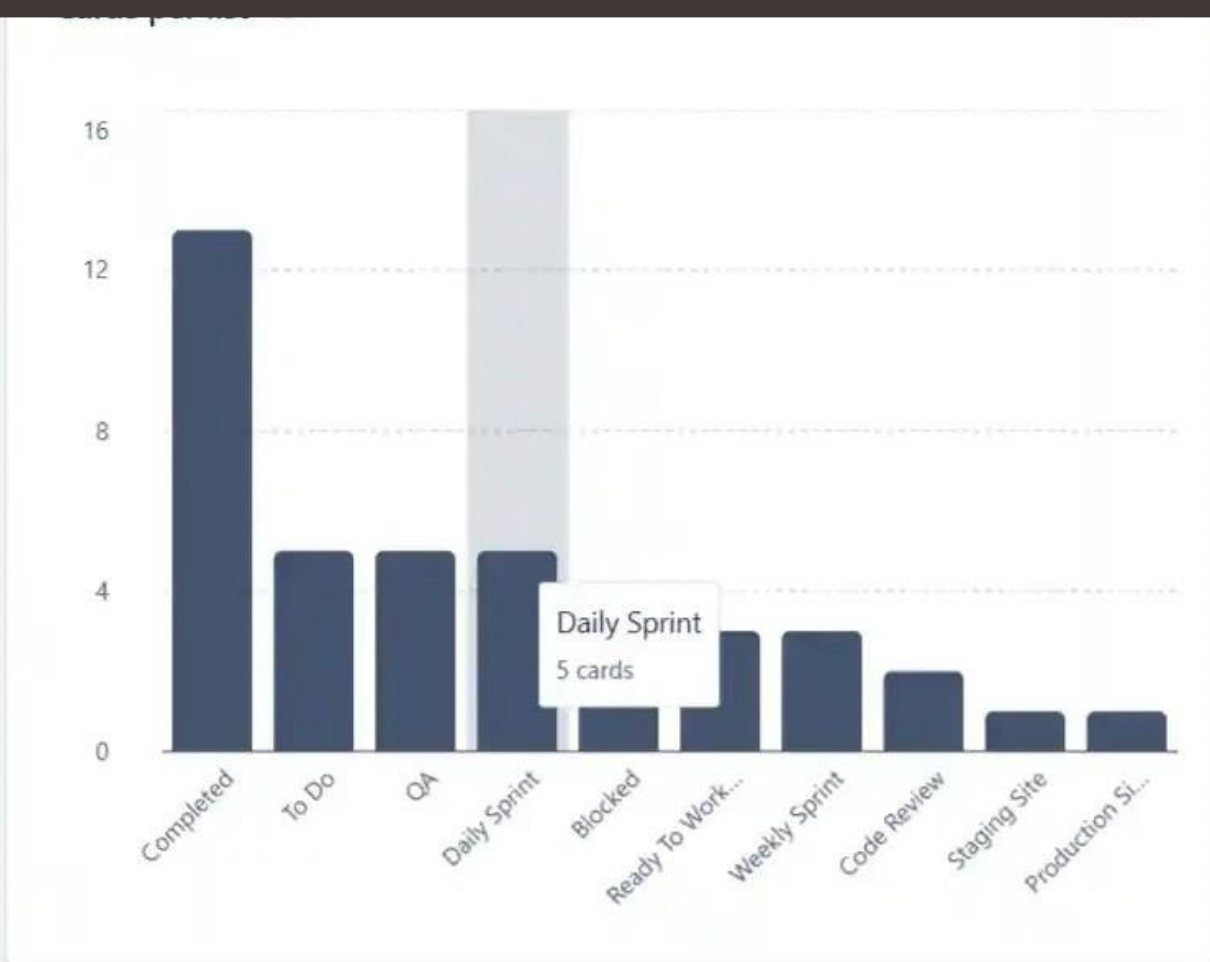
Your boards

AI Tasks

Developers

Marketing

UI/UX



## 2. BETTER TIME MANAGEMENT AND PRIORITIZATION

Team members were better able to concentrate on high-priority tasks because of Scrum's time estimates and task prioritization. Bug fixes and other urgent tasks were completed quickly, reducing delays and making sure of a more efficient workflow.

### **3. SIMPLIFIED COLLABORATION AND COMMUNICATION**

Open communication was promoted by frequent sprint meetings and daily stand-ups. Members of the team improved cooperation and efficiency in leading a remote, multi-departmental team by agreeing on objectives, communicating progress, and resolving challenges.

## 4. QUICK DELIVERY AND CONSISTENT PROJECT PROGRESS

The team was able to meet project milestones on schedule as a result to the new procedure. By giving the client a clear picture of feature development and schedules, BrainBite was able to maintain focus and build confidence in the team's performance.

## **5. IMPROVED PRODUCTIVITY AND EFFICIENCY**

The project management process was improved by implementing Scrum best practices and establishing a feedback loop. This change increased output and facilitated BrainBite's expansion and objectives.





# CONCLUSION

The solutions I implemented helped BrainBite overcome key challenges. Task visibility, communication, and time management improved. Scrum brought structure and focus to the team. These changes enhanced productivity, ensuring smoother project progress. BrainBite is now better equipped to meet its goals and continue growing.



# THANK YOU

AKINBOWALE MICHEAL

