

Key Personas:

**1. Stakeholders:**

Shape the product's direction and goals

**2. Product Owner:**

Prioritizes and defines what gets built

**3. Scrum Master:**

Facilitates team success and removes obstacles

**4. Development Team:**

Builds the product collaboratively

Next, Plan your Sprint:

A time-boxed iteration in Scrum focused on delivering a specific set of features or work within a fixed timeframe

💡 Typical Sprint duration: 2 weeks

Key Ceremonies:

**1. Sprint Planning:**

- Review the product backlog
- Discuss and select sprint goals
- Choose backlog items for the sprint
- Create a sprint backlog

**2. Daily Standup (Daily Scrum):**

- Share what was done yesterday
- Discuss what will be done today
- Mention any blockers or impediments

💡 Ensure discussions stay focused to end stand-up calls on time

**3. Sprint Review:**

- Demonstrate completed work
- Gather feedback from stakeholders
- Discuss potential changes to the product backlog

**4. Sprint Retrospective:**

- Reflect on the last sprint's processes and teamwork
- Identify what went well and what could be improved
- Create action items for improvement in the next sprint

👉 Key take away:

To be successful in Scrum, focus on collaboration, iterative progress, and delivering customer value.

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