JUMBO

The supermarket of the future

Project Plan

The Green Team:

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Contents

Assignment

The assignment is about creating a smart technical solution that would add value to the client as well as the end users of the solution.

Context

Jumbo supermarket is looking for ways to innovate their customers' shopping experience. Therefore, it is collaborating with the students of Fontys UAS Advanced Smart Mobile course. There are two separate teams working on this project.

The teams should create and develop new smart mobile solutions by applying innovative technologies that could potentially help Jumbo attract new or increase the pool of existing customers. Students should make use of various models, frameworks, and toolkits to help them achieve their goals.

Goal

The goal is to recognize opportunities in retail and offer a solution that would enhance the grocery shopping experience.

Project Organization

The team consists of four members with various experiences. There are four teachers and once client representative guiding the students and providing feedback on the progress.

Team members

Name	Email	Phone	Availability
Edita Pronckute	e.pronckute@student.fontys.nl	+31 6 23307512	Tuesday - Thursday
Luke van Genechten	403756@student.fontys.nl	+31 6 38063031	Tuesday - Thursday
Femke Duijzings	f.duijzings@student.fontys.nl	+31 6 39337970	Tuesday - Thursday
Jop Huijbers	j.huijbers@student.fontys.nl	+31 6 53635385	Tuesday - Thursday

Stakeholders

Name	Role	Email	Availability
Ruud Puts	Product owner	Ruud.puts@jumbo.com	1 hour (Tuesday)
Arjan Groeneweg	UX teacher	a.groeneweg@fontys.nl	Tuesday, Wednesday
Marcel Veldhuijzen	Technical teacher	m.veldhuijzen@fontys.nl	Tuesday
Ruud Huijts	Technical teacher	r.huijts@fontys.nl	Tuesday, Wednesday
John Litsenburg	UX teacher	j.vanlitsenburg@fontys.nl	Tuesday

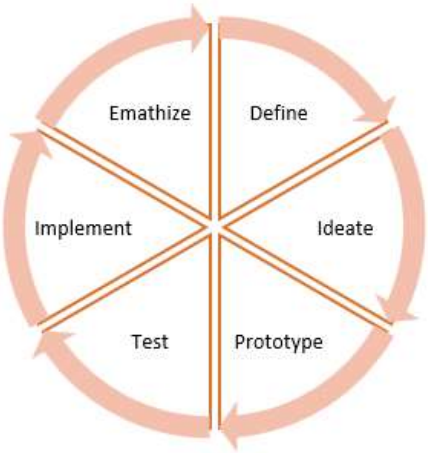
Approach

The chosen Agile methodology is the Scrum framework. Thus, the work is planned in iterations or sprints. Each sprint, a non-linear design thinking process is applied.

Scrum and design thinking

The Sprint starts with a Sprint Planning and ends with a Sprint demo, Review and Retrospective. Sprint planning is done within the team, where goals of the Sprint are set and distributed among team members. The print is concluded in a Sprint Demo Meeting with all available Stakeholders (Clients and Teachers) where the teams demo the achieved goals, request feedback, and discuss plans for the next sprint. The sprint is fully completed with a Review and Retrospective Meeting, where team members review the goals, process, and each other's performance (peer Feedpulse). Any involvement and use of additional meetings and/or Artefacts can be arranged as needed.

An iteration cycle example



Design Thinking cycle example

Research

Which aspects of grocery shopping at Jumbo Supermarkets could be improved to encourage more conscious consumption?

Sub Questions

- What is conscious consumption?
- What defines Jumbo Supermarkets?
- How does Jumbo compare to its competitors?
- What apps or service does Jumbo currently provide?
- What type of grocery shoppers are there?
- What pain points do grocery shoppers experience in-store?
- Which aspects of grocery shopping could add value to Jumbo and its customers?
- How might we personalize the in-store grocery shopping experience?
- How might we encourage shoppers to make more conscious decisions?
- What technology could be used to create a mobile solution?

Planning

Week distribution

The semester contains of a group project and individual project. Besides that, there are weekly workshops given by the teachers. The week planning looks as follows:

- **Monday**: Individual project
- **Tuesday**: Workshop and/or group project
- **Wednesday**: Workshop and/or group project
- **Thursday**: Group project
- **Friday**: Individual project

Sprints

SPRINT 1:

Duration: 2 weeks | Study week 2-3 | Sprint Demo on September 13th, 2022

Demoing prototypes made and presenting recommended solution to the Stakeholders.

SPRINT 2:

Duration: 3 weeks | Study week 4-6 | Sprint Demo on October 4th, 2022

First Implementation of the Prototype, demo to the Stakeholders.

SPRINT 3:

Duration: 3 weeks | Study week 7-9 | Sprint Demo on November 1st, 2022

Implementing Hi-Fi Prototype and Functionality X, demo to the Stakeholders.

SPRINT 4:

Duration: 3 weeks | Study week 10-12 | Sprint Demo on November 24th, 2022

Implementing Functionality Y, demo to the Stakeholders.

SPRINT 5:

Duration: 3 weeks | Study week 13-15 | Sprint Demo on December 15th, 2022

Implementing Functionality Z, demo to the Stakeholders.

SPRINT 6:

Duration: 2 weeks | Study week 16-17 | Sprint Demo on January 12th, 2023

Last tweaks, preparation for the Final Assessment.

Scrum events

The main recurring meetings are presented in the table below. Any other unplanned or emergency meetings will take place depending on the situation and people available.

Meeting Type	Frequency	Purpose	Attendees
Sprint planning	Start of each sprint	Plan the goals and tasks to finish in the coming sprint	Team members
Stand-Ups	Daily	To make plan of the day, discuss any challenges and hindrances	Team members
Sprint demo	End of each sprint	Gather feedback on the results from the current sprint, and propose planning for next sprint	Team member, stakeholders
Sprint review	End of each sprint	Review the tasks that were planned for the sprint, optionally move tasks to next sprint	Team members
Retrospective	End of each sprint	Discuss what went well, and what could be improved upon	Team members
Peer reviews	End of each sprint	Mention tips and tops for each individual team member	Team members