The success of the SNHU Travel project was strongly influenced by the responsibilities and contributions of each Scrum Agile team member. Our Product Owner guided the team by prioritizing the backlog and making sure that every development effort aligned with the client’s goals. For example, she organized a focus group with SNHU Travel’s customers to gather insights on preferred vacation types, budget limits, and customizable travel options. This feedback became the foundation for the user stories that drove development.

Our developer then translated these user stories into functional code, collaborating closely with the tester and participating in peer reviews to maintain high-quality standards. Our tester established clear acceptance criteria and executed tests to ensure that completed features met the defined requirements. As Scrum Master, I have coordinated sprint planning and retrospectives, removed blockers and ensured smooth workflow. The combination of defined roles and strong collaboration allowed the team to work efficiently and effectively.

Breaking the project into smaller user stories allowed the team to focus on incremental progress. Examples of user stories derived from customer feedback included:

* “As a traveler, I want my top destinations list customized to my previous trips so I receive relevant recommendations.”
* “As a user, I want the ability to filter vacations by type and budget so I can find trips that fit my interests and financial plan.”

This approach enabled the team to design, implement, and test features iteratively, ensuring that each story delivered tangible value while allowing room for adjustments based on early feedback.

Mid-project, SNHU Travel management requested a shift in focus to detox and wellness vacations. Instead of causing major disruption, the Agile framework allowed the team to adjust quickly. Our Product Owner reprioritized the backlog to reflect the new focus, our developer reassessed the feature feasibility, and our tester updated test cases to align with the revised requirements. As Scrum Master, I facilitated discussions on scheduling, ensuring the team could maintain deadlines. This flexibility is a core advantage of Agile, allowing teams to adapt to change without significant delays, a process that would have been much slower under a Waterfall model.

Effective communication made up the foundation of our team’s progress. Sprint meetings and retrospectives provided continuous opportunities for sharing progress, discussing blockers, and coordinating tasks. For example, during the scope change, I led a meeting to decide which stories could realistically be delivered within the remaining sprint. This collaborative approach encouraged input from all team members and kept the project on track, fostering trust and shared responsibility.

The team used organizational tools to support efficiency and transparency. A digital backlog allowed the Product Owner to reprioritize stories rapidly, while sprint boards helped visualize task progress. Burndown charts tracked velocity, enabling early identification of potential delays. Scrum events, including sprint reviews and retrospectives, offered reflection points that improved team workflows and allowed the group to adapt processes based on lessons learned.

Using Agile for this project offered several benefits, including flexibility, collaboration, and incremental delivery. The team was able to adjust priorities mid-sprint without halting development, and regular meetings and clear roles ensured team alignment and communication. Smaller user stories enabled early testing and rapid development.

Challenges included frequent coordination requirements and the potential for scope creep as priorities evolved. Despite this, Agile proved ideal for SNHU Travel because it supported iterative development, fast adaptation to changes, and close collaboration with the client. In contrast, a Waterfall approach would have made mid-project adjustments difficult and likely delayed delivery. Ultimately, Agile allowed the team to deliver a quality product within the expected timeline while responding effectively to evolving requirements.