

WorldVisitz Mobile Application Agile Delivery Launch

Agile Foundations - Presentation for the
Leadership Team

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Part 1: How WorldVisitz Can Benefit From Agile

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What is Agile?

Agile is a mindset and methodology focused on iterative development, customer collaboration, and responsiveness to change. It is the ability to create and respond to change. It is a way of dealing with, and ultimately succeeding in, an uncertain and turbulent environment.



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Good morning gentlemen; this is Salma Attia, certified Agile Coach from Ejada. Today, I am explaining what agile is and how it will benefit WorldVisitz.

I believe you're asking yourself; What is agile? in project management Agile is an iterative project management and software development approach that helps teams deliver value to customers faster and with fewer mistakes. So Instead of betting everything on a significant launch, an agile team provides work in small but consumable increments.

It has four central values. We call them the agile manifesto: Individuals and interactions over processes and tools, Working software over comprehensive documentation, Customer collaboration over contract negotiation, and finally, Responding to change over following a plan.

What is Agile manifesto?

The Agile Manifesto is a document that identifies four key values and 12 principles that its authors believe software developers should use to guide their work. Formally called the Manifesto for Agile Software Development, it was produced by 17 developers during an outing on Feb. 11-13, 2001, at The Lodge at Snowbird ski resort in Utah.

Agile **project management** brings together Agile teams of programmers, stakeholders and users to support Agile principles. Team members conduct face-to-face conversations, both in person and remotely, and they communicate regularly as part of the primary measure of progress. This approach supports the key aspect of the Agile process -- developing software in increments with user input along the way, as opposed to a final product with minimal user interaction.



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Agile project management is unique because it focuses on delivering quality and value to customers while completing the project within the given timeline.

It makes the managers' jobs easier and gives them greater control over their projects.

Agile has many advantages; I summarized them in 4 points :

1. **Predictability:** with increased visibility, the PM can oversee performance and develop timely mitigation plans if necessary.
2. **Reduced risk:** since agile is all about working in iterations or sprints, this means that the team is entirely focused on delivering that sprint which reduces possible risks
3. **Improved quality:** in agile, testing is a critical part activated at each sprint, and the client is involved in the whole process. With that, the team will be able to deliver the best solution that matches the customer's needs with the best value.

4. **Better communication:** Agile promotes regular meetings with team members, customers, sponsors, and any concerned party. Doing this will remove any unclarity between parties and eventually help the agile team achieves success.

What is Agile manifesto?

Principle	Description	Principle	Description
1. Customer Satisfaction 🕒	Early and continuous delivery of valuable software	7. Working Software ✅	Primary measure of progress is working software
2. Embrace Change 🔄	Welcome changing requirements even late in development	8. Sustainable Pace 🏃	Agile promotes sustainable development pace
3. Frequent Delivery 📦	Deliver working software frequently	9. Technical Excellence 🧠	Enhance agility through good design
4. Collaboration 👥	Business and developers work together daily	10. Simplicity ✂️	Maximize work not done
5. Empowered Teams 💪	Build around motivated individuals	11. Self-Organization 🌱	Best designs emerge from self-organizing teams
6. Face-to-Face 🗣️	Best communication via face-to-face conversation	12. Reflection & Adaptation 📝	Regularly reflect and adjust behavior

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It is built on 12 principles that are designed to help companies and teams are prioritizing the core of being agile“Customers, working software, collaboration, responding to change.

here are the 12 principles :

1. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.
2. Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.
3. Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.
4. Business people and developers must work together daily throughout the project.
5. Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.
6. The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.
7. Working software is the primary measure of progress.
8. Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.
9. Continuous attention to technical excellence and good design enhances agility.
10. Simplicity—the art of maximizing the amount of work not done—is essential.
11. The best architectures, requirements, and designs emerge from self-organizing teams.

12. At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Key differences between Agile and Waterfall

Feature	Agile	Waterfall
Development Style	Iterative & Incremental	Linear & Sequential
Flexibility	Highly adaptable to changes	Rigid, changes are hard to implement
Customer Involvement	Continuous feedback and collaboration	Only at start and end
Delivery	Early and continuous	Final delivery only
Planning	Progressive during sprints	Detailed upfront
Testing	Continuous, within sprints	After development ends
Documentation	Lightweight	Comprehensive
Risk Mitigation	Handled early with iterations	Discovered late
Success Metrics	Working software & satisfaction	Scope & deadline adherence
Team Structure	Cross-functional, self-organized	Siloed & hierarchical

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The waterfall approach is maybe the most well-known methodology in project management. It follows a linear process where each task must be completed before moving on to the next. This methodology has proven its excellence. However, it would not work in a fast-paced software development environment, where clients regularly change their minds and insist on new deliverables.

On the other hand, Agile was developed as a response to Waterfall's linear structure. To act as a flexible method that welcomes incorporating changes of direction even late in the process and accounting for stakeholders' feedback throughout the process.

The benefits of Business Agility to WorldVisitz

(i) why Agile is a more effective solution for WorldVisitz

Reason	Details
1. Delivers Business Value Sooner	Agile allows WorldVisitz to launch core features like flight booking and payment much earlier than Waterfall. This incremental delivery approach accelerates monetization and captures early market share.
2. Adapts to Change Quickly	In the dynamic travel industry, Agile enables continuous response to customer needs and competitive trends—critical for optimizing upselling strategies and integrations with partners (e.g., HotelzMotelz, AutoRentalz).
3. Breaks Down Team Silos	Agile promotes cross-functional teams and daily collaboration—addressing the current disconnect between project management, offshore/onshore developers, QA, and SMEs.
4. Encourages Continuous Improvement	Through retrospectives and feedback loops, Agile helps resolve the issues of weak coding standards, poor knowledge sharing, and late-stage testing currently plaguing the team.

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Business agility means WorldVisitz can **respond to change instead of resisting it**—this is crucial when launching a digital product in the fast-moving travel tech space. With Agile, they'll **see working results in weeks, not months**, and gain the flexibility to **adjust based on customer behavior and market trends**.

The benefits of Business Agility to WorldVisitz

(ii) incorporate at least two Agile principles

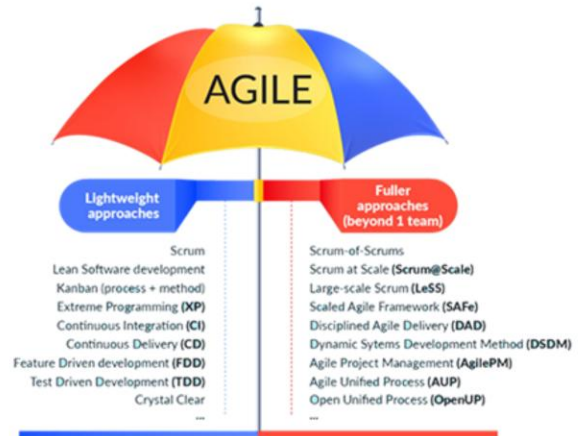
Principle #1 – Early and Continuous Delivery“Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.”WorldVisitz will see working versions of the product every 2–3 weeks, allowing faster go-to-market.

Principle #12 – Reflect and Adjust Regularly“At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.”This helps address gaps in team alignment, testing timing, and communication between distributed teams.

What is Agile Umbrella

The **Agile Umbrella** refers to a collection of methodologies that align with Agile values and principles, offering different approaches to iterative and incremental software delivery.

These include **Scrum**, **Kanban**, **XP**, and others—each adaptable based on the nature of work, team maturity, and project complexity.



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“Agile” is an umbrella term for all the methodologies that follow the values and principles in the Agile Manifesto. Organizations can be agile using any of the available Agile Frameworks described below.

Scrum is an Agile framework that uses set processes and protocols, including sprints, to enhance collaboration and continuously improve upon problems.

Extreme Programming An agile software development framework that seeks to produce high-quality software, and a higher quality of life for the development team

a Kanban board is a visual representation of a workflow. Kanban cards - tasks - will move through various process stages right towards completion.

What is Agile Umbrella

Comparison of Scrum, Kanban, and XP

Feature	Scrum	Kanban	Extreme Programming (XP)
Structure	Iteration-based (Sprints, 1–4 weeks)	Flow-based (continuous delivery)	Iteration-based with engineering emphasis
Key Focus	Roles, ceremonies, incremental value	Workflow visualization & efficiency	Technical practices and developer discipline
Roles	PO, Scrum Master, Development Team	No fixed roles	Similar to Scrum + emphasis on dev roles
Planning	Sprint Planning, Backlog refinement	Continuous flow and priority adjustment	User stories, iteration planning
Work in Progress	Controlled via sprint commitments	WIP limits per column	Controlled through pair programming & TDD
Meetings	Daily Scrum, Review, Retrospective	Standups, review as needed	Standups, Pair check-ins, Retrospective
Technical Practices	Optional (recommended via DoD)	Not prescribed	Required (TDD, CI/CD, Refactoring, Pairing)
Best Use Cases	Cross-functional teams delivering features	Support & maintenance teams	High-change, high-risk, mission-critical systems

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Part 2: The Optimal Agile Framework for WorldVisitz

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Recommendations and justifications for WorldVisitz

Overview of Agile Frameworks

Framework	Key Features	Best Fit	Limitations
Scrum	Time-boxed sprints, defined roles, structured ceremonies, focus on team delivery	Teams delivering new features with customer involvement	Requires role clarity and strong facilitation
Kanban	Visualize workflow, manage WIP, optimize flow, no mandatory roles or ceremonies	Maintenance/support teams or when priorities shift frequently	Less prescriptive, slower cultural shift
XP (Extreme Programming)	TDD, pair programming, continuous integration, frequent releases, simplicity	Technically demanding projects needing high code quality	Requires discipline and technical maturity

Recommendations and justifications for WorldVisitz

. Three Business Challenges at WorldVisitz

1. Long Delivery Timeline (18+ months)

Impact: Delays time-to-market, ROI, and user feedback

Solution: Scrum enables iterative releases every 2–3 weeks. Early launch of critical features (e.g., flight booking) is possible.

2. Poor Knowledge Transfer & Siloed Teams

Impact: Offshore/onshore devs don't share learnings; SME and BA interactions are isolated

Solution: Scrum encourages cross-functional collaboration through daily standups and sprint reviews; XP promotes pair programming and shared ownership.

3. Lack of Coding Standards and Late Testing

Impact: Defects discovered late; inconsistent quality across modules

Solution: XP enforces Test-Driven Development (TDD), continuous integration, and coding standards—ensuring high-quality, maintainable code.

Recommendations and justifications for WorldVisitz

- Recommended Framework for WorldVisitz: Scrum + XP Hybrid

Justification	How It Helps
Scrum provides structure and visibility	Enables iterative planning, stakeholder demos, and team alignment across geographies
XP ensures technical excellence	Addresses coding standards, testing early, and frequent releases
Combination tackles both process and code quality issues	Drives product delivery speed and code sustainability