



YEKRA

CONNECTING FILMS AND AUDIENCES IN A WHOLE NEW WAY.

Product Development Process - Sprints

“Exponential growth through product, technology and business development”



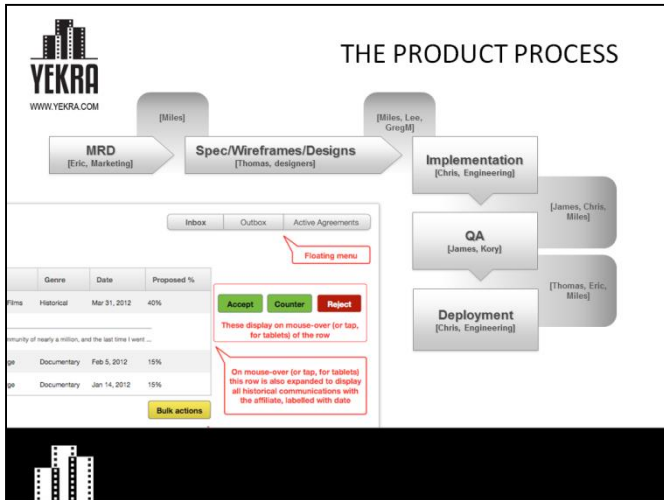
Mike S. Lee
CTO, YEKRA, LLC



Agenda

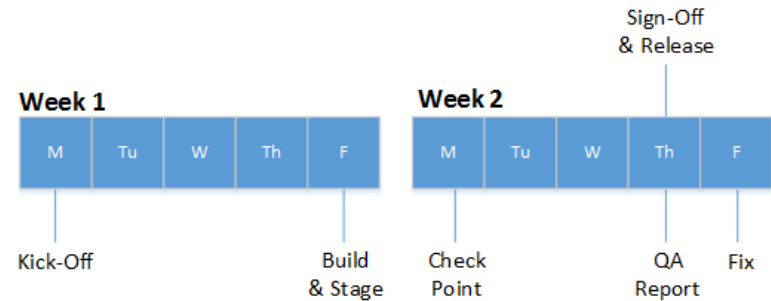
- Product Development / SDLC
- Sprint Process
- Q&A

Product Development: Waterfall vs. Sprints



Waterfall

- Duration is variable
- Features are fixed
- Not conducive to changing requirements

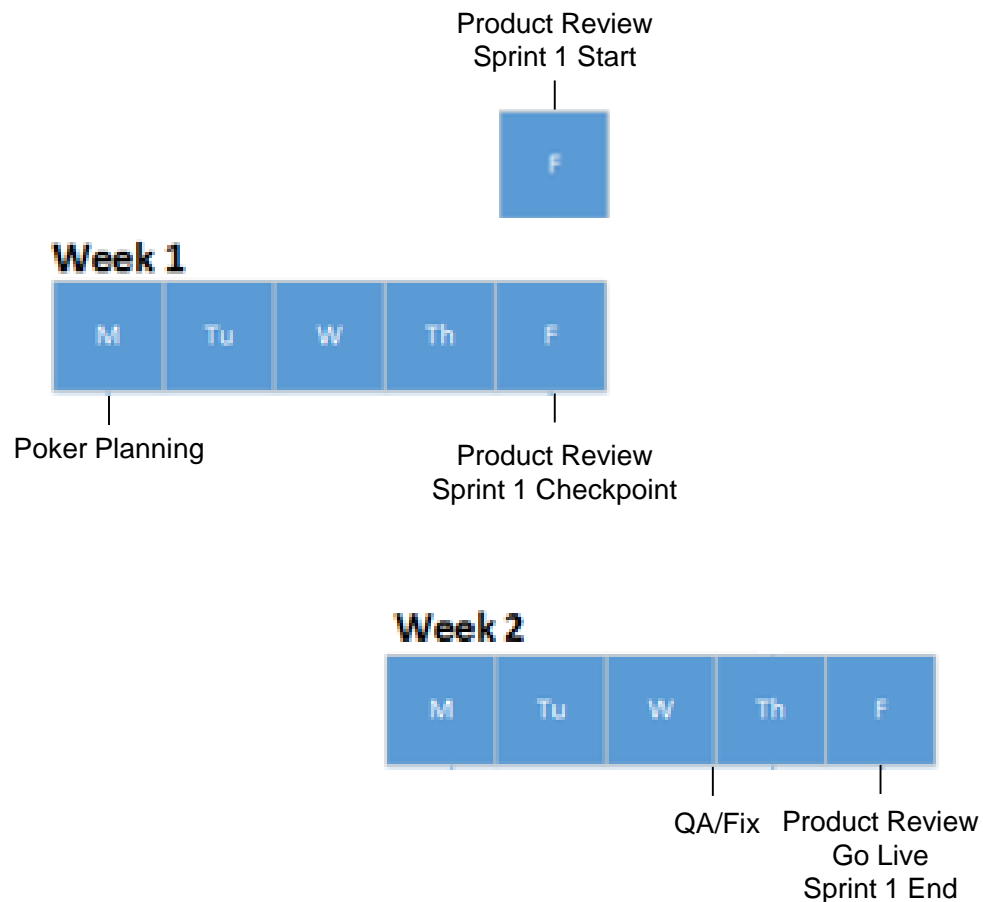


2 week sprints

- Duration is fixed to 2 weeks
- Features are variable
- Accepts that requirements change
- Smaller predictable releases
- Set release periods
- Improves communication

Major project failures are typically Waterfall. Sprints can be used for almost anything.

YEKRA Sprints – 2 Week Sprints



PRODUCT REVIEW

- Discussion of what needs to be created
- What was completed
- What will be completed

TICKETS

- Epic, Story or Task ticket(s)
- Define what needs to be created down to task level

MOCK-UPS

- Designer adds mock-ups to the tickets

BUILD

- Engineers build to spec
- Iterates with designer with questions

QA & RELEASE

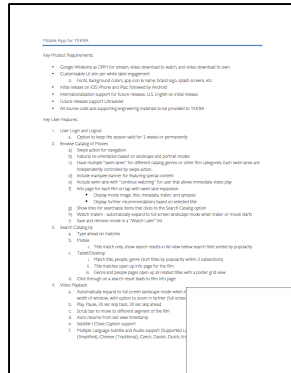
- Product and engineering does QA
- Pull additional teams if needed

DRAWBACKS

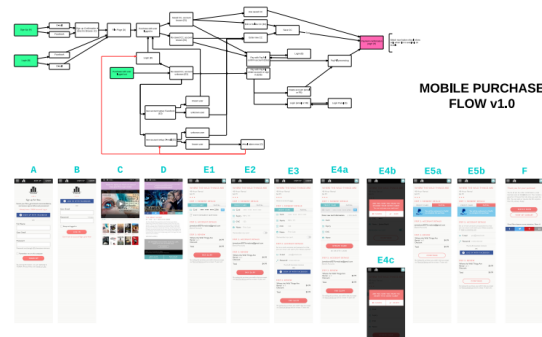
- Lose overall product perspective
- Need product roadmap and sprint planning

Most important thing is that we are communicating constantly while developing

Bigger Initiatives – Sprint Planning



TABLET
Landscape



REQUIREMENTS

- Stakeholder interview
- Key features & requirements

MOCK-UPS

- Visuals to ensure alignment of requirements to what they really want

USER FLOWS

- Depending on complexity ensure the user flow makes sense

DESIGN CONSTRUCTION

- Creation engineering usable artifacts
- Living style guide

Most important thing is that we are communicating constantly while developing

Key Requirements & Features

Mobile App for YEKRA

Key Product Requirements:

- Google Widevine as DRM for stream, video download to watch, and video download to own
- Customizable UI skin per white label engagement
 - Fonts, background colors, app icon & name, brand logo, splash screens, etc.
- Initial release on iOS iPhone and iPad, followed by Android
- Internationalization support for future releases. U.S. English on initial release.
- Future releases support Ultraviolet
- All source code and supporting engineering materials to be provided to YEKRA

Key User Features:

1. User Login and Logout.

a.

2. Browse Catalog of Movies

a)

b)

c)

d)

e)

f)

g)

h)

i)

3. Search Catalog by

a.

b.

c.

d.

4. Video Playback

a.

b.

c.

d.

e.

f.

Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Punjabi, Romanian, Serbian, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese)

g. Pre-roll text or video for cross-sell and upsell

h. Credit text overlay. Overlay text to upsell or cross when the credit roll starts.

5. Transaction Model

a.

b.

c.

d.

e.

6. Payment

7. Notifications

8. Help

9. Settings

10. Other

Additional Discussion Points:

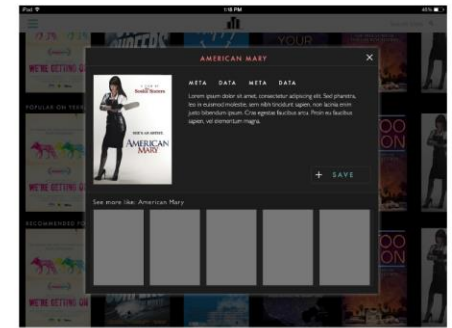
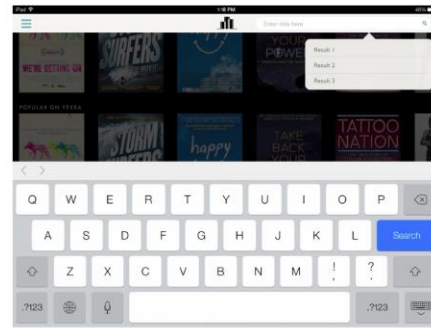
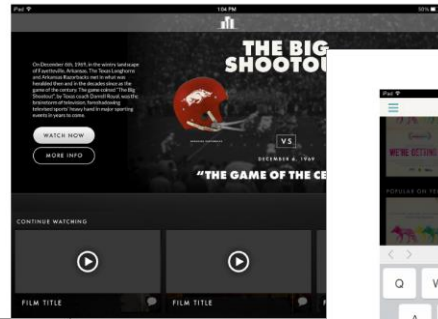
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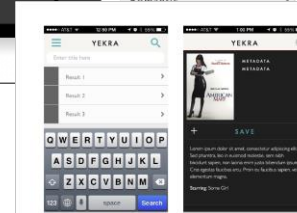
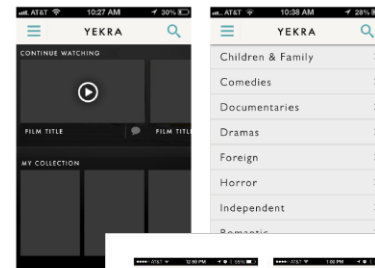
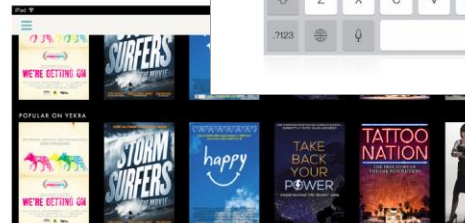
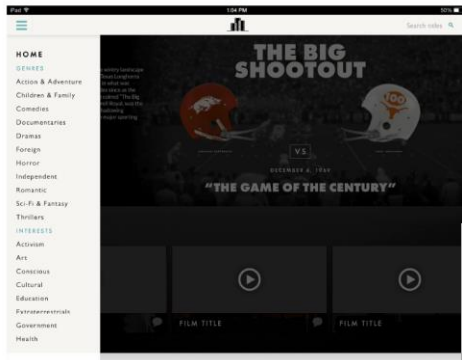
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Mock-Ups

TABLET Landscape

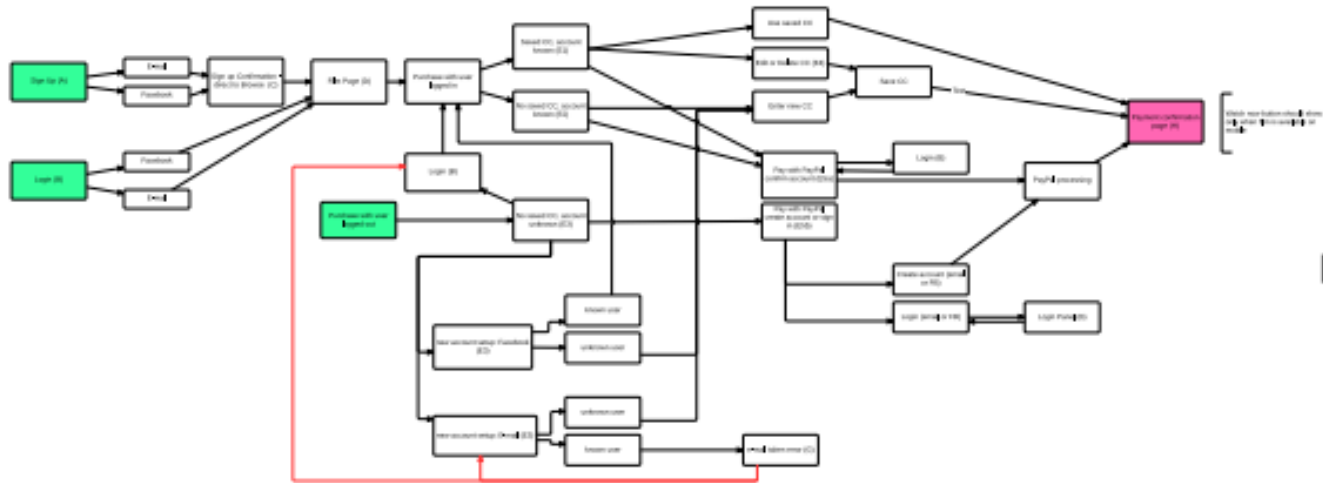


MOBILE

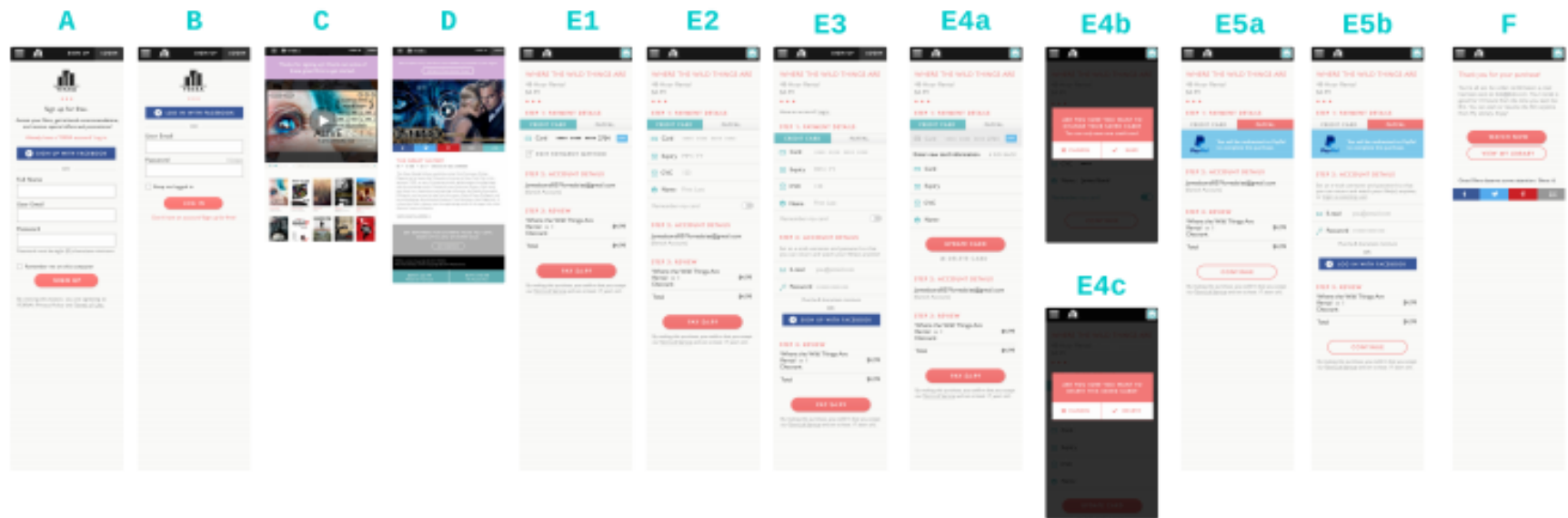


Mock-ups are a alignment and communication tool. Increased alignment risks without them.

User Flows



**MOBILE PURCHASE
FLOW v1.0**



Even Bigger – Product Roadmaps

Resources		Title	2014		2015											
			Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Front End/Consumer Experience/Mobile Application Development (3 TOTAL / 4 NEW HIRE)			Mob Opt	Mob Opt												
CT																
DV																
He																
He																
PR																M
PR																
Mt	IT															
CT																
Co																
Dv																
Ma																
CQ																
PR																
PR																
Co	YF															Nk
CT																
Dv																
Co																
Wa																
VE																
CQ																
PR																
PR																
Rm	BK															
PROD & ENG	Standard Sprint Cycles							1Clk Sales	Cons Dst	Cons Dst	FM Dash	FM Dash	Mem/Aff	Mem/Aff	Mem/Aff	Mem/Aff

OVERALL

- Company-wide alignment of priorities
- Phases major initiatives
- Business planning and resource planning are keyed off this

SCOPE & PHASING

- Bucketing the releases and what is in each one from a functional perspective
- Plans what will be designed and which order
- Wireframe/whiteboard (avoids visuals to not get distracted)
- Really to define scope of work

DESIGN ITERATIONS

- Top level or phase level - Week 5
- Mockups/designs/user flow - Week 5,6
- Scope/Phasing modifications (if necessary)

Most important thing is that we are communicating constantly while developing

Poker Planning



Play. Estimate. Plan.

Finally, an estimation tool that's actually fun to use, brought to you by the agile consultants and trainers at Mountain Goat Software.

[Sign up](#). It's **completely free** and requires only 4 fields

Already have a Planning Poker account? [Log in here](#)

How does Planning Poker® work?

The [idea behind Planning Poker](#) is simple. Individual stories are presented for estimation. After a period of discussion, each participant chooses from his own deck the numbered card that represents his estimate of how much work is involved in the story under discussion. All estimates are kept private until each participant has chosen a card. At that time, all estimates are revealed and discussion can begin again.

Our Tool Lets Even Distributed Teams Estimate Together

Planning Poker is the best way we've found for agile teams to estimate. It's primary downside has been that all participants had to be sitting in the same room with a physical deck of cards in their hands.

Now, this **free** online tool lets distributed teams take advantage of Planning Poker, too.

Simple and Safe to Use

We will not share or view your data. We will not barter or sell your contact information. We're not going to spam you. Your online session will only be seen by those you invite.

OVERALL

- A consistent way to measure the amount of work that can be accomplished in every sprint so everyone can prioritize important task and urgent but “low hanging” fruit.

PROCEDURE

- Product owner presents the user story
- Team discuss the tasks and challenges involved.
- Break down the user story if it's too complex.
- Every votes on the points.
- The highest and lowest votes discuss
- Revote until consensus is reached.

<http://www.pokerplanning.com>

Build consensus on scope and complexity of the user story

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MEANING OF POINTS?

- It's team's estimate of the complexity and confidence for 1 average developer to successfully complete the story. Lower the easier and higher is more complex.
- Person hours is factored in but it's not a measure of that.
- The minimal points should be .5 or 1. There is a cost to just changing one line of code.

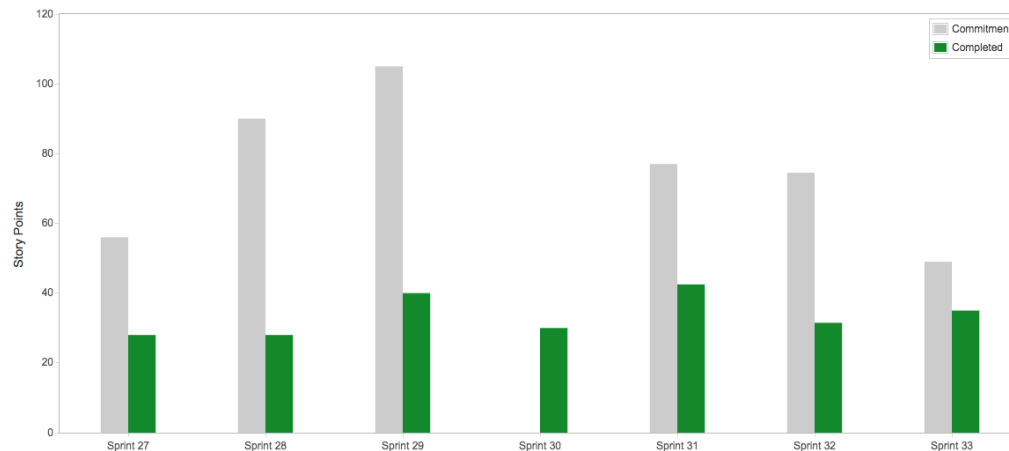
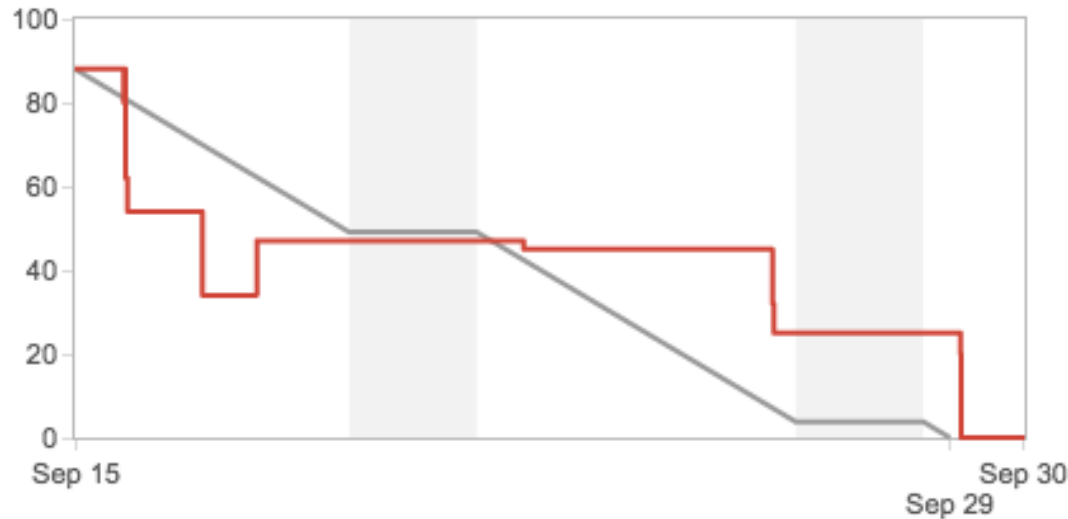
GROUND RULES

- Agree beforehand what it means to be complete. Designed, coded, unit test code written, styling completed, multiple browser checked, etc.
- Be consistent about how the points are used. User story with 15 points, should be consistent between sprint to sprint. As the team grow more experienced or more members, the velocity of the sprint should increase.
- Be a strong advocate for your estimate.

<http://www.pokerplanning.com>

Build consensus on scope and complexity of the user story

Burndown Chart & Velocity Chart



HOW TO USE POKER POINTS

- Burndown chart
- Velocity Chart

BURNDOWN CHART

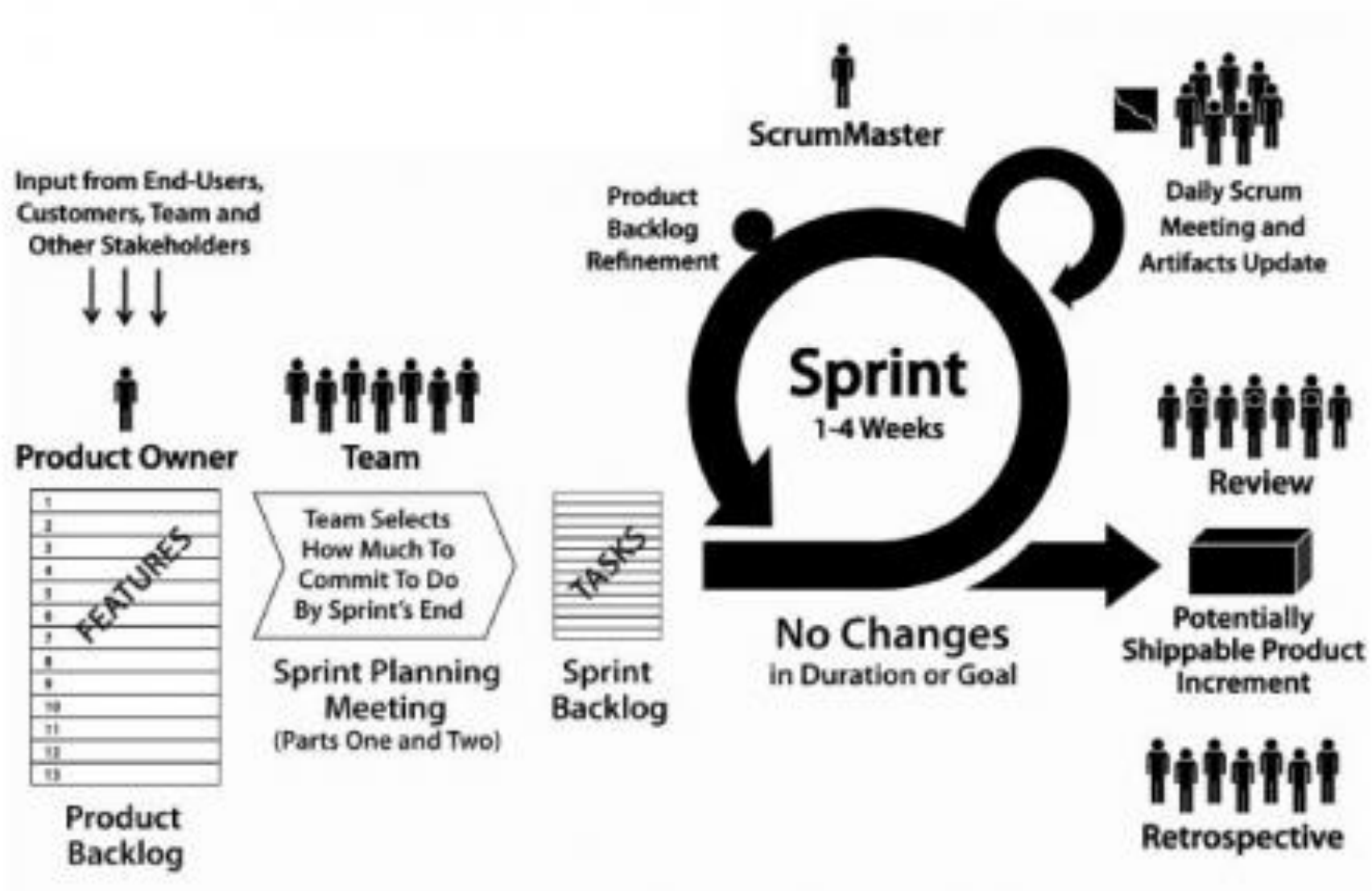
- Used during the sprint to track remaining work and change in sprint scope.
- The goal is to finish all the commitments every sprint cycle.
- As the user stories are completed, the completed points are marked down
- As hotfix or other new stories takes priority, the line steps up.

VELOCITY CHART

- Used to track the team's performance over multiple sprints.
- The goal is increase the teams velocity over time.

Poker point is the key measure for 2 critical agile performance metric.

Sprint Process



<https://benanistic.wordpress.com/2012/10/01/agile-scrum-methods/>

Sprint Planning

- Goal: Potentially shippable product
- Priorities:
 - Now, Next, Future (backlog)
 - Must / Should (Could)
- Challenges:
 - User stories are hard
 - As a(n) <role>, I want <feature/desire> so that <benefit>
 - Needs to be doable by the team every sprint
- Scope is flexible
 - New user stories are added / but pokers points are not changed
- Sprints aborted
- Better Estimation
 - Group wisdom
 - Focus on the error situation
 - Get into the details of the logic

Sprint Review / Retrospective

- Go / No Go : do we have a potentially shippable product?
- Good / Bad / Ugly
- What to change