

Define the Project

A Module in Agile Fundamentals

What are we going to do?

- Define the vision for our new animal
- Develop what our goals are
- Write user stories to develop the animal
- Estimate what it will take to build the animal

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Self-organize...



Establish a Shared Vision

- Does the team know what the product is?
- Do they have a clear, unambiguous goal?
- Can the team articulate this vision?



Elevator statement



Magazine review



VC plan



Press release



Product box

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Elevator Statement

- Explains in 2 minutes what the product is
 - Who benefits from it?
 - What is the need?
 - How?

For people who knit, Jacob Wool provides 100% natural yarns. They are easy to work with, colorfast, and comes in many weights. Unlike Patons and Lion Brand yarn, Jacob Wool Yarn contains no synthetic materials or man-made dyes, and is produced right here in Minnesota.

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Magazine Review

- Write a review you would like to see in CIO or other relevant magazine
 - What key features would be singled out?
 - What would be said about the product?
 - How will it compare to competitors products?
- Develop a feature / competitor matrix

	IBM	HP	DELL	HP	DELL	HP
Price per unit	10	10	10	10	10	10
Time to market	10	10	10	10	10	10
Customer support	10	10	10	10	10	10
Marketing of the product	10	10	10	10	10	10

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Venture Capital Plan

- Purpose and objective
 - The what and why of the project
- Proposed financing
 - How much money do you need? For what?
- Marketing and sales plan
 - How are you going to sell it? To whom? At what price?
- Description of the product
 - Advantages, competitors, unique features

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Press Release

- As a team, write the press release you want everyone to see
 - Key points about the product
 - Why it is better than the competition
- Quotes from key individuals
 - CEO / Team members / satisfied pre-release customers
- When will it be available?

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Product Box

- Develop a box to ship the product
- Write 3 to 4 key bullet points to sell it
 - You have 5 seconds in a store to get someone to buy
 - Typically, consumers read 2 bullet points before they put the box back on the shelf
 - Use color, logos, and develop a brand

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Our New Product

- All the animals are becoming extinct, so you must design and build a replacement animal
- It must be able to fly
- It should do something to benefit mankind
- As a team, decide what your animal will be
- Name your animal
- Develop a vision for the animal, and how you will ensure its survival
 - Where will it live?
 - Will it have children?
 - Who will look after it?

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Announcing our plans

- Develop a vision for your animal
 - What type of animal will it be?
 - Breeding plans
 - Care and development
 - Where will it live?
 - What will you call it?

Roles & Goals

Roles and Goals			
Who am I?	What do I want to do?	How will you support my goals?	Importance
Managing Director	"I'd like to easily see the status of Customers' invoices"	Provide online information regarding Customers' accounts.	5
Administrative Assistant	"I need to generate a lot more letters than I do today"	Provide an automated approach to letter generation.	2
Technology Manager	"I want to easily support all users"	Provide a solution in a language I can support.	4
Sales	"I want to be able to sign on more customers with confidence."	Provide a system that can accommodate additional customers with the quality service.	3
Customer	"I need to be confident that DC knows the status of each of my debtors' invoices"	Provide a way to reflect invoice status by Debtor.	1

New animal roles

Who am I?	What do I want to do?	How will you support my goals?	How important am I?
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Determine what roles will be interested in your new animal
Answer the questions below in developing their goals

Goals & Roadblocks

- What are their goals in their job?
- What are their personal / career goals?
- What are common frustrations in their job?
- What are daily roadblocks?

Context of use

- What are their 3 most common tasks?
- What are their 3 important performance metrics?

HINT: Think of people in the entire animal's development – zoo keepers, wildlife experts, the general public, environmentalists, etc.

Personas

Understanding Users

- First, we need to answer some questions:
 - Who will be using our software? (Roles)
 - Why will they be using our software? (People)
 - What important characteristics do these people possess?

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What is a Persona?

- Archetype / representation / profile
- Description of end users
- Reference document

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Attributes of a Persona



Biographic



Technographic



Demographic



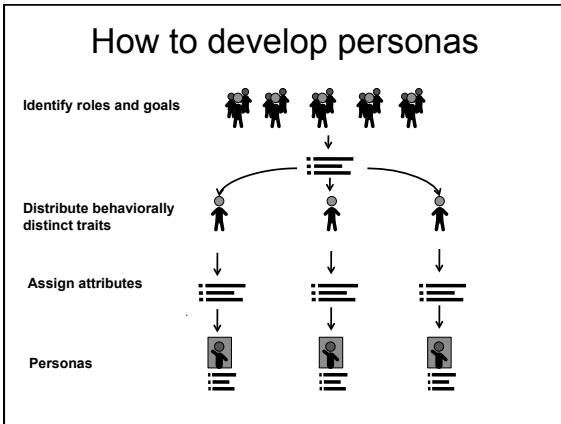
Knowledge and experience



Psychographic



Goals, needs, desires,
attitudes, motivations



Personas

- Take one of the roles you developed earlier
- Could multiple personality-types do this role?
- Develop 2 personas for this role

Collecting Stories

User Stories

Three C's

Card

Conversation

Confirmation

As a Librarian, I want to be able to search for books by publication year so that I can produce a chronological index

User Stories

Three C's

Card

Conversation

Confirmation

INVEST

Independent

Negotiable

Valuable

Estimatable

Small

Testable

As a Librarian, I want to be able to search for books by publication year so that I can produce a chronological index

Parts of a Story

Unique #:

Title:

Description:

As a

I want to

So that

Assumptions:

Estimate:

Parts of a Story



User Story Template

Role: As a ...

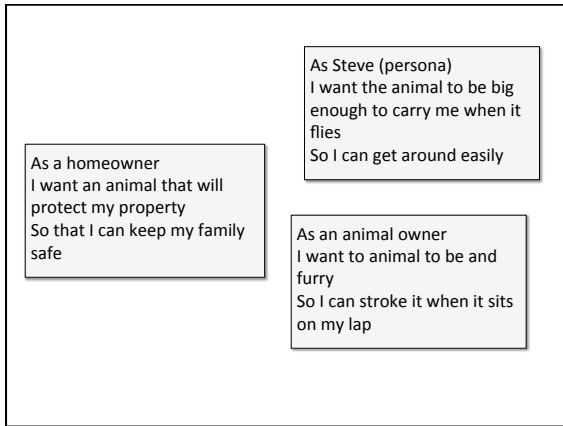
Goal: I want/need ...

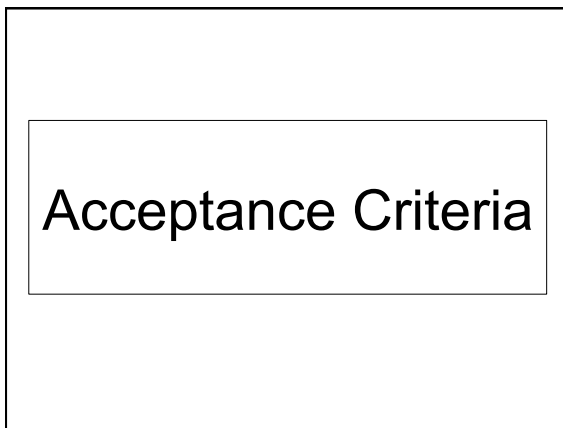
Value: So that ...

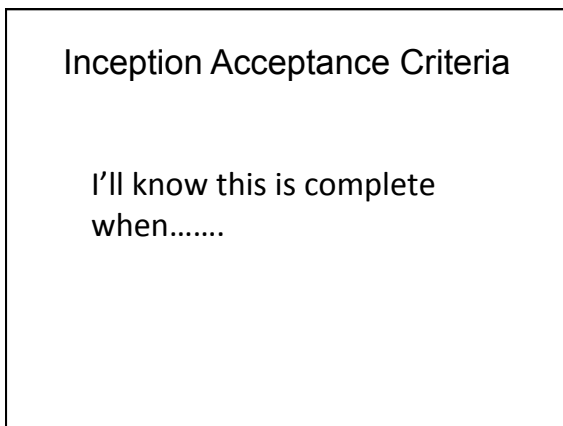
From *User Stories Applied: For Agile Software Development*
by Mike Cohn

Story jam!


- Write some user stories for the animal
- What should the animal look like?
- Break it down into legs, head, appearance, etc.
- Will it have a baby?
- Where will it live?
- Who will look after it?
- Write as many stories in 20 minutes as possible, from a range of viewpoints









Done, done, done...



The code passed all my unit tests and integration tests, so I am done...



The code works as I expected it to, so I am done...



The code does what I need, and works as I expected it to, so it is done...

Inception Acceptance Criteria

"I will know this is complete when....."

As a CSR, I want to sign on to the system, so that I can see my work queue.

I will know this is complete when I have entered my login and password correctly and my work queue with the following data is displayed. See screen for details.

Alternative path may include if there are no items in the queue.
Alternative path may include if I am not an authenticated user.

Iteration Acceptance Criteria

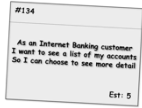
- The **Context**: Given...
- The **Event**: When...
- The **Outcomes**: Then...

Given that the user is not logged in
When the user clicks on the Shopping Cart link
Then they should be required to log in

ThoughtWorks Reference: Dan North's Blog @ <http://dannorth.net/introducing-bdd>

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Iteration Acceptance Criteria



Alternate path →

Given the customer has one transaction account and one credit account
When they have completed logging in
Then the screen should show the names and numbers of the two accounts sorted in account number order

Alternate path →

Given the customer has just one transaction account
When they have completed logging in
Then the screen should show the name and number of the account

Bad path →

Given the customer has no accounts
When they have completed logging in
Then the screen should show a message stating that no accounts are available

Given the customer has more than 20 accounts
When they have completed logging in
Then the screen should show the first 20 accounts (in account number order) only

Given the customer has some accounts
When they have completed logging in
And the system cannot retrieve the account details
Then the screen should show an error message with associated code and details to contact for support

Story jam continued

- On the back of each user story, write acceptance criteria for that story
- How will you know you are done?
- Are there alternative ways to reach "done"?

Questions?