

# Bobot Maglilibot: A Hybrid Animated Film with Digital Campaign to Bolster Manila City Tourism for the Department of Tourism, Culture, and Arts of Manila

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**Abstract**—Manila City is one of the most popular cities in the Philippines, having a vast tourist destination, including the eight (8) tourism hubs of Manila City, which details a comprehensive list of major attractions and activities. However, preliminary data gathering results, including interviews from the Department of Tourism, Culture and Arts of Manila (DTCAM) and pre-survey assessment, reveal that there is an observed number of youth who have lack of awareness about the major attractions and activities available in the eight (8) tourism hubs of Manila. With this, this study aims to develop and implement a hybrid 3D animated film and digital campaign that promotes the major attractions and activities available in eight (8) tourism hubs of Manila City in partnership with the DTCAM. The study employs a mixed-method of study, utilizing formative and summative evaluation, including interviews and survey subject matter expert, survey with target audience, and digital campaign analysis. The project revealed positive insights from the subject matter experts, which notably affirms that the overall 3D integration, film, social media, and graphic design components itself also contributed to positive results, which encompasses satisfactory performance. In terms of target audience, the acceptance surveys, which denote that the target audience was able to gain better awareness of the major attractions and activities available in the eight (8) tourism hubs of Manila City. And in terms of digital campaign analysis, the key performance indicator in social media insights showed that the digital campaign performance garnered a positive growth rate in terms of number of reach, engagement, and number of followers, denoting that the digital campaign has maximized its platform in creating awareness and expanding audience base.

**Keywords**—Manila, Manila Tourism, Eight (8) Tourism Hubs, Department of Tourism, Culture and Arts of Manila, Hybrid Animated Film, Digital Campaign

## I. INTRODUCTION

### A. Background of the Study

Manila City is one of the most popular cities in the Philippines, having a vast tourist destination and the city has

become the hub of the nation in terms of social, political, economic, and cultural [1]. According to Adem [2], Manila is the leading city among the cities in the Philippines with a vast number of historical and cultural assets. Moreover, Manila City has a unique mixture of urban elegance and quirky vibrancy due to the cultural influences of the Spanish and Chinese. Manila offers. The city offers various museums, parks, theaters, shopping malls, and restaurants.

Moreover, Manila City established the eight (8) tourism hubs, in which a variety of tourism products, specifically including its major attractions and activities, are available to potentially target a certain market. [3]. The tourist attractions and activities in Manila City are primarily composed of buildings, museums, streetscapes, architectures, historical sites, restaurants, and retail centers. Manila City, based on the Parks Development Office (PDO), hosts 100 parks, plazas, and monuments, and this also caters to a number of museums. These are not limited to gastronomic tourism, leisure and entertainment tourism, cultural tourism, health and wellness tourism, nautical and cruise tourism, meetings, incentives, conventions, and exhibitions/events, and dark tourism.

As an approach to revitalize the tourism sector, the Department of Tourism, Culture, and Arts of Manila (DTCAM), a governing body and department of Manila City, ensures and supports the preservation of tourism, arts, and culture in the city. This specific department is also responsible for detailing and implementing tourism planning and operation and has its mandate to conduct responsible, efficient, and effective implementation of tourism plans and programs, producing promotional and marketing collaterals, and representing Manila City for any tourism-related activities [4]. In the DTCAM Citizen's Charter (2019), they also uphold a core mission to instill national and local pride by promoting Manila as the gateway to the Philippines and a role model for other cities, and on the same note, part of their efforts includes the implementation of a tourism development plan to

introduce the eight (8) tourism hubs of Manila City, which in part details a comprehensive list of major attractions and activities.

The department released the Manila City Tourism Development Plan (MCTDP) 2020–2025, which encapsulates plans and programs that aim to address existing tourism problems in the city. Dir. Dungo, executive director of the DTCAM, stated the MCTDP combines the preservation of culture and heritage with modern tourism services for Manila City. It also highlights the best of the city through its eight priority programs, eight trails, and eight loops within its eight tourism hubs [5]. This plan aims to jumpstart the tourism sector of the city as it aims to recover from the aftermath and effects of the COVID-19 pandemic and to also make the city an established premiere destination and recover its true image in respect to the department's goals and mission. The plan details the objectives, which include (1) enrich tourism and cultural promotion activities; (2) create, jobs and income opportunities from tourism activities; (3) enhance clean, green and sustainable tourism development; (4) increase public awareness and interest on the rich cultural heritage; (5) provide clear policies that protect and enhance cultural heritage; and (6) and strengthen partnerships with stakeholders in implementing the tourism and cultural development plan.” [6].

On the same note, according to the MCTDP and Intramuros Administration [7], the concerned department established, as part of their plan, eight (8) tourism hubs for strategic areas for tourism and cultural planning; the first of its kind in the Philippines. These hubs, with their respective tagline, are classified based on proximity, homogeneity and economic roles for the city. These include: Tondo – Home of the Valiant People; Binondo/Escolta/San Nicolas – Center of Commerce and Finance and Cradle of Filipino Chinese Heritage and Culture; Santa Cruz – Flower Capital of Manila, Heritage Cemeteries, Trading Center for Non-consumer Products, and Avenida Rizal as Vaudeville Entertainment Center; Quiapo/San Miguel – Bastion of Faith and Power and Seat of the Country's Power; Sampaloc/Sta. Mesa – Center for Learning and Education; Intramuros/Port Area – Gateway to Manila's Diverse History and Culture; Ermita/Malate/Paco/San Andres – Repository of Philippine Art, Heritage, and Culture; Pandacan/Santa Ana – Root of Early Philippine Civilization, Arts, Culture, and Heritage.

As part of their official mandate and department's responsibilities to produce promotional and marketing materials that will represent Manila City in various tourism-related activities, the DTCAM has channels for information dissemination, including website and social media pages. In addition, as part of their tourism development plan, the department has been active in terms of maximizing promotional efforts in social media, in which the city has garnered awards, and some of which include “best tourism promotion”, “best tourism event”, “best tourism week”, runner-up in promotion video award, and the city became also a finalist in “best tourism-oriented LGU” [8].

Dela Cruz [9] reveals that youth tourism is an emerging concept nowadays, which plays a vital role in the tourism

sector of the city. This also reveals that Manila City's tourism development council of Manila should create certain strategies to boost tourism of the city with youth as the target audience, as study shows that young individuals tend to travel nowadays, which may potentially result in economic recovery and dynamism in the city. With this, in the preliminary data-gathering phase, the proponents conducted a set of semi-structured interview questionnaires for the chief tourism operations officer of the DTCAM. This deepened the proponents' understanding of Manila City tourism. The main interview questionnaire can be categorized accordingly, including an assessment of the status quo of the tourism sector of Manila City, its programs and efforts in promoting tourism, key challenges and success in the tourism sector, and the possibility of the proponents working for potential multimedia projects. In the second interview with the department, the proponents prepared another set of semi-structured interview questionnaires to assess key challenges in promoting Manila City tourism to the youth. The survey questionnaire primarily assesses the key points, including the level of awareness of the major attractions in the eight tourism and the contributory factors associated with it, as well as assessments and insights of the department in the potential of conducting multimedia projects of introducing the eight tourism hubs to their age group.

As a result, the interview provided significant points of understanding, and despite constant progress and growth, the chief tourism officer elaborated that Manila City still needs to make tremendous efforts to promote Manila City as a premiere tourist destination. As the department also values the youth's preferences in understanding the components of Manila City tourism, this also emphasized the need for more promotional efforts to inculcate Manila City to the target audiences. Moreover, the proponents also conducted a pre-survey among 18 to 24 year-old around the National Capital Region (NCR) to assess their awareness level about the major attractions and activities, their corresponding background in Manila City tourism, insights regarding the reach of the content posting of the DTCAM on their Facebook page, and their insights regarding the potential for implementing multimedia projects. With the pre-survey and interview results and discussion combined, the proponents identified the lack of awareness of the major attractions in the eight tourism hubs among youth.

## B. Objectives

The general objective of this project is to develop and implement a hybrid 3D animated film and digital campaign that promotes the major attractions and activities available in eight (8) tourism hubs of Manila City in partnership with the DTCAM. Moreover, the study aims to attain the following specific objectives:

- To produce a 15-minute hybrid 3D animated film, featuring a 3D animated character named “Bobot”, who ventures Manila City to promote the major attractions and activities available in the eight (8) tourism hubs in the city
- To produce a digital campaign, which contains a series of publication materials, including graphic, illustrations, photographs, and short-form videos,

plotted on a measurable time frame, as a content to promote the major attractions and activities available in the eight (8) tourism hubs of Manila City

- To evaluate the effectiveness of hybrid animated film through formative and summative evaluation in terms of narrative, character design, cinematography, 3D integration, audio and sound design, animation, visual effects, and editing, and through project acceptance survey among the target audience of 18-24 years old in the National Capital Region (NCR)
- To evaluate the effectiveness of the digital campaign through formative and summative evaluation in terms of graphics, visual assets, content presentation, copy, and caption and project acceptance survey among the target audience of 18-24 years old in the National Capital Region, and through the process of social media analytics using Key Performance Indicators (KPI) of reach, engagements, and followers

## II. METHODOLOGY

### A. Project Development

The project aims to develop a hybrid 3D animated film as the major project, together with digital campaign as a minor project, to promote the major attractions and activities available in the eight (8) tourism hubs of Manila City.

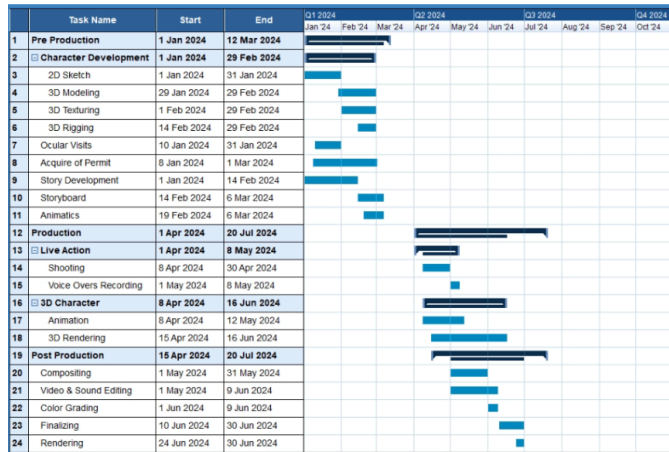


Figure 1. Gantt Chart for Major Project



Figure 2. Gantt Chart for Minor Project

The planning of the schedule feasibility will be guided with Gantt Chart. The possible timeline will be the basis for the completion of the projects. Specifically, the major and

minor projects are subdivided into three parts: pre-production, production, and post-production.

Additionally, the project's production pipeline demonstrates and utilizes a Scrum Methodology. This illustrates how key components, including project goals and processes, interact within the iterative and incremental aspects [10]. This also provides a framework for the proponents to help generate adaptive solutions for project problems and goals. Hence, this provides the proponents with a clear understanding of their respective roles, responsibilities, and the flow of work throughout the sprint cycle to enable efficient and effective output development. This methodology divides important components through frameworks that comprise the production pipeline. This describes the phases of idea turning into project value, and this allows the proponent to separate stages of the pipeline into meaningful chunks through the following scrum events, including sprint planning, sprint, daily scrum, sprint review, and sprint retrospective. These specific events are initiated by a scrum team.

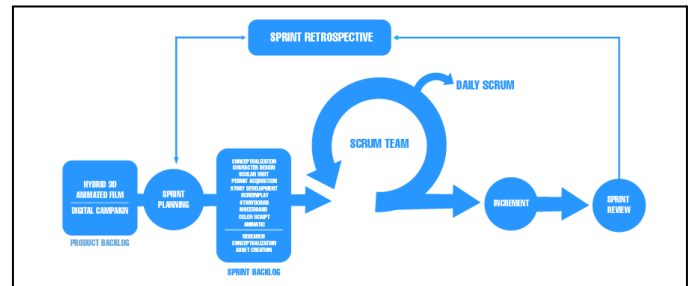


Figure 3. Scrum Development Model for Pre-production

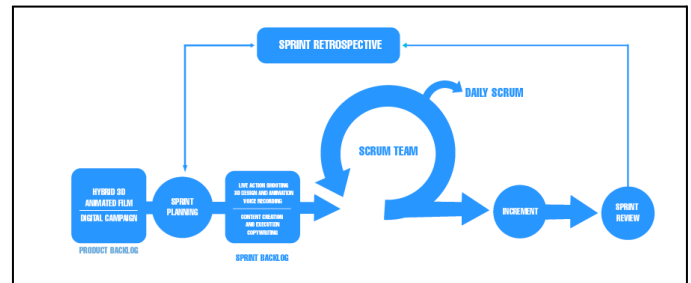


Figure 4. Scrum Development Model for Production

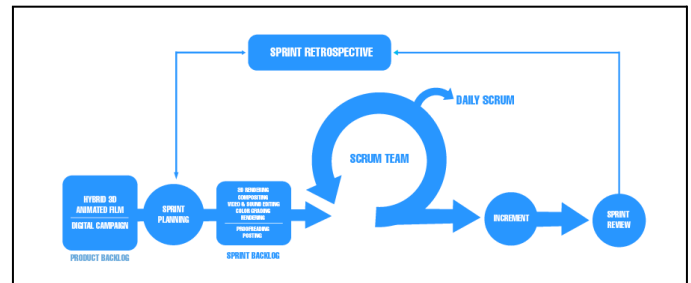


Figure 5. Scrum Development Model for Post-production

Figures 3–5 represent the scrum development model of the projects. This encapsulates the overall pipeline of the projects, which begins with setting project goals to deliver the expected outcome. For the project backlog, the proponents

consolidated and developed a hybrid 3D animated film as a major project and a digital campaign for the minor project. This subsequently allows the proponents to execute processes from planning sessions to project deployment by means of establishing three scrum development models that encapsulates the three production processes of the project, including framework for pre-production, production, and post-production respectively. Hence, the proponents detail specific sprint backlogs, which enlists the needed processes for a certain production pipeline that will eventually be worked around by the team over a time period.

#### B. Data Gathering and Testing

The study employs a mixed-research method, wherein qualitative and quantitative data are utilized to provide meaningful results and in-depth understanding of the topic. The testing procedures are categorized according to formative and summative assessments. These assessments correspond to a series of interviews, surveys, and digital analytics to generate the necessary data for the study.

The formative assessment of the project specifies the internal evaluation done by the proponents and mentor and validation from the experts for the major and minor projects. This testing attests to and evaluates the quality of both projects before project deployment. With this, the proponents prepared a checklist, which serves as an instrument for evaluation to be used by the project adviser, course adviser, and client. A series of questionnaires consisting of questions that ask relevant insights and data about the technical aspects of the project is being utilized.

On the other hand, summative assessments of the projects take place after the completion of the formative assessment. In this case, the proponents aim to evaluate the effectiveness and overall project outcomes of both major and minor projects after the project deployment. The process of summative evaluation includes expert evaluation to evaluate the effectiveness of the major and minor project. This process involves an evaluation done through a survey and an interview, and a thorough process of content analysis.

Moreover, to execute the summative testing process for the hybrid animated film or the major project, a survey questionnaire is utilized for evaluation among test-screening audiences to gather relevant insights about the effectiveness of the project to answer the research problem. The proponents conduct a pre-survey and post-survey questionnaire. The pre-survey assesses the respondents' prior insights about the major attractions and activities in the eight (8) tourism hubs of Manila City, and after project deployment screening, the same respondents will answer the post-assessment survey to assess if the proponents are able to meet the objectives of the major project.

Through this assessment, the proponents aim to utilize statistical treatment of descriptive statistics to evaluate the project acceptance. The descriptive statistics includes evaluation of 5-point likert scale and will undergo computation of the central tendency to indicate the mean. These data describe their general characteristics of the respondents. The quantitative data will be evaluated and

interpreted using the Likert scale interpretation, which interprets the interval of values as Strongly Disagree (1.00 – 1.80); Disagree (1.81 – 2.60); Somewhat Agree (2.61 – 3.40); Agree (3.41 – 4.20); and Strongly Agree (4.21 – 5.00). This shall be the basis of the proponents in evaluating the effectiveness of the projects based on comparing the results from the pre and post-assessment survey.

In terms of digital campaign, the proponents will utilize the reports from the data collated, including reports for the number of reach, engagement, and followers as the key performance indicator (KPI) of the digital campaign. The main objective is to compare the difference of KPI of the first week and last week of the campaign. And to determine the effective growth of the campaign, the proponents will then conduct a computation of growth rate to overall testing and to determine the comparison between the values of KPI of the first week and last week.

### III. RESULTS AND DISCUSSION

#### A. Formative Evaluation

The formative evaluation provided positive results about the major and minor projects, stating that the projects were able to meet the expected outcomes in terms of narrative, audio and sound design, animation, cinematography, 3D integration, visual effects, and editing, and were able to garner positive results in terms visual assets, content presentation, copy, and captions. A few recommendations were made by the respective evaluators, like adding more location markers and improving live-action scenes, improving cinematography and character animation, and checking the grammar of the digital campaign content. Moreover, the client also acknowledged and provided positive insights about the projects, stating that they align with their objectives and that the office can use them as promotional material. This denotes that proponents have met the minimum requirements for project deployment.

#### B. Summative Evaluation

The summative evaluation entails an evaluation by the subject matter expert. In terms of 3D design components of the hybrid animated film, the 3D expert stated the 3D integration of the film demonstrated good execution on modeling & texturing, animation, lighting, and compositing and rendering. In terms of the film components, the film expert denoted that the narrative highlights the proposed major attractions and cultural heritage of the eight tourism hubs in Manila. The expert also noted that the storytelling demonstrates a strong focus on these attractions. Insights were also raised on how the composition of shots are aesthetically pleasing and well-executed, with effective use of lighting, atmosphere, camera angles, and movements enhancing visual storytelling. But on the same note, the expert also noted some improvements regarding the visual effects of the output. On the other hand, In terms of the digital campaign project, the graphic design expert gave significant and positive remarks on the overall execution of the graphic design components of the digital campaign. The expert gave significant and positive insights about the content materials in terms of execution of

good emphasis, highlighting key elements, and successfully communicating the intended message to the target audience. He also denoted some feedback, highlighting the effectiveness of color choices, typography, and the use of a memorable icon for the content materials, but on the other hand, he denoted some recommendations for improvements as well, such as by adding animated pubmats. Lastly, in terms of social media components, the social media expert also gave positive insights into raising awareness about the major attractions in Manila's tourism hubs, with an appropriate media mix to convey the relevant information. The expert agreed that the campaign's visual assets were visually appealing and engaging. The expert also noted that the captions utilized in the project demonstrated a proper and correct tone, and the copies provided valuable information about the major attractions and activities available. The project significantly utilized Facebook as a platform to spread the campaign, but some other suggestions and recommendations indicated that the project could also be introduced on different platforms, and some recommendations were specified in terms of the campaign's call to action and interactivity.

Table 1. Table of Comparison of Pre-Assessment and Post-Assessment Survey

Questions	Mean	
	Pre-assessment Survey	Post-assessment Survey
I am extensively aware of the major attractions and activities available in each of the eight tourism hubs of Manila City.	2.73	4.62
I can accurately identify and locate the main attractions available in all eight tourism hubs.	2.41	4.5
I have sufficient knowledge about various information and trivia about the major attractions and activities in the eight (8) tourism hubs.	2.98	4.58
I am aware that each tourism hub in Manila City corresponds to a distinct and significant title and purpose.	3.01	4.5
I am aware of the other attractions and activities in the eight (8) tourism hubs of Manila City other than what is popularly known.	2.71	4.65

I believe that Manila City demonstrates various types of tourism available.	3.01	4.52
I am well-informed about the cultural and historical significance of each major attraction and activity available in each tourism hub.	2.65	4.52
I am confident in my ability to navigate the major attractions and activities in the eight (8) tourism hubs.	2.33	4.5
I am extensively aware how a hybrid animated film can be used to shape awareness of the major attractions and activities available in the eight (8) tourism hubs of Manila City.	3.46	4.60
I am extensively aware how a digital campaign can be used as a means to shape awareness of the major attractions and activities available in the eight (8) tourism hubs of Manila City.	3.63	4.63
<b>Grand Mean</b>	<b>2.90</b>	<b>4.55</b>

The pre-assessment survey conducted with the general audience revealed a grand mean of 2.90, which corresponds to a somewhat agreed interpretation, which reveals that the general audience expresses a lack of awareness in terms of the major attractions and activities available in the (8) tourism hubs of Manila City. On the other hand, the post-assessment survey reveals a grand mean of 4.55, denoting a significant increase in the overall perception of the respondents. This also reveals that the project has become positive in addressing the lack of awareness about the major attractions and activities in the eight (8) tourism hubs of Manila City.

Table 2. Summary of Key Performance Indicator Growth Rate

Key Performance Indicator (KPI)	Growth Rate (%)
Reach	6149.34%
Engagement	5021.55%
Followers	31.42%

In terms of digital campaign analysis, the proponents utilized the Meta Business Suite as a tool to analyze the campaign results based on the performance of the 10-week digital campaign. The results provide that the key performance indicator in social media insights showed that the digital campaign performance of the project resulted in a positive growth rate in terms of number of reach, engagement, and number of followers. This indicates that the digital campaign has maximized its platform by creating awareness and expanding its audience base.

#### IV. CONCLUSION

The general objective of the project is to develop and implement a hybrid animated film and digital campaign that promotes the major attractions and activities available in the (8) tourism hubs of Manila City in partnership with the DTCAM. In terms of creating the hybrid animated film, the proponents implemented a hybrid animated film that features a 3D character named “Bobot”, who ventures into the city of Manila and promotes the major attractions and activities involved. With this process, the proponents were also able to complete the fundamental steps based on the project design, covering all aspects of processes involved in pre-production, production, and post-production and delivered for project deployment.

On the same note, the proponents were also able to develop and implement a digital campaign on the Facebook platform. The platform allowed the proponents to utilize and enforce various content materials that promoted the major attractions and activities available in the eight (8) tourism hubs, plotted on a measurable time frame. These campaigns entail various postings that showcase the different attractions in every tourism hub of the city.

The hybrid animated film implemented yielded positive results from the group members, project adviser, course adviser, and client. This denoted that the hybrid animated film met the minimum requirements needed before the project deployment and summative evaluation. The major project underwent summative evaluation among subject matter experts. The project resulted in positive insights from the 3D expert and film expert, which notably affirms that the overall 3D integration and the film itself also contributed to positive results, which encompasses satisfactory performance. On the same note, the major project also gained positive results from project acceptance surveys, which denote that the target audience was able to demonstrate drastic improvements and gain better awareness of the major attractions and activities available in the eight (8) tourism hubs of Manila City.

On a similar note, the digital campaign was also positively attributed by the group members, course adviser, project adviser, and DTCAM during the formative evaluation process. This also ascertains that the project output met the minimum requirements needed for project deployment. The minor project was also attributed to positive feedback from the graphic design and social media expert, denoting that the project has garnered satisfactory results regarding graphics, visual assets, content presentation, copy, and caption. The

project acceptance survey among the target audience also showed that the digital campaign helped the target audience gain better awareness of the major attractions and activities available in the eight (8) tourism hubs of Manila City. Lastly, the key performance indicator in social media insights showed that the digital campaign performance garnered a positive growth rate in terms of number of reach, engagement, and number of followers, denoting that the digital campaign has maximized its platform in creating awareness and expanding audience base.

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