Document 1- Definition of Done (DoD)

The Definition of Done (DoD) serves as a quality checklist to ensure that each deliverable within the Style Studio project meets the required standards before being considered complete. The DoD ensures that work items are developed, tested, reviewed, and approved before they are released to users.

Checklist for Definition of Done

Produced Code for Presumed Functionalities:
Code must be developed in alignment with the user story requirements.
All functionality described in the user stories must be implemented without missing core elements.
Code adheres to the agreed coding standards and guidelines set by the development team.

Assumptions of User Story Met:
The acceptance criteria of the user story must be fulfilled.
Any assumptions or dependencies regarding business logic or system behaviour are validated.
Changes to user stories are communicated and approved by stakeholders.

Project Builds Without Errors:
The application must successfully compile and build without syntax or runtime errors.
No critical warnings or blockers exist in the build pipeline.
Continuous Integration (CI) pipelines run successfully.

Unit Tests Written and Passing:
Unit tests must cover all critical functionality, with a minimum acceptable test coverage percentage (e.g., 80%).
Tests must pass before merging code into the main branch.
Automated test scripts must be executed as part of CI/CD.

Project Deployed on the Test Environment Identical to Production Platform:
The latest build is deployed to a staging/test environment.
The environment mirrors production settings to identify potential deployment issues.
Deployment scripts and automation are in place.

Tests on Devices/Browsers Listed in the Project Assumptions Passed:
Compatibility testing must be conducted on all specified devices and browsers (e.g., Chrome, Android, iOS).
Cross-browser and cross-device functionality must align with project expectations.

Feature Ok-ed by UX Designer:
UX/UI review is conducted to ensure alignment with design mockups and usability principles.

Necessary UX refinements are incorporated before acceptance.

QA Performed & Issues Resolved:
Quality Assurance (QA) team must execute functional, UI/UX, performance, security, and regression testing.
All critical and major defects identified are fixed and retested.
Any unresolved issues are documented and prioritized.

Feature is Tested Against Acceptance Criteria:
Each user story's acceptance criteria must be validated with test cases.
Testing includes edge cases and potential failure scenarios.
Any deviations are reported and addressed before marking the feature as done.

Feature Ok-ed by Product Owner:
The Product Owner (PO) validates the functionality against business requirements.
Any gaps or additional requirements are addressed before sign-off.

Refactoring Completed:
Code is optimized for readability, maintainability, and performance.
Unnecessary or redundant code is removed.
Compliance with coding best practices and design patterns is ensured.

Any Configuration or Build Changes Documented:
Any changes made to environment configurations, build processes, or deployment settings must be documented.
Team members are informed about modifications.

Documentation Updated:
User guides, developer documentation, API documentation, and release notes are updated accordingly.
Any database schema changes or architectural updates are recorded.

Peer Code Review Performed:
At least one developer must review the code before merging into the main branch.
Feedback and suggestions are incorporated before final approval.
Code review ensures adherence to best practices and maintains code quality.

Scrum Project Name:	Style studio		
Venue:	xyz		
Date: 20-02-2025	Start time: 10:00 am	End time: 12:00 pm	Duration: 2 hours
Client:	Sneha		
Stakeholder list:	project sponsor-Sanjay		
	Tester- Rahul		
	Designer- Shivani		
	Customer- Xyz		
Scrum Team			
Scrum Master:	Priya		
Product owner:	k.v.charani		
Scrum Developer 1:	Arjun		
Scrum Developer 2:	David		
Scrum Developer 3:	Krishna		
Scrum Developer 4:	Shruthi		
Scrum Developer 5:	Sammer		

Vision

The vision of Style Studio is to create a seamless and engaging multi-vendor e-commerce platform for the fashion and apparel industry. The platform aims to bridge the gap between fashion retailers, independent designers, and customers by offering a diverse range of clothing and accessories with a user-friendly shopping experience.

1. Target Group

A. Market Segment

The Style Studio platform caters to the E-commerce and fashion retail segment. It aims to serve a broad market, including fashion-conscious consumers, boutique brands, and large-scale retailers who want to expand their online presence.

Key market segments include:

B2C (Business-to-Consumer): Direct sales from fashion vendors to customers.

B2B (Business-to-Business): Bulk orders from retailers and resellers.

D2C (Direct-to-Consumer): Independent designers and brands selling directly to end customers.

B. Target Users & Customers

Consumers (End Users)

Fashion Enthusiasts: Young adults and millennials who actively follow fashion trends and seek trendy, stylish apparel.

Working Professionals: Individuals looking for formal and casual wear with a seamless online shopping experience.

Budget-conscious Shoppers: People who look for affordable yet stylish clothing with deals and discounts.

Luxury Buyers: High-end customers who prefer premium, designer, or branded apparel.

Frequent Online Shoppers: Individuals who prefer the convenience of online shopping over physical store visits.

Sellers & Vendors
Independent Fashion Designers: Small-scale designers looking for an online platform to showcase and sell their unique collections.
Boutique Stores & Local Vendors: Small fashion retailers who want to reach a broader audience without investing in standalone e-commerce solutions.
Established Fashion Brands: Large clothing companies that want to expand their online presence beyond their existing stores.
Wholesalers & Distributors: Businesses supplying fashion products in bulk to retailers or resellers.

2. Needs:

A. What problem does the product solve?
Lack of Digital Presence for Small Vendors
Limited Choices for Customers on Single-Brand Websites
Inventory and Supply Chain Challenges
Personalization and Customer Experience

B. Which benefit does it provide?
For Vendors:
Increased Market Reach
Efficient Inventory & Order Management
Cost-Effective Marketing
Secure and Seamless Transactions

For Customers:
One-Stop Fashion Destination
Personalized Shopping Experience
Better Deals & Competitive Pricing
Hassle-Free Returns & Order Tracking

3. Product

1. What product is it?
Style Studio is a multi-vendor e-commerce platform focused on fashion and apparel. It allows multiple brands and independent designers to list, sell, and manage their clothing collections while providing customers with a seamless shopping experience. The platform will be available as both a website and a mobile application for greater accessibility.

2. What makes it desirable and special?
Several key features make Style Studio unique and desirable:
- Multi-Vendor Marketplace
- Personalized Shopping Experience.
- Real-Time Inventory Updates
- Fast & Secure Checkout
- Vendor & Customer Dashboards

- Sustainability & Ethical Fashion
- Social Commerce Integration

3. Feasibility of Development?
Technological Feasibility: Built using modern e-commerce technologies with scalable architecture.
Market Feasibility: Strong demand for fashion-focused multi-vendor marketplaces.
Financial Feasibility: With a planned budget of 2 crores INR, the project is well-funded to cover development, marketing, and operations.

4. Value

1.How is the product going to benefit the company?
Revenue Growth: Style Studio will create new revenue streams through multiple business models like commissions, subscriptions, and advertising.
Brand Positioning: Establish the company as an innovative leader in the online fashion retail industry.
Market Expansion: Expand into new geographical markets, increasing reach and customer base.
Operational Efficiency: Reduce manual intervention in sales, inventory, and logistics, leading to cost savings.
Data-Driven Decisions: Leverage AI and analytics to understand consumer preferences and optimize marketing strategies.

2. What are the business goals?
Seamless Shopping Experience
Faster Order Processing
Real-Time Inventory Updates
Wider Market Reach
Enhanced Customer Engagement
Secure and Multiple Payment Options
Streamlined Order Management
Data-Driven Insights
Cost Efficiency
Scalability and Automation

3. Business Model?
Style Studio operates on a B2B2C (Business-to-Business-to-Consumer) model, facilitating transactions between fashion vendors and end customers. The revenue streams include:
Commission-Based Revenue: A percentage of each sale made on the platform is charged to vendors.
Subscription Plans for Vendors: Vendors can opt for premium memberships for additional features like advanced analytics, marketing tools, and priority listing.
Logistics & Fulfillment Fees: If the platform provides integrated logistics and warehousing, vendors may be charged for storage and delivery services.
Data Monetization & Insights: Fashion brands can access customer behaviour analytics and market trends for a fee.

Document 3: User stories

1. User Registration

User Story No: 1	Tasks: 2	Priority: HIGHEST
As a new customer I want to register using my email and phone number So that I can create an account and start shopping.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA User should be able to register using email, phone number, and password. The system should validate email and phone number. Confirmation email should be sent upon successful registration.		

2. Vendor Registration

User Story No: 2	Tasks: 2	Priority: HIGHEST
As a vendor I want to register my store and submit required documents So that I can start selling products on the platform.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA Vendors should be able to register with business details. Admin should receive vendor approval requests. Approved vendors should receive email confirmation.		

3. User Login

User Story No: 3	Tasks: 2	Priority: HIGHEST
As a user I want to log in using Google, Facebook. So that I can quickly access my account without creating a new password.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA Users can log in with Google, Facebook. Users should be redirected to their dashboard after successful login. If the social login fails, an error message should be displayed.		

4. Product Search with Filters

User Story No: 4	Tasks: 2	Priority: HIGHEST
As a customer I want to search for products using filters like category, price, brand, and size So that I can find relevant products easily.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA Users should be able to filter by category, price range, brand, and size. Search results should be displayed within 2 seconds. Filters should work together without resetting previous selections.		

5. Add to Cart

User Story No: 5	Tasks: 2	Priority: Medium
As a customer I want to add products to my cart So that I can review and purchase them later.		
BV: 200	CP: 02	
ACCEPTANCE CRITERIA Users should be able to add products to the cart from the product page. The cart should show the correct item count. Users should be able to remove items from the cart.		

6. Secure Checkout with Multiple Payment Options

User Story No: 6	Tasks: 2	Priority: HIGHEST
As a customer I want to complete my purchase with multiple payment options So that I can pay using my preferred method.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA Users can choose from credit/debit cards, UPI, and wallets. The system should validate card details securely. A confirmation email should be sent after a successful purchase.		

7. Order Tracking

User Story No: 7	Tasks: 2	Priority: LOW
As a customer I want to track my order status So that I know when my order will arrive.		
BV: 200	CP: 02	
ACCEPTANCE CRITERIA Users should see their order status (Processing, Shipped, Delivered). Real-time tracking should be available for shipped orders.		

8. Wishlist Feature

User Story No: 8	Tasks: 2	Priority: LOW
As a customer I want to add products to my wishlist So that I can save them for future purchase.		
BV: 200	CP: 02	
ACCEPTANCE CRITERIA Users should be able to add/remove products from their wishlist. Wishlist should persist across sessions.		

9. Product Reviews and Ratings

User Story No: 9	Tasks: 2	Priority: Medium
As a customer I want to leave reviews and ratings for products So that I can share my experience with other shoppers.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA Users can submit reviews with a rating from 1 to 5. Reviews should be moderated before being published.		

10. Admin Dashboard for Vendor & Order Management

User Story No: 10	Tasks: 2	Priority: High
As an admin I want to manage vendor approvals and order processing So that I can oversee marketplace operations.		
BV: 500	CP: 02	

ACCEPTANCE CRITERIA
Admin can approve/reject vendor applications.
Admin can view and manage all orders.

11. Apply Discount Coupons at Checkout

User Story No: 11	Tasks: 2	Priority: Low
As a customer I want to apply discount coupons during checkout So that I can reduce the total amount payable for my order.		
BV: 200	CP: 02	
ACCEPTANCE CRITERIA Users should enter a valid coupon code during checkout. System should validate and apply the coupon if applicable. Users should see the discount applied to the final price. An error message should be displayed if the coupon is invalid or expired.		

12. Product Recommendations Based on User Behaviour

User Story No: 12	Tasks: 2	Priority: Medium
As a customer I want to receive personalized product recommendations So that I can find products I might like without extensive searching.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA Users should see recommended products based on their browsing and purchase history. Recommendations should be displayed on the homepage and product pages. Users should see different recommendations for each session.		

13. Guest Checkout Option

User Story No: 13	Tasks: 2	Priority: High
As a customer I want to complete my purchase without registering So that I can make quick purchases without creating an account.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA Users can enter shipping and payment details without logging in. A temporary session should be created to track the order. Users should have an option to create an account after purchase.		

14. Order Cancellation Before Shipment

User Story No: 14	Tasks: 2	Priority: High
As a customer I want to cancel my order before it is shipped So that I can avoid receiving unwanted products.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA Users should be able to cancel orders from their order history. Orders should be cancellable only if they haven't been shipped. Users should receive a confirmation email after cancellation.		

15. Return & Refund Process

User Story No: 15	Tasks: 2	Priority: High
As a customer I want to request a return or refund for defective or incorrect items So that I can get my money back or a replacement.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA Users should be able to initiate a return request within the return window. System should verify the eligibility of the product for return. Refunds should be processed within 5-7 business days.		

16. Multi-Language Support

User Story No: 16	Tasks: 2	Priority: Medium
As a customer I want to switch the platform language to my preferred language So that I can browse and shop in a language I understand.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA Users should select their preferred language from settings. All UI elements and product descriptions should be translated.		

17. Address Management System

User Story No: 17	Tasks: 2	Priority: Medium
As a customer I want to save and manage multiple shipping addresses So that I can quickly select an address while placing an order.		
BV: 300	CP: 02	

ACCEPTANCE CRITERIA
Users should add, edit, and delete addresses from their profile.
The system should allow setting a default address.

18. Inventory Management for Vendors

User Story No: 18	Tasks: 2	Priority: High
As a vendor I want to manage my product stock levels So that I can ensure accurate availability of items.		
BV: 500	CP: 02	
ACCEPTANCE CRITERIA Vendors should update stock levels from their dashboard. Products should show "Out of Stock" when unavailable.		

19. Push Notifications for Offers & Updates

User Story No: 19	Tasks: 2	Priority: Medium
As a customer I want to receive push notifications about offers and updates So that I can take advantage of discounts and new arrivals.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA Users should be able to enable/disable push notifications. Notifications should be sent for new offers, order updates, and cart reminders.		

20. AI-Powered Chatbot for Customer Support

User Story No: 20	Tasks: 2	Priority: Medium
As a customer I want to interact with an AI chatbot for support So that I can get quick resolutions to my queries.		
BV: 300	CP: 02	
ACCEPTANCE CRITERIA The chatbot should handle FAQs and order status inquiries. Users should have an option to escalate to human support.		

21. Referral Program for Customers

User Story No: 21	Tasks: 2	Priority: Low
As a customer I want to refer friends and earn rewards So that I can benefit from discounts while promoting the platform.		
BV: 100	CP: 02	
Acceptance Criteria: Users should receive a unique referral code. Rewards should be credited when referrals make a purchase.		

22. Order History & Reordering

User Story No: 22	Tasks: 2	Priority: High
As a customer I want to view my past orders and quickly reorder them So that I can save time and repurchase my favorite products easily.		
BV: 500	CP: 02	
Acceptance Criteria: Users should access their complete order history from their profile. Each order should display date, total amount, and item details. Users should have a "Reorder" button to add previous items to the cart. The system should validate stock availability before reordering.		

23. Gift Cards & Vouchers

User Story No: 23	Tasks: 2	Priority: Medium
As a customer I want to purchase and redeem gift cards So that I can gift shopping credits to friends and family.		
BV: 300	CP: 02	
Acceptance Criteria: Users should be able to buy gift cards of different amounts. Gift cards should be sent via email with a unique code. Users should apply gift card codes at checkout. Partial redemption should be allowed if the balance remains.		

24. Size Guide & Fitting Suggestions

User Story No: 24	Tasks: 2	Priority: Medium
As a customer I want to get size recommendations based on my body measurements So that I can choose the right fit while shopping for clothes.		
BV: 300	CP: 02	
Acceptance Criteria: Users should input their height, weight, and body shape. The system should suggest the best size based on the brand's fit. Users should see a size guide on all product pages. Recommendations should be saved for future purchases.		

25. Vendor Rating & Review System

User Story No: 25	Tasks: 2	Priority: High
As a customer I want to rate and review vendors based on my shopping experience So that I can help other users make informed decisions.		
BV: 500	CP: 02	
Acceptance Criteria: Users should leave a star rating (1-5) and a written review. Reviews should only be allowed for completed purchases. Vendors should respond to customer reviews. Reviews should be visible on vendor profile pages.		

26. Multi-Currency Support

User Story No: 26	Tasks: 2	Priority: High
As a customer I want to see product prices in my preferred currency So that I can make purchases without currency conversion confusion.		
BV: 500	CP: 02	
Acceptance Criteria: Users should select a currency from settings. Prices should be dynamically converted based on real-time exchange rates. Checkout should display the final amount in the selected currency.		

User Story No: 27	Tasks: 2	Priority: High
As a customer I want to track my order in real-time So that I can know the exact status of my shipment.		
BV: 500	CP: 02	
Acceptance Criteria: Users should see live updates for order confirmation, dispatch, transit, and delivery. Push notifications should be sent for each status update. Users should track their order from the "My Orders" section.		

28. Wishlist & Save for Later

User Story No: 28	Tasks: 2	Priority: High
As a customer I want to save my favorite products in a wishlist So that I can purchase them later without searching again.		
BV: 500	CP: 02	
Acceptance Criteria: Users should add/remove products from their wishlist. Wishlist items should be accessible from the user profile. Users should get notifications when wishlist items go on sale.		

29. Referral Program

User Story No: 29	Tasks: 2	Priority: Medium
As a customer I want to earn rewards for referring friends So that I can get discounts on future purchases.		
BV: 300	CP: 02	
Acceptance Criteria: Users should generate a unique referral link. The system should credit rewards when referred friends make a purchase.		

30. Voice Search Feature

User Story No: 30	Tasks: 2	Priority: Low
As a customer I want to search for products using voice commands So that I can browse hands-free and find products faster.		
BV: 100	CP: 02	
Acceptance Criteria: Users should activate voice search from the search bar. The system should correctly recognize product names and categories.		

31. Buy Now, Pay Later Option

User Story No: 31	Tasks: 2	Priority: High
As a customer I want to split my payment into installments So that I can afford higher-value purchases more easily.		
BV: 500	CP: 02	
Acceptance Criteria: Users should choose BNPL at checkout. The system should show installment breakdowns before confirming payment.		

32. Multi-Language Support

User Story No: 32	Tasks: 2	Priority: Medium
As a customer I want to browse the platform in my preferred language So that I can easily understand product details and make purchases.		
BV: 300	CP: 02	
Acceptance Criteria: Users should select a language from settings. Product descriptions and UI text should change accordingly.		

33. Live Video Shopping Events

User Story No: 33	Tasks: 2	Priority: Low
As a customer I want to participate in live shopping events So that I can see real-time product demos and ask questions before purchasing.		
BV: 100	CP: 02	
Acceptance Criteria: Users should receive notifications about upcoming live shopping events. They should be able to ask questions and get real-time responses. Purchase links should be available during the live stream.		

34. Out-of-Stock Notifications

User Story No: 34	Tasks: 2	Priority: High
As a customer I want to get notified when an out-of-stock product is back So that I can purchase it without checking repeatedly.		
BV: 500	CP: 02	
Acceptance Criteria: Users should subscribe to notifications for out-of-stock products. They should receive an email/app notification when the product is restocked.		

35. Seamless Product Exchange

User Story No: 35	Tasks: 2	Priority: High
As a customer I want to request a product exchange instead of a refund So that I can get the right size or color without hassle.		
BV: 500	CP: 02	
Acceptance Criteria: Users should request an exchange through the order history page. The system should guide them through the process and confirm availability.		

36. Gift Card Purchase and Redemption

User Story No: 36	Tasks: 2	Priority: Medium
As a customer I want to buy and redeem gift cards So that I can gift fashion items to friends and family.		
BV: 300	CP: 02	
Acceptance Criteria: Users should purchase gift cards with custom messages. Gift cards should be redeemable at checkout.		

37. Advanced Search with Filters

User Story No: 37	Tasks: 2	Priority: Medium
As a customer I want to search for products with advanced filters So that I can find exactly what I need quickly.		
BV: 300	CP: 02	
Acceptance Criteria: Users should filter by size, color, price range, and brand. The system should return results based on applied filters.		

38. Price Drop Alerts

User Story No: 38	Tasks: 2	Priority: Medium
As a customer I want to get notified when a product's price drops So that I can buy it at the best price.		
BV: 300	CP: 02	
Acceptance Criteria: Users should subscribe to price drop alerts for selected products. The system should notify them when prices decrease.		

39. Auto-Apply Coupons at Checkout

User Story No: 39	Tasks: 2	Priority: Medium
As a customer I want to have the best available coupon applied automatically So that I can save money without searching for discounts.		
BV: 300	CP: 02	
Acceptance Criteria: The system should scan and apply the best available coupon. Users should see the discount applied before payment.		

40. Video Reviews from Customers

User Story No: 40	Tasks: 2	Priority: Medium
As a customer I want to watch video reviews from other buyers So that I can see the actual fit and quality of products.		
BV: 300	CP: 02	
Acceptance Criteria: Customers should upload video reviews. The system should moderate videos for quality control.		

41. Customizable Packing Options

User Story No: 41	Tasks: 2	Priority: Medium
As a customer I want to choose eco-friendly or gift packaging options So that I can align with my preferences.		
BV: 300	CP: 02	
Acceptance Criteria: Users should select packaging options before checkout. The system should apply additional charges if necessary.		

42.Gender-Neutral Fashion Section

User Story No: 42	Tasks: 2	Priority: Medium
As a customer I want to browse gender-neutral clothing So that I can shop without restrictions.		
BV: 300	CP: 02	
Acceptance Criteria: Users should filter gender-neutral fashion items. The system should highlight unisex outfit ideas.		

43. Delivery Rescheduling Option

User Story No: 43	Tasks: 2	Priority: Medium
As a customer I want to reschedule my delivery if I am unavailable So that I can receive it at my convenience.		
BV: 300	CP: 02	
Users should be able to reschedule from their order details. The system should notify the delivery partner about the new date.		

Document 4: Agile PO Experience

❖ Product Owner Responsibilities – Style Studio Project

1. Market Analysis
A crucial responsibility of the PO is to assess market demand and trends to ensure that Style Studio offers a competitive edge in the fashion and apparel e-commerce industry.

Understand Market Demand: Conduct research on online shopping trends, user behavior, and preferences in the fashion industry.
Competitive Analysis: Evaluate similar multi-vendor fashion platforms, identifying key features, strengths, and weaknesses.
Gap Analysis: Identify unmet customer needs and opportunities to differentiate Style Studio from competitors.
Vendor Expectations: Understand challenges faced by fashion vendors and how the platform can help them sell effectively.

2. Enterprise Analysis

This involves evaluating the overall business opportunity, ensuring the platform is viable and sustainable.

Due Diligence on Market Opportunity: Assess the potential profitability of Style Studio by analysing target customers, vendor interest, and industry growth.

Business Feasibility Assessment: Collaborate with stakeholders (vendors, suppliers, customers, and investors) to validate the business model.

Regulatory and Compliance Considerations: Ensure that the platform adheres to e-commerce regulations, tax structures, and data privacy laws.

Competitive Positioning: Define how Style Studio will stand out in the market (e.g., better vendor commissions, exclusive collections, superior customer experience).

3. Product Vision and Roadmap

Setting a clear vision and structured roadmap helps guide the project through Agile development cycles.

Define Product Vision: Ensure the platform meets the needs of both fashion vendors and customers while staying aligned with business objectives.

Develop a High-Level Product Roadmap:

Identify key milestones, including platform launch phases.

Plan for major features, such as product catalog management, vendor onboarding, payment integration, and personalized recommendations.

Stakeholder Buy-in: Communicate the roadmap to leadership, developers, designers, and testers to ensure alignment.

4. Managing Product Features

Effective feature management ensures that the platform delivers value while aligning with business priorities.

Stakeholder Expectation Management:

Gather input from vendors, customers, project sponsors, and development teams.

Address conflicting requirements and prioritize based on business goals.

Prioritization Based on ROI and Criticality:

Rank features, epics, and stories using criteria such as potential revenue, user impact, and technical feasibility.

Use frameworks like MoSCoW (Must-have, Should-have, Could-have, Won't-have) or Value vs. Effort analysis.

Collaboration with UX and Tech Teams: Work closely with UI/UX designers and developers to define user-friendly and technically feasible solutions.

5. Managing Product Backlog

The backlog is a dynamic list of tasks that need to be executed for Style Studio's development.

User Story Prioritization: Continuously refine and prioritize user stories based on changing market needs and stakeholder feedback.

Backlog Grooming & Reprioritization: Ensure backlog refinement sessions occur regularly to update priorities.

Epic Planning & Breakdown:

Identify high-level epics such as "Vendor Management," "Customer Personalization," and "Secure Payment Processing."

Break epics into smaller, actionable stories for development teams.

Acceptance Criteria Definition: Ensure each user story has well-defined acceptance criteria for clarity in implementation and testing.

6. Managing Overall Iteration Progress

A PO must stay actively involved throughout the Agile development process.

Sprint Planning Participation: Define sprint goals with the development team to ensure deliverables align with business needs.

Sprint Progress Monitoring: Track the team's progress, address roadblocks, and facilitate discussions when priorities shift.

Sprint Review and Stakeholder Feedback: Evaluate completed work with stakeholders to gather feedback and make necessary refinements.

Sprint Retrospectives: Work with the Business Analyst (BA) and Scrum Master to assess what worked well, what didn't, and how future sprints can be improved.

❖ Sprint Meetings in the Style Studio Project

As a Product Owner for the Style Studio project, I have been actively involved in handling key Agile Scrum meetings to ensure smooth sprint execution and successful product delivery. Here's how each meeting is conducted in the Style Studio project:

1.Sprint Planning Meeting

➢ Before each sprint begins, the team gathers to define sprint goals and decide on the user stories to be worked on.

➢ As the Product Owner, I prioritize the Style Studio backlog based on business value and customer needs.

➢ Developers and testers estimate story points and decide how much work they can commit to.

Example: In one sprint, we focused on "User Registration & Authentication" and defined tasks such as implementing social login and email verification.

2.Daily Scrum Meeting

A 15-minute stand-up meeting is conducted every day to track progress.
Each team member shares:

➢ What they completed yesterday

➢ What they plan to do today

➢ Any blockers they are facing

As the Product Owner, I ensure the team stays aligned with the project vision and priorities.

Example: A developer might report an issue with cart functionality, and we quickly discuss how to resolve it without affecting the sprint timeline.

3.Sprint Review Meeting
- ➢ At the end of the sprint, the team presents the completed features to stakeholders, designers, and business teams.
- ➢ I demonstrate how the newly implemented features align with customer expectations.
- ➢ Feedback is collected to decide on improvements for the next sprint.

Example: After completing the product listing page, stakeholders suggested adding a "Sort by Popularity" filter, which we added to the backlog.

4.Sprint Retrospective Meeting
- ➢ A discussion is held to analyse what went well, what could be improved, and action items for future sprints.
- ➢ Developers, testers, and designers share challenges they faced.
- ➢ I ensure that process improvements are noted and applied in the next sprint.

Example: If testing took longer due to unavailability of test data, we decide to prepare test data in advance for the next sprint.

5.Backlog Refinement Meeting
- ➢ The team revisits the product backlog to refine user stories, add details, and re-prioritize based on business needs.
- ➢ I clarify acceptance criteria for stories and ensure they are ready for development.

Example: A backlog item like "Wishlist Feature" was broken down into smaller tasks like "Add to Wishlist Button", "Wishlist Page", and "Wishlist Persistence" for better clarity.

- ❖ As a Product Owner for the Style Studio project (a multi-vendor E-commerce application for fashion & apparel), I created User Stories in Agile methodology. Each User Story will be well-structured and contain key elements:

User Story Format for Style Studio

Story No – A unique identifier for tracking.

Tasks – Breakdown of activities for development, testing, and deployment.

Priority – Defines urgency (High, Medium, Low) based on business value.

Acceptance Criteria – Defines the conditions that must be met for the story to be marked as "Done".

BV & CP Value –

BV (Business Value): Impact of the feature on business goals.

CP (Complexity Points): Estimated effort required to implement.

- ❖ In Scrum, a product owner serves as the liaison between multiple areas of an organization. This person communicates with business stakeholders and collaborates closely with Scrum teams to keep all areas of the business informed on a project's development.

- ❖ The product owner develops a vision of a product's function and operation, which in turn allows this Scrum team member to define product features and break those features into product backlog items.

Document 5: Product and sprint backlog and product and sprint burndown charts

Product backlog:

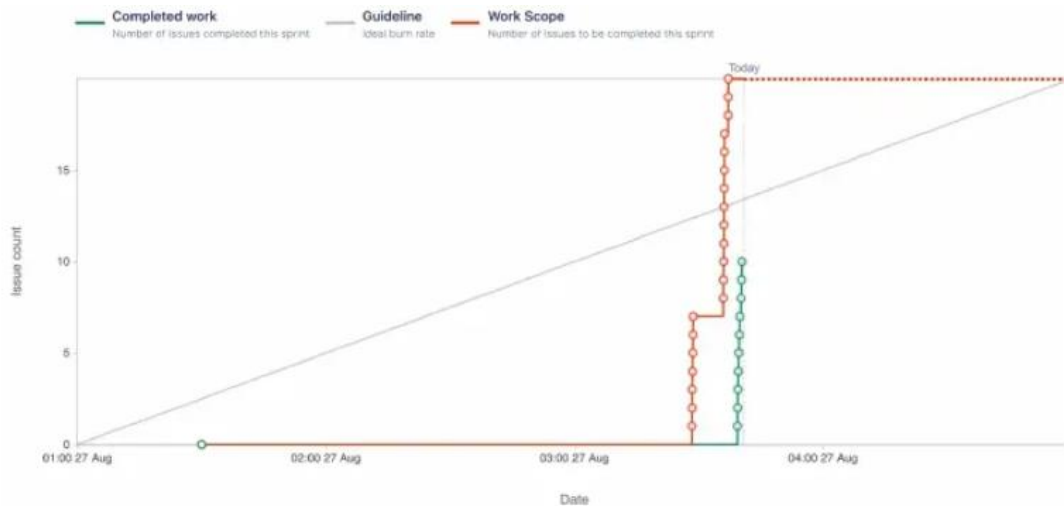| User story ID	User story	Tasks	Priority	BV	CP	Sprint
SS001	As a customer, I want to create an account so that I can track my orders and manage my profile.	2	High	500	5	Sprint 1
SS002	As a customer, I want to browse products by category so that I can find what I need easily.	2	High	500	3	Sprint 1
SS003	As a customer, I want to add products to my cart so that I can purchase them later.	3	High	500	6	Sprint 2
SS004	As a customer, I want to apply discount coupons so that I can avail offers.	2	Medium	300	5	Sprint 2
SS005	As a vendor, I want to list my products so that customers can purchase them.	2	High	400	7	Sprint 3
SS006	As an admin, I want to manage user accounts so that I can control access and permissions.	3	High	500	8	Sprint 3
SS007	As a customer, I want to make secure payments so that my transactions are safe.	2	High	500	5	Sprint 4
SS008	As a customer, I want to track my orders so that I can see delivery status.	3	High	400	7	Sprint 4
SS009	As a customer, I want to leave reviews and ratings so that I can share my shopping experience.	2	Medium	300	6	Sprint 5
SS010	As a customer, I want to receive order confirmation and shipping notifications so that I stay updated.	3	High	500	6	Sprint 5

SS011	As a vendor, I want to view my sales reports so that I can track business performance.	2	High	500	7	Sprint 6
SS012	As an admin, I want to manage inventory so that products remain updated.	2	High	500	3	Sprint 6
SS013	As a customer, I want a wishlist feature so that I can save products for later.	5	Medium	300	2	Sprint 5
SS014	As a customer, I want a responsive mobile-friendly website so that I can shop on any device.	3	Low	100	2	Sprint 7
SS015	As an admin, I want to generate financial reports so that I can monitor revenue and expenses.	5	High	500	2	Sprint 5

Sprint backlog:

User story ID	User story	Tasks	Owner	Status	Estimated effort
SS001	As a customer, I want to register and create an account so that I can place orders.	2	Priya Sharma	In Progress	8
SS002	As a customer, I want to browse products by category so that I can find items easily.	1	Anjali Verma	To Do	5
SS003	As a vendor, I want to upload product details so that I can sell items on the platform.	2	Vikram Singh	In Progress	8
SS004	As a customer, I want to add products to my cart so that I can purchase them later.	3	Anjali Verma	To Do	8
SS005	As an admin, I want to manage product categories so that products are well-organized.	2	Vikram Singh	To Do	5

SS006	As a customer, I want to make secure payments so that I can complete my purchase.	3	Rajesh Kumar	To Do	13
SS007	As a vendor, I want to track my sales and orders so that I can manage my store effectively.	2	Priya Sharma	In Progress	8
SS008	As a customer, I want to track my order status so that I know when my order will arrive.	3	Rajesh Kumar	To Do	8
SS009	As a customer, I want to receive personalized product recommendations so that I can discover items I might like.	2	Vikram Singh	To Do	8
SS010	As a customer, I want to save products to a wishlist so that I can purchase them in the future.	2	Priya Sharma	To Do	5

Product burndown

Sprint burndown

Sprint
[SCRUM Sprint 1   ▼]   Estimation field [Issue count   ▼]   ••

Date - January 10th, 2025 - January 24th, 2025

━━ **Remaining work**   ── **Guideline**
Number of issues left to complete this sprint   Ideal burn rate

Document 6: Sprint meetings

Meeting Type 1: Sprint Planning meeting

Date	25-02-2025
Time	10:00 am
Location	Virtual/ Office
Prepared By	K.V.Charani
Attendees	Product Owner, Scrum Master, Development Team, QA Team, Designer

Agenda Topics

Topic	Presenter	Time allotted
Sprint Goal Discussion	Product Owner-charani	20mins
User Stories & Prioritization	Product Owner-charani	15 mins
Story Point Estimation	Development Team-krishna	15 mins
Technical Feasibility & Risks	Development Team- shruthi	15 mins
Task Breakdown & Assignments	Scrum Master-priya	20 mins
Sprint Capacity Planning	Scrum Master-priya	15 mins

Other Information

Observers	Stakeholders (if any)
Resources	Jira, Confluence, Figma, Test Cases
Special Notes	Special Notes Ensure backlog refinement is completed before the meeting.

Meeting Type 2: Sprint review meeting

Date	25-02-2025
Time	10:00 am
Location	Virtual/ Office
Prepared By	K.V.Charani
Attendees	Product Owner, Scrum Master, Development Team, QA Team, Designer

Sprint Status	Things to Demo	Quick Updates	What's Next
Sprint goals achieved: Homepage redesign, Category filtering, Secure checkout feature	New multi-vendor product listing	Bug fixes in product filtering	Next sprint: Implement wishlist feature
Minor delays in vendor onboarding feature	Updated checkout process with secure payments	Performance optimization done for faster page load	Start integration of third-party payment gateways
Vendor dashboard analytics postponed	Mobile-responsive UI updates	UI/UX improvements based on feedback	Prepare for UAT testing

Meeting Type 3: Sprint retrospective meeting

Date	25-02-2025
Time	10:00 am
Location	Virtual/ Office
Prepared By	K.V.Charani
Attendees	Product Owner, Scrum Master, Development Team, QA Team, Designer

Agenda	What went well	What didn't go well	Questions	Reference
Sprint Performance	Successfully completed planned user stories; seamless coordination between teams; positive feedback.	Some user stories took longer due to technical issues; late bug identification; manual testing workload increased.	How can we identify bugs earlier? Can we allocate time for test automation?	Jira Board, Sprint Reports, Confluence.

Team Collaboration	Effective backlog refinement and prioritization by the Product Owner.	Communication gaps between designers and developers led to minor UI inconsistencies.	How can we improve collaboration to prevent UI issues?	Agile Scrum Guide, Past Sprint Reviews.
Process Improvement	Stakeholders appreciated the new features delivered.	Need better estimation of story points to avoid spillovers.	How can we better estimate tasks for future sprints?	Retrospective Notes, Sprint Metrics.

Meeting Type 4: Daily Stand-up meeting

Question	Name/Role	Week "3" (from 17-02-2025 to 23-02-2025)						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
What did you do yesterday?	Developer 1	Completed UI design for product listing page	Fixed bugs in checkout module	Integrated payment gateway	Worked on responsive design issues	Optimized database queries	Code review and testing	Deployed latest updates to staging
	Developer 2	Developed API for vendor registration	Debugged authentication issues	Implemented search filters	Wrote unit tests for API endpoints	Fixed performance issues	Conducted integration testing	Prepared API documentation
	Developer 3	Designed backend schema for order management	Implemented discount logic	Created REST endpoints for cart functionality	Worked on API security enhancements	Reviewed and merged PRs	Refactored code for scalability	Finalized API integration with frontend
What will you do today?	Developer 1	Start working on product detail page UI	Improve cart page design	Implement image zoom feature	Work on multi-language support	Test UI responsiveness across devices	Finalize frontend UI	Prepare demo for sprint review
	Developer 2	Develop API for order tracking	Fix security vulnerabilities in login	Optimize backend response times	Work on push notification feature	Implement bulk product upload feature	Conduct end-to-end API testing	Deploy backend updates
	Developer 3	Implement order confirmation emails	Debug payment failures	Enhance API logging and monitoring	Work on refund process logic	Automate testing for order management	Validate database migration scripts	Conduct final performance tests

What (if any) is blocking your progress?	Developer 1	Need updated product images from the design team	Waiting for API response format confirmation	UI feedback pending from PO	Dependent on backend APIs for checkout	None	Need access to test environment	None
	Developer 2	Need clarification on order tracking logic	None	Waiting for DevOps to fix server issues	Authentication bug affecting testing	Need security review approval	None	API gateway experiencing downtime
	Developer 3	None	Need confirmation on discount rules from PO	None	Database replication lag affecting API performance	Payment gateway sandbox is down	Pending code review from the lead	Awaiting deployment window from DevOps