**PROJECT NAME-ENHANCEMENT OF CRM APPLICATION**

**1.Definition of Done (DoD):**

The **Definition of Done** ensures that the work meets the quality standards and is ready for release or deployment. For CRM enhancement, it includes the following:

1. **Code Quality**:
   * Code is written according to established standards and has passed peer review.
   * Code is fully tested (unit tests, integration tests, etc.).
2. **Functionality**:
   * The feature meets all acceptance criteria outlined in the user story.
   * All user scenarios are covered (positive, negative, edge cases).
3. **Documentation**:
   * All changes are documented, including code comments, design decisions, and user-facing documentation (help guides, release notes).
   * Any required training materials or knowledge-sharing content is updated.
4. **Testing**:
   * All relevant tests (unit, integration, acceptance) have been executed and passed.
   * Load, security, and performance tests (if applicable) have been performed.
5. **Bug Fixes**:
   * Any bugs identified during development or testing have been fixed and re-tested.
6. **Deployment/Release**:
   * The code is merged into the main branch and successfully deployed to the relevant environments (test, staging, production).
   * The feature or enhancement is verified in the production environment.
7. **Stakeholder Approval**:
   * Relevant stakeholders have reviewed and approved the feature.
   * User feedback (if necessary) is collected and considered.
8. **Post-Deployment Monitoring**:
   * Post-launch monitoring and performance checks are in place to ensure the enhancement works as expected in the real environment.
   * Metrics and KPIs (Key Performance Indicators) are defined and tracked.

**Document 2- Product Vision:**

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| **SCRUM PROJECT  NAME** | **ENHANCEMENT CRM APPLICATION** | | |
| **VENUE** | REMOTE | REMOTE |  |
| **DATE** | START TIME:10AM | END TIME:5PM | DURATION:8HRS |
| **CLIENT** | SIMA |  |  |
| **STAKEHOLDER LIST** | 1)JOHN | 1)ALICE | 1)JASMINE |
|  | 2) SIN | 2)KMBL` | 2)FAIZU |

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|  | **SCRUM TEAM** | |
| **SCRUM MASTER** | SAGAR. B | Facilitates Scrum processes, resolves issues, and removes obstacles for the team. |
| **PRODUCT OWNER** | AMRUTA.B | Defines product features, manages the product backlog, and ensures the project meets business needs. |
| **SCRUM DEVELOPER 1** | RIYA | Develops features, ensures code quality, and implements user stories. |
| **SCRUM DEVELOPER 2** | RAJ | Develops and tests features and functionalities based on user stories. |
| **SCRUM DEVELOPER 3** | KESHAV | Assists with coding, problem-solving, and testing user stories. |
| **SCRUM DEVELOPER 4** | BEBO | Focuses on specific modules/features and collaborates with team members. |
| **SCRUM DEVELOPER 5** | SIYA | Works on developing and integrating back-end/front-end features. |

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| **Category** | **Details** |
| **Vision** | The CRM application aims to streamline communication, enhance customer insights, increase sales performance, and improve operational efficiency for businesses. The overarching goal is to empower organizations with a unified tool for customer relationship management, driving growth and enhancing customer satisfaction. |
| **Target Group** | **Market Segment:** Businesses, particularly in sales-driven industries such as retail, real estate, and customer service. |
| **Target Users and Customers:** Sales teams, marketing professionals, customer support teams, business executives, and any professionals who interact with clients and manage customer data. |
| **Needs** | **Problem Solved:** The product solves the challenge of managing and accessing customer data scattered across multiple platforms and departments. It improves coordination between sales, marketing, and customer support teams and provides insights for decision-making. |
| **Benefit:** It centralizes customer data, automates repetitive tasks, and enhances communication, leading to improved productivity, more personalized interactions, and higher customer satisfaction. |
| **Product** | **What it is:** A CRM software solution designed to centralize customer information, manage leads, automate workflows, track sales, and provide analytics and insights. It includes tools for communication, task management, and customer segmentation. |
| **What Makes it Special:** Its user-friendly interface, integration capabilities with third-party apps (like email marketing tools), advanced analytics, and customizable workflows make it an ideal solution for businesses of all sizes. |
| **Feasibility:** The product is feasible to develop with existing technology. The development team will work using Agile Scrum methodology, which will ensure the iterative development of a scalable solution within the timeline. |
| **Value** | **Company Benefit:** The CRM will improve the company’s sales, marketing, and customer service teams’ ability to collaborate efficiently, enhance lead conversion, and drive customer retention. This directly impacts the bottom line by increasing revenue, reducing churn, and saving operational costs. |
| **Business Goals:** To increase sales by optimizing lead generation and conversion, to boost customer retention rates, and to improve the overall efficiency of sales and customer service operations. |
| **Business Model:** The CRM will be offered via a subscription-based SaaS model, with tiered pricing based on features (Basic, Pro, Enterprise). There will also be optional add-ons for advanced integrations or customizations. |

**Document 3: User stories:**

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| **USER STORY:01** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:02** | **TASKS:3** | **PRIORITY: HIGH** |  | **USER STORY:3** | **TASKS:2** | **PRIORITY: MEDIUM** |  | **USER STORY:4** | **TASKS:2** | **PRIORITY: LOW** |
| As a sales representative, I want to search for customer data by multiple criteria so that I can quickly find the most relevant customers and better target my follow-ups. | | |  | As a customer support agent, I want to see a detailed history of customer interactions (emails, calls, chats) in one place, so that I can provide informed responses and improve customer satisfaction. | | |  | As a support agent, I want to link customer support tickets to CRM records so I can view a full customer history. | | |  | As a user, I want to receive a notification for upcoming tasks, so I don’t miss any important deadlines. | | |
| **BV:300** | | **CP:03** |  | **BV:500** | | **CP:05** |  | **BV:200** | | **CP:02** |  | **BV:100** | | **CP:02** |
| Acceptance Criteria: • Search bar supports multiple filters (e.g., name, location, sales stage). • Results can be sorted by date, name, or sales | | |  | Acceptance Criteria: • All forms of communication (email, phone, chat) are captured and easily viewable. | | |  | Acceptance Criteria:  Tickets are visible on the customer’s CRM profile. - Ability to view and update ticket statuses. | | |  | Acceptance Criteria:  Notifications are sent for task reminders and deadlines. - Users can configure notification preferences. | | |

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| **USER STORY:05** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:06** | **TASKS:3** | **PRIORITY: LOW** |  | **USER STORY:7** | **TASKS:2** | **PRIORITY: MEDIUM** |  | **USER STORY:8** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a user, I want to receive a notification for upcoming tasks, so I don’t miss any important deadlines. | | |  | As a manager, I want to track the lead-to-customer conversion rate so I can identify areas for improvement. | | |  | As a sales rep, I want to schedule meetings with leads directly within the CRM so I can stay organized. | | |  | As a marketing user, I want to send email campaigns to segmented lead lists so I can target specific audiences. | | |
| **BV:500** | | **CP:03** |  | **BV:50** | | **CP:01** |  | **BV:100** | | **CP:02** |  | **BV:100** | | **CP:02** |
| Acceptance Criteria:  Notifications are sent for task reminders and deadlines.  - Users can configure notification preferences. | | |  | Acceptance Criteria:  CRM generates a conversion report by date range.  - Report displays the number of leads converted into customers. | | |  | Acceptance Criteria:  Users can schedule meetings within the CRM.  - Meetings sync with external calendar (Google, Outlook). | | |  | Acceptance Criteria:  Notifications are sent for task reminders and Acceptance Criteria:  Email campaigns can be sent to selected segments.  - Reports of email open/click rates are provided. | | |

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| **USER STORY:09** | **TASKS:3** | **PRIORITY: LOW** |  | **USER STORY:10** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:11** | **TASKS:2** | **PRIORITY: MEDIUM** |  | **USER STORY:12** | **TASKS:2** | **PRIORITY: HIGH** |
| As a user, I want to import contacts into the CRM from a CSV file so I can quickly add bulk data. | | |  | As a manager, I want to track the lead-to-customer conversion rate so I can identify areas for improvement. | | |  | As a manager, I want to generate reports on sales team performance so I can identify top performers. | | |  | As a user, I want to integrate the CRM with my phone’s contact list so I can call leads directly from the CRM. | | |
| **BV:100** | | **CP:02** |  | **BV:200** | | **CP:03** |  | **BV:100** | | **CP:02** |  | **BV:400** | | **CP:06** |
| Acceptance Criteria:  The system supports CSV uploads for contacts.  - Data is correctly mapped to CRM fields. | | |  | Acceptance Criteria:  Leads can be tagged as “Hot”, “Warm”, or “Cold” based on engagement.  - Sorting leads by priority is available. | | |  | Acceptance Criteria:  Tickets are visible on the customer’s CRM profile.  - Ability to view and update ticket statuses | | |  | Acceptance Criteria:  CRM syncs with mobile contacts.  - Call history is recorded in the CRM | | |

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| **USER STORY:13** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:14** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:15** | **TASKS:2** | **PRIORITY: MEDIUM** |  | **USER STORY:16** | **TASKS:2** | **PRIORITY: LOW** |
| As a support agent, I want to search for customer profiles using various filters (name, email, company) so I can quickly find the right information | | |  | As a sales rep, I want to track the status of deals, so I know which deals need attention. | | |  | As a sales rep, I want to schedule meetings with leads directly within the CRM so I can stay organized. | | |  | As a sales rep, I want to see the historical communication with a customer in one view to avoid redundancy. | | |
| **BV:500** | | **CP:05** |  | **BV:300** | | **CP:04** |  | **BV:200** | | **CP:02** |  | **BV:100** | | **CP:01** |
| Acceptance Criteria:  - Users can search by multiple filters.  - Results are displayed in a relevant and clear format. | | |  | Acceptance Criteria:  -Deal stages (e.g., "Negotiation", "Closed Won") are visible.  - Users can update deal stages manually. | | |  | Acceptance Criteria:  Users can schedule meetings within the CRM.  - Meetings sync with external calendar (Google, Outlook). | | |  | Acceptance Criteria:  All past communication (emails, calls, meetings) is linked to the customer profile.  - Users can filter communication by date or type. | | |

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| **USER STORY:17** | **TASKS:3** | **PRIORITY: HIGH** |  | **USER STORY:18** | **TASKS:3** | **PRIORITY: HIGH** |  | **USER STORY:19** | **TASKS:2** | **PRIORITY: LOW** |  | **USER STORY:20** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a user, I want to create custom fields for leads so I can track unique information specific to our business. | | |  | As a manager, I want to track the source of each lead so I can evaluate marketing campaign performance. | | |  | As a user, I want to bulk update contact information so I can save time on repetitive tasks. | | |  | As a sales rep, I want to view the pipeline by stages so I can prioritize my sales activities | | |
| **BV:500** | | **CP:5** |  | **BV:400** | | **CP:06** |  | **BV:50** | | **CP:** |  | **BV:100** | | **CP:02** |
| Acceptance Criteria: Users can create and manage custom fields for leads and contacts.  - Fields are visible on lead/contact profiles. | | |  | Acceptance Criteria: Source information is recorded for every lead.  - Reports show lead sources by percentage. | | |  | Acceptance Criteria: Changes are applied to multiple contacts simultaneously. | | |  | Acceptance Criteria:  Acceptance Criteria: Pipeline view shows deal in different stages (e.g., Initial Contact, Negotiation).  - Users can drag and drop deals between stages. | | |

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| **USER STORY:21** | **TASKS:3** | **PRIORITY: LOW** |  | **USER STORY:22** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:23** | **TASKS:2** | **PRIORITY: HIGH** |  | **USER STORY:24** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a manager, I want to generate reports on sales team performance so I can identify top performers. | | |  | As a sales rep, I want to see real-time updates on my assigned tasks, so I stay informed of any changes. | | |  | As a user, I want to record calls within the CRM, so I have a record of my customer interactions. | | |  | As a sales manager, I want to see a forecast of potential sales based on current leads so I can predict revenue. | | |
| **BV:100** | | **CP:01** |  | **BV:200** | | **CP:03** |  | **BV:200** | | **CP:02** |  | **BV:300** | | **CP:04** |
| Acceptance Criteria:  Tickets are visible on the customer’s CRM profile.  - Ability to view and update ticket statuses. | | |  | Acceptance Criteria:  - Task status updates are reflected in real-time. | | |  | Acceptance Criteria:  Calls can be logged in the CRM with timestamps. | | |  | Acceptance Criteria:  Sales forecasts are based on lead data and historical trends | | |

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| **USER STORY:25** | **TASKS:3** | **PRIORITY: HIGH** |  | **USER STORY:26** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:27** | **TASKS:2** | **PRIORITY: MEDIUM** |  | **USER STORY:28** | **TASKS:2** | **PRIORITY: LOW** |
| As a support agent, I want to escalate tickets to senior agents when necessary, so complex issues are handled appropriately. | | |  | As a user, I want to see a history of my activities so I can review my performance. | | |  | As a manager, I want to monitor the response time for support tickets so I can ensure SLA compliance. | | |  | As a sales rep, I want to view detailed customer profiles with social media links so I can better engage with customers. | | |
| **BV:500** | | **CP:05** |  | **BV:200** | | **CP:03** |  | **BV:100** | | **CP:02** |  | **BV:50** | | **CP:02** |
| Acceptance Criteria:  Tickets can be escalated with proper tagging. | | |  | Acceptance Criteria:  Activity history (calls, meetings, notes) is logged in the CRM. | | |  | Acceptance Criteria:  Ticket response times are recorded.  - SLA compliance reports are available. | | |  | Acceptance Criteria:  Social media profiles can be accessed directly from CRM. | | |

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| **USER STORY:29** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:30** | **TASKS:3** | **PRIORITY: LOW** |  | **USER STORY:31** | **TASKS:2** | **PRIORITY: HIGH** |  | **USER STORY:32** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a user, I want to export CRM data to CSV for external analysis or reporting. | | |  | As a user, I want to view and manage tasks assigned to me from my dashboard so I can stay organized. | | |  | As a support agent, I want to categorize tickets (e.g., "Technical Issue", "Account Issue") for better organization. | | |  | As a user, I want to integrate the CRM with external tools (e.g., Google Drive, Dropbox) so I can access documents directly. | | |
| **BV:500** | | **CP:02** |  | **BV:500** | | **CP:04** |  | **BV:300** | | **CP:02** |  | **BV:50** | | **CP:02** |
| Acceptance Criteria:  - Data is correctly formatted for external use | | |  | Acceptance Criteria:  Users can mark tasks as completed or pending. | | |  | Acceptance Criteria:  - Tickets can be categorized with predefined labels. | | |  | Acceptance Criteria: External integrations are available for document storage. | | |

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| **USER STORY:33** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:34** | **TASKS:3** | **PRIORITY: HIGH** |  | **USER STORY:35** | **TASKS:2** | **PRIORITY: LOW** |  | **USER STORY:36** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a user, I want to send automated thank-you emails after a deal is closed so I can maintain customer relations. | | |  | As a sales rep, I want to track sales activity by region so I can evaluate performance by geography. | | |  | As a manager, I want to set quotas for my team so I can track individual and team progress | | |  | As a user, I want to link documents to customer profiles so I can keep track of important files. | | |
| **BV:600** | | **CP:04** |  | **BV:500** | | **CP:100** |  | **BV:200** | | **CP:02** |  | **BV:100** | | **CP:01** |
| Acceptance Criteria:  Automated thank-you emails are triggered upon deal closure.  - Email templates are customizable. | | |  | Acceptance Criteria:  Reports can filter sales data by region.  - Sales performance by region is displayed visually (e.g., heat maps). | | |  | Acceptance Criteria:  - Quotas can be set for each team member.  - Progress is tracked and displayed on reports. | | |  | Acceptance Criteria:  Users can upload and link documents to customer profiles.  - Documents are organized and accessible. | | |

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| **USER STORY:37** | **TASKS:3** | **PRIORITY: HIGH** |  | **USER STORY:38** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:39** | **TASKS:2** | **PRIORITY: LOW** |  | **USER STORY:40** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a support agent, I want to close resolved tickets so I can maintain an organized support queue. | | |  | As a sales rep, I want to log products and services associated with a deal so I can track what was sold. | | |  | As a user, I want to access a mobile version of the CRM so I can manage my tasks on the go. | | |  | As a manager, I want to set up user roles and permissions to control access to sensitive data | | |
| **BV:100** | | **CP:03** |  | **BV:200** | | **CP:04** |  | **BV:50** | | **CP:02** |  | **BV:200** | | **CP:05** |
| Acceptance Criteria:  Tickets can be marked as "Resolved" or "Closed" | | |  | Acceptance Criteria: Sales reports show product/service performance. | | |  | Acceptance Criteria:  A mobile version of the CRM is available.  - Users can perform key actions (view leads, log notes, etc.) on mobile. | | |  | Acceptance Criteria:  User roles can be created with specific permissions.  - Sensitive data is only accessible to authorized users. | | |

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| **USER STORY:41** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:42** | **TASKS:3** | **PRIORITY: MEDUIM** |  | **USER STORY:43** | **TASKS:2** | **PRIORITY: MEDIUM** |  | **USER STORY:44** | **TASKS:2** | **PRIORITY: MEDIUM** |
| As a user, I want to import contacts into the CRM from a CSV file so I can quickly add bulk data. | | |  | As a manager, I want to track the lead-to-customer conversion rate so I can identify areas for improvement. | | |  | As a sales rep, I want to schedule meetings with leads directly within the CRM so I can stay organized. | | |  | As a marketing user, I want to send email campaigns to segmented lead lists so I can target specific audiences. | | |
| **BV:500** | | **CP:100** |  | **BV:500** | | **CP:100** |  | **BV:100** | | **CP:02** |  | **BV:100** | | **CP:02** |
| Acceptance Criteria:  The system supports CSV uploads for contacts.  - Data is correctly mapped to CRM fields. | | |  | Acceptance Criteria:  Leads can be tagged as “Hot”, “Warm”, or “Cold” based on engagement.  - Sorting leads by priority is available. | | |  | Acceptance Criteria:  Users can schedule meetings within the CRM. | | |  | Acceptance Criteria:  Notifications are sent for task reminders and Acceptance Criteria:  Email campaigns can be sent to selected segments.  - | | |

**4) DOCUMENT AGILE PO EXPERIENCE:**

The updated version of CRM (Customer Relationship Management) with Agile PO experience would likely follow the approach outlined in the document. Here's how the Product Owner (PO) role and responsibilities can be applied to an updated CRM system:

**Market Analysis:**

* **Analysis of Market Need/Demand**: I evaluate the current CRM market trends, identifying customer demands and gaps in existing CRM solutions. also focus on understanding customer pain points, such as poor user interfaces, insufficient integration capabilities, or limited customization, that need addressing in the updated version.
* **Availability of Similar Products**: also I reviewed competitor CRM tools, studying their strengths and weaknesses to ensure the new version stands out and meets market demands.

**Enterprise Analysis:**

* **Due Diligence on Market Opportunity**: I work with business stakeholders to assess the potential market share and revenue opportunity for the updated CRM system, identifying key industries that would benefit most from its new features.

**Product Vision and Roadmap:**

* **Product Vision**: create a clear vision for the updated CRM, ensuring that it addresses the needs identified during the market analysis. This vision might include improving user experience, expanding automation features, and better integrating with other business tools like email marketing or ERP systems.
* **Product Roadmap**: develop a roadmap with high-level features, such as advanced analytics, AI-driven insights, or multi-channel customer support capabilities, along with a timeline for delivery.

**Managing Product Features:**

* **Managing Stakeholder Expectations**: I’m engage stakeholders (e.g., sales, marketing, customer support teams) to ensure their needs are prioritized, such as CRM customization or reporting capabilities, while maintaining alignment with the product vision.
* **Prioritizing Epics, Stories, and Features**: Also prioritize epics and user stories, such as "enhance contact management" or "improve integration with third-party tools," based on the criticality of features and the return on investment (ROI).

**Managing Product Backlog:**

* **Prioritizing User Stories**: continuously work with the development team to ensure user stories related to new CRM features are prioritized effectively. This could involve working on user stories like "create a customizable dashboard" or "improve mobile app functionality."
* **Reprioritization Based on Stakeholder Needs**: As stakeholder feedback is gathered, reprioritize the backlog to respond to urgent needs, such as fixing bugs or implementing a crucial feature.
* **Epics Planning**: The PO will break down larger features or epics into smaller user stories for execution, ensuring smoother iterations and quicker delivery of value.

**Managing Overall Iteration Progress:**

* **Sprint Progress Review**: monitor the progress of each sprint, ensuring that the team is on track to meet objectives related to the CRM update, such as implementing a new customer support module or automating data entry tasks.
* **Reprioritization of Sprints and Epics**: adjust the backlog if necessary, ensuring that features that drive the most value (e.g., AI-powered chatbots, better integration) are prioritized for upcoming sprints.
* **Sprint Retrospectives with Business Analyst**: participate in sprint retrospectives, collaborating with the Business Analyst to review what worked, what didn’t, and how the team can improve for future iterations in the development of the CRM.
* **Sprint Meetings:**
* **Sprint Planning Meeting**:
* In this meeting, learned how to collaborate with the team to plan the work for the upcoming sprint. This involves defining the sprint goal, selecting the user stories to be worked on, and breaking them down into tasks also prioritize the tasks based on their importance and estimated effort.
* **Daily Scrum Meeting**:
* The Daily Scrum (or stand-up) is a quick, focused meeting where each team member answers three key questions:
* What did I do yesterday?
* What am I working on today?
* Are there any blockers?
* In this meeting, you would have learned how to keep the conversation efficient and ensure that the team remains aligned with sprint goals. It’s essential for removing impediments early and ensuring progress is being made.
* **Sprint Review Meeting**:
* The Sprint Review is an opportunity for the team to demonstrate the work completed during the sprint to stakeholders. have learned how to present the product increment, gather feedback, and discuss any changes in priorities. It’s a chance to ensure alignment with stakeholders and adjust the product based on real-time feedback.
* **Sprint Retrospective Meeting**:
* The retrospective is where the team reflects on the sprint and identifies ways to improve. I have learned how to facilitate discussions on what went well, what didn’t, and how to improve processes moving forward. The goal is continuous improvement, and you would have gained insights on fostering a culture of openness and learning within the team.
* **Backlog Refinement Meeting**:
* During this meeting, the team discusses and clarifies the items in the product backlog. I learned how to break down high-level features into more detailed user stories, ensuring that they are well-understood and ready for future sprints. This helps ensure smoother sprint planning by having a prioritized and ready backlog.
* **User Stories Creation:**
* Learned create and manage **user stories**, which is a critical part of Agile development. Here's what’s typically included in a user story:
* **Story Number**:
* Each user story is assigned a unique identifier or number. This helps track the progress of each story and maintain order within the backlog.
* **Tasks**:
* Each user story is broken down into smaller tasks, which are actionable steps that the team can take to complete the user story. These tasks are typically smaller and more manageable units of work, helping the team execute the story efficiently.
* The tasks are often assigned to individual team members, and each task has an estimated effort associated with it (usually in story points or hours).
* **Priority**:
* Each user story is assigned a priority level to reflect its importance relative to other stories in the backlog. This is typically set based on factors like business value, dependencies, and urgency. For example, a critical feature that must be completed for the product launch would have high priority, while a nice-to-have feature might be lower priority.
* **Acceptance Criteria**:
* This defines the conditions that must be met for the user story to be considered complete. It provides clear, testable requirements that help ensure the functionality works as intended. For example:
* "The user must be able to log in using their email and password."
* "The registration page must display a success message upon successful submission."
* Acceptance criteria are important for validating that the user story meets the business and functional requirements.
* **BV (Business Value) & CP (Customer Priority) Value**:
* **Business Value (BV)**: This refers to the value the feature brings to the business, such as revenue generation, cost reduction, or competitive advantage. It helps the team understand the importance of each user story in terms of the business goals.
* **Customer Priority (CP)**: This defines the priority of the feature from the customer’s perspective. It could relate to how important a particular feature is to the customer experience or how it addresses their needs. The higher the customer priority, the more critical it is to deliver the feature early or with high quality.
* **The Product Owner's Role in Scrum:**
* My role as the link between business stakeholders and the Scrum team. They are responsible for ensuring that the team’s work aligns with the product vision and business objectives. The responsibilities fit into the Scrum framework:
* **Liaison Between Stakeholders and Scrum Teams**:
* The PO communicates regularly with business stakeholders (such as marketing, sales, customer support, etc.) to gather requirements, get feedback, and ensure that the product is meeting customer and market needs. They also keep the Scrum team informed of stakeholder feedback and any changes in business priorities or strategy.
* **Defining Product Features and Product Backlog Items**:
* Based on input from stakeholders, develops a vision for the product. This vision helps the define specific features or functionalities that should be included in the product. These features are then translated into **product backlog items** (PBIs), which are typically written as user stories.
* **Breaking Features into Backlog Items**:
* Once a feature is defined, will break it down into smaller, more manageable backlog items (user stories). This decomposition ensures that the development team has clear, actionable tasks that can be completed in a sprint. The PO ensures that each item is prioritized and has well-defined **acceptance criteria** to guide the team in delivering the feature.

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

**Product backlog:**

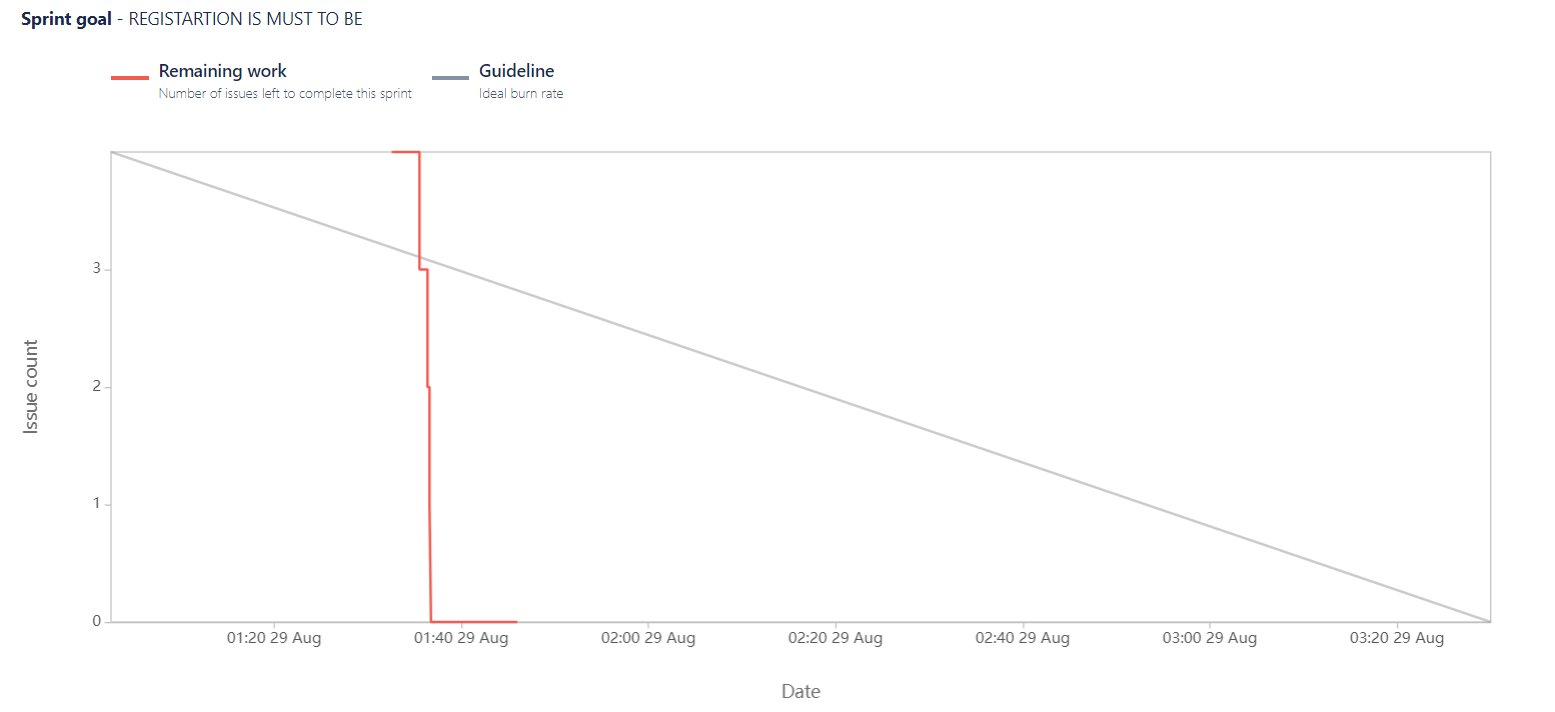
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **User Story ID** | **User Story** | **Tasks** | **Priority** | **BV (Business Value)** | **CP (Complexity Points)** | **Sprint** |
| **US-001** | As a user, I want to be able to log in. | 1. Implement login page | High | 8 | 5 | Sprint 1 |
| 2. Integrate API for authentication |
| **US-002** | As a user, I want to view my profile. | 1. Design profile page UI | Medium | 6 | 3 | Sprint 2 |
| 2. Implement profile API |
| 3. Write unit tests |
| **US-003** | As a user, I want to reset my password. | 1. Create reset password page | High | 7 | 4 | Sprint 1 |
| 2. Connect to email API |
| 3. Implement email notifications |
| **US-004** | As an admin, I want to manage user roles. | 1. Design user roles management page | High | 9 | 6 | Sprint 3 |
| 2. Implement backend logic |
| 3. Create role permissions system |
| **US-005** | As a user, I want to see a product list. | 1. Create product listing page | Medium | 7 | 5 | Sprint 2 |
| 2. Integrate product data API |
| 3. Implement search and filter options |

**Sprint backlog:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **User Story ID** | **User Story** | **Tasks** | **Owner** | **Status** | **Estimated Effort** |
| **US-001** | As a user, I want to be able to log in. | 1. Implement login page | Developer 1 | In Progress | 8 hours |
| 2. Integrate API for authentication |
| **US-003** | As a user, I want to reset my password. | 1. Create reset password page | Developer 2 | Not Started | 10 hours |
| 2. Connect to email API |
| 3. Implement email notifications |
| **US-002** | As a user, I want to view my profile. | 1. Design profile page UI | Developer 3 | In Progress | 12 hours |
| 2. Implement profile API |
| 3. Write unit tests |
| **US-005** | As a user, I want to see a product list. | 1. Create product listing page | Developer 4 | In Progress | 15 hours |
| 2. Integrate product data API |
| 3. Implement search and filter options |
| **US-004** | As an admin, I want to manage user roles. | 1. Design user roles management page | Developer 5 | Not S |  |
| 2. Implement backend logic |  |
| 3. Create role permissions system |  |

**PRODUCT BURNDOWN CHART:**

**SPRINT BURNDOWN CHART:**



**Document 6: Sprint meetings**

**Meeting Type 1: Sprint Planning meeting**

|  |  |
| --- | --- |
| **Field** | **Details** |
| **Date** | 13-02-2025 |
| **Time** | 10:00AM |
| **Location** | BANGLORE |
| **Prepared By** | AMRUTA.B |
| **Attendees** | JOHN, SAM, NAINA, SIYA |

|  |  |  |  |
| --- | --- | --- | --- |
| **Topic** | **Presenter** | **Time Allotted** | **Explanation** |
| **1. Welcome and Overview of the Sprint** | SAGAR.B | 5-10 minutes | The meeting begins with a welcome and a brief overview of the sprint. The Scrum Master or Product Owner provides clarity on sprint goals, key focus areas, and what is expected. |
| **2. Review of the Product Backlog** | AMRUTA.B | 10-15 minutes | The Product Owner presents items from the product backlog. The team discusses user stories, clarifies requirements, and ensures alignment. Priorities are highlighted. |
| **3. Define the Sprint Goal** | AMRUTA.B | 10-15 minutes | The team collaboratively defines a clear and concise Sprint Goal. The Sprint Goal will guide the team's focus throughout the sprint. |
| **4. Task Breakdown and Estimation** | Development Team | 20-30 minutes | The team breaks down user stories into smaller tasks. Each task is estimated (using story points or hours). This is crucial for sprint planning as it sets the scope of work. |
|  |
|  |
|  |
| **5. Identify Dependencies and Risks** | Development Team | 10-15 minutes | The team identifies potential risks or dependencies that could impact the sprint. Any blockers should be addressed early. |  |
| **6. Capacity Check** | Development Team | 5-10 minutes | The team checks their availability, considering holidays, planned time off, or other constraints. This ensures the sprint scope is realistic based on actual capacity. |  |
| **7. Finalize Sprint Backlog** | SAGAR.B / Development Team | 10-15 minutes | The team finalizes the Sprint Backlog, confirming the tasks, estimates, and the Sprint Goal. The team commits to the work to be done in the sprint. |  |
| **8. Wrap-Up and Next Steps** | Scrum Master | 5-10 minutes | The Scrum Master summarizes the sprint commitments, reminds the team of the daily standup, and confirms any further clarifications needed. |  |

**Meeting Type 2: Sprint review meeting**

|  |  |
| --- | --- |
| **Field** | **Details** |
| **Date** | 15-02-2025 |
| **Time** | 11:00AM |
| **Location** | BANGLORE |
| **Prepared By** | AMRUTA.B |
| **Attendees** | JOHN, SAM, NAINA, SIYA |

|  |  |
| --- | --- |
| **CATEGORY** | **Details** |
| **Sprint Status** | Sprint completed successfully with 90% of items delivered. IS WIP |
| **Things to Demo** | The demo is meant to provide visibility into the progress made. Example: New user login feature, Dashboard UI improvements, Bug fixes for mobile app |
| **Quick Updates** | John completed testing on the payment gateway," "SIYA is working on fixing the last-minute UI bugs. |
| **What’s Next** | Start working on Sprint 5's user stories, follow up with marketing for the launch plan," or "Prioritize bug fixes identified during review. |

**Meeting Type 3: Sprint retrospective meeting:**

|  |  |
| --- | --- |
| **Field** | **Details** |
| **Date** | 16-02-2025 |
| **Time** | 12:00pM |
| **Location** | BANGLORE |
| **Prepared By** | AMRUTA.B |
| **Attendees** | JOHN, SAM, NAINA, SIYA.RAM, JAY, SHREYA |

|  |  |
| --- | --- |
| **CATEGORY** | **Details** |
| **What Went Well** | Good collaboration between dev and QA, Sprint backlog was well-defined, also the new testing tools improved efficiency. |
| **What Didn’t Go Well** | Lack of clarity on some user stories," Missed deadlines due to dependency on another team, also Communication gaps between remote team members." |
| **Questions** | How can we improve our sprint planning process?" or "What can be done to handle the upcoming technical debt?" |
| **Reference** | Review the new Agile resource guide, look into upgrading the project management tool, also Refer to Jira reports for tracking sprint metrics. |

**Meeting Type 4: Daily Stand-up meeting:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **QUESTION** | **NAME /ROLE** | **Monday** |  | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| **What did you do yesterday?** | JOHN, SIYA RAM | Developer 1: Implemented login feature. Fixed bug |  | Developer 2: Completed unit tests for search functionality. | Developer 3: Refactored API endpoints for better performance. | Developer 1: Worked on authentication flow. | Developer 2: Reviewed pull requests. | Developer 3: Completed integration tests. | Developer 1: Conducted peer code review. |
|  |  |  |  |  |  |  |  |  |  |
| **What will you do today?** | MARRY, SAM, NAINA | Developer 1: Finish user profile page. |  | Developer 2: Start implementing pagination for the search results. | Developer 3: Write documentation for API changes. | Developer 1: Work on user notification system. | Developer 2: Fix issue #124 and improve UI elements. | Developer 3: Conduct code review for search functionality. | Developer 1: Create user stories for next sprint. |
|  |  |  |  |  |  |  |  |  |  |
| **What (if any) is blocking your progress?** | RIYA, JOHN, SAM | Developer 1: Blocked by missing design specs for the profile page. |  | Developer 2: Blocked due to unclear requirements for pagination. | Developer 3: Blocked by issues with API rate limits. | Developer 1: Blocked by lack of access to staging environment. | Developer 2: Blocked by conflict in merging code from the main branch. | Developer 3: Blocked by incomplete mock-ups for new feature. | Developer 1: Blocked by delayed approval of new feature specs. |