AGILE DOCUMENTS

# Document 1: Definition of Done (DoD):

Definition of Done represents a set of criteria that must be met before considering any backlog item, user story, sprint, or release as "done." It ensures that our team delivers high- quality and valuable outcomes aligned with the project objectives of optimizing performance management within the organization.

**Checklist for Definition of Done (DoD):**

1. **Code Quality and Implementation**
   * **Produced code for presumed functionalities:** All required functionalities of the user story have been implemented.
   * **Assumptions of User Story met:** Assumptions outlined in the user story are addressed and validated.
   * **Peer Code Review performed:** Code has been reviewed by at least one team member for quality and standards compliance.
   * **Refactoring completed:** Code has been cleaned up and optimized for maintainability and performance.
2. **Build and Test Readiness**
   * **Project builds without errors:** Code integrates with the existing system and builds successfully.
   * **Unit tests written and passing:** Comprehensive unit tests are implemented, and all are passing.
   * **Tests on devices/browsers listed in the project assumptions passed:** Compatibility tests performed on all required platforms.
3. **Deployment and Testing**
   * **Project deployed on the test environment identical to production platform:** Deployed in an environment that mirrors production to identify potential issues.
   * **Feature is tested against acceptance criteria:** Verified that the feature meets all specified acceptance criteria.
   * **QA performed & issues resolved:** QA testing completed, and identified issues have been resolved.
4. **Design and Product Approval**
   * **Feature ok-ed by UX designer:** UX designer has approved the implementation to ensure alignment with design guidelines.
   * **Feature ok-ed by Product Owner:** Product Owner has reviewed and approved the feature.
5. **Documentation and Configuration**
   * **Any configuration or build changes documented:** All necessary configuration changes have been noted and shared with relevant stakeholders.
   * **Documentation updated:** Relevant documentation, including technical specifications and user manuals, is up-to-date.

# Document 2- Product Vision

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| Scrum Project Name | AgileTech CRM Implementation |
| Venue | AgileTech Office |
| Date | March 15, 2024 |
| Start Time | 9:00 AM |
| End Time | 11:00 AM |
| Duration | 2 hours |
| Client | ABC Corporation |
| Stakeholder List | Parimal Smith (Product Owner) |
|  | Emily Johnson (Scrum Master) |
|  | David Brown (Development Lead) |
|  | Lisa Miller (Quality Assurance Lead) |

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| Scrum Master | Emily Johnson |
| Product Owner | John Smith |
| Scrum Developer 1 | David Brown |
| Scrum Developer 2 | Lisa Miller |
| Scrum Developer 3 | Michael Wilson |
| Scrum Developer 4 | Sarah Jones |
| Scrum Developer 5 | Kevin Lee |

| ****Aspect**** | ****Details**** |
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| **Vision** | Enable a unified, customer-centric approach to financial services by leveraging technology for personalized experiences, seamless communication, and data-driven insights. |

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| **Target Group** | **Market Segment**: Individuals and businesses seeking financial services, including loans, insurance, and investments. |

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|  | **Users**: Employees in sales, customer support, and marketing. |

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|  | **Customers**: Loan applicants, existing borrowers, and financial advisors. |

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| **Needs** | **Problems Addressed**: |

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|  | • Fragmented customer data across platforms. |

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|  | • Delays in customer service response times. |

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|  | • Lack of personalized and timely communication. |

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|  | **Benefits Provided**: |

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|  | • A centralized platform for managing customer interactions. |

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|  | • Real-time tracking of customer journeys. |

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|  | • Enhanced decision-making through data analytics. |

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| **Product** | **Type**: Customized CRM platform integrated with existing systems. |

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|  | **Special Features**: |

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|  | • 360-degree customer view for comprehensive insights. |

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|  | • AI-driven cross-sell and up-sell recommendations. |

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|  | • Seamless integration with loan management and analytics tools. |

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|  | **Feasibility**: Technical readiness supported by existing resources and partnerships with CRM vendors. |

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| **Value** | **Benefits to the Company**: |

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|  | • Increased customer retention through personalized service. |

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|  | • Improved operational efficiency via process automation. |

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|  | • Higher revenue generated by targeted marketing and effective cross-selling. |

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|  | **Business Goals**: |

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|  | • Enhance **Net Promoter Score (NPS)** by 20%. |

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|  | • Reduce customer resolution time by 30%. |

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|  | • Achieve a 15% increase in sales conversion rates within the first year. |

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|  | **Business Model**: |

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|  | • Value creation through better customer retention and acquisition strategies. |

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|  | • Cost savings and operational efficiency via automated lead management and marketing campaigns. |

# Document 3: User stories

| ****User Story No**** | ****Tasks**** | ****Priority**** | ****Value Statement**** | ****BV**** (INR) | ****CP**** (Fibonacci Sequence) | ****Acceptance Criteria**** |
| --- | --- | --- | --- | --- | --- | --- |
| CRM-US-001 | Capture new lead, Create lead entry, Assign lead to salesperson | High | As a Salesperson, I want to capture new leads in the CRM, so that I can follow up with them to convert into customers. | 800 | 1 | 1. Lead is successfully added to the CRM.  2. Lead is assigned to the appropriate salesperson.  3. Salesperson receives notification about the new lead. |
| CRM-US-002 | Populate customer details, Record customer profile | High | As a CRM User, I want to create a comprehensive customer profile, so that I can store all relevant information in one place. | 100 | 1 | 1. All mandatory fields are populated.  2. Profile is saved in CRM.  3. Customer information can be easily updated. |
| CRM-US-003 | Log customer interaction, Set reminders | High | As a Salesperson, I want to log every customer interaction, so that I have a complete record of conversations for future reference. | 500 | 2 | 1. Interaction logs are created after every call/meeting.  2. Interaction history is easily accessible. |
| CRM-US-004 | Configure notification alerts | High | As a Salesperson, I want to set reminders for follow-ups, so that I never miss an important action item. | 200 | 3 | 1. Reminder is set with the correct time and date.  2. Notification is received at the appropriate time. |
| CRM-US-005 | Generate lead reports, Filter leads by status | Medium | As a Sales Manager, I want to generate lead reports, so that I can track the progress of leads and measure team performance. | 300 | 5 | 1. Report is generated for leads within a specified time period.  2. Leads can be filtered by status (e.g., New, In Progress, Closed). |
| CRM-US-006 | Import contacts, Validate imported data | Medium | As a CRM User, I want to import contacts from an external source, so that I can quickly integrate them into the system. | 200 | 8 | 1. Contacts are imported successfully.  2. Errors in the imported data are flagged for review. |
| CRM-US-007 | Send email to lead, Create template for email | High | As a Marketing User, I want to send emails to leads, so that I can engage them with relevant information. | 100 | 13 | 1. Email template is created and can be selected for use.  2. Email is successfully sent to the lead. |
| CRM-US-008 | Create workflow, Define actions in workflow | Medium | As an Admin, I want to create workflows for various processes, so that repetitive tasks are automated and errors are minimized. | 100 | 21 | 1. Workflow is created with defined steps.  2. Workflow automates actions as per configuration. |
| CRM-US-009 | Track purchase history, Display recent transactions | High | As a Sales Representative, I want to track the customer’s purchase history, so that I can recommend relevant products based on past purchases. | 200 | 34 | 1. Customer’s purchase history is displayed.  2. Salesperson can filter recent transactions by date. |
| CRM-US-010 | Update customer profile, Add new communication preferences | Medium | As a Customer Support Agent, I want to update customer profiles with new communication preferences, so that we can reach out to them through their preferred channels. | 400 | 5 | 1. Communication preferences are updated successfully.  2. Preferences are applied during outreach. |

| ****User Story No**** | ****Tasks**** | ****Priority**** | ****Value Statement**** | ****BV**** (INR) | ****CP**** (Fibonacci Sequence) | ****Acceptance Criteria**** |
| --- | --- | --- | --- | --- | --- | --- |
| CRM-US-011 | Assign task to team member, Track task status | High | As a Team Lead, I want to assign tasks to my team members, so that I can ensure accountability and monitor progress. | 500 | 1 | 1. Tasks are assigned to appropriate team members.  2. Task status is updated in real-time. |
| CRM-US-012 | Schedule meetings, Notify participants | High | As a Salesperson, I want to schedule meetings with customers and notify participants, so that everyone is aligned on timing. | 100 | 1 | 1. Meetings are successfully scheduled.  2. Notifications are sent to participants. |
| CRM-US-013 | View sales pipeline, Filter by deal stage | Medium | As a Sales Manager, I want to view the sales pipeline, so that I can assess the status of deals in various stages. | 200 | 3 | 1. Sales pipeline displays all deals.  2. Pipeline can be filtered by deal stage (e.g., New, Negotiation, Won). |
| CRM-US-014 | Integrate with third-party apps, Sync data | Medium | As an Admin, I want to integrate the CRM with third-party applications, so that data synchronization happens seamlessly. | 500 | 5 | 1. Integration with third-party apps is configured.  2. Data sync occurs without errors. |
| CRM-US-015 | Create custom dashboards, Add widgets | High | As a Sales Manager, I want to create custom dashboards, so that I can visualize team performance and sales metrics. | 300 | 8 | 1. Dashboards are customizable with widgets.  2. Metrics display accurate data in real-time. |
| CRM-US-016 | Generate invoices, Track payment status | Medium | As a Billing User, I want to generate invoices and track payments, so that I can manage financial transactions efficiently. | 100 | 6 | 1. Invoices are generated with accurate details.  2. Payment status updates are reflected in the system. |
| CRM-US-017 | Export reports, Apply filters before exporting | Medium | As a Sales Analyst, I want to export filtered reports, so that I can analyze data offline. | 500 | 6 | 1. Reports are exported in the desired format.  2. Filters are applied to narrow down data before exporting. |
| CRM-US-018 | Track KPIs, Set targets for teams | High | As a Sales Manager, I want to track KPIs and set targets for teams, so that I can measure and improve performance. | 200 | 2 | 1. KPIs are displayed on dashboards.  2. Targets can be set and updated for teams. |
| CRM-US-019 | Configure user permissions, Restrict access | High | As an Admin, I want to configure user permissions, so that sensitive data is accessible only to authorized users. | 100 | 8 | 1. Permissions are assigned based on user roles.  2. Unauthorized users cannot access restricted data. |
| CRM-US-020 | Add comments to tasks, Notify assignees | Medium | As a Team Member, I want to add comments to tasks, so that I can share updates or feedback with my team. | 100 | 4 | 1. Comments can be added to tasks.  2. Notifications are sent to assignees when comments are added. |

# Document 4: Agile PO Experience

The Product Owner (PO) plays a pivotal role in driving the success of a project by envisioning the product based on domain/industry experience and market needs. The responsibilities of a PO in a project encompass various crucial tasks:

**Market Analysis:**

* Analyzing market needs and demands
* Assessing the availability of similar products in the market

**Enterprise Analysis:**

* Conducting due diligence on the market opportunity.

**Product Vision and Roadmap:**

* Crafting a product vision aligned with the needs analysis
* Developing a product roadmap outlining high-level features and timeline

**Managing Product Features:**

* Addressing stakeholder expectations and prioritizing needs
* Prioritizing epics, stories, and features based on criticality and ROI considerations

**Managing Product Backlog:**

* Prioritizing user stories
* Reprioritizing based on stakeholder feedback
* Planning epics

**Managing Overall Iteration Progress:**

* Reviewing sprint progress
* Adjusting sprint and epic priorities as necessary
* Conducting sprint retrospectives with Business Analysts

Through my experience in this project, I have gained valuable insights into facilitating various sprint meetings, including:

* Sprint planning meetings
* Daily scrum meetings
* Sprint review meetings
* Sprint retrospective meetings
* Backlog refinement meetings

Additionally, I have learned the intricacies of crafting user stories, which include:

* Assigning a unique story number
* Defining specific tasks
* Establishing priority levels
* Outlining acceptance criteria
* Identifying business value (BV) and complexity points (CP)
* 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

| ****Sprint**** | ****User Stories and Tasks**** | ****Priority**** | ****BV**** | ****CP**** |
| --- | --- | --- | --- | --- |
| **Sprint 1** |  |  |  |  |
| PB-001 | Capture new leads, Create lead entry | High | 500 | 5 |
| PB-002 | Create a customer profile, Populate details | High | 100 | 8 |
| PB-003 | Log customer interactions, Record calls/meetings | High | 200 | 9 |
| PB-004 | Set reminders for follow-ups, Configure notifications | Medium | 500 | 3 |
| PB-006 | Import contacts, Validate data | Medium | 500 | 5 |
| **Sprint 2** |  |  |  |  |
| PB-005 | Generate lead reports, Filter by status | High | 100 | 8 |
| PB-007 | Send emails to leads, Create templates | High | 200 | 5 |
| PB-009 | Track customer purchase history, Display transactions | High | 500 | 9 |
| PB-010 | Update customer profiles with communication preferences | Medium | 100 | 2 |
| PB-012 | Monitor sales funnel, Generate reports | High | 100 | 7 |
| **Sprint 3** |  |  |  |  |
| PB-008 | Define workflows, Set actions | Medium | 500 | 3 |
| PB-011 | Track case status, Update case status | High | 200 | 5 |
| PB-013 | Integrate CRM with external tools, Sync data | High | 200 | 4 |
| PB-015 | Segment customers for targeted campaigns, Define customer groups | Medium | 300 | 5 |
| PB-018 | Filter customers by region, Show regional insights | Medium | 400 | 8 |
| **Sprint 4** |  |  |  |  |
| PB-016 | Add custom fields, Set configurations | Medium | 500 | 3 |
| PB-017 | Schedule product demos, Set date/time | Medium | 100 | 5 |
| PB-019 | Add notes to customer profiles, Enter key details | Low | 200 | 1 |
| PB-021 | Assign tasks for follow-ups, Create follow-up reminders | Medium | 300 | 3 |
| PB-022 | Track customer satisfaction scores, Record satisfaction | Medium | 400 | 5 |
| **Sprint 5** |  |  |  |  |
| PB-023 | Sync CRM with marketing tools, Update leads | High | 500 | 8 |
| PB-024 | Score leads based on criteria, Define scoring | Medium | 500 | 5 |
| PB-027 | Sync CRM with payment systems, Update payment status | High | 500 | 9 |
| PB-030 | Track customer lifecycle stages, Show in CRM | Medium | 100 | 8 |
| PB-031 | Create and update custom workflows, Assign tasks | Medium | 200 | 3 |
| **Sprint 6** |  |  |  |  |
| PB-033 | Segment customers by behavior, Define categories | High | 500 | 7 |
| PB-034 | Define user roles and permissions, Assign permissions | High | 100 | 4 |
| PB-036 | Monitor email campaigns, Generate campaign reports | Medium | 300 | 8 |
| PB-038 | Track team performance, Compare results | Medium | 100 | 8 |
| PB-040 | Access product catalog, Link to CRM | High | 100 | 2 |

**SPRINT BACKLOG:**

| ****User Story ID**** | ****User Story**** | ****Tasks**** | ****Owner**** | ****Status**** | ****Estimated****  ****Effort**** |
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| **PB-001** | As a Salesperson, I want to capture new leads | Capture new leads, Create lead entry | John | Pending | 5 |

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| **PB-002** | As a CRM User, I want to create a customer profile | Create customer profile, Populate details | Sarah | In Progress | 8 |

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| **PB-003** | As a Sales Rep, I want to log customer interactions | Log calls/meetings, Record interactions | Alex | In Progress | 6 |

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| **PB-004** | As a Sales Rep, I want reminders for follow-ups | Set reminders, Configure notifications | John | Pending | 4 |

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| **PB-005** | As a Sales Manager, I want to generate lead reports | Generate reports, Filter by status | Sarah | Pending | 7 |

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| **PB-006** | As a CRM User, I want to import contacts | Import contacts, Validate data | Alex | In Progress | 6 |

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| **PB-007** | As a Marketing User, I want to send emails to leads | Send emails, Create templates | John | Pending | 5 |

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| **PB-008** | As an Admin, I want to create workflows | Define workflows, Set actions | Sarah | Pending | 6 |

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| **PB-009** | As a Sales Rep, I want to track customer purchase history | Track history, Display transactions | Alex | Pending | 7 |

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| **PB-010** | As a Support Agent, I want to update customer profiles with preferences | Update profiles, Add preferences | John | In Progress | 5 |

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| **PB-011** | As a Sales Manager, I want to monitor sales funnel | Monitor funnel, Generate reports | Sarah | Pending | 7 |

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| **PB-012** | As a Support Agent, I want to track case status | Track case, Update status | Alex | In Progress | 6 |

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| **PB-013** | As an Admin, I want to integrate CRM with external tools | Integrate tools, Sync data | John | Pending | 8 |

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| **PB-014** | As a Sales Rep, I want to track customer satisfaction scores | Record satisfaction, Generate reports | Sarah | In Progress | 5 |

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| **PB-015** | As a Marketing User, I want to segment customers for campaigns | Segment customers, Define groups | Alex | Pending | 6 |

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| **PB-016** | As an Admin, I want to add custom fields for business data | Add fields, Set configurations | John | Pending | 5 |

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| **PB-017** | As a Sales Rep, I want to schedule product demos | Schedule demo, Set date/time | Sarah | In Progress | 6 |

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| **PB-018** | As a Sales Manager, I want to filter customers by region | Filter by region, Show regional insights | Alex | Pending | 6 |

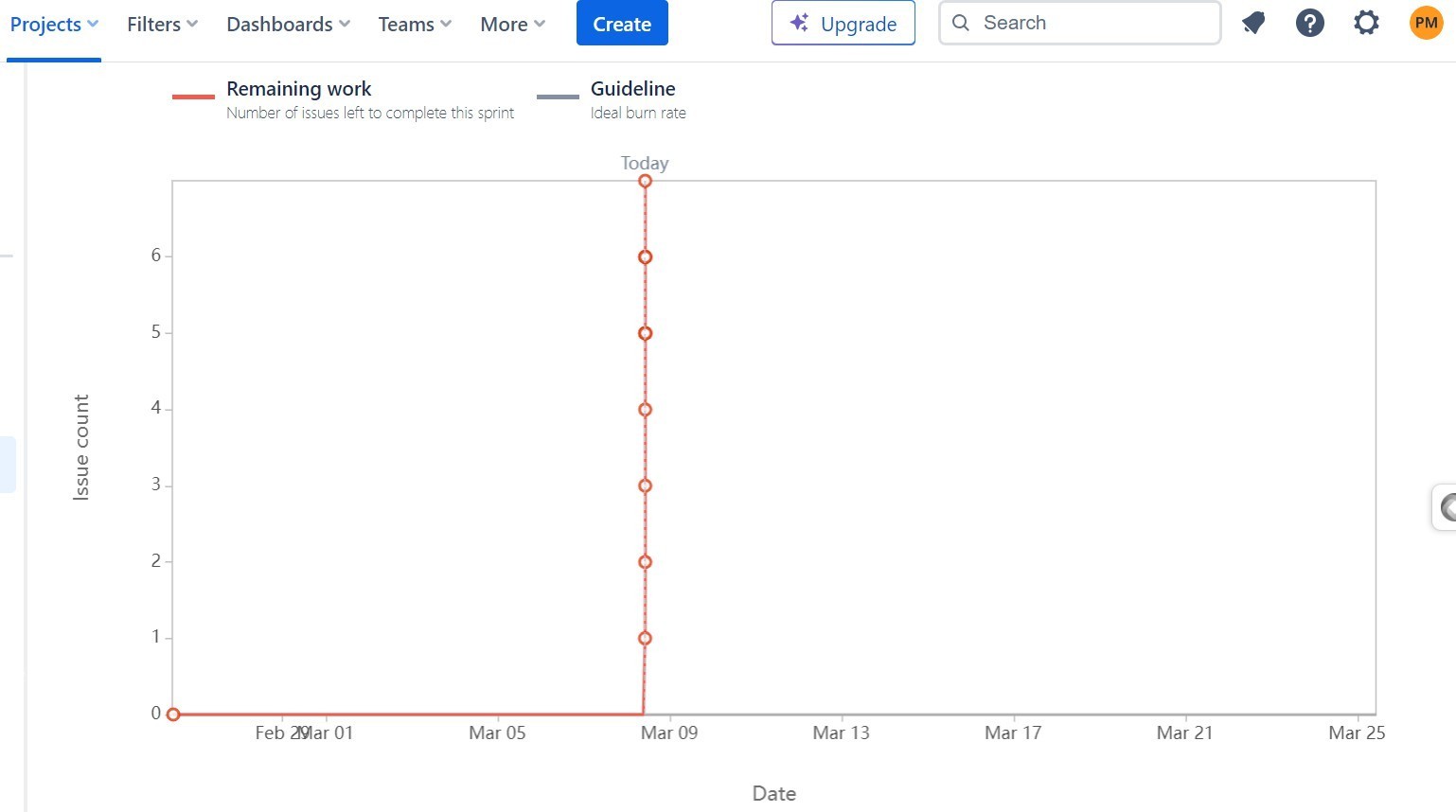
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| **PB-019** | As a CRM User, I want to add notes to customer profiles | Add notes, Enter key details | John | In Progress | 4 |

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| **PB-020** | As a Sales Manager, I want to assign tasks . | Assign tasks, Create reminders | Sarah | Pending | 6 |

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|  | **Sprint Burndown Chart** | | | | | | | | | | | | |  |
| Backlo g ID | User Storie s | Initia l  Esti mate | 10-  Mar | 11-  Mar | 12-  Mar | 13-  Mar | 16-  Mar | 17-  Mar | 18-  Mar | 19-  Mar | 20-  Mar | 21-  Mar |
| Day 0 | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | Day 8 | Day 9 | Day 10 |
| 223 | Featu re 1 | 6 |  |  | 1 |  |  | 1 |  |  |  |  |
| 224 | Featu re 2 | 4 | 2 |  | 2 |  | 5 | 1 |  | -3 |  |  |
| 225 | Featu re 3 | 8 |  |  |  | 1 |  |  | 4 |  | 3 |  |
| 226 | Featu re 4 | 3 |  |  |  | 2 |  |  |  |  |  | 2 |
| 227 | Featu re 5 | 9 |  |  | 3 |  |  | 1 |  |  |  |  |
| Remaining Effort | | 30 | 28 | 28 | 22 | 19 | 14 | 11 | 7 | 10 | 7 | 5 |
| Ideal Trend | | 30 | 27 | 24 | 21 | 18 | 15 | 12 | 9 | 6 | 3 | 0 |
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| **Product Burndown Chart** | | | | | | | | | | | | |
| Backlog ID | Us er Sto rie s | Ini tia l Es ti ma  te | 20  - A  ug | 21  - A  ug | 22  - A  ug | 23  - A  ug | 24  - A  ug | 25  - A  ug | 26  - A  ug | 27  - A  ug | 28  - A  ug | 29  - A  ug |

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|  |  | Da y 0 | D  ay 1 | D  ay 2 | D  ay 3 | D  ay 4 | D  ay 5 | D  ay 6 | D  ay 7 | D  ay 8 | D  ay 9 | D  ay 10 |
| 111 | Fe atu  re 1 | 2 |  |  |  |  |  | 1 |  |  |  |  |
| 112 | Fe atu  re 2 | 4 | 1 |  |  |  | 2 | 1 |  | -1 |  |  |
| 113 | Fe atu  re 3 | 1 |  |  |  | 1 |  |  | 4 |  | 1 |  |
| 114 | Fe atu  re 4 | 3 |  |  |  | 1 |  |  |  |  | 1 | 1 |
| 115 | Fe atu  re 5 | 6 |  |  | 2 |  |  | 1 |  |  |  |  |
| Remaining Effort | | 16 | 15 | 15 | 13 | 11 | 9 | 6 | 2 | 3 | 1 | 0 |
| Ideal Trend | | 16 | 14  .4 | 12  .8 | 11  .2 | 9.  6 | 8 | 6.  4 | 4.  8 | 3.  2 | 1.  6 | 0 |



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| Topic | Presenter | Time allotted |
| Sprint Review | John | 30 minutes |
| Backlog Refinement | Sarah | 20 minutes |
| Sprint Planning | Alice | 40 minutes |

**Other Information**

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| Observers | Resources | Special Notes |
| Marketing Team | Projector | N/A |
| HR Department | Whiteboard | Ensure all HR-related decisions are documented. |

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| Quality Assurance | Flip charts | Record all identified defects and their resolutions. |
| Operations Team | Laptop | Ensure operational processes are clearly outlined. |
| Finance Department | Printer | Keep track of budget allocations and expenditures. |

**Sprint review meeting**

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| **Date** | 2024-04-20 |
| **Time** | 10:00AM |
| **Location** | Conference Room A |
| **Prepared By** | Anshu Pal |
| **Attendees** | Development Team, Product Owner,  Stakeholders |

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| **Sprint status** | | | **Things to demo** | **Quick updates** | | **What’s next** | |
| Completed | all | user | New dashboard | Completed | backend | Plan next | sprint, |
| stories. |  |  | feature, Updated UI | integration, | Resolved | Review feedback | from |
| components | bugs |  | stakeholders |  |

**Sprint retrospective meeting**

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| **Date** | 2024-04-23 |
| **Time** | 10:00AM |
| **Location** | Conference Room A |
| **Prepared By** | Anshu Pal |
| **Attendees** | Scrum Master, Development Team |

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| Agenda | What went well | What didn’t go  well | Questions | Reference |
| Review backlog | Completed all user stories | Delay in QA testing | When can QA start testing? | Sprint 3 |
| Demo  new features | Positive feedback from stakeholders | Issues with integration | How can we improve integration? | Sprint 3 |
| Discuss next sprint goals | Clear understanding of next steps | Scope creep observed | How can we manage scope better? | Sprint 3 |

**Daily Stand-up meeting**

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| Question | Name/Role | Week |
| What did you do yesterday? | Developer 1 (Parimal) | Monday: Worked on implementing user authentication feature. |
|  | Developer 2  (Jane Smith) | Monday: Fixed a bug related to database connectivity. |
|  | Developer 3  (Michael Lee) | Monday: Reviewed pull requests and provided feedback. |
| What will you do today? | Developer 1 (Parimal) | Tuesday: Continue working on user authentication. |
|  | Developer 2  (Jane Smith) | Tuesday: Start working on frontend UI enhancements. |
|  | Developer 3  (Michael Lee) | Tuesday: Conduct code refactoring for performance optimization. |
| What (if any) is blocking your progress? | Developer 1 (Parimal) | Wednesday: Waiting for approval on design changes. |
|  | Developer 2  (Jane Smith) | Wednesday: Need clarification on UI/UX requirements. |
|  | Developer 3 (Michael  Lee) | Wednesday: Facing technical issues with third-party library integration. |