

A large, stylized circular graphic, possibly a donut chart, with a yellow segment and a circular arrow icon. The graphic is composed of several segments, with one segment highlighted in yellow. A circular arrow icon is positioned to the left of the main graphic, indicating a cycle or process.

The Agile Way of Working

The **Agile** Way of Working

This document is used to explain how we organize our projects and what the communication between MasterBorn and our clients look like.



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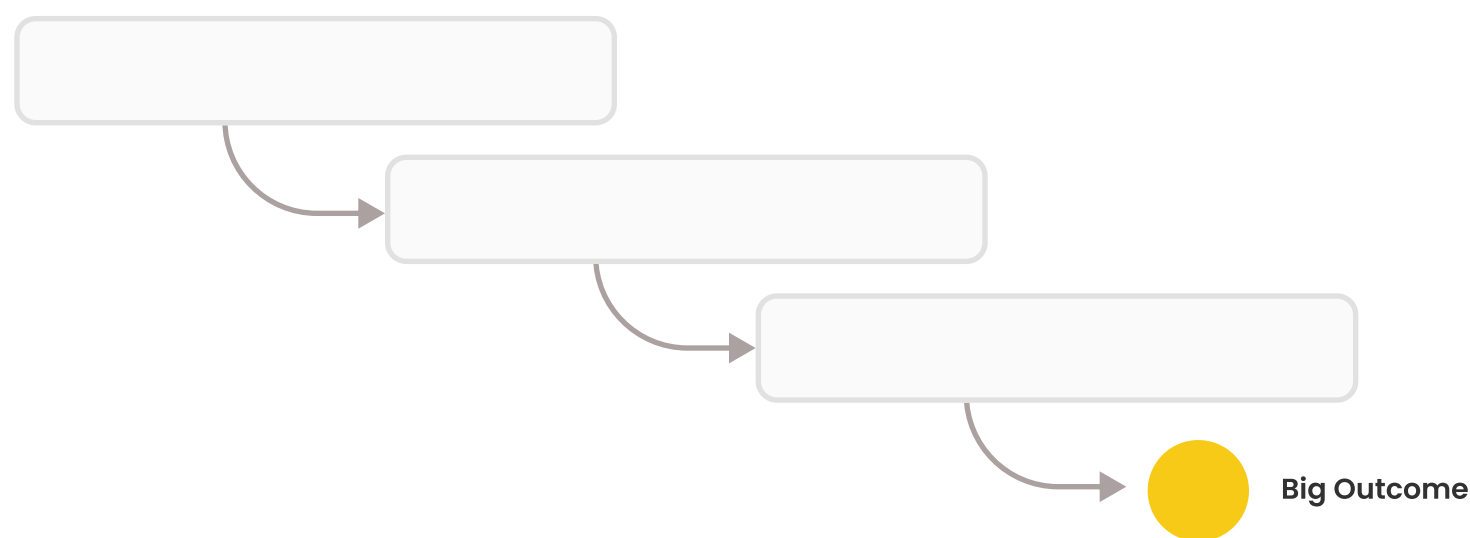
Summary

1

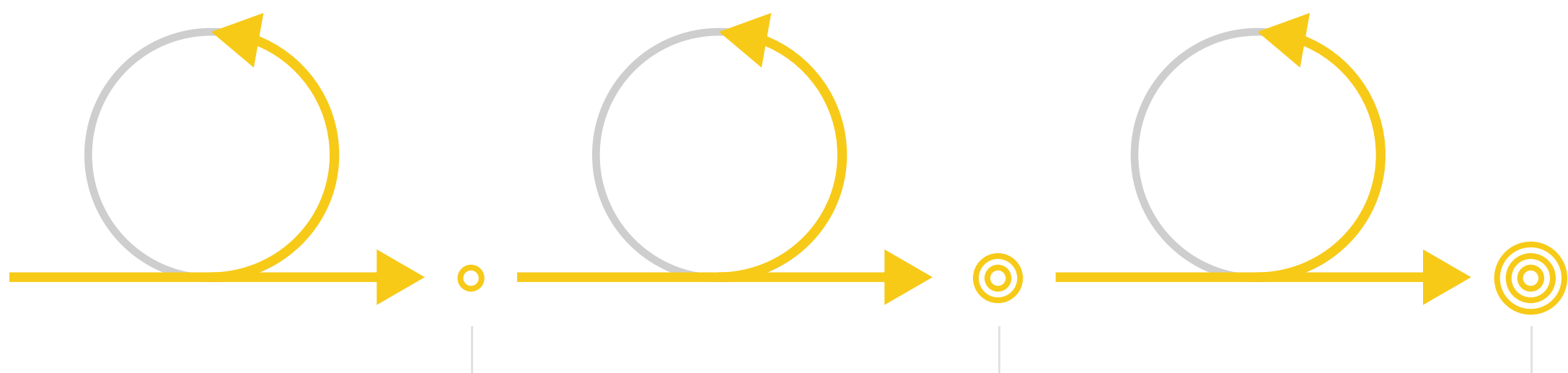
What does Agile mean and what is it for?

Agile is an iterative approach to project management and software development that helps our teams deliver value faster. Instead of betting everything on a "big bang" launch, agile teams deliver work in small, but consumable increments. Requirements, plans, and results are evaluated continuously so our teams have a natural mechanism for responding to change quickly.

Whereas the traditional "waterfall" approach has one discipline contributing to the project, then "throw it over the wall" to the next contributor, Agile calls for collaborative cross-functional teams. Open communication, collaboration, adaptation, and trust amongst team members are at the heart of agile. Although our (proxy) product owners typically prioritize with the client the work to be delivered, the teams decide how the work will get done, self-organizing around granular tasks and assignments. In MasterBorn, we follow Agile principles in our everyday work: <http://agilemanifesto.org/principles.html>



Waterfall Methodology



Agile Methodology

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What is SCRUM?

To optimize product development we use **the Scrum framework** that helps our teams generate value through adaptive solutions. Scrum is founded on empiricism and lean thinking. Empiricism asserts that knowledge comes from experience and making decisions based on what is observed. Lean thinking reduces waste and focuses on the essentials. Scrum employs an iterative, incremental approach to optimize predictability and control risk.

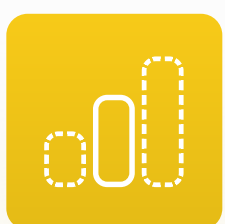
Scrum's artifacts (product backlog, sprint backlog, increment) maximize the transparency of key information.



A product backlog is an ordered list of what is needed to do or improve the product. It is the single source of work undertaken by a team.



A sprint backlog is composed of the sprint goal (why), the set of product backlog items selected for the sprint (what), as well as an actionable plan for delivering the increment (how). It is a highly visible, real-time picture of the work that the Developers plan to accomplish during the sprint to achieve the sprint goal.

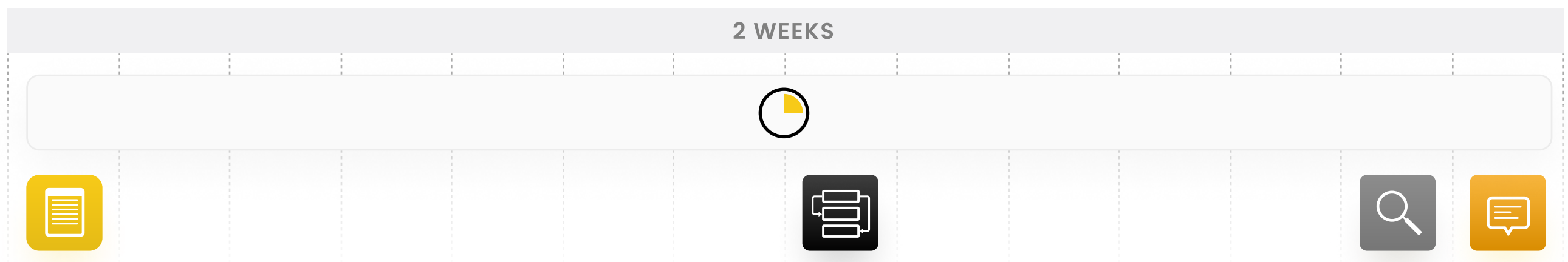


An increment is a concrete stepping stone toward the product goal. Each increment is additive to all prior increments and thoroughly verified, ensuring that all increments work together. The sum of the increments is presented at the sprint review thus supporting empiricism.

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SCRUM events

Sprints are the heartbeat of the scrum framework, where ideas are turned into value. A sprint is a short, time-boxed period when a team works to complete a set amount of work. At Masterborn, sprints are typically 2 weeks long.



In each sprint, we hold the following meetings:



A **sprint planning** is a collaborative event where the team answers two basic questions: What work can get done in this sprint based on team velocity and capacity and how will the chosen work get done?



A **daily meeting** is a short 15-minute meeting. The team checks how the work is progressing. This meeting aims to surface any blockers and challenges that would impact the teams' ability to deliver the sprint goal.



A **refinement** meeting is to decompose the highest priority items in the product backlog into user stories that are suitable for inclusion in the next sprint.



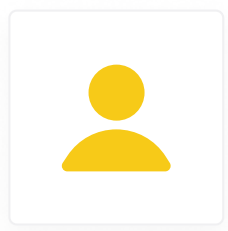
A **sprint review** meeting is a time when a team meets a client and demonstrates what they've completed in the sprint and shows what the plan is for the next one. This is also a time for questions and discussions.



A **retrospective** meeting allows us to optimize teams' performance as the lessons learned and feedback from members contribute to increasingly better results.

To get a good understanding of how we operate, you also need to know what the roles on our teams are.

Our teams can consist of **(proxy) product owner, scrum master, developers, design specialists, UX specialists and Quality Assurance Testers**. There are no sub-teams or hierarchies. It is a cohesive unit of professionals focused on one objective at a time, the product goal. The teams are cross-functional, meaning the members have all the skills necessary to create value for each sprint. They are also self-managing, meaning they internally decide who does what, when, and how. Our teams are accountable for creating a valuable, useful increment for every sprint.



A (proxy) product owner is accountable for maximizing the value of the product resulting from the work of the teams' specialists. The PPO is responsible for product backlog and ensures that it is visible, transparent, and clear to all. He/She is responsible for ensuring that a team understands a product vision and has all updated product information. The (proxy) product owner is also responsible for contact with a client.



A scrum master is a role responsible for gluing everything together and ensuring that scrum is being done well. In practical terms, that means our scrum masters help the product owner define value, the development team delivers the value, and the scrum team gets better.



Developers and other specialists are committed to creating any aspect of a usable increment for each sprint. The specific skills needed by the Developers are often broad and will vary with the domain of work (backend developers, frontend developers, design specialists, UX specialists, business analysts, QA Testers etc).



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Summary

Agile is not a methodology, it is a mindset. A way of acting and thinking that is flexible and works well in a dynamic, fast-paced environment.

We are confident that our agile way of working delivers the best results for our clients and allows us to provide actionable value after each sprint. This allows customers to quickly verify the product on the market and launch it in a quick TTM.

Before trying anything new – remember what Abraham Maslow once said:

“

In any given moment we have two options: to step forward into growth or to step back into safety.

”

We invite you to GROW with us in the Agile way!

