Getting the Most from the Sprint Review

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Welcome!

- Enterprise Agile Coach helping companies transform to Agile. Coached over 100 teams
- Writer for “Agile Journal” and “CM Journal”
- CSM and CSP having implemented Scrum, XP, and Kanban at the product and organizational levels.
- Writer for the Agile Journal and CM Journal
- Author of [Adapting Configuration Management for Agile Teams](#), 2009, Wiley
- Author of [Software Configuration Management Implementation Roadmap](#), 2004, Wiley
- Author of [Agile for Dummies](#), 2010, Wiley and written for CA Agile Vision Product Marketing
- Writer of [Agile Adoption Roadmap](#) blog
The Journey

• What is a Sprint Review really...
• Importance of the Product Owner
• Customer Sweet Spot
• Customer Validation Vision
• Importance of Personas
• Customer Profiles
• Best “Customers”
• Customers to attend
• Other types of customer validation
Why this session?

- Apparent lack of customers in Sprint Reviews
- Blundering into Sprint Review and other validation activities with little thought
- Not really using feedback in our inspect and adapt process (little actually changes)
What is a Sprint Review?

- Key event in Scrum
- A validation activity
- Critical to inspect and adapt
- In two parts: Done and Demo
- Demo part to PO and stakeholders
- Helps determine if this product can make you money (or not)
Product Owner

- Critical to the success of Inspect and Adapt
- Ensures we are building the right thing
- Prioritizes requirements and other work
- Sorts the various (often conflicting) feedback
- Accountable for optimizing value
- Driver of the Sprint Review
- Establishes personas of product
- Recommend establishing a customer validation vision
Stakeholder Sweet Spot

- Customers
- Product Owner
- Management
  - Field Engineering
  - Development Team
  - Sales and Marketing
Customer Validation Vision

• Strategy to help you methodically build effective customer validation to ensure you are building something the customer wants
   Understanding Personas
   Building company profiles
   Identifying the right customers
   Establishing various validation sessions throughout the project
   Motivating the customers to attend the validation sessions
   Company profiles
• For more details, read: Tips for an Effective Customer Validation approach
Personas

• A representative of someone that uses your product
• A user role that describes their intended interaction with the product
• Helps clarify requirements from persona perspective
• Create product requirements ONLY for these personas
• Beneficial to include persona in your requirement
Customer Profiles

- *Customer Profiles* identify common traits in target customers:
  - Demographics; Buying patterns; Areas of interest
- Each *customer or potential customer* has different:
  - Requirements; Product Allegiance; and Usage Commitments:
- This profile can be used to identify specific customers for validation activities (e.g., demos)
  - Person(s) within company that aligns with each product persona
  - Don’t forget Non-Disclosure Agreements (NDAs)
Getting Customers to Sprint Reviews

- Invite customers to just one end-of-sprint review or demo session and getting their input.
- Customers may be impressed to see working software so early in a release lifecycle.
- Invite them to the next demo and excite them by highlighting their input.
- Ask the customers if they want to participate periodically at a per-sprint cadence.
- This builds a belief that you can deliver which leads to trust.
Incorporating the feedback

- Should expect to see changes to the backlog following Sprint Review
- Feedback should be discussed with team
- Feedback should be incorporated into next Sprint Planning event
- Conflicting feedback should be handled by PO per the customer profiles and priorities
Types of validation events

• **Sprint Review** - customer views the working software in order to both highlight progress and gain the all-important customer feedback.

• **Hands-on** - customer exercises the software in a simulated, pilot, HID, working environment.

• **On-premise Installation Validation** - customer physically installs working software into their environment.
Wrap-up and take-aways

- Importance of the Product Owner
- Customer Sweet Spot
- Customer Validation Vision
- Importance of Personas
- Customer Profiles
- Identifying the best “Customers”
- Getting customers to attend
- Other types of customer validation
- Customer Validation Vision - share with team so everyone is aware of it and the importance of the validation activities.
Questions and Answers

Thank You!

Feel free to visit Mario’s blog entitled “Agile Adoption Roadmap”

To read more on this topic, visit: Tips for an effective Agile Customer Validation approach

If you have questions, you may contact Mario via: http://www.linkedin.com/in/mariomoreira