

1st Week Presentation / Who We Are

On the last educational day (Thursday) of the 1st week, we received an announcement saying that we have to present the current status of our studio's branding in that afternoon to all semester 3 students and teachers. Since one of my weaknesses is public speaking, in this case presenting, I wanted to take on this task. I told my team that I am going to prepare the slides, the content, and will present it.

One of my teammates (Fabiana) wanted to help me prepare the slides because we had limited time. She helped with the content of slide number 4 and 5. The rest are made by me. For the content of slide number 3, which is about Agile and Scrum, I looked at this website called asana (<https://asana.com/resources/agile-methodology>), to find some advantages of the methodologies as bullet points. I chose the ones that highlight the flexibility and the adaptability, as well as the ones that express continuous improvement and frequent communication with stakeholders.

Screenshots from asana.com:

What are the 12 Agile principles?

The four values of Agile are the pillars of Agile methodology. From those values, the team developed 12 principles.

If the four values of Agile are the weight-bearing pillars of a house, then these 12 principles are the rooms you can build within that house. These principles can be easily adapted to fit the needs of your team.

The 12 principles used in Agile methodology are:

- 1. Satisfy customers through early, continuous improvement and delivery.** When customers receive new updates regularly, they're more likely to see the changes they want within the product. This leads to happier, more satisfied customers—and more recurring revenue.
- 2. Welcome changing requirements, even late in the project.** The Agile framework is all about adaptability. In iterative processes like Agile, being inflexible causes more harm than good.
- 3. Deliver value frequently.** Similar to principle #1, delivering value to your customers or stakeholders frequently makes it less likely for them to churn.
- 4. Break the silos of your projects.** Collaboration is key in the Agile framework. The goal is for people to break out of their own individual projects and collaborate together more frequently.
- 5. Build projects around motivated individuals.** Agile works best when teams are committed and actively working to achieve a goal.
- 6. The most effective way to communicate is face-to-face.** If you're working on a distributed team, spend time communicating in ways that involve face-to-face communication like Zoom calls.
- 7. Working software is the primary measure of progress.** The most important thing that teams should strive for with the Agile framework is the product. The goal here is to prioritize functional software over everything else.
- 8. Maintain a sustainable working pace.** Some aspects of Agile can be fast-paced, but it shouldn't be so fast that team members burn out. The goal is to maintain sustainability throughout the project.
- 9. Continuous excellence enhances agility.** If the team develops excellent code in one sprint, they can continue to build off of it the next. Continually creating great work allows teams to move faster in the future.
- 10. Simplicity is essential.** Sometimes the simplest solution is the best solution. Agile aims to not overcomplicate things and find simple answers to complex problems.
- 11. Self-organizing teams generate the most value.** Similar to principle #5, proactive teams become valuable assets to the company as they strive to deliver value.
- 12. Regularly reflect and adjust your way of work to boost effectiveness.** Retrospective meetings are a common Agile practice. It's a dedicated time for teams to look back and reflect on their performance and adapt their behaviors for the future.

Scrum

Scrum is a common Agile methodology for small teams and also involves sprints. The team is led by a Scrum master whose main job is to clear all obstacles for others executing the day-to-day work.

Scrum teams meet daily to discuss active tasks, roadblocks, and anything else that may affect the development team.

- **Sprint planning:** This event kicks off the sprint. Sprint planning outlines what can be delivered in a sprint (and how).
- **Sprint retrospective:** This recurring meeting acts as a sprint review—to iterate on learnings from a previous sprint that will improve and streamline the next one.

Reflection:

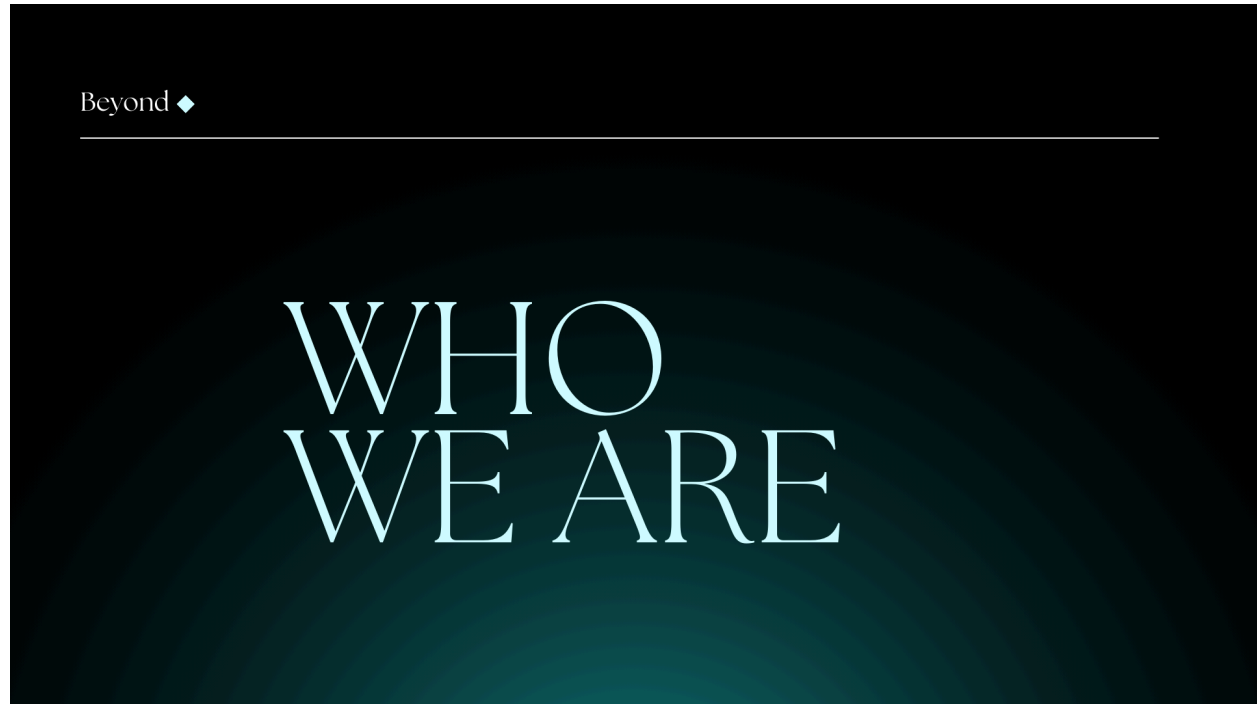
During the presentation, I kept direct eye contact with different audiences and rarely looked at the screen. I also realized at some points that many teachers nodded their heads yes which apparently meant that they liked certain parts of my speech.

In the end, teachers did not have any comments about the slides or my way of presenting, so I believe I did well. After all the presentations were done, two friends from last semester approached and told me that I've improved a lot since then. Now, I am really motivated to take on the role of presenting during the projects when possible, and keep improving as a professional. Next time I am planning to keep some eye contact with different people and reduce even more the time of looking at my screen. I can do this by studying the slides for longer and only look at the screen when I really forget something

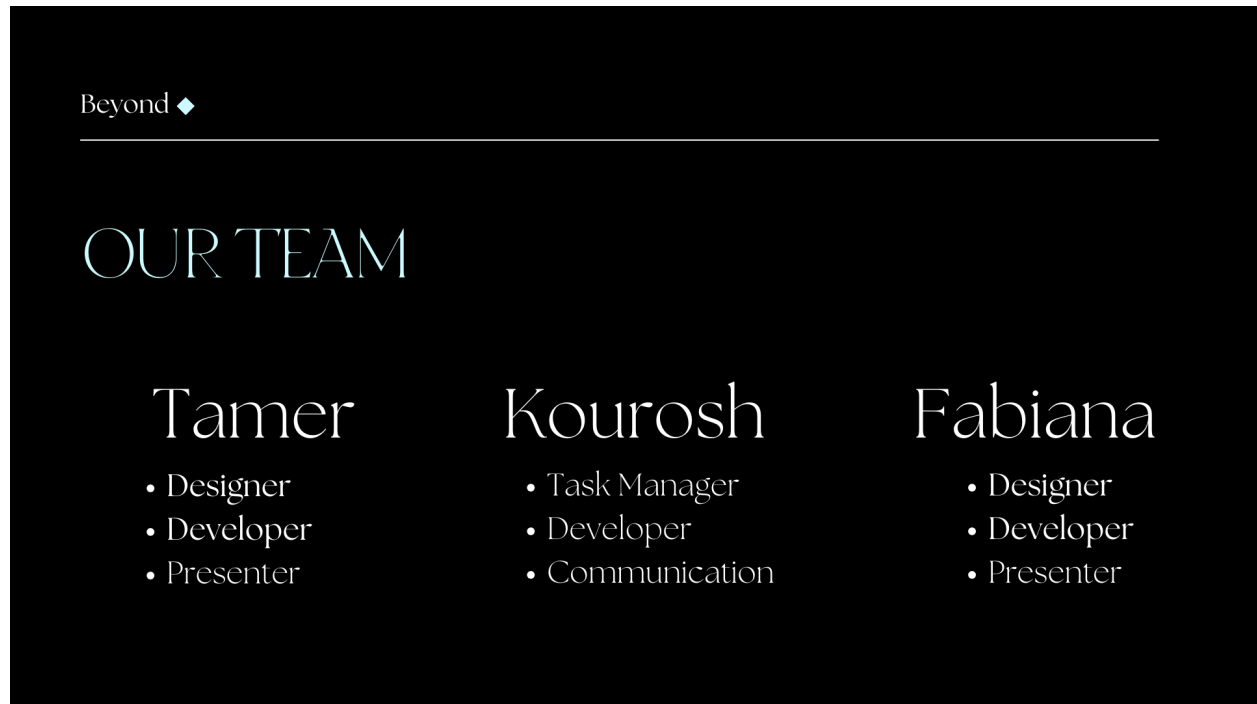
Presentation Slides:

Below, you can find the slides used in this presentation.

1.



2.



3.

Beyond ♦

AGILE / SCRUM

Agile

- Continuous improvement
- Keep clients updated
- Feedback always
- Always ready for changes
- Flexible and adaptable

Scrum

- A sprint is 2 weeks long
- Weekly planning
- Retrospectives every 2 weeks

4.

Beyond ♦

WIP

- MINDMAPPING/INITIAL CONCEPTS
- MOODBOARDS
- INITIAL BRANDING (LOGO, MISSION ETC.)
- STYLESCAPES

5.

Beyond ♦

NEXT WEEK...

- DOCUMENTING
- BRAND-GUIDE
- THINKING ABOUT PROJECT TOPICS
- A PRODUCT THAT TELLS ABOUT US

6.

Beyond ♦

THANK
YOU