

GeekBooks PI Planning Simulation – Briefings

Briefings for the roles of the Executive, the Product Manager, and the System Architect, UX and Development Manager



Instructions:

- Print the briefing handout single-sided
- Distribute them to each of the participants playing the roles of the Executive, the Product Manager, and the System Architect, UX and Development Manager to prepare for the briefings in the simulation

Briefing for the Executive



Simulation: Business context



Presented by
the Executive

At **GeekBooks**, we provide technology professionals with a richer experience over brick-and-mortar bookstores and online competitors by creating immersive experiences far beyond shopping.

Unlike Amazon and other competitors, we provide community-building social experiences like book club chats, coding dojos, and communities of practice in an inspiring incubation environment, encouraging hackathons and prototyping.



Briefing for the Executive



Simulation: Business context




Presented by
the Executive

We have an investor demo in five weeks to secure our second-round funding. **This event is critical for our growth!**


The goal for the first PI is to get the foundational store functionality out of the way. That will allow us to build confidence and trust with the investors. Then, in the subsequent PIs, we can realize the Features that will differentiate us in the market.



Briefing for the Executive

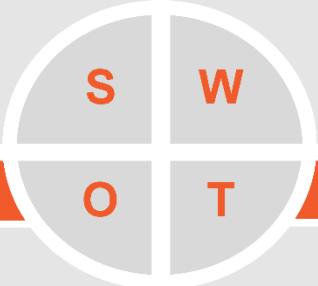



Simulation: Business context



**Presented by
the Executive**

Strengths	Weaknesses
<ul style="list-style-type: none"> The best software engineers Adopting SAFe Co-located Great strategy 	<ul style="list-style-type: none"> Difficulties finding qualified FTEs in DevOps No System Team in place
Opportunities	Threats
<ul style="list-style-type: none"> Develop new online social experiences Develop product offerings beyond books Build an advertising model 	<ul style="list-style-type: none"> Amazon has clear dominance LinkedIn tech communities continue to grow





SCALED AGILE © Scaled Agile, Inc.

Briefing for the Product Manager



Simulation: Vision – Online bookstore



Presented by the
Product Manager

Our Solution Vision is to provide technology professionals with a richer experience than brick-and-mortar bookstores and online competitors by creating immersive experiences far beyond shopping.

We will leverage industry best practices and Features such as those offered by Amazon. This includes:

- Tailoring our bookstore specifically to technology professionals
- Having the easiest, fastest, and best online bookstore purchasing experience
- Offering books in both electronic and print form
- Starting in US and expand into the global market
- Supporting multiple languages
- Supporting online communities of practice (book club chats, coding dojos, etc.)
- Selling items other than books to students



Don't Forget: The investor demo is in five weeks!

Briefing for the Product Manager



Simulation: Features



Presented by the
Product Manager

You have a list of ten prioritized Features and each of you can come to me to get a Feature. You have already worked with the Product Owners to build some starter Stories.

Priority	Feature
1	Flexible Search
2	Shopping Cart
3	Purchase by Credit Card
4	Shipping Method Selection
5	Profile Management
6	Book Detail
7	Book List Sorting
8	Book Browsing
9	Book Rating
10	Commenting

Briefing for the System Architect, UX and Development Manager



Simulation: Architecture and UX briefing



Presented by the
System Architect

UI: HTML 5 / CSS 3



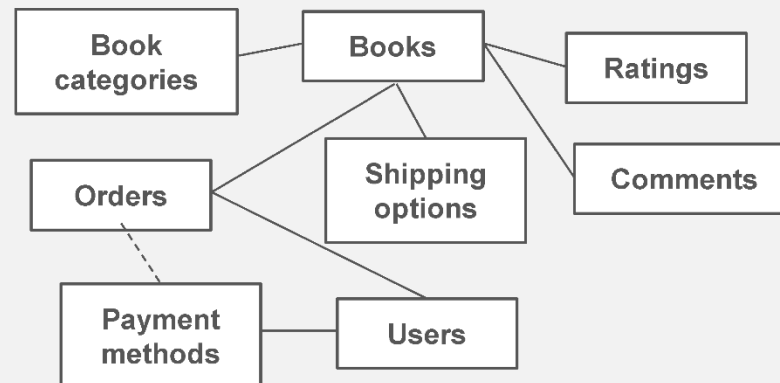
Business rules

WebSphere



Oracle DB

Communicating with models:



NFRs:

Security: see Wiki

Performance: Avg. response time < 2 sec

Briefing for the System Architect, UX and Development Manager



Simulation: Architecture and UX briefing



Presented by the
System Architect



- **Platform:** WebSphere Application Server and Java (environments already tested)
Database with tables and data exists



Internationalization Strategy:
Epic in analysis for PI 2



Performance Guidelines:
<internal.webserver.com/performanceguidelines>

Wireframes and CSS:
<internal.webserver.com/ux>

Briefing for the System Architect, UX and Development Manager



Simulation: Development practices



Presented by the
System Architect

Automated system integration is not in place. We want to integrate twice per Iteration:

- Start using Jenkins for Continuous Integration
- Use a single program branch



Don't forget: Upgrade Eclipse to latest version for stability.