

Free Case Study

# A Real Project with Scrum

How we used Scrum to build a video course project successfully.

Mehdi Hoseini (PST)



# Background

## Why we decided to build a video course

We have a training business, helping individuals and teams learn Professional Scrum and use it in action.

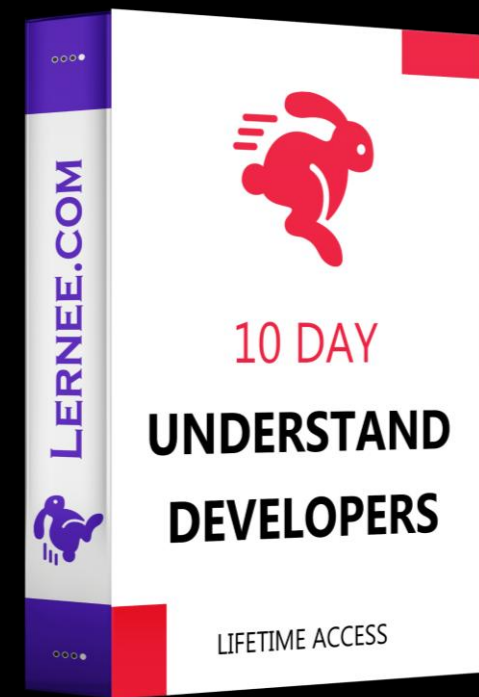
Once we decided to build a video course for Scrum pros to expand our business. So, we did a deep market research and checked many ideas based on the market needs.

Finally, we realized that Scrum players like Scrum Masters, Product Owners, and Agile Coaches (generally non-developers) want to have a high-level, basic understanding of technical knowledge to better understand and serve Developers. It helps them build a more meaningful relationship with Developers and be accepted by them.

We checked several names, and finally we agreed on this name for the course:

## 10 Day Understand Developers

Acquire basic technical knowledge of software development in just 10 days.



# Project Preparation

# Building Scrum Team

What skills we needed to have in our Scrum Team



**Mehdi**

Product Owner &  
Trainer



**Pooya**

Technical Researcher



**Kasra**

Web Developer &  
Marketing Specialist



**Samira**

Video Editor & Graphist

## **We agreed:**

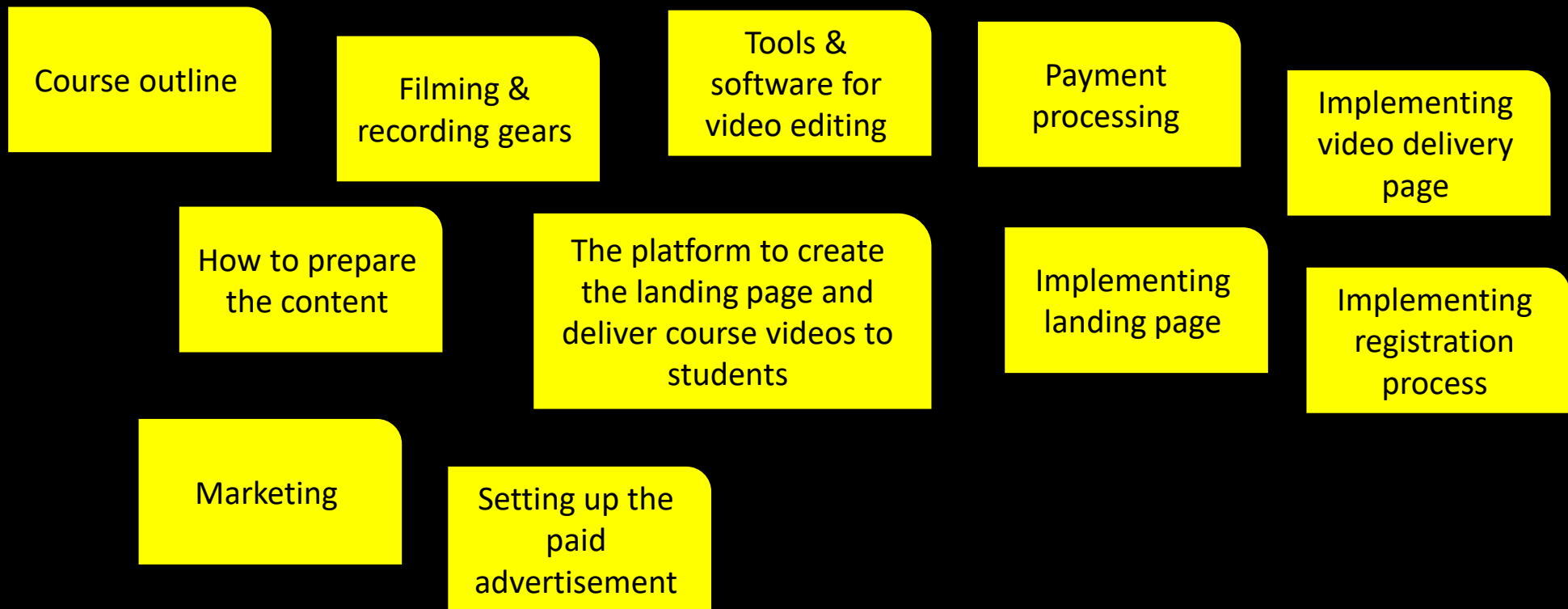
- 1- Mehdi goes in front of the camera as the trainer of the course.
- 2- Pooya prepares all the technical content as he has a long experience as a developer (15+ years).
- 3- Kasra does all the web development, like creating a course landing page, registration process, ...
- 4- Samira does all the editing and mixing of the raw videos to create the final polished videos.
- 5- As we all had been working in our Scrum training business for several years and were aware of how Scrum works, we decided that we would all take over the Scrum Master accountability together, which was a great experience.

# Project Scope Brainstorming

How we defined what we needed to do

We ran a brainstorming session to define various aspects of the project scope. So, we did it through three steps:

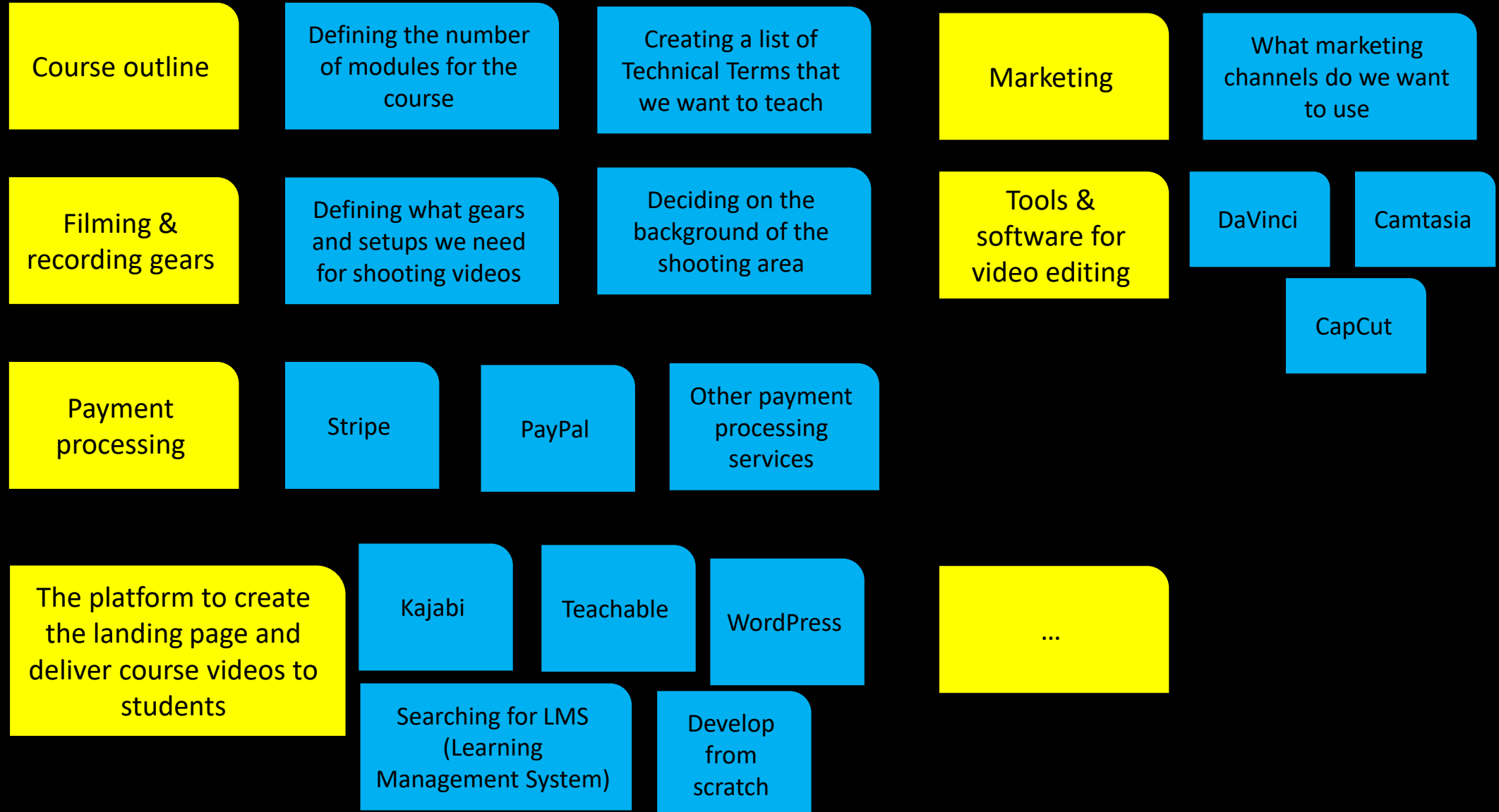
## Step 1: Defining the main areas of the work



# Project Scope Brainstorming

How we defined what we needed to do

## Step 2: Brainstorming on each area of the work



# Project Scope Brainstorming

How we defined what we needed to do

## Step 3: Building the Product Backlog

To shape the Product Backlog, we started by defining the Product Goal. We discussed a lot in the team and finally agreed on the Product Goal.

Then we added the most important work items.

In addition, we just kept it simple. So, we wrote Product Backlog Items in free format and didn't use other formats, such as User Stories.

### Product Backlog

**Product Goal:** Delivering the full "10 Day Understand Developers" course to the market within 3 months

Defining the course outline

Defining what gears and setups we need for shooting videos

Recording and editing the first lesson of the course

Deciding on the website implementation environment

Deciding on the editing tools & software

Deciding on the payment processing service

Deciding on how we want to do the marketing

# Team Agreement

What we agreed as the rules that the team should follow

## Team Agreement

Team: **Lernee**

Version: 1.0 Date: 2024/04/01

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- We use one-week Sprints.
- Our Daily Scrum is at 18:00 CET (Amsterdam Time).
- We don't assign PBIs to people, but tasks to increase collaboration.
- We don't do estimation for having numbers (like story point), but for having quality conversation.
- When we don't have a consensus about an idea, we vote on it and all team members should work on the idea with the maximum vote.

Team Agreement is a dynamic, evolving concept. So, it is better to have versioning for it and improve it whenever you learn the team needs a new rule.

# Definition of Done

What we agreed as the shared understanding of what Done means

## Definition of Done

Product: 10 Day Understand Developers

Version: 1.0 Date: 2024/04/01

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- The PBI has been reviewed by two members
- The PBI has met filming quality expectations, including lighting, sound, and video quality.
- The PBI has passed all the Acceptance Criteria expectations
- Works in various devices desktop, mobile, tablet (Responsive)

The Definition of Done gives the team a shared understanding of when a PBI can be seen as complete.

The Definition of Done is a dynamic, evolving concept. So, it is better to have versioning for it and improve it whenever you learn more.

# Sprint 1

**Day 1**

# Sprint Planning

How we answered Why, What, and How to plan the Sprint

We started the day with Sprint Planning to decide where we want to focus our effort.



**Why**

The answer of Why creates the Sprint Goal.

**What**

The answer of What is the selected Product Backlog Items for the Sprint.

**How**

The answer of How shows how the team wants to implement the work (list of tasks).

# Sprint Planning

## Why

We discussed a lot with the team in the Sprint Planning to create the Sprint Goal for the first Sprint. It was challenging, as we still needed to set up and prepare our environment. So, we decided to focus our energy on creating and editing the first video lesson while we do the environment preparation in parallel.

I can say 80% of the effort went to setting up the environment and preparation, and 20% went to creating the first video lesson. With this approach, we guaranteed that we would create at least one business functionality that has meaning for the end user.

So, the result was this:

## **Sprint Goal: Creating the first video lesson**

This Sprint Goal helped us to tackle all uncertainties of creating a video lesson right in the first Sprint. So, if we had any problem, limitation, or constraint, we would be aware of it early in the first Sprint.

# Sprint Planning

## What

For the What part, we continued the discussion and started selecting Product Backlog Items from the top of the Product Backlog and dragged them to the Sprint Backlog.

### Product Backlog

**Product Goal:** Delivering the full “10 Day Understand Developers” course to the market within 3 months

Deciding on the payment processing service

Deciding on how we want to do the marketing

### Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			
Defining what gears and setups we need for shooting videos			
Deciding on the editing tools & software			
Recording and editing the first lesson of the course			
Deciding on the website implementation environment			

# Sprint Planning

## How

For the How part, we discussed the PBIs one by one and broke them down into small tasks. But, we were open to adding new tasks when we learn more throughout the Sprint.

### Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline	Creating a list of technical terms Clustering terms into categories Finalizing the list of course modules		
Defining what gears and setups we need for shooting videos	Search the market to understand what gears we need Ordering gears Setting up the shooting place		
Deciding on the editing tools & software	Search the market Install & setup the editing tools		
Recording and editing the first lesson of the course	Technical research Writing Script Shooting Video Editing Reviewing & finalizing the video		
Deciding on the website implementation environment	Search the market Final decision		






# Implementation – Day 1

## How we collaborated throughout the Sprint to create Done Increments

After Sprint Planning, we together decided who would do what. Then we collectively assigned tasks and dragged them to the In Progress column. Some tasks had two assignees. This is the shape of the Sprint Backlog when we started the implementation:

### Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline	Clustering terms into categories Finalizing the list of course modules	Creating a list of technical terms  	
Defining what gears and setups we need for shooting videos	Ordering gears Setting up the shooting place	Search the market to understand what gears we need 	
Deciding on the editing tools & software	Install & setup the editing tools	Search the market 	
Recording and editing the first lesson of the course	Technical research Video Editing Writing Script Reviewing & finalizing the video Shooting		
Deciding on the website implementation environment	Final decision	Search the market 	

# Daily Scrum 1

## How we got aligned on a daily basis toward the Sprint Goal

At the end of the first day, we gathered online at 6:00 PM for the first Daily Scrum to share what we had done. We decided to use a free format, but with the focus on moving toward the Sprint Goal. See, this conversation among the team:

**Pooya:** *"I did a deep search for technical terms and collected a list of them."*

**Mehdi:** *"Yes, I did the same to help Pooya. It seems there are many technical terms that we should teach people."*

**Pooya:** *"That's right. Finally, we integrated our lists into one list, including 65 technical terms."*

**Kasra:** *"Yeah, it seems too many. I'm myself eager to learn all the terms when the course is finished [Laughing]."*

**Samira:** *"I also checked the most famous video editing tools in the market. There are many options with various pros and cons. Two options match our requirements better. DaVinci and Camtasia."*

**Pooya:** *"I haven't heard about them. I'm curious to know more. What is your final decision?"*

**Samira:** *"DaVinci is free, but it is too heavy and needs strong hardware. It is said that it is used for editing Hollywood movies. The next one is Camtasia, which is a simple, light tool that works well for our requirements. So, my final decision is Camtasia. More than that, I already have a bit of experience working with Camtasia."*

**Mehdi:** *"Cool. Then we have finalized choosing the editing tool. Good progress."*

**Kasra:** *"For my task, I reviewed several options, including WordPress, Kajabi, developing from Scratch, etc. Developing from scratch needs a lot of time. WordPress is ok but it needs some development. However, I see Kajabi is created specifically for trainers. With drag and drop, you can create your landing page, and it has a built-in panel for learners to watch video lessons."*

# Daily Scrum 1

**Pooya:** *"Working with a dedicated tool to implement the landing page and other pages saves us a lot of time. As a developer, as we have some unknowns, I prefer we start with Kajabi."*

**Kasra:** *"I agree. It helps us create the landing page and video play panel early to get feedback from the market. So, I confidently say my decision is Kajabi. As our decision is clear now, I think we need to add a PBI to the Sprint Backlog to implement the course landing page."*

**Mehdi:** *"Yes, let's do it. I will help you create a sketch for the landing page."*

**Kasra:** *"That's great. What else?"*

**Mehdi:** *"I also checked the market for the gears we need for shooting videos. We need lighting + stand, collar mic, camera, tripod for camera, teleprompter, a vase for the background and multicolour floor lamp. I even defined their brand. I will order them tonight on Amazon. I don't want to lose time and want to have them as soon as possible to be able to record the first video lesson this week, as it is our Sprint Goal."*

**Samira:** *"Good decision. It's promising. Even for the first day, we had good progress."*














**Pooya:** *"Well done, team. Let's update the Sprint Backlog."*

# Daily Scrum 1

This is the updated Sprint Backlog at the end of the first Daily Scrum. We not only moved completed tasks to the Done column but also discussed what we want to work on tomorrow and moved them to the In Progress column.

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline		Clustering terms into categories  Finalizing the list of course modules 	Creating a list of technical terms  
Defining what gears and setups we need for shooting videos	Setting up the shooting place	Ordering gears 	Search the market to understand what gears we need 
Deciding on the editing tools & software		Install & setup the editing tools 	Search the market 
Recording and editing the first lesson of the course	Technical research Video Editing Writing Script Reviewing & finalizing the video Shooting		
Deciding on the website implementation environment			Search the market  Final decision 
Implementing the course landing page	Implementation Review	Setting up Kajabi  Creating the sketch  	

**Day 2**

# Implementation – Day 2

PBI: Defining the course outline

On day 2, Pooya continued working on technical terms, clustered them, and created a list of course modules as follows:

## Technical Terms

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1. Database
2. Stored Procedure
3. Table
4. Query
5. Linq
6. Connection String
7. Error Codes 500, ...
8. HTTP
9. HTTPS
10. Transaction
11. Repository
12. CRUD
13. TDD
14. ATDD
15. DDD
16. BDD
17. Sonar Cloud
18. Architecture
19. API
20. Micro Service
21. Fetch
22. Source Control
23. Git, Git Lab
24. Merging
25. Branching
26. Commit
27. Pull Request
28. Push
29. Merge Conflict
30. Feature Branch
31. Trunk-based development
32. Object
33. Entity
34. Entity Framework
35. Build
36. Compile
37. Continuous Integration
38. Unit Test
39. Swagger
40. Postman
41. Sunny Day, Rainy Day
42. Happy Path, Sad Path
43. Acceptance Criteria
44. Performance Test
45. Mock Object
46. Code Coverage
47. Automated Test
48. Pair Programming
49. Mob Programming
50. Swarm Programming
51. Code Metrics
52. Release
53. DRY
54. Technical Debt
55. Refactoring
56. Code Naming Convention
57. Mocking Tools
58. SOLID
59. KISS
60. YAGNI
61. Sandbox
62. Smoke Testing
63. Various Tests
64. Design Pattern
65. Hot Fix

# Implementation – Day 2

PBI: Defining the course outline

Pooya clustered technical terms into 10 modules, each one for one day of use for the learners as follows. In each module day, there would be at least 3 lessons.

## Course Modules

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Welcome

Day 1: Overall view of product development

Lesson 1: What is SDLC (Software Development Lifecycle)?

Lesson 2: What is IDE (Integrated Development Environment)?

Lesson 3: Various environments (Dev, Test, Staging, Production)

Day 2: Web Terms

Day 3: Database

Day 4: Software Architecture

Day 5: Source control

Day 6: Programming terms

Day 7: Delivery pipeline

Day 8: Test

Day 9: Cloud technologies

Day 10: Miscellaneous terms

*\* In the middle of the day, Pooya shared the modules with Mehdi, and they agreed that it is a good course outline. Then, to manage the time, they agreed that Pooya would start technical research and create the script for the first lesson, which was “What is SDLC (Software Development Lifecycle)?”*















*You can see Sprint Backlog changes on the next page.*

# Implementation – Day 2

Pooya updated the Sprint Backlog in the middle of the day for the PBI 1 & PBI 4.

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			Creating a list of technical terms  Finalizing the list of course modules  Clustering terms into categories 
Defining what gears and setups we need for shooting videos	Setting up the shooting place	Ordering gears 	Search the market to understand what gears we need 
Deciding on the editing tools & software		Install & setup the editing tools 	Search the market 
Recording and editing the first lesson of the course	Video Editing Shooting Reviewing & finalizing the video	Technical research  Writing Script 	
Deciding on the website implementation environment			Search the market  Final decision 
Implementing the course landing page	Implementation Review	Setting up Kajabi  Creating the sketch  	

# Daily Scrum 2

## How we got aligned on a daily basis toward the Sprint Goal

At the end of the second day, we gathered online at 6:00 PM for the second Daily Scrum to share what we had done. See, this conversation among the team:

**Pooya:** *"I clustered technical terms into 10 modules, each one for one day of use for learners. I checked it with Mehdi, and we agreed on following it. I have also updated the board."*

**Kasra:** *"Thanks, Pooya. I see there is a Welcome module in the course outline. What is it?"*

**Pooya:** *"This was suggested by Mehdi."*

**Mehdi:** *"Yes, this is a welcome video for learners to give them the overall information of the course, introducing various modules, and welcome them to the course to get a good feeling of buying the course."*

**Kasra:** *"Aha, got it. That's a great idea."*

**Mehdi:** *"Ok, on my side, last night, I ordered all the gears from various websites. Because I wanted to make sure that we would have all of them tomorrow. When they are delivered, I will take a picture of them and share them with you."*

**Samira:** *"Then we will have our filming studio, and for future courses, we don't need to buy them again. It's a good investment."*

**Samira:** *"By the way, I installed Camtasia and, of course, Photoshop, if we need any design for the video footage. More than that, I signed up for the Freepik service, which gives us a large pool of stock images that we can use for the video footage."*

**Mehdi:** *"Thank you, Samira, for all the setup that you did."*

# Daily Scrum 2

**Pooya:** *"It's my turn now. Mehdi and I decided to focus on the first lesson, which is - What is SDLC (Software Development Lifecycle)? - I have done deep research and wrote its script. It's now ready to be used."*

**Mehdi:** *"That's awesome. I will review it and inform you if it needs any changes. More than that, I think it is better to add all modules to the Product Backlog. Then, in each refinement, we can break them down into lessons. Would you agree, guys?"*

**Pooya, Kasra, Samira:** *"Yes, why not?!"*

**Mehdi:** *"Then, Pooya, you can start creating a script for the second lesson. We can see it as part of the refinement. Is it ok?"*

**Pooya:** *"Yes, for sure. Then, I will always be one week ahead of you and have enough time to do good research and write a quality script."*

**Mehdi:** *"Cool, I will create a board for the refinement and put the second lesson under refinement."*

**Kasra:** *"On my side, I set up Kajabi, and it is ready now. More than that, Mehdi and I worked together and created a sketch for the course landing page. We used PowerPoint to create the sketch. We just wanted to keep the sketching process simple. Tomorrow, I will work with Kajabi to become familiar with its environment and start the landing page implementation."*

**Pooya:** *"That's nice. It seems the snowball started moving."*

















**Mehdi:** *"Ok, guys. See you tomorrow."*

# Daily Scrum 2

This is the updated Sprint Backlog at the end of the second Daily Scrum.

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			Creating a list of technical terms  Clustering terms into categories  Finalizing the list of course modules 
Defining what gears and setups we need for shooting videos	Setting up the shooting place		Search the market to understand what gears we need  Ordering gears 
Deciding on the editing tools & software			Search the market  Install & setup the editing tools 
Recording and editing the first lesson of the course	Reviewing & finalizing the video Video Editing Shooting	Review the script 	Technical research  Writing Script 
Deciding on the website implementation environment			Search the market  Final decision 
Implementing the course landing page	Review	Implementation 	Setting up Kajabi  Creating the sketch  

# Updating Product Backlog

Product Backlog is a dynamic, emergent artifact. You update it throughout the project.

## Product Backlog

**Product Goal:** Delivering the full “10 Day Understand Developers” course to the market within 3 months

Module Day 1, Lesson 2: What is IDE (Integrated Development Environment)?

Module Day 1, Lesson 3: Various environments (Dev, Test, Staging, Production)

Module Day 2

Module Day 3

Module Day 4

Module Day 5

Module Day 6, 7, 8, 9, 10

Deciding on the payment processing service

Deciding on how we want to do the marketing

# Refinement Board

Refinement allows you to make the PBIs ready for implementation by adding details.

We decided to have a separate board for refinement to have full control over the PBIs preparation.

Upcoming PBIs	Under Refinement	Ready for Development
<p data-bbox="92 713 757 872">Module Day 1, Lesson 3: Various environments (Dev, Test, Staging, Production)</p> <p data-bbox="92 906 757 975">Module Day 2</p> <p data-bbox="92 1009 757 1072">Module Day 3</p>	<p data-bbox="818 590 1492 696">Module Day 1, Lesson 2: What is IDE (Integrated Development Environment)?</p>	

**Day 3**

# Implementation – Day 3

Defining what gears and setups we need for shooting videos

Finally, all the gears that I bought arrived. I immediately assembled them.



# Implementation – Day 3

Defining what gears and setups we need for shooting videos



















In the afternoon, I went in front of the camera and shot the first lesson. This is an image of the first recording. You can see my home studio, including lighting, collar mic, floor lamp in the background, etc.



# Implementation – Day 3

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			Creating a list of technical terms  Clustering terms into categories  Finalizing the list of course modules 
Defining what gears and setups we need for shooting videos		Setting up the shooting place 	Search the market to understand what gears we need  Ordering gears 
Deciding on the editing tools & software			Search the market  Install & setup the editing tools 
Recording and editing the first lesson of the course	Reviewing & finalizing the video Video Editing	Review the script  Shooting 	Technical research  Writing Script 
Deciding on the website implementation environment			Search the market  Final decision 
Implementing the course landing page	Review	Implementation 	Setting up Kajabi  Creating the sketch  

# Daily Scrum 3

## How we got aligned on a daily basis toward the Sprint Goal

At the end of the third day, we gathered online at 6:00 PM for the third Daily Scrum to share what we had done. See, this conversation among the team:

**Mehdi:** *"Hey guys, finally this morning all gears arrived, and I immediately assembled them."*

**Kasra:** *"That's good news. Congratulations, team."*

**Mehdi:** *"In the morning, I reviewed the script of lesson 1 that Pooya created yesterday and improved it a bit. In the afternoon, I went in front of the camera and shot the first video."*

**Samira:** *"Then is it ready for editing?"*

**Mehdi:** *"Yes, from now, you can start editing."*

**Samira:** *"Wonderful. I will try to finish it by tomorrow afternoon."*

**Kasra:** *"I also worked on Kajabi to become familiar with its environment. It is user-friendly. More than that, I started the landing page implementation. Our landing page has 33 sections, which is a long landing page. Today, I could finish the first section because there were a lot of unknowns for me on how to work with Kajabi."*

**Pooya:** *"It is natural, Kasra. When we start using a new tool, there is a learning curve for it. By the way, I started technical research for lesson 2. You can see it on the Refinement Board."*

**Samira:** *"Unfortunately, I didn't have a task today. So, I just used this time and worked with Camtasia to become ready for editing."*

**Mehdi:** *"No worries, Samira. Sometimes it happens. Guys, it is obvious that we are on track and we can achieve the Sprint Goal. Let's update the Sprint Backlog to be ready for tomorrow."*

# Daily Scrum 3

This is the updated Sprint Backlog at the end of the third Daily Scrum.

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			<ul style="list-style-type: none"> <li>Creating a list of technical terms</li> <li>Clustering terms into categories</li> <li>Finalizing the list of course modules</li> </ul>
Defining what gears and setups we need for shooting videos			<ul style="list-style-type: none"> <li>Search the market to understand what gears we need</li> <li>Ordering gears</li> <li>Setting up the shooting place</li> </ul>
Deciding on the editing tools & software			<ul style="list-style-type: none"> <li>Search the market</li> <li>Install &amp; setup the editing tools</li> </ul>
Recording and editing the first lesson of the course		<ul style="list-style-type: none"> <li>Video Editing</li> <li>Reviewing &amp; finalizing the video</li> </ul>	<ul style="list-style-type: none"> <li>Technical research</li> <li>Shooting</li> <li>Writing Script</li> <li>Review the script</li> </ul>
Deciding on the website implementation environment			<ul style="list-style-type: none"> <li>Search the market</li> <li>Final decision</li> </ul>
Implementing the course landing page	Review	Implementation	<ul style="list-style-type: none"> <li>Setting up Kajabi</li> <li>Creating the sketch</li> </ul>

**Day 4**

# Daily Scrum 4

## How we got aligned on a daily basis toward the Sprint Goal

At the end of the fourth day, we gathered online at 6:00 PM for the fourth Daily Scrum to share what we had done. See, this conversation among the team:

**Samira:** *"The whole day, I worked on editing the video. There were some unknowns, but I could manage them."*

**Kasra:** *"Is it ready now?"*

**Samira:** *"Yes, it is being rendered now, and I think within 30 minutes it will be available for the final review by Mehdi."*

**Kasra:** *"That's nice. Let's see the final result."*

**Samira:** *"Mehdi and I had several conversations today. For better alignment, we decided that Mehdi would add comments on the script about the editing expectations."*

**Mehdi:** *"We also agreed on sharing files like scripts, footage, and videos on Google Drive. Thanks to Samira. She did a great job today."*

**Pooya:** *"I continued the technical research for lesson 2. I am almost there."*

**Kasra:** *"And I'm continuing the landing page implementation. As I already told you, it has 33 sections. To better monitor the progress, I suggest we divide them into 4 parts, each of which includes around 8 sections. For example, today, I finished 8 sections. So, I can say, part 1 is finished."*

**Pooya:** *"That's a good idea. Let's do it."*

















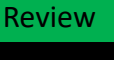






**Mehdi:** *"Ok, guys. Tomorrow we will have our first Sprint Review. It is obvious that we will achieve the Sprint Goal, which is really great. Samira, when the video render is done, ping me to do the final review. See you then, guys."*

# Daily Scrum 4

This is the updated Sprint Backlog at the end of the fourth Daily Scrum.

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			Creating a list of technical terms  Clustering terms into categories  Finalizing the list of course modules 
Defining what gears and setups we need for shooting videos			Search the market to understand what gears we need  Ordering gears  Setting up the shooting place 
Deciding on the editing tools & software			Search the market  Install & setup the editing tools 
Recording and editing the first lesson of the course		Video Editing  Reviewing & finalizing the video 	Technical research  Shooting  Writing Script  Review the script 
Deciding on the website implementation environment			Search the market  Final decision 
Implementing the course landing page	Review  Imp: Part 3  Imp: Part 4 	Imp: Part 2 	Setting up Kajabi  Creating the sketch  Imp: Part 1 

**Day 5**

# Implementation – Day 5

Day 5 was the last day of the Sprint. We prepared ourselves for the Sprint Review and the Sprint Retrospective.

1- Mehdi did the final review of the video and gave Samira feedback about some tiny changes.

2- Kasra continued landing page implementation – part 2.

3- Pooya worked on creating a script for lesson 2.
























# Sprint Review

# Implementation – Day 5

This is the updated Sprint Backlog right before the Sprint Review.

## Sprint Backlog

**Sprint Goal:** Creating the first video lesson

Forecast	To Do	In Progress	Done
Defining the course outline			Creating a list of technical terms  Clustering terms into categories  Finalizing the list of course modules 
Defining what gears and setups we need for shooting videos			Search the market to understand what gears we need  Ordering gears  Setting up the shooting place 
Deciding on the editing tools & software			Search the market  Install & setup the editing tools 
Recording and editing the first lesson of the course			Technical research  Shooting  Writing Script  Video Editing  Review the script  Reviewing & finalizing the video 
Deciding on the website implementation environment			Search the market  Final decision 
Implementing the course landing page	Review  Imp: Part 3  Imp: Part 4 	Imp: Part 2 	Setting up Kajabi  Creating the sketch  Imp: Part 1 

# Sprint Review

How we inspected the Increment and collected feedback

At 11:00 AM we started the Sprint Review. See, this conversation among the team:

## **Increment Inspection** -----

**Mehdi:** "Guys, welcome to the first Sprint Review".

**Kasra:** "I'm really passionate about watching the first video."

**Mehdi:** "Ok, guys. Let's jump in. Samira, would you please play the video?"

**Samira:** "Yes, sure. It is a 7-minute video. Here you go."



# Sprint Review

**Pooya:** *"That's awesome. I really loved it."*

**Kasra:** *"Me too. Thanks, guys."*

**Pooya:** *"Maybe, some feedback. I think it is better we put on a light background music."*

**Mehdi:** *"Good idea. Let's do it."*

**Samira:** *"Yes, I like the idea as well. So, I will search for some music and share it with you to choose one."*

**Kasra:** *"On my side, I think we should make the video more dynamic by adding some effects, cuts, etc. It is a bit boring as we just see Mehdi's face for over 7 minutes."*

**Samira:** *"I was thinking the same. I can add some effects, more footage, zoom in – zoom out, etc."*

**Mehdi:** *"Ok, Samira. Please do it, and then we will check it if it passes expectations."*

# Sprint Review

## Sprint Goal Inspection -----

**Mehdi:** "Guys, let's check the Sprint Goal. It is "Creating the first video lesson". Have we achieved it?"

**Pooya:** "Yes, sure. Although it needs some tweaks, we have achieved the Sprint Goal."

**Kasra:** "Yes, I agree. This is the nature of the Sprint Review. You have brought a done Increment to get feedback. So, now the feedback says we should have some changes in the video."

**Samira:** "I fully agree. Just within the first Sprint, with a lot of unknowns, we could create the first video."

**Mehdi:** "Ok, guys. Congratulations on meeting the Sprint Goal and well done."

## Product Goal Inspection -----

**Mehdi:** "How about the Product Goal?"

**Kasra:** "It is completely obvious. We took a great step toward the Product Goal. By creating the first video, we proved that we can create, edit, and finalize videos."

**Pooya:** "Yes, Kasra. I am sure that next Sprint, we will have a higher speed. We will create several videos."

**Samira:** "If we move forward with this process, for sure, we will achieve the Product Goal as well."

# Sprint Review

## Updating Product Backlog -----

**Mehdi:** "Ok, guys, what changes do you have in your mind for the Product Backlog?"

**Pooya:** "I guess, next Sprint, we can complete 3 more videos. So, let's drag the PBIs of the 3 video lessons to the top of the Product Backlog (Day 1 - Lesson 2, Day 1 - Lesson 3, Day 2 - Lesson 1)."

**Kasra:** "Are you sure you can do the technical research and write the script for 3 lessons?"

**Pooya:** "Yes, for the first lesson, it was vague. But now I have learned how to effectively do the technical research. So, yes, I'm ok to work on 3 PBIs."

**Mehdi:** "From my side, I am also ok to go in front of the camera and record 3 lessons and finalize their editing with Samira."

**Samira:** "Yes, I think it is possible to edit 3 lessons."

**Mehdi:** "How about you, Kasra?"

**Kasra:** "I think, next Sprint, I will finish the landing page. So, let's drag another PBI of the website to the top."

**Mehdi:** "Then it is better we implement the course video play panel."

**Kasra:** "I am ok. Let's do it."

**Mehdi:** "Thanks, guys. Next Sprint, we will rock it."

# Updated Product Backlog

This is the updated Product Backlog at the end of the Sprint Review. The orange PBI is the one that was not completed in Sprint 1. So, we moved it back to the Product Backlog for further consideration.

## Product Backlog

**Product Goal:** Delivering the full “10 Day Understand Developers” course to the market within 3 months

Day 1, Lesson 2: What is IDE (Integrated Development Environment)?

Day 1, Lesson 3: Various environments (Dev, Test, Staging, Production)

Day 2, Lesson 1: Website vs. Native App vs. PWA

Implementing the course landing page (from the previous Sprint)

Implementing the course video play panel

Day 2, Lesson 2: Server / Client / Host / VPS

Day 2, Lesson 3: HTTP / HTTPS / SSL

Day 2, Lesson 4: HTTP Status Codes

Implementing the student membership panel (Login/out, ...)

Module Day 3, 4, 5, 6, 7, 8, 9, 10





Deciding on the payment processing service

# **Sprint Retrospective**

# Sprint Retrospective

## How we started improving our processes as a Scrum Team

At 3:00 PM we started the Sprint Retrospective. We used a specific technique where every member first would answer 3 questions within 10 minutes. Then we started the conversation.

	 Mehdi	 Pooya	 Kasra	 Samira
What went well?	<ul style="list-style-type: none"><li>Nice collaboration</li><li>Achieving the Sprint Goal</li></ul>	<ul style="list-style-type: none"><li>Setting up a nice home studio</li></ul>	<ul style="list-style-type: none"><li>Loved working with Kajabi. It saves us a lot of time.</li><li>Good teamwork</li></ul>	<ul style="list-style-type: none"><li>I can't believe how we could setup everything and even finish the first lesson.</li></ul>
What could have gone better?	<ul style="list-style-type: none"><li>Reading the script through a teleprompter is a bit difficult as it has a fixed speed.</li></ul>		<ul style="list-style-type: none"><li>I think we should have started creating the landing page sketch a bit earlier.</li></ul>	<ul style="list-style-type: none"><li>On day 3, I didn't have any tasks.</li></ul>
What should we start?	<ul style="list-style-type: none"><li>Since I use my home as a filming studio and cannot occupy it all day, it is better for me to record 2-3 videos at a time, in batches.</li></ul>	<ul style="list-style-type: none"><li>We can use AI to rewrite my scripts to make them more professional.</li></ul>	<ul style="list-style-type: none"><li>We could have had a real student in our Sprint Review to get the feedback from an end user.</li></ul>	<ul style="list-style-type: none"><li>We need to find a service for having background music without the copyright issue.</li></ul>

# Sprint Retrospective

The result of the Sprint Retrospective is updating two concepts:



Improvement  
Board



Team  
Agreement

# Improvement Board

How we monitored the implementation of the action items resulted from the Retrospective.

This board helps you to manage and monitor all improvement items throughout the project and gives you input for the Sprint Planning.

Improvement Items	In Progress	Done
Finding a solution to resolve the fixed speed of the teleprompter.		
Trying AI to see how it can help us have better text for the scripts.		
Trying to record the videos in batches.		
Inviting a real student from our target audience for the Sprint Reviews.		
Finding a service for the background music without copyright issues.		

# Updating Team Agreement

## Team Agreement

Team: **Lernee**

Version: 1.1 Date: 2024/04/12

---

- We use one-week Sprints.
- Our Daily Scrum is at 18:00 CET (Amsterdam Time).
- We don't assign PBIs to people, but tasks to increase collaboration.
- We don't do estimation for having numbers (like story point), but for having quality conversation.
- When we don't have a consensus about an idea, we vote on it and all team members should work on the idea with the maximum vote.
- Having proactive Refinement where we always have a good amount of ready work. (Retro 1)
- If we don't have any tasks in hand, inform the team early in the day. (Retro 1)

# Closing

We concluded the Sprint with the Retrospective.

We ignored the Daily Scrum of the last day as we didn't need to inspect the progress toward the Sprint Goal, and it was pointless.

We had everything in place to start a new Sprint next week.

\* We used Miro for visualizing all the boards and artifacts. So, what you see here in this document has been drawn again.

\* For our daily conversations, we used Telegram.

# Sprint 2

**Day 1**

# Sprint Planning

For Sprint 2, we decided to work on creating three lessons and implementing the website section.

## Product Backlog

**Product Goal:** Delivering the full “10 Day Understand Developers” course to the market within 3 months

Day 2, Lesson 2: Server / Client / Host / VPS

Day 2, Lesson 3: HTTP / HTTPS / SSL

Day 2, Lesson 4: HTTP Status Codes

Implementing the student membership panel (Login/out, ...)

Module Day 3, 4, 5, 6, 7, 8, 9, 10

## Sprint Backlog

**Sprint Goal:** Making the Module Day 1 usable by the end user.

Forecast	To Do	In Progress	Done
Day 1, Lesson 2: What is IDE (Integrated Development Environment)?			
Day 1, Lesson 3: Various environments (Dev, Test, Staging, Production)			
Day 2, Lesson 1: Website vs. Native App vs. PWA			
Implementing the course landing page			
Implementing the course video play panel			

# Sprint Planning

This is the Sprint Backlog at the end of the Sprint Planning.

## Sprint Backlog

**Sprint Goal:** Making the Module Day 1 usable by the end user.

Forecast	To Do	In Progress	Done
Day 1, Lesson 2: What is IDE (Integrated Development Environment)?	Video Shooting Video Editing Reviewing & finalizing the video		
Day 1, Lesson 3: Various environments (Dev, Test, Staging, Production)	Video Shooting Video Editing Reviewing & finalizing the video		
Day 2, Lesson 1: Website vs. Native App vs. PWA	Video Shooting Video Editing Reviewing & finalizing the video		
Implementing the course landing page	Review Imp: Part 3 Imp: Part 4 Imp: Part 2		
Implementing the course video play panel	Setup the panel on Kajabi Adding course lessons' placeholders		

# Improvement Board

In the Sprint Planning, we also decided to work on 3 improvement items in the current Sprint as follows.

Improvement Items	In Progress	Done
<p data-bbox="92 731 757 838">Trying AI to see how it can help us have better text for the scripts.</p> <p data-bbox="92 881 757 988">Trying to record the videos in batches.</p>	<p data-bbox="818 573 1492 681">Finding a solution to resolve the fixed speed of the teleprompter.</p> <p data-bbox="818 724 1492 831">Inviting a real student from our target audience for the Sprint Reviews.</p> <p data-bbox="818 874 1492 982">Finding a service for the background music without copyright issues.</p>	

**Improvements  
throughout the project**

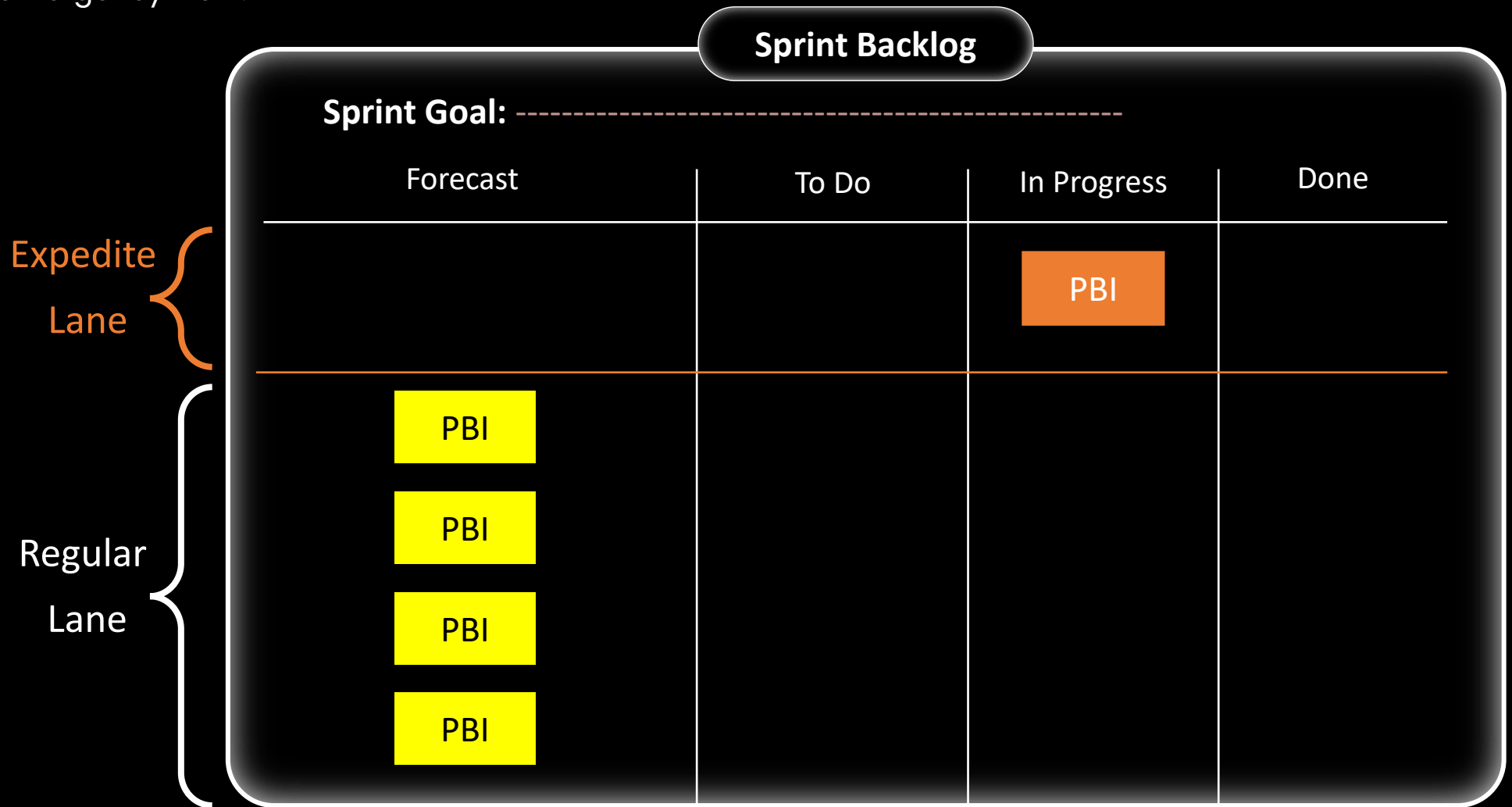
# Delivery Board

We saw that we are recording and editing the videos one-by-one. So, it became difficult to understand which video had only been finalized and which one had also been published to the video play panel. So, we decided to create a Delivery Board to make the status of the videos transparent:

Done based on DoD	Published
	Day 1, Lesson 1: What is SDLC (Software Development Lifecycle)?
	Day 1, Lesson 2: What is IDE (Integrated Development Environment)?
Day 1, Lesson 3: Various environments (Dev, Test, Staging, Production)	
Day 2, Lesson 1: Website vs. Native App vs. PWA	
Day 2, Lesson 2: Server / Client / Host / VPS	
Day 2, Lesson 3: HTTP / HTTPS / SSL	

# Emergency Work Management

In one Sprint we got a piece of emergency work, but we didn't have a concrete process on how to incorporate it into the current Sprint. So, we agreed to add a specific lane to the Sprint Backlog named Expedite Lane to manage emergency work.



We defined two rules for the Expedite Lane:

- 1- All team members are responsible for keeping the lane clear. It means whenever emergency work happens, all members should switch their focus and collaborate to resolve the emergency work as soon as possible.
- 2- After resolving the emergency work, the team should do a root-cause analysis to understand why it happened.

# Acceptance Criteria

As the main part of the project was the PBIs for video lessons, we decided to create a specific Acceptance Criteria for videos. This is the result:

## **Acceptance Criteria for Videos**

- The lighting on the trainer's face should be on 20% and from the left.
- The raw video should be recorded with FHD 30 resolution.
- The raw video should be recorded with the Portrait Video option to have a blurred background.
- The edited video should start and finish with the Lerneer logo motion.
- All the titles of the script should be written on the screen.
- The edited video has a light background music named "this-corporate-ambient".

# A Serious Impediment

As we decided to use Kajabi, we set up all things with a lot of effort and integrated it with Stripe, as it was a built-in integrated payment provider in Kajabi. However, after a few days, Stripe sent us an email saying they had banned us.

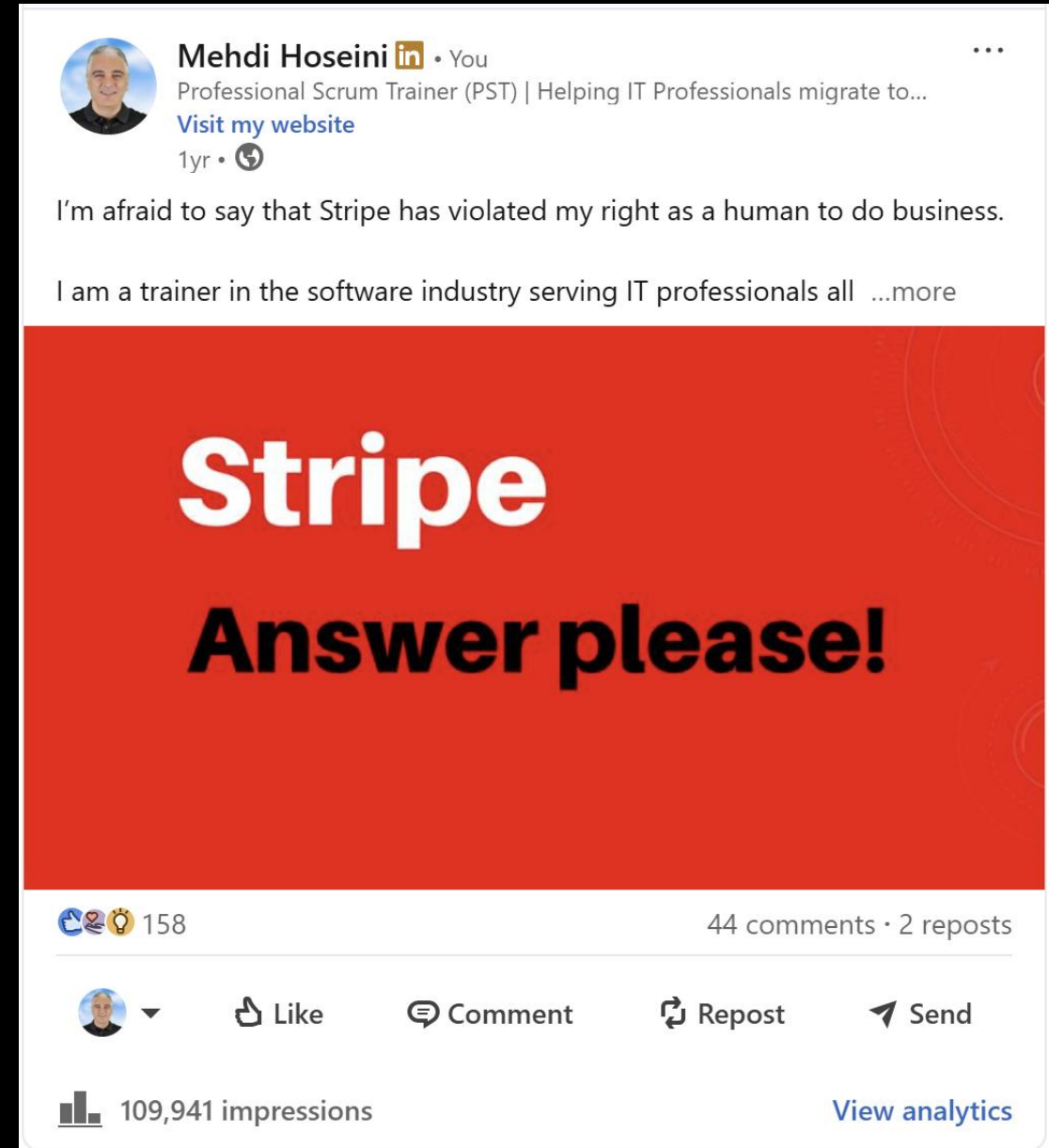
Inevitably, we changed our platform from Kajabi to Teachable. Interestingly, Teachable was using the Stripe service in the back to process payments. Again, after a few days, we got another email from Stripe with the same topic and banned us.



The worst case was when we asked Stripe to clarify their reasons, they didn't answer.

As the last solution, I published a post on LinkedIn and mentioned Stripe.

Interestingly, it worked. They resolved the problem within 48 hours. I couldn't believe it, but it worked.


You can see my post here and read the complete post by clicking the button.









**Mehdi Hoseini**  • You  
Professional Scrum Trainer (PST) | Helping IT Professionals migrate to...  
[Visit my website](#)  
1yr • 

I'm afraid to say that Stripe has violated my right as a human to do business.  
I am a trainer in the software industry serving IT professionals all ...more

**Stripe**  
**Answer please!**

 158 44 comments · 2 reposts

 ▾  Like  Comment  Repost  Send

 109,941 impressions [View analytics](#)

[Read the Post](#)

# Project Result

Finally, we successfully finished the project within 14 weeks.

We promoted the course through organic marketing and paid advertisements.

You can see the course landing page at this link:

[Course Landing Page](#)

**Next Step**



## Professional Scrum Master™ class

Now, it is decision time. If you want to go further and learn true Professional Scrum, not superficial Scrum, join my upcoming Scrum.org PSM class.

[Enroll Now](#)

# Meet the Trainer

## Mehdi Hoseini

Helping IT professionals migrate to the AI-powered Agile Mastery.



Certified trainer  
(PST) with  
Scrum.org

20+ years of  
experience in the  
software industry

Taught 2000+  
Scrum learners



# You will get 2 PSM I exam attempts



## PSM I Certificate

PSM class participants have two attempts for the PSM I exam included in the class fee to get the PSM I certificate.

Students of the PSM class are able to claim Project Management Institute (PMI) PDU credit: 14 PDUs after attending a two-day class.

# What you will learn in the class

1

## Empiricism

The backbone of Scrum

The way you learned riding a bicycle; learn by doing.

2

## Overcoming Unknowns

The main intention of Scrum

Think of the early days of Instagram when its builders didn't know what exactly their users wanted.

3

## Agility

Rapid & conscious adaptation to changes

How Tesla could take a big share of the car industry in a few years!

4

## Professionalism

Constructive behaviors and attitude

Scrum Team is a cohesive unit of Professionals. What does it deeply mean?!

5

## Scrum Team

Product Owner, Scrum Master, and Developers

Why is a self-managing and cross-functional team required?!

6

## Scrum Events

Moments to course-correct

How to run effective Sprint Planning, Daily Scrum, Sprint Review, and Sprint Retrospective.

# What you will learn in the class

7

## Scrum Artifacts

Mechanism to support transparency

How to keep the transparency up by Product Backlog, Sprint Backlog, and Increment!

8

## Scrum Values

The spirit of Scrum

Guidelines to develop constructive and professional behaviors.

9

## Definition of Done (DoD)

A robust way to instil quality

Learn what DoD is and how it enhances the quality of the product.

10

## Estimation

High-level understanding of your next step

Learn how to estimate your work.

11

## Scrum Master

Helping team members breathe together

Take the lead of the product development orchestra to establish a Scrum-friendly environment where value is delivered fluently.

# Bonuses

By attending the PSM class, you will also get the following bonuses for **FREE**



## 10 Day Understand Developers (~~248-EUR~~)

A self-paced video course to acquire basic technical knowledge of software development for non-technical people.

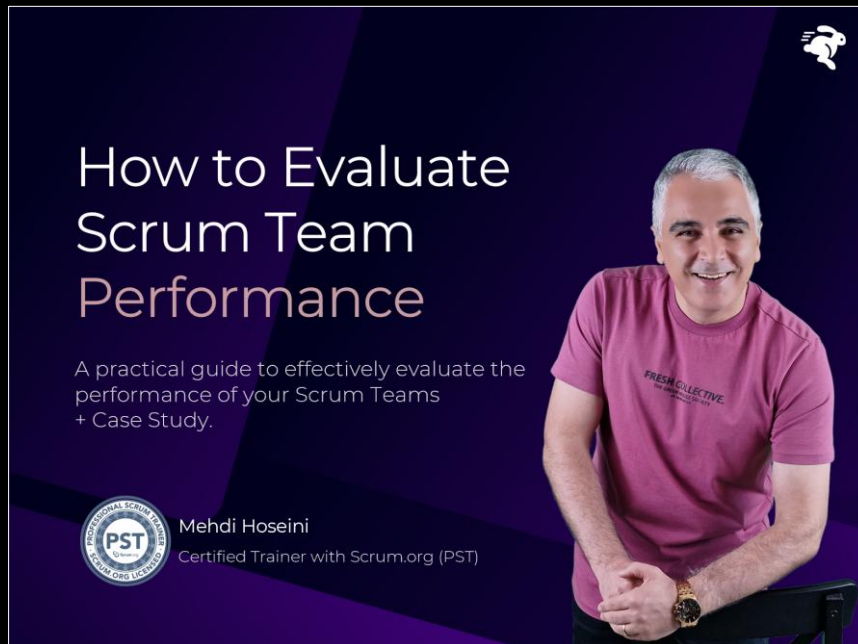


## Scrum Starter (~~98-EUR~~)

Get 3 complete PSM I practice assessments and a complementary Tips & Tricks manual.

# Bonuses

By attending the PSM class, you will also get the following bonuses for **FREE**



PDF Guide



PDF Guide



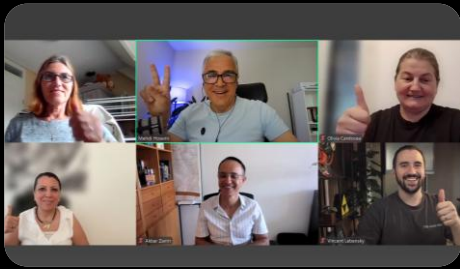
## Join the class again for FREE

You are always welcome to rejoin the PSM class free of charge to refresh your mind. If you want to retake the class, just send us an email.

## We pay for your third exam attempt

This class includes two attempts at the PSM I exam. We will also pay for your third try (a \$200 exam) if you don't pass it on the first two attempts.

# Some photos of conducted AI classes



# Some words from Mehdi's students



Dora Vandana J



Mehdi - Hands down the best PSM trainer...!!!

*"Mehdi's Class was super fun and Interactive. He ensured that the entire class's energy levels were throughout the 15 hrs. Made me believe that learning doesn't have to be boring and can be fun too. The concepts of scrum, its values and principles will forever be etched in our minds and hearts post his sessions."*



Melchior Akihary



Mehdi is an exceptional Scrum trainer

*"I attended Mehdi's PSPO-AI Essentials training and found it excellent. Mehdi creates a safe, highly interactive learning environment that really enables you to absorb and apply the material effectively. His use of Miro boards and supporting materials is outstanding and truly sets his training apart. I highly recommend Mehdi as a Scrum trainer."*



Kalyan Basak



Mehdi Hoseini is an incredible trainer

*"Mehdi Hoseini is an incredible trainer. The style of his teaching is very lucid and easy to follow. He made the session very interactive and clarified doubts for the participants with real life examples both from the industry and day to day life."*



Arshad Ibrahim

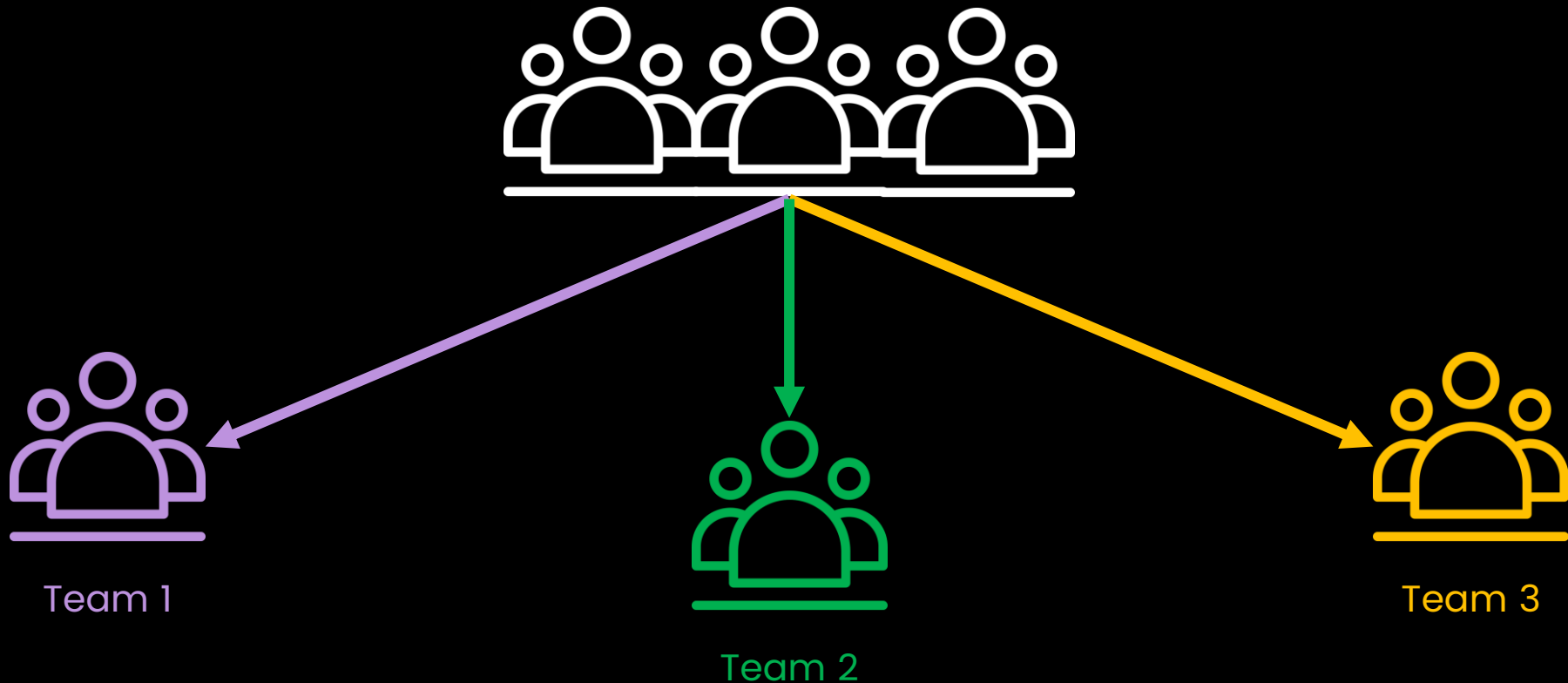


Mehdi's Scrum class was exceptionally ...

*"Mehdi's Scrum class was exceptionally interactive, making complex concepts simple and accessible. His vast knowledge and clear explanations fostered a deep understanding. Mehdi's engaging teaching style kept us all motivated and involved. Highly recommend his classes for anyone wanting to master Scrum."*

# Class capacity (9 participants)

I keep the class size small and accept a maximum of 9 participants in each class. They are distributed in 3 teams, each with 3 members, to maximize the interaction, engagement, and quality.





## Professional Scrum Master™ class

Now, it is decision time. If you want to go further and learn true Professional Scrum, not superficial Scrum, join my upcoming Scrum.org PSM class.

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