/ European Design Studio
/ Graphic Design Studio

/ADGRAFICS
DESIGN STUDIO

Company Presentation AdGrafics

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Brussels European District
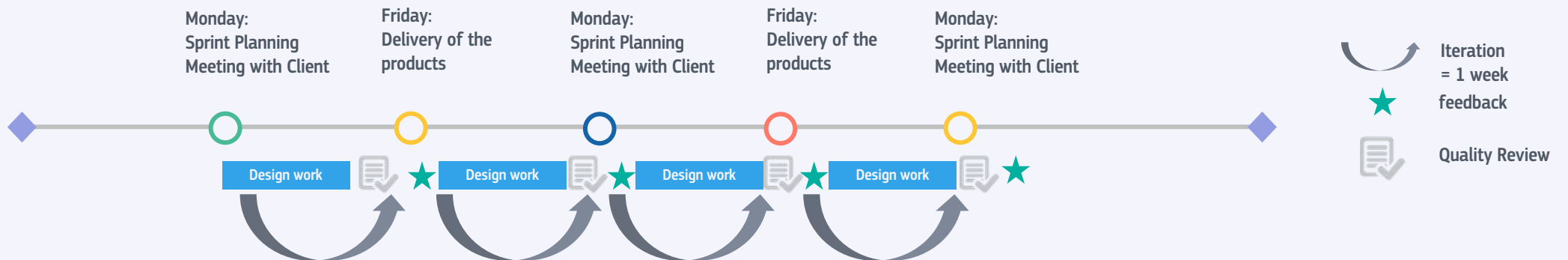Rue de l'Aurore 4
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/ Project Management Practice

SCRUM, a feedback-driven approach

Scrum methodology is an iterative and incremental framework of software agile development that was created to help teams when it comes to managing the development process. Although it is often used in the software industry, it is frequently applied in many other industries.

What is great about agile scrum is that it emphasises collaboration and flexibility to adapt to change. Transparency, clear overview, and adaptation are keywords when you talk about agile scrum. Process, workflow and progress are always visible!

In practice, teams hold regular meetings (physical or online) with all the members. Communication between team members is highly encouraged, enabling the team to self-organise. The team is usually composed of about 5 people, each one with a different role. The team works in short activity bursts, called "sprints" in which monitoring & reviews are very important. The focus is on continuously improving the process and product itself.

Monday:
Sprint Planning
Meeting with Client

Friday:
Delivery of the
products

Monday:
Sprint Planning
Meeting with Client

Friday:
Delivery of the
products

Monday:
Sprint Planning
Meeting with Client

Design work   Design work   Design work   Design work

Iteration
= 1 week

★ feedback

Quality Review

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SCRUM, a feedback-driven approach

The first thing to notice is that the scrum sprint is a work cycle that is regular and repeatable: the "work" that is determined at the beginning of the sprint is finished by sprint close and is ready to be reviewed. The length of a scrum sprint depends on the type of project – in our company, we prefer having weekly iterations (= deliveries). During each sprint, we create a shippable product.

Objective:
The day before the iteration delivery, the project manager reviews the elements listed in the backlog and verifies the good integration of the elements in the design by the designer.

All the elements that are not well-integrated are listed in the backlog in order for the designer to include them for the Friday delivery.

Objective:
Briefing together with the client about the expectations and the needs for the project

Reception of the materials that are necessary to create the products requested

Objective:
In this phase, the dedicated professional designer will design the requested communication materials based upon the briefing and respecting the set deadline

| Kick-Off meeting | Sprint planning | Briefing + reception of materials | Design Phase | Revisions | Corrections and revisions | Revisions | Quality Review for a final ready to use format | Validation | Validation |

Kick-Off Meeting :
- Scope, planning, budget and organisation
- Meeting minutes and next steps

Sprint Planning:
Every two weeks on Monday, a sprint planning is organised with *AdGrafics'* and *Client's SPOC*.

During this meeting, the deliverables of the upcoming two weeks are defined together with *Client's SPOC*. If needed, sprints can be shorter.

Objective:
Based on the received feedback from the client, several rounds of corrections are foreseen.

Note that the Quality Review is performed at each iteration.

Objective:
Formal validation of the client of the fully reviewed documents

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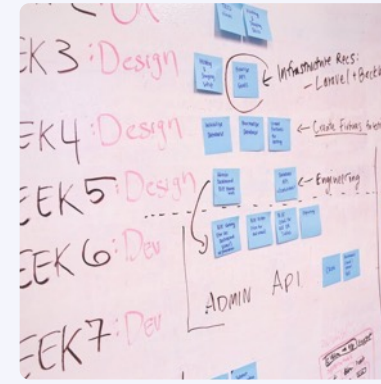DESIGN STUDIO

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Scrum methodology main steps:

1. Kick-Off Meeting:
Presentation of the planning, the organisation and discussion about the scope followed by a briefing/workshop.

During this meeting, an overview planning will be build of all the projects that need to be realized in the upcoming months

2. Sprint Planning:
Every two weeks on Monday, a sprint planning is organised with *AdGrafics* and *Client's SPOC*.

During this meeting, the deliverables of the upcoming two weeks are defined together with *Client*.

The deliverables are broken down into tasks / resource / priority.

3. Iterations:

1 iteration = 1-2 weeks

Every Friday, the deliverables set up during the sprint planning will be available online for *Client*.

4. Feedback :
Feedback should be centralised in one single place. AdGrafics' suggestion is to use the online backlog. This backlog is accessible 24/7 to *Client* in order to upload comments at any time.

Comments will be broken down into tasks / resource / priority. This tool also helps to track progress of the projects and velocity of the teams.

5. Status call :
every week a recurrent status call is organized with the *Client's* SPOC in order to clarify the feedback and organize the backlog / priority
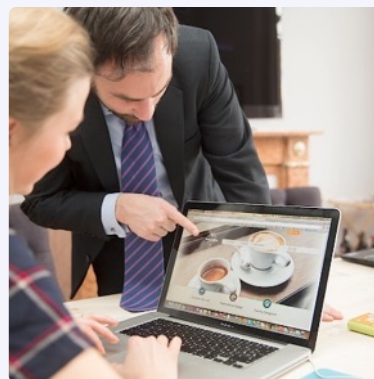
All comments will be logged into the backlog and broken down into tasks.

6. Tools:
Client will have access to an online tool where all the created materials are accessible 24/7 to the dedicated staff.

This tool will be organised per project (one dedicated folder per project).

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/ ONLINE TOOLS for this methodology

AdGrafics Design Studio uses a single centralised tool where all the design elements, feedback, briefings, processes, and planning are stored. This gives the client a direct access to all the elements at any time and enables them to monitor the process and iterations.

EASY TO USE
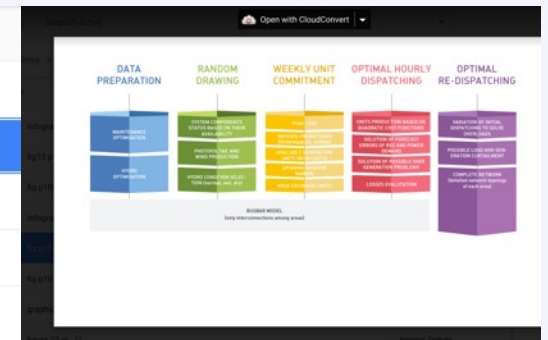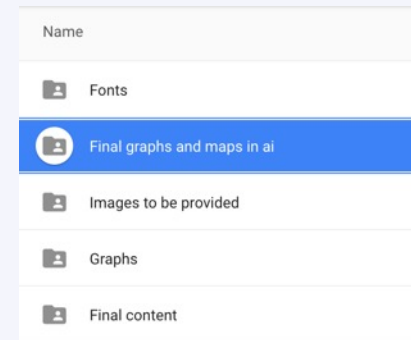
Google Drive is easy to use :

1. Easy to upload and download documents
2. All documents and designs are centralised
3. Online Backlog in order to centralise all the feedback
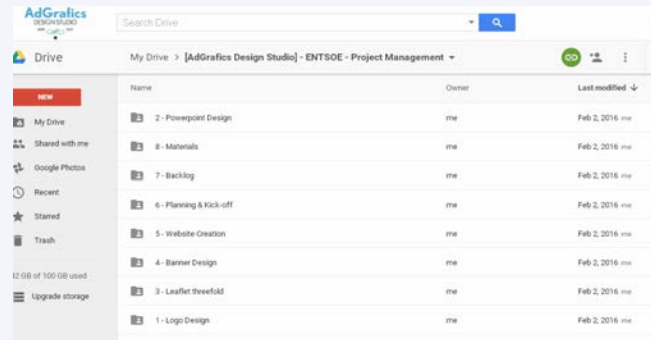
ACCESSIBILITY

Google drive stands for:

- Access your work anywhere, anytime
- Upload and share files
- Works across operating systems
- Security

At the kick-off meeting, access to the online drive will be provided.
An introduction will be given in order to show how to use the drive.

This technology is easy to use and effective.

AdGrafics uses Google Drive to share :

1. Designs
2. Deliverables
3. Sources Elements
   - Content
   - Images
   - Infographics
4. Planning
5. Feedback (backlog)

ONLINE DATABASE

In the long term, it becomes your online communications tool. All documents are accessible: fonts, images, icons, etc.

All images and icons created for the requested communications will be available online in order for you to reuse them in corporate communications such as PPT, Word documents or other materials.

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