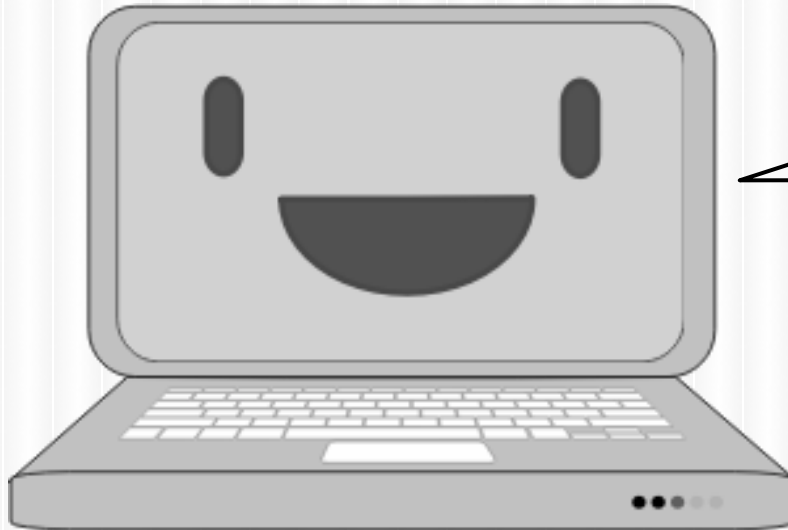


A Cautionary Tale of Agile Project Management

*By Nathan Reimer
Web Project Manager
ILR School - Cornell University
@natedogreimer*

Once upon a time...



Hi, my name is
Webster.

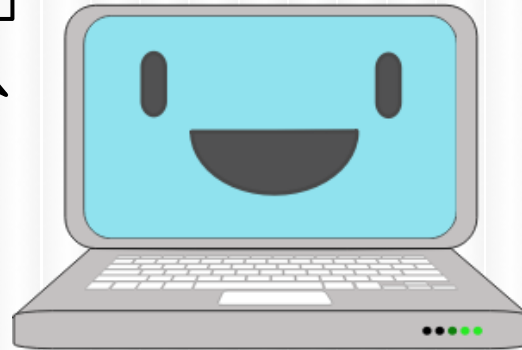
Meet Webster

- Born circa 2005
- Enterprise CMS
- ColdFusion
- Windows Server
- SQL Server
- Hosted locally
- 8000 pages and growing



DrupaLLandia

Hurray!
DrupaLLandia
here I come!



So Confused

Content Audit

Scrum

Agile



GIT

SASS



Content Strategy Hurts



Help, I'm
shrinking!

MVP - What?

Minimal
Viable
Product



I'm the MVP?

Living on Cloud 9?



What is Agile?



Common Misconceptions

- Primary goal is speed
- Doesn't work for fixed deadline projects
- Individual developers get to do what they want
- Documentation is bad
- Only involves developers
- Doesn't need project management or planning



This is not Agile

The Agile Manifesto



The ILR Web Team is Agile



Dilbert.com DilbertCartoonist@gmail.com



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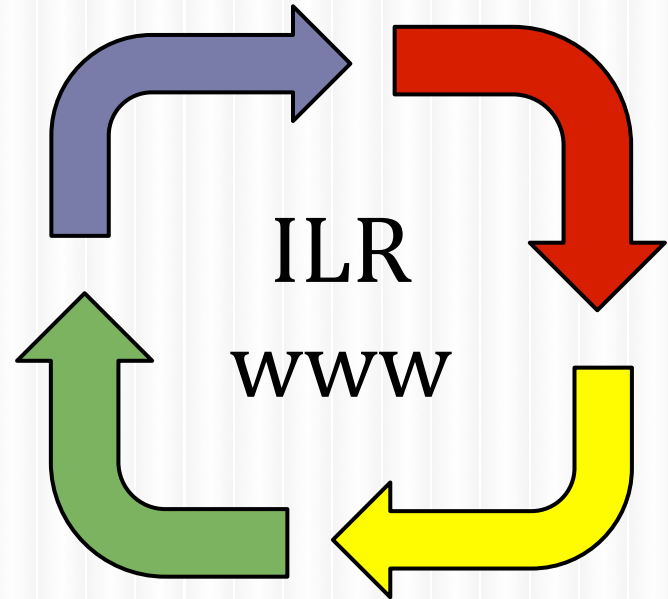


Our Version of Agile

- Daily Stand Ups (15 minutes)
- Weekly (bi-weekly) Sprint planning sessions (1.5-2 hours)
- Retrospectives
- User Stories
- Velocity
- Customer stakeholders

Our 10 Step Process

1. Write a User Story per feature
2. Estimate points (effort not hours)
3. Resources assigned
4. Start working on the feature
5. Deliver the feature
6. Feature reviewed by lead developer
7. Deployed to Dev/Stage
8. Reviewed by QA lead and/or customer
9. Accepted or Rejected
10. If accepted then Deployed to Prod.
If rejected, start over



Learned Lessons

- Project Management with Agile is possible
 - Have a plan and get ready to change it
 - Get buy in from management
 - Keep buy in from management
 - Report status as frequently as appropriate
- Customers can't or won't participate ... keep trying
- Keeping current site up is critical ... but plan its demise
- Competing Priorities ... deadline is your friend
- Change = Opportunity ... simplify and purge

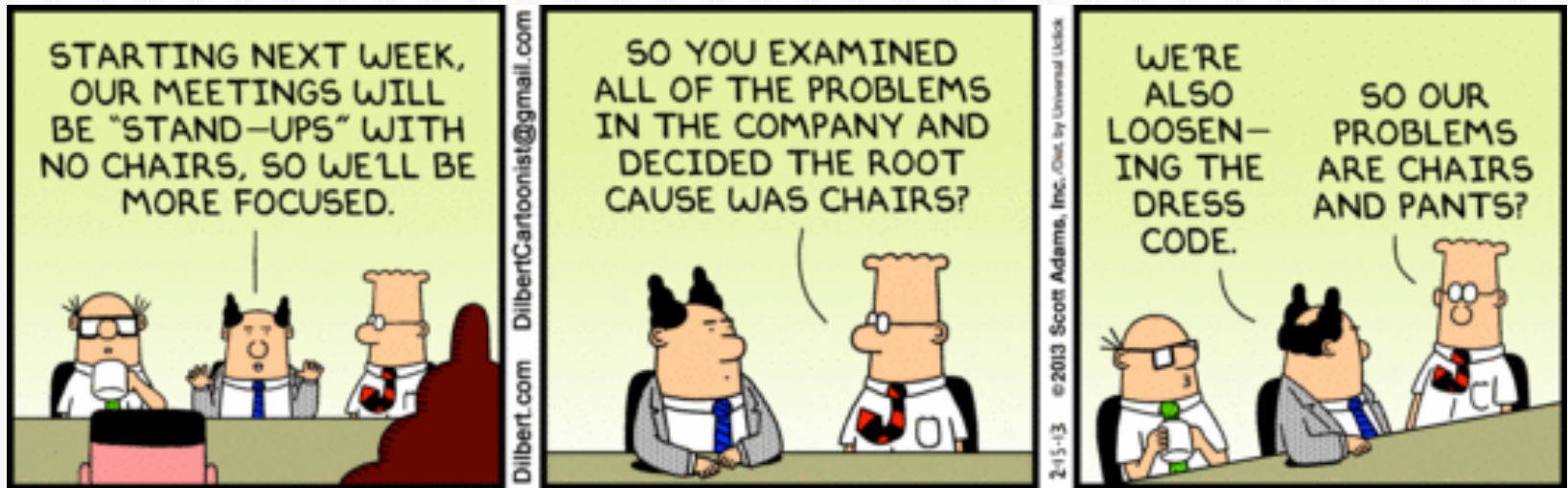
More Learned Lessons

- Data Analysis ... know your stats
- Enterprise to Open Source ... future proof your site
- Hire (and retain) resources ... keep expertise in house
- Hire external resources ... if you can afford it
- Responsive design ... is not a fad
- Launching a website is not life or death ... or rocket surgery

Gotta Have Them Tools

- **Agile Methodology** - Use what makes sense
- **Pivotal Tracker** - User stories, releases, sprints, workflow
- **Source control with Git** - Public repo on GitHub
- **Acquia hosting** (dev, stage, prod)
- **Mindnode Pro** - Information Architecture diagrams
- **Balsamiq** - Wireframes and mockups
- **Google Docs** - Sharing is caring
- **Skype** - Instant messages
- **Screenhero** - Remote collaboration

The End



Any Questions?