

Homework 1

Family
ADS: Project of a
new digital agency
based in Prague.

*We take care of your projects as of family
members*

Natalia Popova, Ekaterina Samotes, Evgenii Liakh

Who

- We believe that your every idea needs to be heard, and we help you achieve this through digital trends and technology.
- We offer a full range of branding and digital communications services to bring your every story to life in the best possible interpretation.
- Each project is individual, and we create a unique and high-quality approach for each client.
- We help companies become the best in their field.

What

- We create a powerful advertising tool and a modern platform for brand promotion
- We attract a new audience, improve our reputation and increase confidence in your business.
- Creating an additional sales channel with a “warm” audience
- Set up targeted ads
- Reduce the price of the contact (lead) and increase the likelihood of a resale
- We form a systematic approach to the development of your business

Why

- In our work, we rely on an interdisciplinary approach consisting of technology, strategy and creativity. This enables us to support our customers both in developing projects and in establishing a sustainable social media presence

Homework 2

SMART goals

- Specific: to create an agency which will solve the problems of advertising and promotion for entrepreneurs
- Measurable: increasing the flow of clients by at least two times, as well as increasing the recognition of our company by improving the quality of work and an integrated approach
- Achievable: the company will create space for development of aspiring entrepreneurs and experienced ones at the modern market conditions. The company will be based in Prague, where is a particularly high demand for the offered services
- Relevant: this project will be possible to implement, as we have all the necessary resources. We have a rich experience working with clients and have savings to open an agency. What is more we have all the necessary specialists in our team
- Time bound: the agency is planned to be opened in 3 months

Externalization and internalization of the project

- Our goal is to maintain a balance between externalization and internalization, that is why the main number of employees will be internal but for some specific tasks, mainly connected with programming and web development we are planning to use external resources, probably freelance services

Initial assignment of the project to PM

- External partners – freelancers in field of programming and web development
- We require high skilled specialists, with a wide range of experience and with a willing to work in team
- Time availability – for request but what we really sick for in a very fast reaction and a willing to collaborate
- Skills to communicate the clients on a regular base is needed
- The revenue will depend on the volume of work and experience of the freelancer, although the starting wage is 160 czk per hour

Homework 3

Design the product of your innovative project using Design Thinking methodology

- Empathy – we never set the difference between the client and the final user. We are keeping in mind all the clients' expectations, what is more sometimes we can give useful advices and new ideas with which the clients falls in love and these ideas become our new goals. We respect the clients needs and preferences.
- Definition – our team really loves what we do that is why we can feel inspired all the time. We set the goals and achieve them using innovative ideas combined with the clients' expectations
- Essence – our work is based on a team - work, so brainstorming is an inseparable part of each working day. Most of the time we're working on-line, but if the clients can reach the office based in Prague, we have there a peaceful atmosphere and a nice workspace where we can arrange the meetings. The client usually takes part in the meetings once or twice a week, it depends on the volume of work and the time we have
- Experiment – we are applying modern methods in marketing and web-creating, we experiment and learn all the time
- Evolution – we are constantly analyzing the cases of our clients. We update our work and notice some mistakes that we won't do in future. We keep in touch with all our clients to evaluate the results of our work

Organize Design Thinking process

- We're focusing on the client's opinion and preferences all the time, the clients wish is a law for us. That is why are we staying connected with a client during the whole working process, we discuss the details and his expectations from our work
- We are really oriented on a teamwork, that is why as a first step we're doing brainstorming and than we discuss the results with a client. We define the main objectives of the project and think of a way of achieving the best results
- We're doing our best to apply new methods and tools in the marketing world, our aim is to achieve the best results for our client. That is why we can follow the number of clicks on the web sites directed by us and to optimize them in the best way. We analyze the statistics and choose the optimal solutions
- We're trying to involve our clients into the whole processes to keep them informed and satisfied with the work process
- When the work is finished, we analyze the results, try to find the mistakes and to fix them. But that is not the end of our work. With the majority of the clients we try to keep in touch and to collaborate in future. That helps us to follow the development of our clients, to see our weak and strong points.

Example of the working process 1

- Here we would like to present you some real cases that we had a chance to work with. We would like to demonstrate the design thinking process at the example of these cases. One of our team members describes the case in the following way:
- “The part I was responsible for was web programming. I realized that creating a website would not only help to attract leads and analyze visitor statistics but would also show the reliability and seriousness of the company, as it was quite a well-known company and the client had social networking sites with a sufficient number of subscribers. At first I’ve shared my ideas at the every day breaf meating where everyone liked them. Having spoken to the client, he immediately agreed and we discussed all the details he liked, the style and the colours of the other sites and so on. The creation process was precise. As the client was interested and he was involved into the working process and could controll our every step, we had a chance to form an understanding of what he really wants and desires. Initially it was a landing page. Everything was ready. The admin panel helped him or his admin on the site to change the content. We hired some copywriters to make the texts completely unique for SEO promotion (positioning of the site on google or yandex). All ready and posted in the network, installed all the analytical scripts and 1.5 months later the customer called and said that the site brought him customers, people come and say that they saw the ads, see the rates on the site and he wants to invest and make more pages. So we continued to collaborate and created a multi-page website with the addition of a blog about furniture, for visitors and also SEO. The client was satisfied and so did we.”
- <https://bagira74.ru/>

Example of the working process 2

- We have been approached to make a historical website. The layout was the following: the site has a book, the book has chapters and the chapters have texts. The most important requirements of the customer: a simple design, a set of fonts that he likes, the speed of operation, a simple admin panel (so that everyone could expose the book and content can understand it). The project is under development, but all the features are ready - infostudy.ru
- The problem:
- Working with a client, we had a little discussion that we would like to share. In the process of handing over the functional, the client wanted to change the order of the chapters independently (we didn't agree on this initially). We agreed on the price, but then the question arose where and how to add the features? The client wanted to add it directly to the book page, which made sense, but from the code side it was not a very convenient solution. We explained the problems we might encounter and suggested a separate page for each book. This was more convenient and concise. We've created a drag & drop system. Client was very satisfied with our solution.

Example of the working process 2, before changes

The screenshot shows a dashboard with a sidebar on the left and a main content area with a grid of 6 columns and 18 rows of topic cards. The columns are: Античность, Древний Восток, Европейское Средневековье, Открытие Нового Света, Византийский Мир, and Турецкая Держава. The sidebar contains a list of topics including: Введение, Империя, Константин Великий. Принятие Христианства, Римские императорские династии, Рабство в Античности, Гай Юлий Цезарь, Марий и Сулла, Карфаген и Пунические войны, Летосчисление и календарь у римлян, Декларатура, Древний Рим, Древняя Греция, Этрурия и этруски, Эллинистические государства, Филипп II и Александр Македонский, Греко-персидские войны, Спарта.

Античность	Древний Восток	Европейское Средневековье	Открытие Нового Света	Византийский Мир	Турецкая Держава
Введение	Древний Восток. Введение	Европейское Средневековье. Введение	Фердинанд и Изабелла	Византийская империя	Турецкие завоевания. Борьба Европы с турецким нашествием
Империя	Шумер	Средневековый крестьянин	Христофор Колумб	Юстиниан I	Османская империя
Константин Великий. Принятие Христианства	Вавилон	Замок	Почему Новый Свет назвали Америкой		Взлет и падение янычар
Римские императорские династии	Древний Египет	Рыцари	Конкистадоры		Капудан-паша Хайредин Барбаросса
Рабство в Античности	Хеттское царство	Рыцарские ордена	Великий Инка - пленник бывшего свинопаса		Стамбул
Гай Юлий Цезарь	Финикия	Геральдика	Открытие Тихого океана		
Марий и Сулла	Иудея и Иудейские войны	Монашество	Индийцы Америки		
Карфаген и Пунические войны	Ассирия	Папство	Френсис Дрейк		
Летосчисление и календарь у римлян	Урарту	Епископ	Просвещение XVII - XIX в.		
Декларатура	Древний Иран (Персия)	Инквизиция			
Древний Рим	Парфия	Великий Ин-навигатор			
Древняя Греция	Древняя Индия	Дворинин			
Этрурия и этруски	Древний Китай	Коммуна			
Эллинистические государства	Древняя Япония	Людвиг XIV			
Филипп II и Александр Македонский	Военное дело Древнего Востока	Средневековый купец			
Греко-персидские войны		Торговые компании средневековой Европы			
Спарта		Бюргер			
		Трубадуры, жонглеры и шуты			

The screenshot shows a page titled 'Античность' (Antiquity) with a breadcrumb trail: 'Материалы > Античность'. Below the title, there are three material cards:

- Введение** (Introduction) - 13 мин чтения
- Империя** (Empire) - 3 мин чтения
- Константин Великий. Принятие Христианства** (Constantine the Great. Acceptance of Christianity) - 12 мин чтения

Example of the working process 2, after changes

[🏠](#) > [Материалы](#) > [Античность](#)

Империй

3 мин чтения

Введение

13 мин чтения

Константин Великий. Принятие Христианства

12 мин чтения

Античность	Древний Восток	Европейское Средневековье	Открытие Нового Света	Византийский Мир	Турецкая Держава	Средневековый Восток
Империй	Древний Восток. Введение	Европейское Средневековье. Введение	Фердинанд и Изабелла	Византийская империя	Турецкие завоевания. Борьба Европы с турецким нашествием	Сасанидский Иран
Введение	Шумер	Средневековый крестьянин	Христофор Колумб	Юстиниан I		Кочевники Центральной Азии
Константин Великий. Принятие Христианства	Вавилон	Замок	Почему Новый Свет назвали Америкой?		Османская империя	Средневековая Монголия
Римские императорские династии	Древний Египет	Рыцари	Конкистадоры		Взлет и падение вичар	Тамерлан
Рабство в Античности	Хеттское царство	Рыцарские ордена	Великий Инка - пленник высшего сановника		Капудан-паша Хайредин Барбаросса	Арабы и арабские завоевания
Гай Юлий Цезарь	Финикия	Геральдика	Открытие Тихого океана		Стамбул	Средневековая Япония
Марий и Сулла	Иудея и Иудейские войны	Монашество	Индийцы Америки			Средневековый Китай
Карфаген и Пунические войны	Ассирия	Папство	Френсис Дрейк			Юго - Восточная Азия
Летосчисление и календарь у римлян	Урарту	Епископ	Просвещение XVII - XIX в.			Средневековая Индия
Диктатура	Древний Иран (Персия)	Инкавизация				Средневековый Тибет
Древний Рим	Парфия	Великий Инквизитор				
Древняя Греция	Древняя Индия	Дворянин				
Этрурия и этруски	Древний Китай	Коммуна				
Эллинистические государства	Древняя Япония	Лицарь XIV				
Филипп II и Александр Македонский	Военное дело Древнего Востока	Средневековый купец				
Греко персидские войны		Торговые отношения средневековой Европы				
Спарта		Бюргер				
		Трубадуры, жонглеры и шуфы				

Homework 4

Describe the current tasks of further work on your innovative project in the form of a list of project backlogs

To create a nice workplace

Find some new specialists for our team

Develop a web-site

Develop a marketing campaign

To find some refresher courses for our team

To find the partners

To make a strong portfolio

To arrange some teambuilding activities

To create an ethical codex for the workers

To find and choose some freelance platforms that we will use to find the necessary specialists

Prepare the budget and the documentation for the accountant

Prepare the necessary documentation

Choose from its two or three sprint backlogs for sprint



To create a nice
workplace



To make a strong
portfolio

Describe the process of the sprint on the selected task

- To make a strong portfolio
 - To think of a form of the portfolio, how will it be presented
 - To analyze some already done clients' cases
 - To collect some feedbacks from the previous clients
 - To take some interviews from the current clients and their working experience with us
 - To create special questions for the clients' feedback
 - To prepare the results of our clients in a form of before/after
 - To prepare a SWOT analysis of our services and to emphasize on our strong points
 - To make a pricelist
- To create a nice workplace
 - To find a place for the office
 - To sign the contract
 - To find an interior designer and to talk the details
 - To choose and order the furniture
 - To choose and order some interior stuff
 - To choose and order the technical things for the office
 - To find the cleaning services, to choose one or several and to sign the contract
 - To prepare the necessary documentation, like fire security, security services etc.

Homework 5

Identify roles in your innovative project

- Product owner – Natalia Popova
- The project team – Natalia Popova, Evgenii Liakh, Ekaterina Samotes
- Scrum master - Ekaterina Samotes
- Team members – our team consists of high experienced experts and developers (programmers, designers, photographers, marketing and sales specialists and content creators)
- Users – we create a digital agency which will satisfy the needs of the active social media users, for people who want to promote their goods and services within modern ways. The results of our work will be visible for everyone and we are also able to teach our clients some basic principles of promotion.
- Customer – we are expecting to have different types of clients, some of them will be entrepreneurs who don't have an experience in the field of marketing and promotion, who are not active social-media users. For this type of clients, we should do our best to show the result and to satisfy their needs. If we're take another group of clients, such as bloggers and influencers, that are experienced in the sphere of promotion but for example have no time to do it themselves. For these group of customers, we have to offer exclusive solutions and innovative ideas
- Affected parties – our project doesn't require modelers or testers
- Stakeholders – clients, other digital agencies (competitors), investors

Describe the expected progress the sprint of your project (planning, starting, providing, finishing)

- Planning – during the planning we are going to define the problem, the main objectives and outcomes, stakeholders. Then we are going to create a product backlog
- Starting – we are starting from the collecting the user stories, for example we are supposed to have 2 types of customers: experienced and unexperienced in marketing. Unexperienced user doesn't know the modern ways of promotion and the only thing he wants is a result. But the experienced in marketing user wants from us something more than a result, he want creativity and innovative thinking. We will also have clients with a big volume projects and small ones. So, at this stage we prioritize users' stories and choosing which stories we are going to process.
- Providing – when we have chosen the user story (experienced in marketing clients who want innovative solutions) it's time for the sprint planning meeting where we will discuss if we need the help of experts and the technological aspects, we also describe the risks. In our case we will need the help of experts in programming to create modern web-sites for the customers. The risky factor is the fact that our potential clients can be experienced more than we and in final may not be satisfied with our work.
- However our aim is to arrange the work of our agency so that we could satisfy any type of clients.

Describe the expected progress the sprint of your project (planning, starting, providing, finishing)

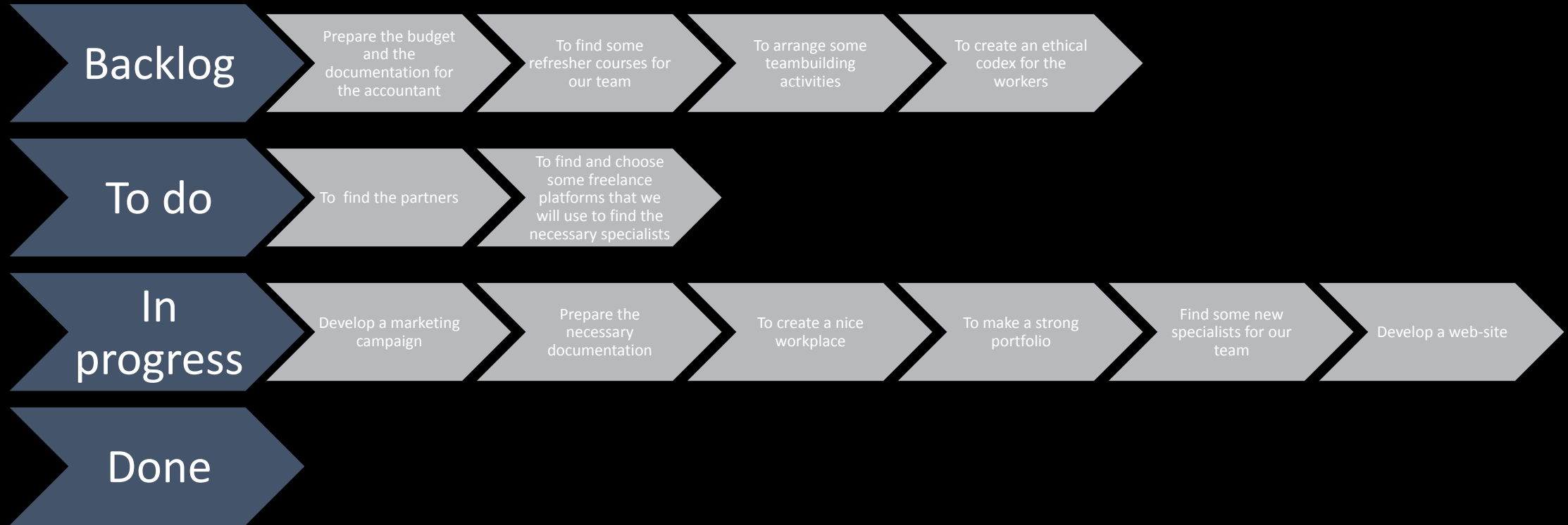
- For this purpose we will need
- To make a strong portfolio
 - To think of a form of the portfolio, how will it be presented
 - To analyze some already done clients' cases
 - To collect some feedbacks from the previous clients
 - To take some interviews from the current clients and their working experience with us
 - To create special questions for the clients' feedback
 - To prepare the results of our clients in a form of before/after
 - To prepare a SWOT analysis of our services and to emphasize on our strong points
 - To make a pricelist
- To create a nice workplace
 - To find a place for the office
 - To sign the contract
 - To find an interior designer and to talk the details
 - To choose and order the furniture
 - To choose and order some interior stuff
 - To choose and order the technical things for the office
 - To find the cleaning services, to choose one or several and to sign the contract
 - To prepare the necessary documentation, like fire security, security services etc.

Describe the expected progress the sprint of your project (planning, starting, providing, finishing)

- We will provide daily scrum meetings where we will discuss the details and the daily agenda for every team member.
- Our aim is to work like “in an orchestra”, in synchrony and harmony. We should listen to each other and keep in mind at which phase of the project we are now. It goes without saying that all the process will be controlled
- At the end we are supposed to get the final result and to critically evaluate. For example, in our case we are supposed to get ready for the problematic clients, so we decided to create a strong portfolio and a nice workplace where we could arrange meetings with clients. As one of the variants we could invite some experts from other digital agencies as a testing customer, to get some feedback and recommendations.

Homework 6

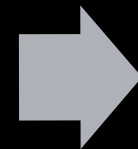
Plan your project execution using Kanban Board



Identify roles, prioritize and size the work

Roles

- Service delivery manager – Natalia Popova
- Service request manager – Evgeniy Liakh



Prioritizing

Expedite:

- To create a nice workplace
- To make a strong portfolio
- Find some new specialists for our team
- Develop a web-site

Fixed date:

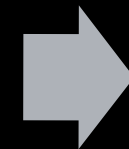
- Develop a marketing campaign
- Prepare the necessary documentation

Priority:

- To find the partners
- To find and choose some freelance platforms that we will use to find the necessary specialists

Standard:

- Prepare the budget and the documentation for the accountant
- To find some refresher courses for our team
- To arrange some teambuilding activities
- To create an ethical codex for the workers



Size

Time:

2 months

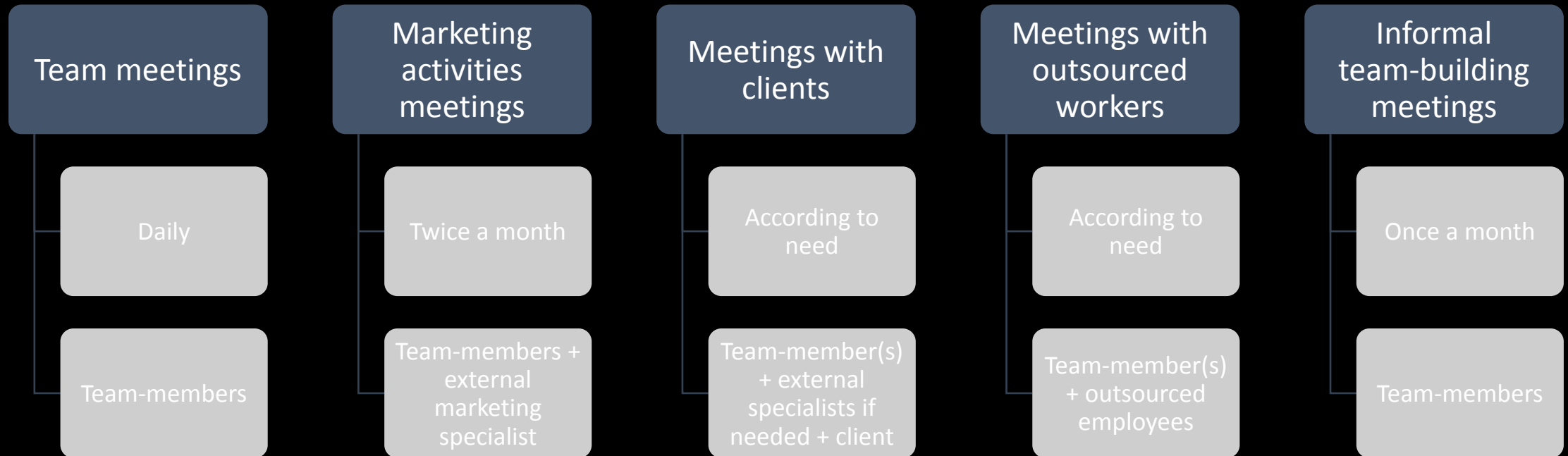
Costs:

- Rent
- Salaries
- Web-site development
- Outsourcing
- Technical equipment
- Advertisement

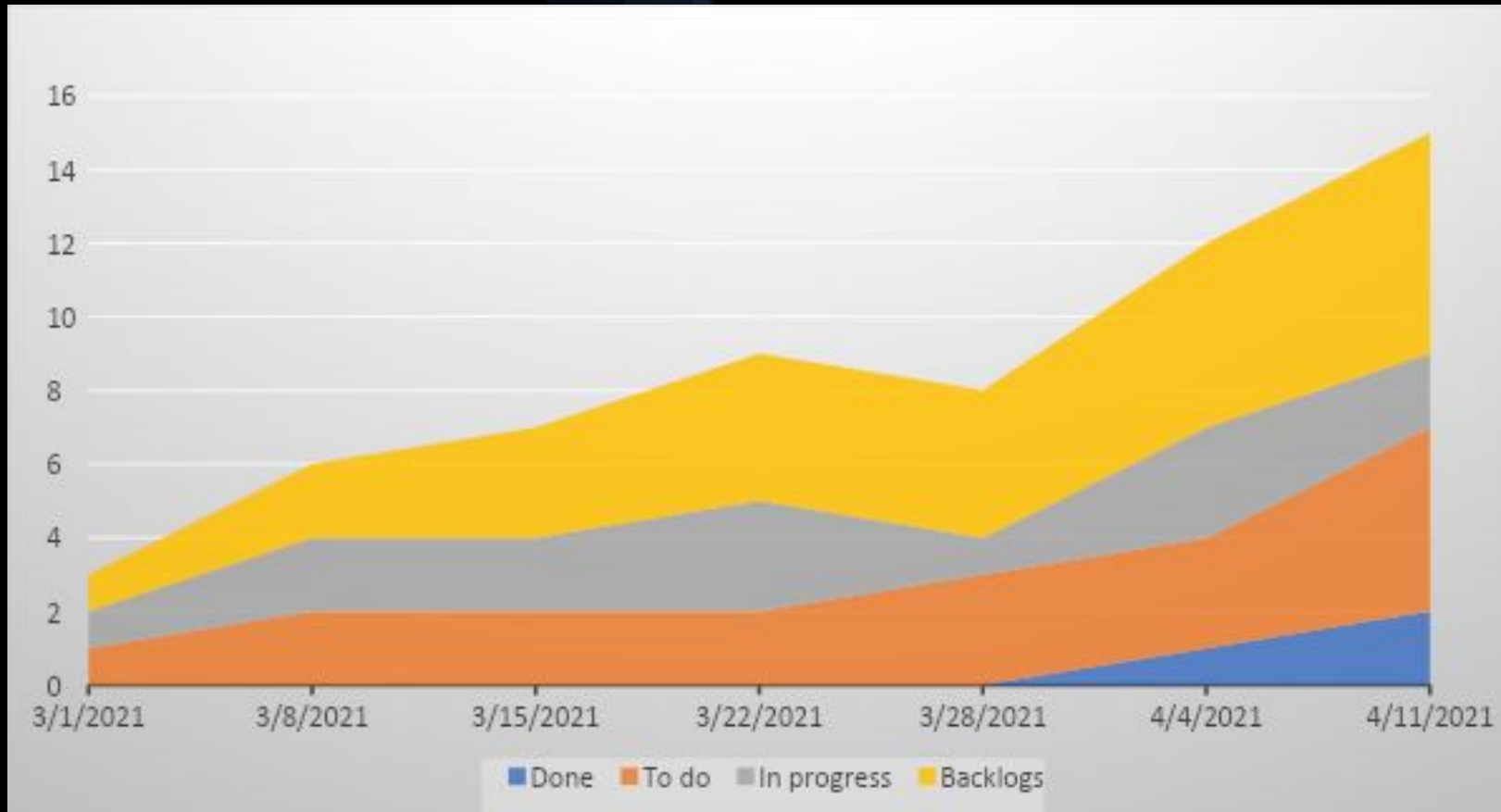
Number of people:

- 3 constant + outsourcing

Plan and describe meetings in Kanban



Create cumulative flow diagram of your work



Identify waste in your work

- A long preparation of necessary documentation
- A long preparation of a marketing campaign
- The outsourcing process can last a long time
- The search of clients can last a long time
- Initial wastes may be quite high