



The App That Scrum Built

What happened when an empowered client demanded the development firm to use Scrum?

The Challenges and Opportunities

The Challenges:

- Everyone has an app, right?
- Houston, we have a two problem(s)
 1. Time was running out and the client was anxious. It was busy Christmas with all the decorations and shopping, but the app team is pretty quiet. They didn't know how to start, because:
 2. Biji never built an app before. Biji is a portal website with internal web developers, not an app shop.

The Story

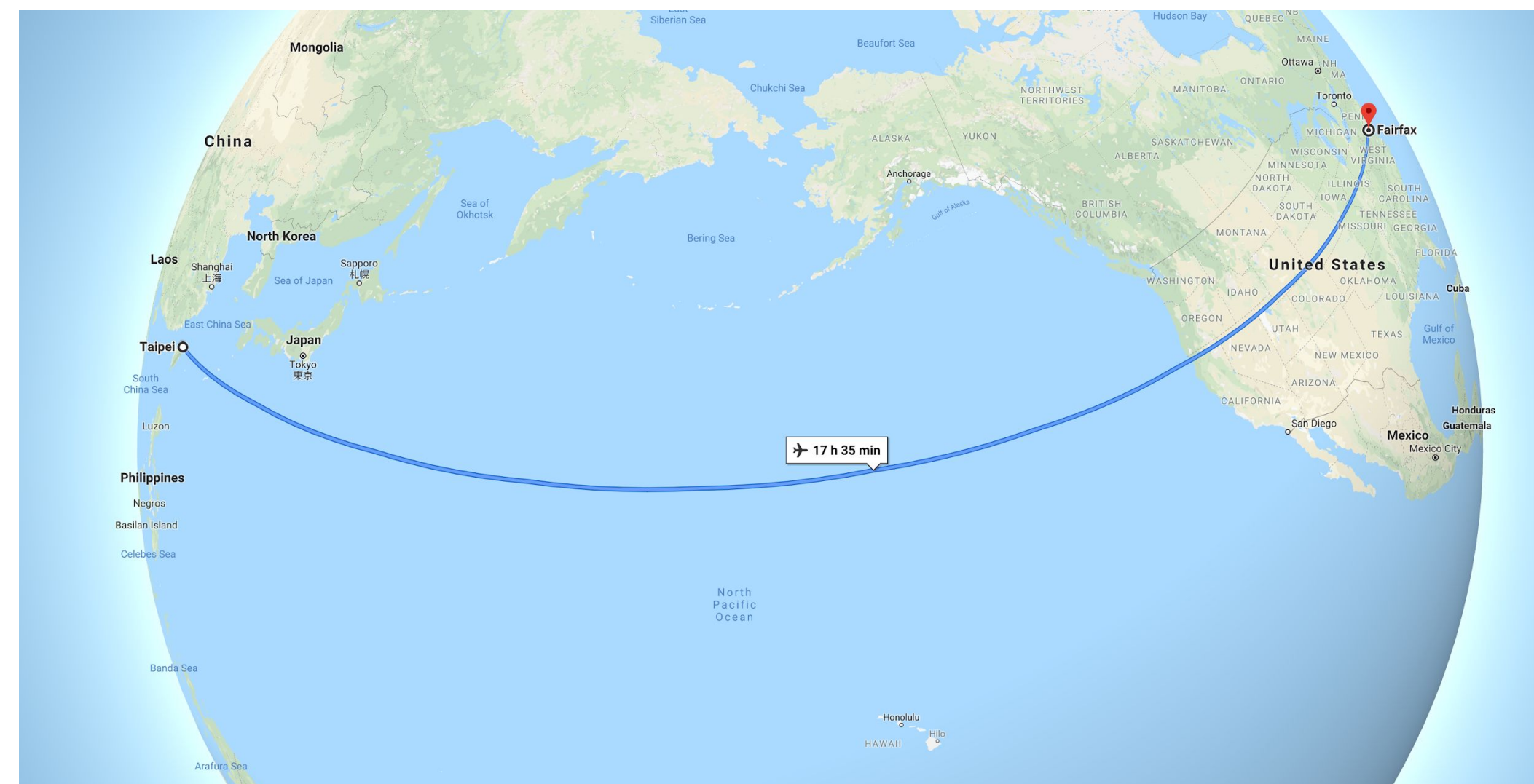
- The client, Cartoon Network Taiwan, had an idea for an interactive app for their 2018 summer family outdoor event.
- An app can track, upload to win, and interact with you.
- They asked [Biji](#), one of the biggest sports portal websites in Taiwan, to build the hiking app for them.



The Challenges and Opportunities

The Opportunities:

- The client saw an article called [“Scrum — The New Way of Work and Why Traditional Project Management Failed.”](#) (128K viewed)
- Client said: This is how we are going to build the app.
- The author happened to be in Taiwan for Christmas vacation.



Launch the Scrum Team (**Training** and Doing)

Scrum Training in Taiwan:

- Framework, origins, 3-5-3, decompose, estimation, setting priorities.
- Now we have a common language to talk to each other.
- Have a working product or be irrelevant.
- Follow the Scrum Guide, or don't call it Scrum.
- A lot to learn and unlearn, we have the best agile coach in Taiwan, you will stop working long hours, you will be happier.
- And we will deliver the app, trust me and trust yourself.

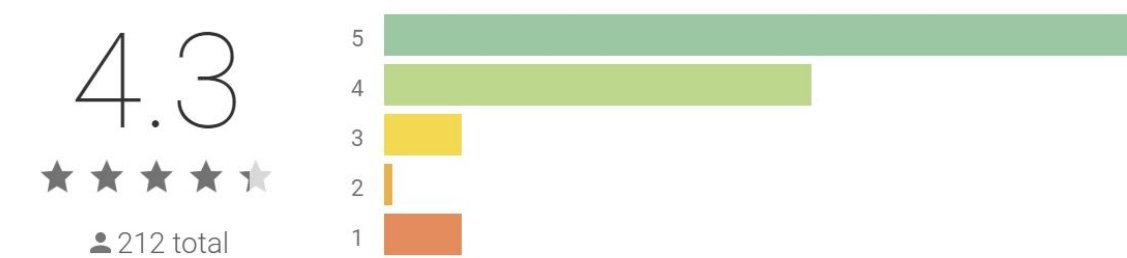
Launch the Scrum Team (Training and **Doing**)

Doing: Mentoring and Coaching (Remotely):

- 5 Sprints in a Release.
- Team goal: Have the app before the event.
- Team values: Change is always good. Fast is always good. Be nice and respectful. Trust each other and help each other. Be passionate about what we are doing.
- Who is doing what. Biji CEO is the Product Owner, new Scrum Master, a small Development team, and a very active customer.
- Product Backlog is ready, Sprint length 2 weeks, Daily Scrum (when and where) DoD, DoR.
- We were building the app.

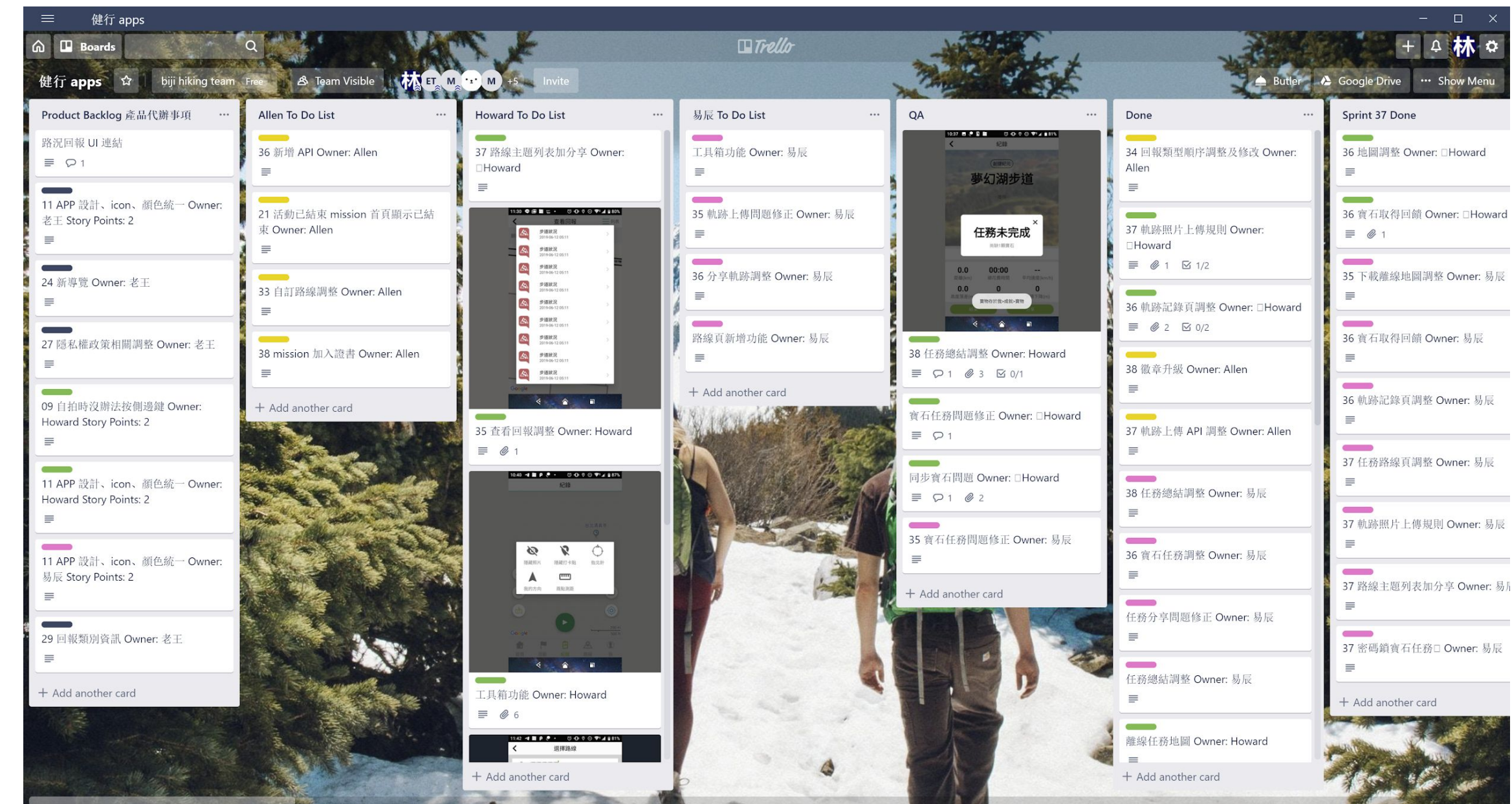
The Results

- We delivered!
- The interactive hiking app went live: The original estimate was at least 6 months, but the team did it in about 3 months.
- The team is still using Scrum!
 - Sprint 38 as of Sep. 2019.
 - The app is still updated with 10,000 + active users per month.
 - 4.3 out of 5 stars.
 - Biji has new clients.
- You can download the app here ([Android](#) & [iOS](#)).



What have we learned?

- Management support helps.
- Client participation provides great value.
- Training and doing = long-lasting impact model.
- Coaching mindset and skills.
- Technology helps with remote services.
- When the client demands the consulting/development firms to use Scrum, the world is different.
- Adapt or someone will eat your lunch.
- Scrum is no longer an option, it's The Way Teams Work.



“We were not sure how to start until we saw Scrum. It was an amazing experience. I witnessed the power of an Agile Coach and Scrum that played vital roles in delivering the product successfully, and we had our app before the event.”

- Sarah, Marketing, Cartoon Network Taiwan -

“There is no silver bullet in the business world, but Scrum helps us to focus and deliver the most valued features first.”

- Miguel, CEO, Biji.co -

“The team has the **Courage** to take on the challenge, they **Focus** on the goal, they are **Committed** to deliver, the client infuses the **Openness, Respect** and trust bring us all together”

- Andrew, the Agile Coach -

Andrew Lin

Enterprise Agile Trainer and Coach

- First Chinese/English speaking Registered Scrum Trainer (RST) trained by Dr. Sutherland
- Registered Scrum@Scale Trainer
- Faculty member of APAC Train the Trainer for Agile Education Powered by Scrum Inc. (AEP)



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