

Agile Aufwandsschätzung richtig machen

Kai Brummund
@kaibrummund





About me

Kai Brummund
@kaibrummund

Uni Hamburg: ITMC
Web- and Appdev
Microsoft Student Partner
Makes Pizza
Likes the winter

Agenda

How we
estimate

Agile
estimation

When to
use it

What is an estimation?

“Estimation is the calculated approximation of a result which is usable even if input data may be incomplete or uncertain.”

— Wikipedia

- Problem:
is that estimates become a unbreakable schedule,
where any deviation is considered bad

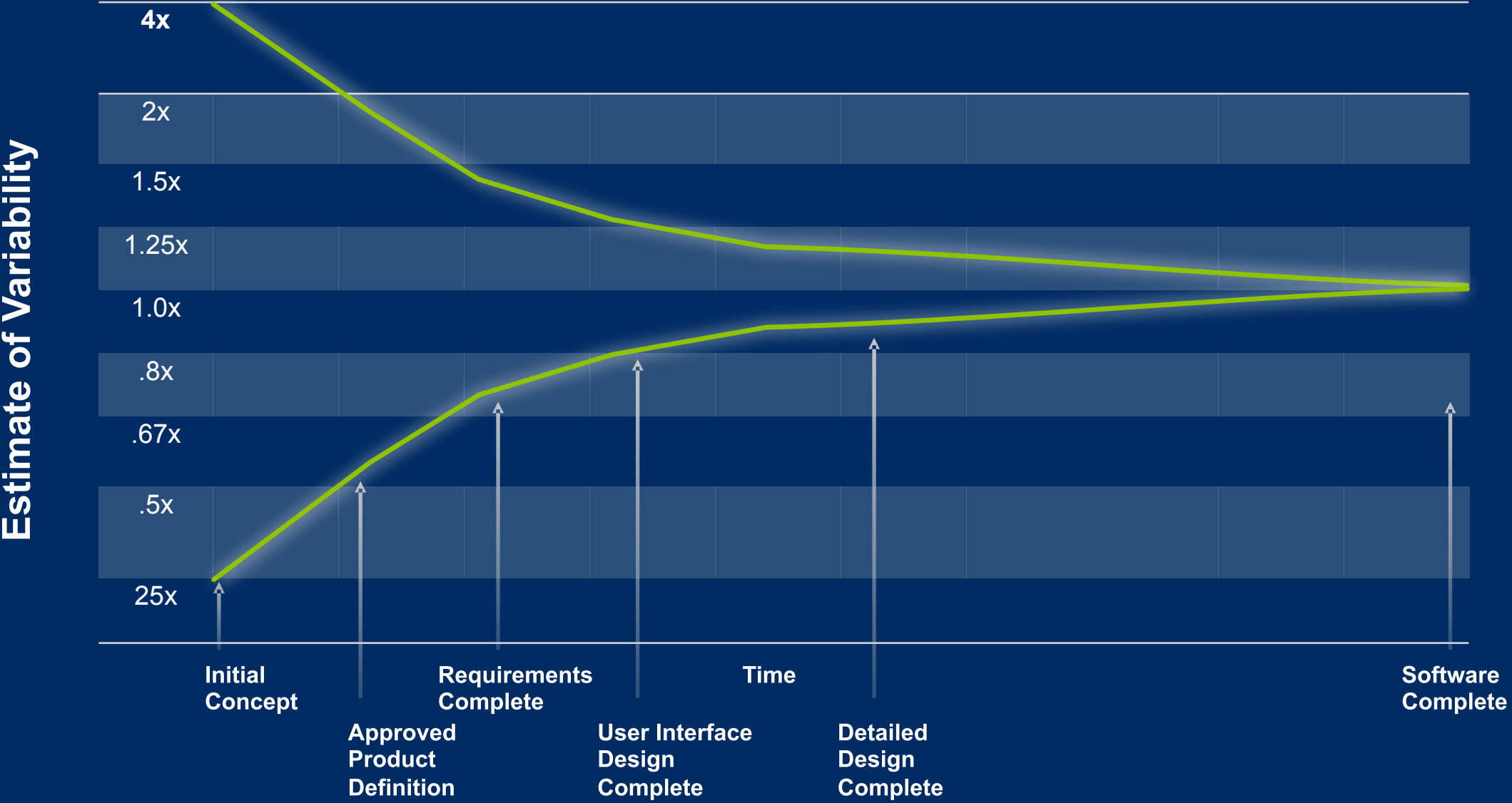
The problem with Estimating



This is a picture of my bathroom.

How big is my house?

The Cone of Uncertainty



Parkinsons Law

Air fills the container.

Students syndrome

Start work at the last possible moment in time.

How to Estimate

User stories

Story points

Product backlog

Velocity

Re-estimation

User stories

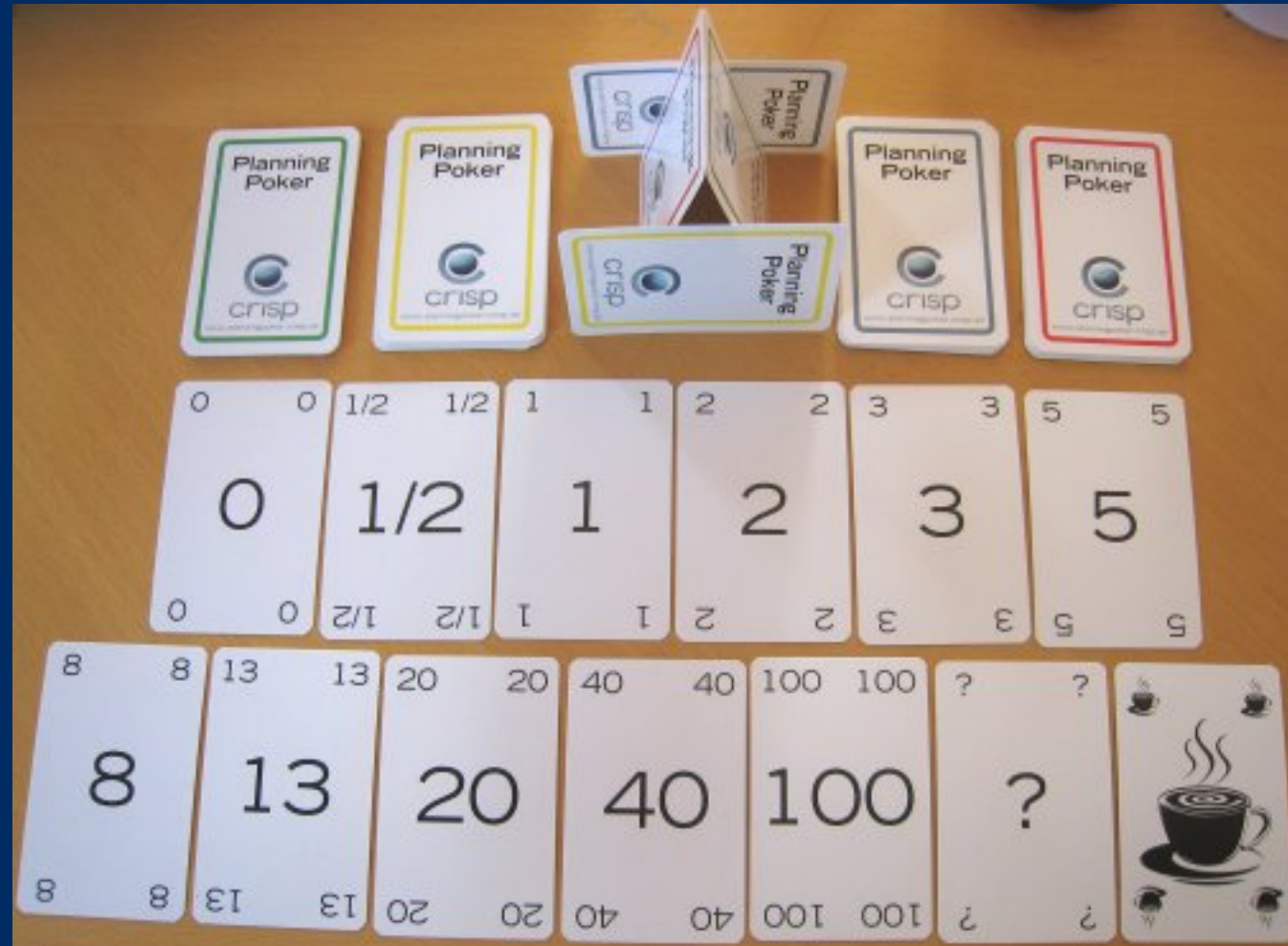
As **<role>** I
would like to
<action> in
order to
<reason>

BUGS
==

TASKS
=

MAGIC
==

Story points



Product Backlog

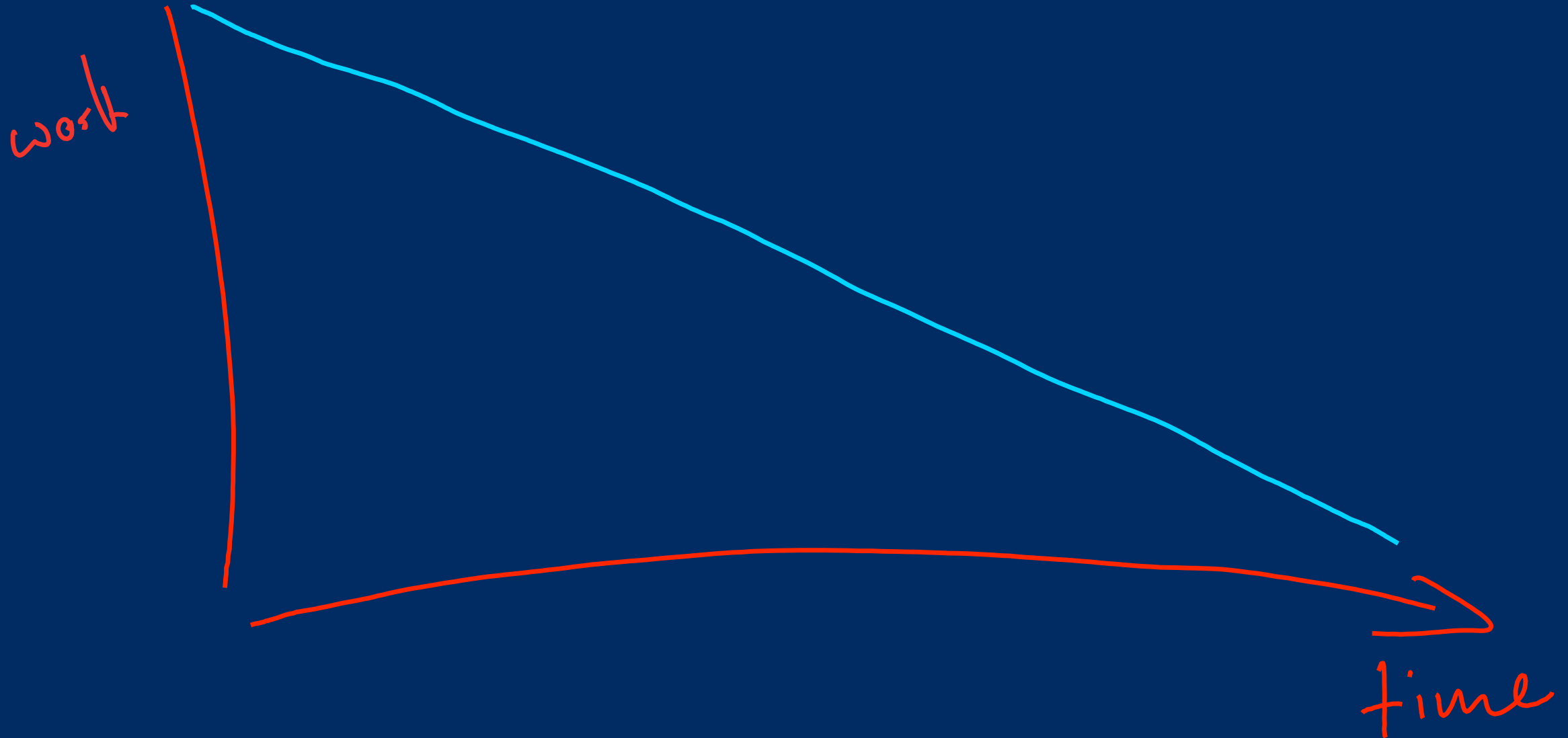
The image shows a hand-drawn product backlog on a green wall. The backlog is organized into several columns, each with a header sticky note. The columns and their contents are as follows:

- App setup**: Includes sticky notes for "Welcome page" and "Registration".
- Registration/Login**: Includes sticky notes for "Welcome page", "Profile edit", "Forgot password", "Reset password", "Email verification", "Phone verification", "Social login", "Remember me", "Dark mode", "Account settings", "Profile picture", "Bio", "Avatar", "Email", "Phone", "Password", "Username", "First name", "Last name", "Date of birth", "Gender", "Country", "Language", "Currency", "Timezone", "Notifications", "Privacy policy", "Terms of service", "Help", "Feedback", "Support", "About", "Contact us", "FAQ", "Privacy policy", "Terms of service", "Help", "Feedback", "Support", "About", "Contact us", "FAQ".
- Homepage**: Includes sticky notes for "Home", "About", "Contact", "Privacy", "Terms", "Help", "Feedback", "Support", "About", "Contact us", "FAQ".
- Product**: Includes sticky notes for "Product", "Features", "Benefits", "Pricing", "Reviews", "Testimonials", "FAQ", "Contact us", "Feedback", "Support", "About", "Contact us", "FAQ".
- Users/Feedback**: Includes sticky notes for "Users", "Feedback", "Reviews", "Testimonials", "FAQ", "Contact us", "Feedback", "Support", "About", "Contact us", "FAQ".
- Site admin**: Includes sticky notes for "Site admin", "Users", "Products", "Orders", "Reports", "Settings", "Analytics", "Marketing", "SEO", "Social media", "Email marketing", "Push notifications", "A/B testing", "Heatmaps", "User surveys", "Exit surveys", "Feedback loops", "Customer journey maps", "Churn analysis", "Retention analysis", "Lifetime value", "Customer segmentation", "Personalization", "Recommendations", "Cross-selling", "Upselling", "Referrals", "Partnerships", "Affiliate marketing", "Influencer marketing", "Sponsorships", "Co-branding", "Strategic alliances", "Partnerships", "Affiliate marketing", "Influencer marketing", "Sponsorships", "Co-branding", "Strategic alliances".
- Security**: Includes sticky notes for "Security", "Authentication", "Authorization", "Encryption", "Data protection", "GDPR", "HIPAA", "PCI DSS", "ISO 27001", "SOC 2", "NIST", "OWASP", "CVE", "CVE-2021-1234", "CVE-2021-5678", "CVE-2021-9012", "CVE-2021-3456", "CVE-2021-7890", "CVE-2021-1111", "CVE-2021-2222", "CVE-2021-3333", "CVE-2021-4444", "CVE-2021-5555", "CVE-2021-6666", "CVE-2021-7777", "CVE-2021-8888", "CVE-2021-9999".
- Analytics**: Includes sticky notes for "Analytics", "Google Analytics", "Facebook Pixel", "Twitter Analytics", "LinkedIn Analytics", "YouTube Analytics", "Instagram Analytics", "TikTok Analytics", "Snapchat Analytics", "Pinterest Analytics", "SoundCloud Analytics", "Bandcamp Analytics", "Spotify Analytics", "Apple Music Analytics", "Amazon Music Analytics", "Deezer Analytics", "Tidal Analytics", "Pandora Analytics", "iHeartRadio Analytics", "SiriusXM Analytics", "Comcast Music Analytics", "AT&T Music Analytics", "Verizon Music Analytics", "Spectrum Music Analytics", "Charter Music Analytics", "Cox Music Analytics", "Comcast Music Analytics", "AT&T Music Analytics", "Verizon Music Analytics", "Spectrum Music Analytics", "Charter Music Analytics", "Cox Music Analytics".
- Marketing**: Includes sticky notes for "Marketing", "Social media", "Email marketing", "Content marketing", "SEO", "PPC", "Display advertising", "Video advertising", "Native advertising", "Retargeting", "Lookalike audiences", "Sales funnels", "Conversion optimization", "A/B testing", "Heatmaps", "User surveys", "Exit surveys", "Feedback loops", "Customer journey maps", "Churn analysis", "Retention analysis", "Lifetime value", "Customer segmentation", "Personalization", "Recommendations", "Cross-selling", "Upselling", "Referrals", "Partnerships", "Affiliate marketing", "Influencer marketing", "Sponsorships", "Co-branding", "Strategic alliances".

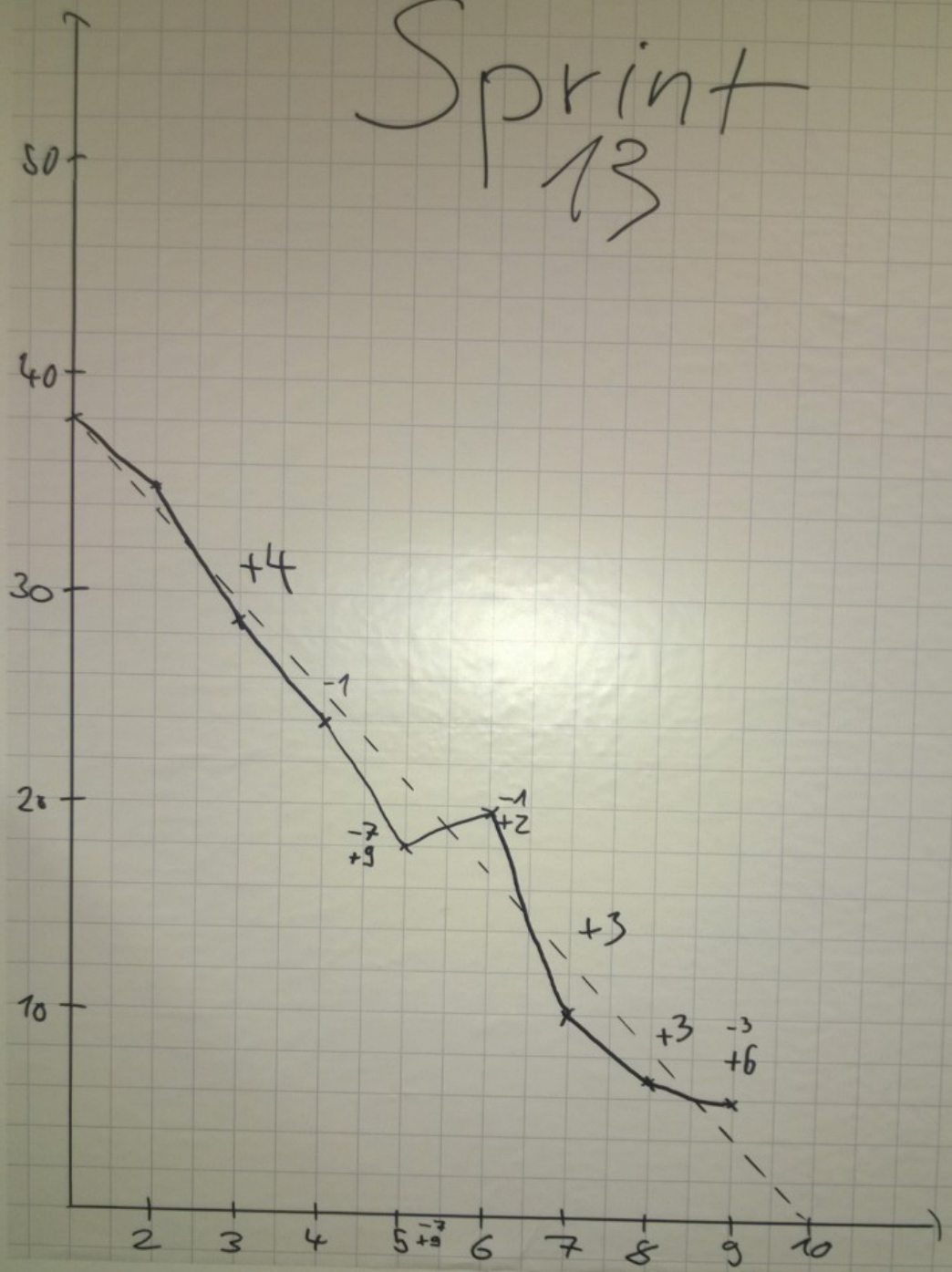
Velocity

	Days
Installation Contao	1
Create the Welcome Page	2
Design the Contact Form	3
Add a User Login	2
Create a Profile Page	3
Test all Features	2
Deploy the Website	1

Velocity

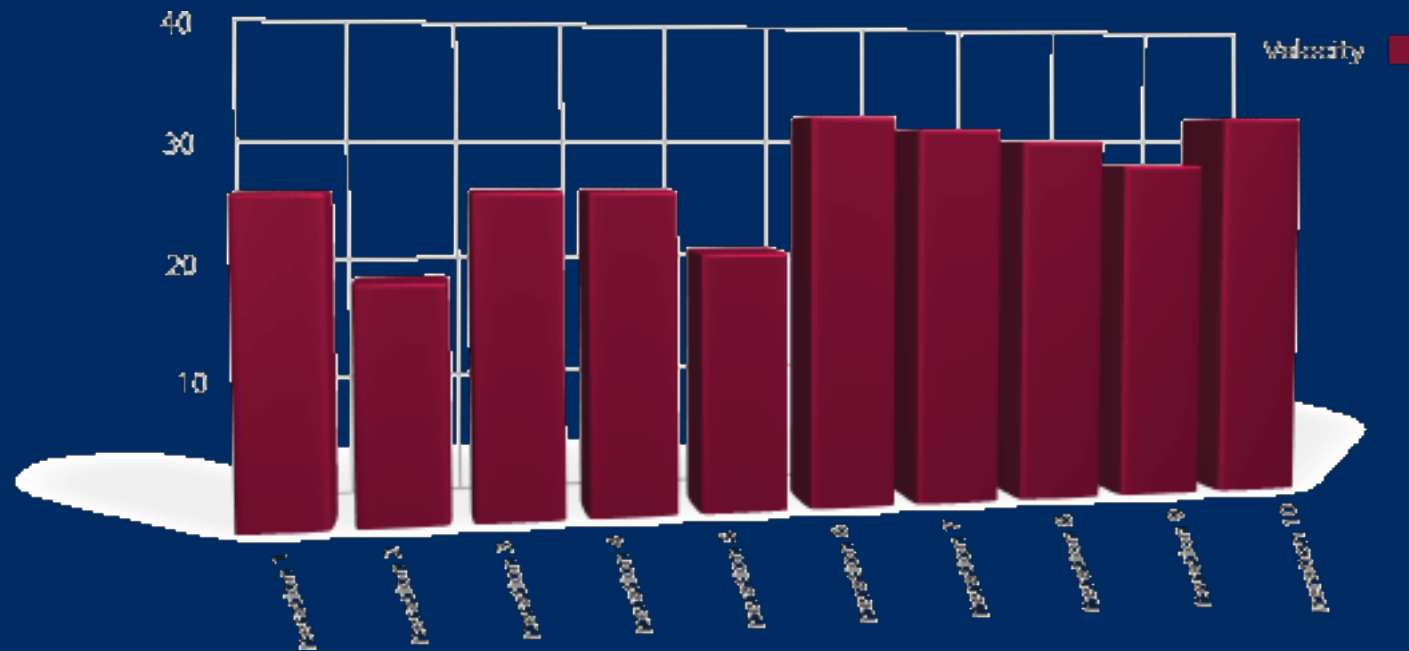


Sprint 13



Velocity

The cumulative average of how many storypoints are done in one fixed duration.



Re-Estimation

	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5
Backlog size at start of sprint	100	99	97	92	85
Sprint Backlog committed	10	8	8	9	9
Sprint Backlog completed	7	8	8	9	9
Team Velocity	7,0	7,5	7,8	8,4	8,7
Items added to Backlog	6	6	5	3	2
Items removed from Backlog	0	0	2	1	2
Sprintes Estimate to Completion	14,14	12,93	11,87	10,15	8,75
Allocation % for Bugs/Rework	0%	5%	10%	15%	20%
Weighted Sprints to Completion	14,14	13,58	13,06	11,67	10,50

When to use

Scribbles

Scribbles