

2012 Agile Conference

(AGILE 2012)

**Dallas, Texas, USA
13 – 17 August 2012**



IEEE Catalog Number: CFP12330-PRT
ISBN: 978-1-4673-2622-3

2012 Agile Conference

Agile 2012

Table of Contents

Message from the Research Producers.....	viii
Message from the Insights Experience	
Reports Producers.....	ix
Organizing Committee.....	x

Research Papers

User Experience Design Goes Agile in Lean Transformation—A Case Study	1
<i>Minna Isomursu, Andrey Sirotkin, Petri Voltti, and Markku Halonen</i>	
Agile Development and User Experience Design Integration as an Ongoing Achievement in Practice	11
<i>Jennifer Ferreira, Helen Sharp, and Hugh Robinson</i>	
Software Change in the Solo Iterative Process: An Experience Report	21
<i>Christopher Dorman and Václav Rajlich</i>	
Documentation Work in Agile Teams: The Role of Documentation Formalism in Achieving a Sustainable Practice	31
<i>Christoph Johann Stettina, Werner Heijstek, and Tor Erlend Fægri</i>	
Estimate of the Appropriate Iteration Length in Agile Development by Conducting Simulation	41
<i>Ryushi Shiohama, Hironori Washizaki, Shin Kuboaki, Kazunori Sakamoto, and Yoshiaki Fukazawa</i>	
A Methodology for Assessing Agile Software Development Methods	51
<i>Shvetha Soundararajan, James D. Arthur, and Osman Balci</i>	
Agile Testing: Past, Present, and Future—Charting a Systematic Map of Testing in Agile Software Development	55
<i>Theodore D. Hellmann, Abhishek Sharma, Jennifer Ferreira, and Frank Maurer</i>	
Knowledge Management in Distributed Agile Software Development	64
<i>Siva Dorairaj, James Noble, and Petra Malik</i>	

Insights Experience Reports

A Story about a Dinosaur Called Mainframe and a Small Fly Agile	74
<i>Zuzana Šochová and Eduard Kunc</i>	
Scaling Scrum Step by Step: “The Mega Framework”	79
<i>Rafael P. Maranzato, Marden Neubert, and Paula Herculano</i>	
Embracing Nihilism as a Software Development Philosophy and the Birth of the Big Book of Dead Code	86
<i>Ryan Bergman</i>	
Agile’s Role in Developing Robust Software Competency at Precor	92
<i>Brent Barton and Brent Brooks</i>	
Combining Kanban and Scrum—Lessons from a Team of Sysadmins	99
<i>Katarzyna Terlecka</i>	
There and Back Again: From Iterative to Flow ... and Back to Iterative!	103
<i>Cecilia Fernandes</i>	
Task Board Evolution	111
<i>Nayan Hajratwala</i>	
Agile Portfolio Management at NYSE	117
<i>Gabino M. Roche and Jr.</i>	
Scaling Agile Product Ownership through Team Alignment and Optimization: A Story of Epic Proportions	123
<i>Peter Saddington</i>	
Overcoming Traditional Project Release Reporting with an Agile Approach Focused on Change	131
<i>Hans-Peter Samios</i>	
Can Marketing Go Agile?	136
<i>Randall DeFauw</i>	
Applying Lean Startup: An Experience Report—Lean & Lean UX by a UX Veteran: Lessons Learned in Creating & Launching a Complex Consumer App	141
<i>Beverly May</i>	
A Starting Point for Negotiations—Delivering with a Heterogeneous Team	148
<i>Alfred A. Lorber and Sheldon R. Tieszen</i>	
Agile Data Warehouse—The Final Frontier: How a Data Warehouse Redevelopment Is Being Done in an Agile and Pragmatic Way	156
<i>Terry S. Bunio</i>	
Leveraging Global Talent for Effective Test Agility	165
<i>Todd Little, Suzanne Elliott, Joe Hughes, and Florin Simion</i>	

Adobe Premiere Pro Scrum Adoption: How an Agile Approach Enabled Success in a Hyper-competitive Landscape	172
<i>Peter Green</i>	
Applying Agile through Total Immersion—Going All-In with Agile at PH Tech	179
<i>Chad Casady</i>	
Slow Down to Go Fast—Lessons Learned Shipping Bing Voice Search on Xbox	185
<i>James Waletzky and Randy Santossio</i>	
Skiing and Boxing: Coaching Product and Enterprise Teams	191
<i>Sergey Prokhorenko</i>	
Agile in the Bathtub: Developing and Producing Bathtubs the Agile Way	197
<i>Gaetano Mazzanti</i>	
Author Index	204