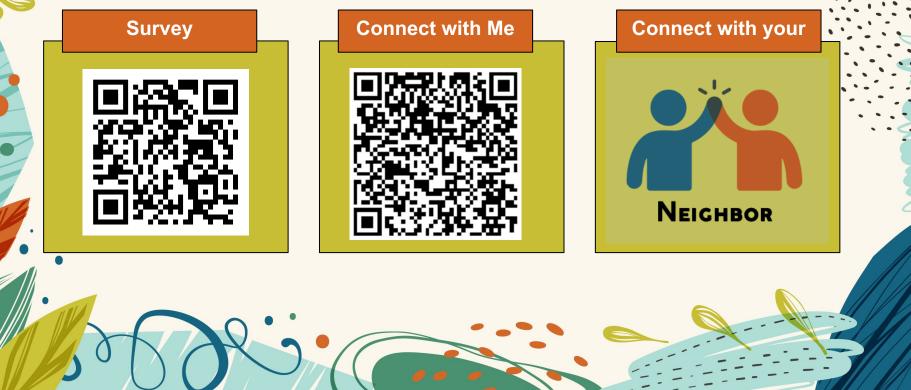
Agile Essentials: Agile Estimation & Forecasting



Sabine Khan Agile Estimation & Forecasting



Once upon a time...



. . .





The Project...





.







Brainstorming



• • •





Validated Product Ready for Development





Meet Your Coach





Consulted, trained or coached with people and teams at...



Agile Estimation and Forecasting

Agile Estimation & Forecasting can.....

Increase customer satisfaction through quality deliverable and set expectations

Improve job satisfaction & security through ownership

Engage Leadership through transparency

Motivate teams through more collaboration

Accelerate and more accurate development through focused estimations

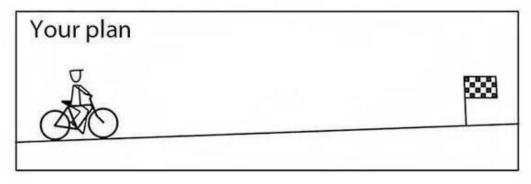
Improved Planning through experience



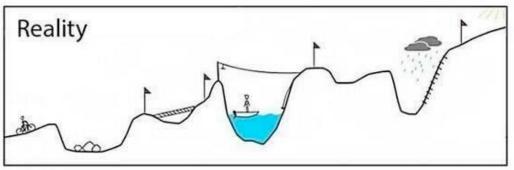
What are the biggest challenges you have seen Estimating Projects?

Estimation is HARD





Planning is **HARD**





https://the-goodcoach.com/tgcblog/2015/1/14/the-plan-versus-reality-by-charlotte-rydlund.html https://www.linkedin.com/in/sabinekhan



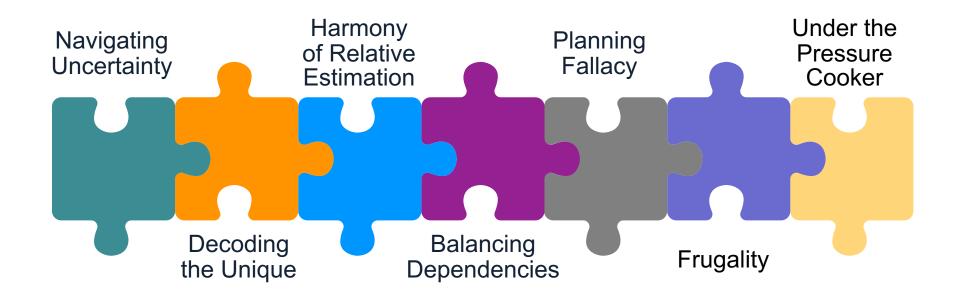
Estimation is HARD Planning is HARD Why plan?







Underestimating the Power of Estimation!

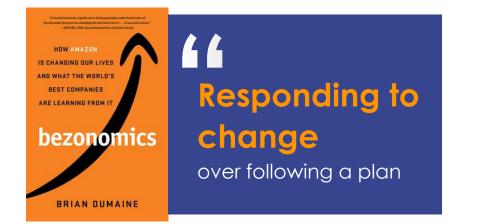


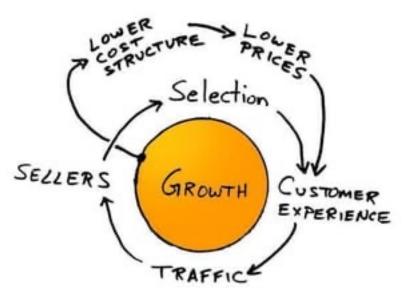
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Create a flywheel for your team







https://strategicdiscipline.positioningsystems.com/blog-0/amazon-flywheel-transformed-its-business-bezonomics https://www.linkedin.com/in/sabinekhan

Why is Software Estimation and Forecasting Important?

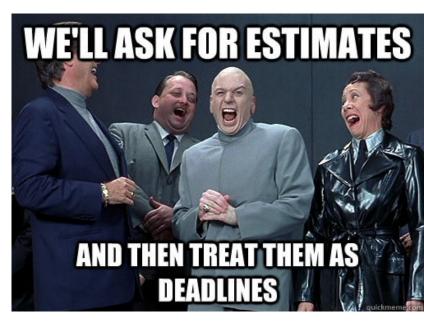
Empowering Informed Decision-Making
Adapting to Dynamic Environments
Fostering Stakeholder Alignment
Maximizing Return on Investment (ROI)
Boosting Team Morale and Productivity





Estimation is NOT used for..

- Setting Deadlines
- Work Capacity
- Providing Gantt Charts
- Measuring Team or Individuals









Relative vs Absolute Estimation

- Comparing Task Complexity
- Certainty is Elusive
- Embracing Change
- Hofstadter's Law

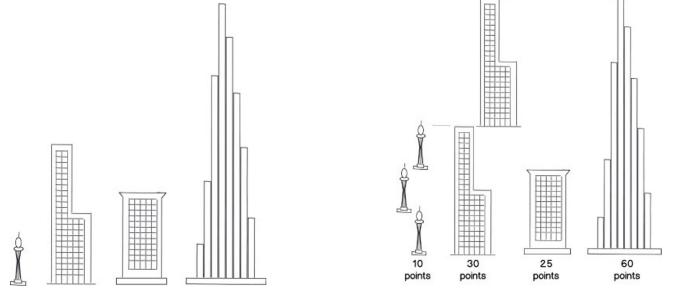








We are better at relative than absolute estimation



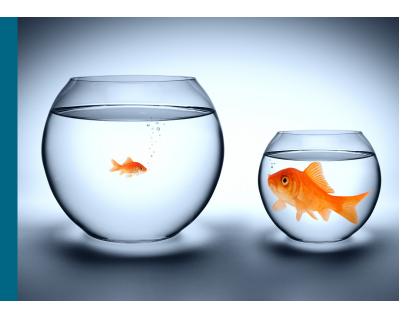




Pictures from Relative estimation compunication by Ilan

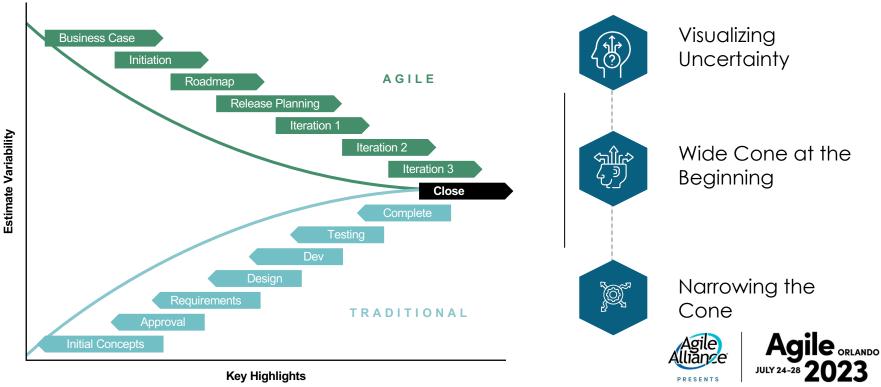
Why estimate relatively?

- We are better at relative than absolute estimation
- Effort may differ between team members but relative effort often the same





Software Cone of Uncertainty



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Increasing our ROI

- ✓ Maximizing Value
- Adapting to Changes
- Achieving More with Less



.





Increasing our ROI



2021

Prioritized features based on customer feedback and market trends. High-value updates to its platform.

30% INCREASE DAILY ACTIVE USERS

15% INCREASE IN USER RETENTION RATE

amazon

2020

Scaling systems to new heights Increase of demand in cloud services

\$45.4B YoY REVENUE, AN INCREASE OF 31%

~32% INCREASE IN MARKET SHARE





Agile is Value Driven

- Customer-Centric Approach
- Empowering Collaboration
- Iterative Value Delivery



.





Agile is Value Driven



NASA's Perseverance Rover Mission (2021):



Successful Landing: The Perseverance rover safely landed on Mars on February 18, 2021, thanks to Agile estimation that helped the team anticipate and address potential challenges during the landing process.

Scientific Discoveries: The mission achieved significant scientific milestones, such as discovering evidence of ancient microbial life on Mars, attributed to the flexibility and adaptability enabled by Agile forecasting.





INDIVIDUALS AND INTERACTIONS over processes and tools

WORKING SOFTWARE over comprehensive documentation

CUSTOMER COLLABORATION over contract negotiation

RESPONDING TO CHANGE over following a plan

That is, while there is value in the items on the right, we value the items on the left more.



Where does Estimation and Forecasting happen in an Organization?



Portfolio

What products & service will help achieve the strategy (business goals & objectives)? Portfolio

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Product

Release

Iteration

Product

What requirements will a product fulfill, what features will we have? What does our customer demand?

Portfolio

.

Product

Release

Iteration

Release Planning

What product features will be delivered in this release?

Portfolio

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Product

Release

Iteration

Iteration

What features will be developed during this product iteration?

Portfolio

. . .

Product

Release

Iteration

Daily Scrum

What features are done, which ones will be done today, is anything blocked? Portfolio

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Product

Release

Iteration

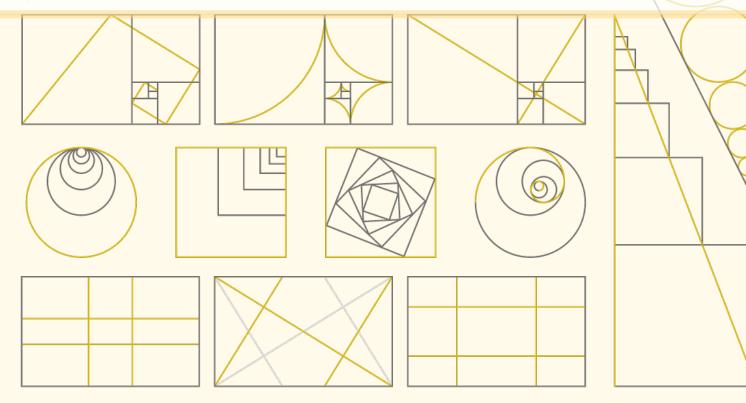
Agile Estimation Tools



Agile Estimation Techniques



Unleashing the Fibonacci Powers! Why Fibonacci? Because Math Deserves a Party



Agile's Mysterious Crush on Fibonacci!



Fibonacci: The Agile Estimation Superhero!

Fibonacci give teams precision and breadth in Estimation

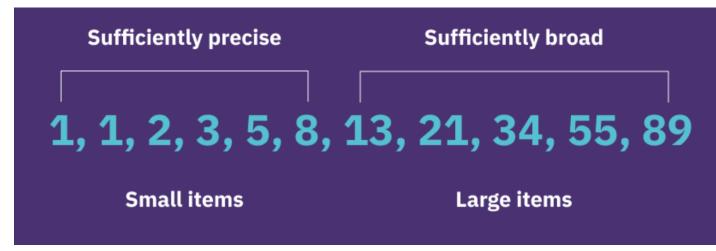


Image credit: https://www.parabol.co/



Meet the Agile Story Points!



3Cs:

- Card
- Conversation
- Confirmation



Larger the number of per-story story points, the greater the estimate's uncertainty!



PURPOSE:

WHY:

HOW:

Focus on value, not time, when estimating tasks.

Agile teams assign story points

to tasks, enabling effective prioritization and planning.

To measure the effort, risk.

and complexity of tasks

relative to each other.

Agile



arger the number of

T-Shirt Sizing: Fashionably Agile!

Why it's Used:

To provide a quick and intuitive way of estimating tasks during backlog grooming.

How it's Used:

Agile teams assign t-shirt sizes (e.g., XS, S, M, L, XL) to tasks based on complexity. Purpose: Help prioritize tasks by complexity without getting bogged down in precise numbers.

Where it's Used:

Epic Level, Portfolio, Product Level.









Planning Poker: Estimation's Poker Night!



Image credit: http://agile-ux.com

https://www.linkedin.com/in/sabinekhan

Why it's Used:

To achieve consensus and avoid biased estimates by encouraging team discussion. Fosters teamwork and facilitate fair estimation.

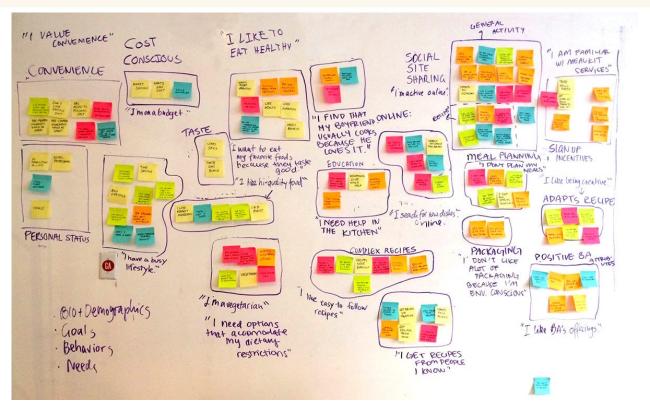
Where it's Used: Release Planning, Iteration Planning, Backlog Refinement

PRESENTS



Affinity Sizing: Uniting in Estimation!

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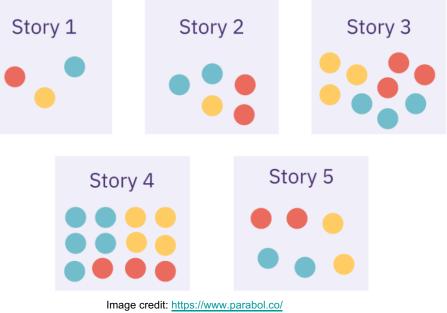






Dot Voting: A Creative Circus!





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Cycle Time

Consider Cycle Time to create more Accurate Estimates

DEFINITION: The duration of time from when you put a story in the in-progress column until when you mark the card as "done" Cycle time should help to improve your estimates of story size

... and help improve your estimates of different sized stories







How to Use Cycle Time for Estimation

How to Use Cycle Time for Estimation

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Story	Story Start Day	Story End Day	Story Duration in Days
1	Day 1	Day 3	3
2	Day 3	Day 4	2
3	Day 4	Day 6	3
4	Day 7	Day 8	2
5	Day 8	Day 10	3
5 Stories	10 Days	Average Cycle time	2.6



Summary



- Reasons to Estimate
- Benefits of Estimation and Forecasting
- Estimation at various Organization Levels

Key Techniques:

Fibonacci

. . .

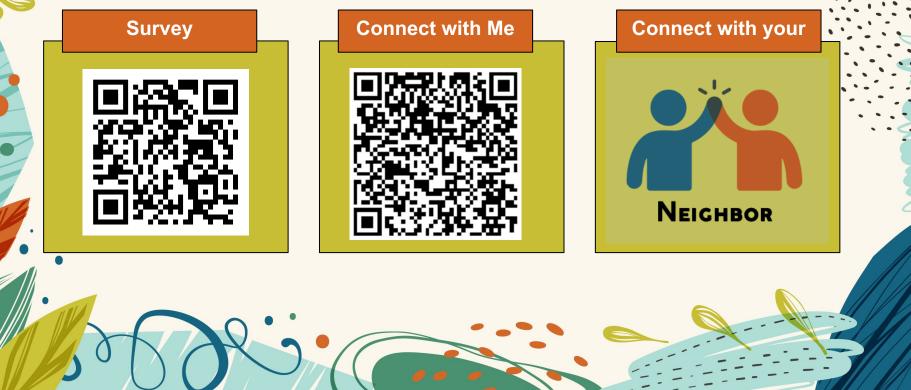
- Story Points
- T-shirt sizing
- Planning Poker
- Affinity Mapping
- Cycle Time







Agile Essentials: Agile Estimation & Forecasting



Explore related sessions

If you enjoyed this session and would like to go deeper on this topic, *check out these upcoming sessions, recommended by our track chairs!*

Facilitating Mob Programming as a Less Technical Coach

Tuesday, 2:00pm – Desoto 4

Mindful Product Leadership: Turn off auto-pilot and take the wheel

Thursday, 2:00pm – Osceola Ballroom C

Lost in Translation: The Manager's Role in Agile

Friday, 9:00am – Osceola Ballroom B





PERSONALIZED FEEDBACK FROM AGILE PROFESSIONALS

AGLEADVICE

OSCEOLA BALLROOM 1 & 2 MONDAY - THURSDAY, 11:00 AM - 3:00 PM



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