

1. STAKEHOLDER ANALYSIS

No	Stakeholder	Priority Scale	Stakeholders Interests
1.	Customer	High	Buy the product Smoolatho with healthy consumption, various customized shapes, and delicious taste.
2.	Supplier (packaging and raw materials)	High	Suppliers really impact the product quality if the supplier delivers the low quality raw material, it makes the end product not like the expected and The high cost of raw material affects the cost production, furthermore the lateness of delivering the material will impact to the inventory.
3.	Influencer /Promoter (Social Media Experts)	Medium	Influencer highly impacts the product fame because through influencer a particular product will be known by many people and it can make the product gain much more profit.
4.	3D Gelato Printing Machine	High	3D Gelato Printing Machine is the one important tool of smoolato, because with this machine we can build our own value of gelato product which can make a 3D cute gelato shape.
5.	Employees	Medium	Employees are divided into a sales team and services team, in which they are responsible in terms of offering the products to the market based on a finesse service and well-delivered the sales indeed.
6.	Web Developer	Medium	Web developer is necessary to develop the website that we plan before for the marketing things such as introducing the product, nutritional content in each menu, and ordering
	Rental Designer	Medium	Rental Designer is one of the sources to attract customers within the cool design that they will put on. It will create a wonderful atmosphere especially for customers to feel comfy in

			our offline store.
7.	Real Estate Agent	Low	Real Estate Agents are considered to the low priority because we need this stakeholder only once(not continuously) or in certain conditions and we can maintain this by ourselves for the next.
8.	Nutritionist	High	Nutritionists truly hold the main goal of our product which is the health aspect through this stakeholder will help the product to maintain the nutrition.
9.	Marketing Specialists	Low	Marketing specialists are not really needed in terms of sustainable-continuous growth, in which they will help a lot in deciding what's the best for business to expand our markets
11.	Research Team	Low	Research team is considered the low priority because actually we can do research by ourselves first then it can continue the deep research by the research team.
12.	Retailer/ Distributor	Low	Retailer/ distributor is in the low priority because we only need this in.certain events such as festivals, weekly and monthly daily markets, birthday celebrations, etc.

2. ROLE DISTRIBUTION

Function	Name	Task	Target	Authority
Scrum Master	Tamira Iqlima Hakiim	<ul style="list-style-type: none"> - Have responsibility to be the servant leader and effectiveness in the project progress process (with empirical approaches) - Helping the team to increase value, increase motivation, ensure that every task goes well. - Lead the team in the continuity of the process both in terms of product and development in order - Removing barriers between stakeholders and Scrum Teams (like a bridge) 	<ul style="list-style-type: none"> - Achieve the best level of group effectiveness within 4 months (during the project) - achieve maximum value from an ongoing project process and maximize all the potential and capabilities of the team in each week of the meeting - to achieve the best possible and valuable goals of the project for this 4 month - establish good cooperation with stakeholders, also collaborate effectively and profitably until the project ends 	<ul style="list-style-type: none"> - make every discussion and team meeting fun and not rigid, but still serious in doing each task - check again on each task that is done is appropriate and completed properly - looking for relationships from every stakeholder needed and become good communicators for the team
Product Owner	Sri Wahyuni	<ul style="list-style-type: none"> - Have responsibility to maximize the value of the product. - Have responsibility to determine and develop the effective product backlog which will help the team developer to focus on. 	<ul style="list-style-type: none"> - Maintain the value of the product during the production in 4 month (along the project) - The quality of product backlog which is realistic to develop by team developers in 1 	<ul style="list-style-type: none"> - Determine the idea of the product value which includes determine the value added for the smoolato product and value added idea for the machine

		<ul style="list-style-type: none"> - Have responsibility to present the product backlog to the other stakeholder clearly. 	<ul style="list-style-type: none"> - week. - The other stakeholders are able to understand the product backlog in 1 day. 	<ul style="list-style-type: none"> - feature that wants to maximize. - Communicating the product backlog to other stakeholder in order to have discussion with them which part need to maintain and which part need to eliminated - Determining the final product backlog to be realized.
Team Developer	Gilbert Tandiawan	<ul style="list-style-type: none"> - Take a full control of organizing and delegate executive responsibilities in creating overall project plans in the near future - Equality and boost the quality of work by having continuous practical training or events. - Assess the timeline of technology affirmation to adapt within the plan being made. 	<ul style="list-style-type: none"> - Reaching the definition of done and able to validate the satisfaction of employees by applying development practices - Enhancing the capability of software yet a web to increase a fluency of work required in a Smoolato business indeed. 	<ul style="list-style-type: none"> - Assigned to develop a risk management plan for both sprint goals and backlog - Highlights an accountability to push effectiveness and reach the definition of done in either the machine or software menu-web indeed - Hold an internal training in terms of being agile to deliver the best quality out of products and technology required.

3. PRODUCT BACKLOG (berurut)

TO-DO LIST

Story	Estimation (day)	Priority
As a consumer I want to experience a 3D gelato printing machine that is easy to use (practice).	4 days	1
As a nutritionist, I'd love to determine a proper menu and taste of the gelato to serve to customers based on their demands	2 days	2
As a recipe expert, I want to Develop the taste variation for the smoolato product	3 days	3
As a dessert lover I want to know nutritional content of the dessert so that i can ensure the dessert is healthy to consume	7 days	4
As a dessert lover I want to be able to have a instagramable (or social mediable) gelato cafe shop that is attractive for my social.	4 days	5
As a consumer I want to search for any information about delicious desserts in some kind of website or apps which can make it easier to search for information.	5 days	6
As a dessert lover I'm interested in interesting and funny dessert product packaging	5 days	7
As a nutritionist, I want to develop the shape variation for the smoolato product in terms of calculating the portion size of smoolato	4 days	8
As a dessert lover I want to add toppings to make my dessert more tasty	4 days	9
Total	39 days	

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.THE PRODUCT GOAL (For Prototype)

3D Gelato Printing Machine

- Create the 2D prototype design of the 3d gelato printing machine for the next 4 months.
- Create a proper prototype design which can describe the features of the machine for the next 4 months.

Website

- Create a website for smoolato products as interactive as possible with the appealing design for next 4 mounts.
- Create an informative website which includes information about our product (in general), information about nutrition and information about the shape varions for the next 4 mounts.

Smoothie Gelato

- Create a proper prototype product of smoothie gelato who can describe our product at launch for the next 4 months.
- Improve to develop the menu of the prototype smoolato (in order to approach the launching product) for the next 2 months.

SPRINT GOAL (for prototype)

3D Gelato Printing Machine

- Success to determine the 3D gelato printing machine feature for the next 4 month.
- Asking for feedback about our 3D Gelato Printing Machine, and finishing it before the exam or the final assessment begins (at least H-3).
- Can develop the feature of the 3D printing Machine for the next 2 months.

Website

- Succeed made the prototype of the website for the next 4 month
- Succeed for making the design of the web site and the overview of the website.
- Determine the website feature for the next.
- Asking for feedback about the design of the website and feedback about what needs to be added in the information side before the final project (at least H-3).
- Can develop the design of website to more interesting and informative

Smoolato

- Determine the proper menu of smoothie gelato for the next 1 month.
- Asking the feedback about our Smoolato recipe and taste, and finish it before the exam or the final assessment begin.
- Check whether the taste is already appropriate to the customers desire

5. SPRINT GOAL

- ☐ Can develop the machine feature : from machines that can only print a few shapes, into customized shapes in the second year.
- ☐ Check if the Printing machine is working according to what we expected
- ☐ Check whether the menu provided is in accordance with the interests of the customers and the nutritional content is appropriate
- ☐ perform testing on the 3D machine to produce the expected product
- ☐ Adding the new variation of fruit taste at least once every 3 mounts.
- ☐ Adding the new variation of topping at least once every 3 mounts.
- ☐ Adding several menus besides dessert such as drinks, simple main courses and others in the next 6 months.
- ☐ upgraded the website to an easy-to-use app in the second year.
- ☐ Develop the packing sophistication in order to add the other services which are delivered home so that the smoolato can be saved until the certain places in the third year.
- ☐ Improve other features such as wireless ordering that can be connected directly to the 3D Gelato Printing Machine in the next 8 months.

4. THE PRODUCT GOAL (launch)

- Can reach 2600 sales in the first month.
- Improve consumers' experience to enjoy a smoolato cafe by improving the interior design that instagramable in the first grand opening.
- achieve a payback period in the first 3 months of at least 35% more than the initial capital.
- Able to produce the desired unique 3D shape of gelato with fast and practice services from the first delivering.
- The product can deliver better taste experiences in order to increase the product demand by improvement of sales every month.
- The product can deliver better nutrition experiences so that the consumer still can maintain their health while they consuming a dessert
- Increasing customers' awareness of the product by designing attractive packaging during the cafe opening.
- The consumers will be satisfied with a variation of our product brand based on overall aftertaste by seeing the improvement of sales every month.

