



[A Reimagined Rainforest Alliance]

An agile project done in 6 Sprints

A lush, dense tropical rainforest scene with various green plants, trees, and vines. The lighting is soft and natural, highlighting the vibrant green colors of the foliage. The text is overlaid on the center of the image.

Rainforest Alliance.

Saving the rainforest one line of code at a time.



Rainforest
Alliance



The Rainforest Alliance would like to build a responsive Drupal 8 website, which will include both building out new content types and migrating existing content from our current Drupal 7 site at rainforest-alliance.org. We would like the Drupal 8 site to launch by the end of September 2016.



[Agile Coaching]

You have recordings that need to be converted before anyone can view them.

You can do this now or when it's convenient for you. You may also choose to convert any additional recordings at this time.

Recordings You Need to Convert

Subject	Date
<input type="checkbox"/> 2016-02-18 10:00 Video Strategy Working Group...	Fri 5/18/2016 10:00 AM
<input type="checkbox"/> 2015-05-12 10:03 Branding Meeting.g2m	Tue 5/12/2015 10:03 AM
<input type="checkbox"/> 2015-04-21 13:01 IT Security Webinar.g2m	Tue 4/21/2015 1:01 PM

Choose a file format: mp4

Converted Recordings

Subject	Date
<input type="checkbox"/> 2016-05-23 11:09 Communities page ideation sessi...	Wed 5/26/2016 1:49 PM
<input type="checkbox"/> 2016-05-09 12:01 Meet Juana Payba Cachoque 2...	Mon 5/9/2016 11:37 PM
<input type="checkbox"/> 2016-05-06 10:00 All Staff Webinar - Joshua Silver...	Fri 5/6/2016 11:23 AM
<input type="checkbox"/> 2016-04-22 12:01 Dev Orientation - Edward Milard...	Fri 4/22/2016 12:30 PM
<input type="checkbox"/> 2016-04-20 10:30 Development Orientation.rpt4	Wed 4/20/2016 11:28 AM
<input type="checkbox"/> 2016-04-19 12:36 CRM Demo_Lumenate.rpt4	Tue 4/19/2016 3:33 PM

[Open Recordings Folder](#)

Restart required
Recently installed software requires your computer to restart to complete the installation.

1:52 PM
6/9/2016



Consultative

Backlog development
& Grooming

~1 Month

~100 Page doc

~Dozens Epics*

~Hundreds of User Stories*

*Need to go back and actually count these

Sprint Forecasting

Guesstimates of Epics

- Notecards
- Collaborative estimation
- Collaborative grouping

Almost 9 full sprints:

- Roughed in 6 Sprint Backlogs
- Concept of Project Backlog
- Concept of Forecasting

	A	B	C	D	E	F	G	H	I	J	K	L
1	Target sizing ->	140		140		140		140		140		140
2	Sprint 1:	156	Sprint 2:	120	Sprint 3:	128	Sprint 4:	141	Sprint 5:	120	Sprint 6	152
3	6/6 - 6/17		6/20 - 7/1		7/11 - 7/22		7/25 - 8/5		8/15 - 8/26		8/22 - 9/2	
4	Chores	24	The Latest listing	48	Stat/impact widget	16	Support Us LP	29	Species Profile, including migration	16	Certified Products Profile, including migration	24
5	Pattern Library	24	Related content	40	Home page	40	Publication, including migration (impact report, annual report, curricula)	16	Species Listing	16	Certified Products Listing	48
6	Contextual CTA	16	Advanced filtering	-			Social Sharing Metadata	-			Site Search Results	8
7	Navigation	16	Images	24	Content Hub (issues & regions)	40	Animation	?	Green Vacations Profile, excluding migration	16	Event Profile	8
8	Article, not including migration	36	Pull quote	8	About Us LP	8	Pre-filtered Listing Page	8	Green Vacations Listing	24	Event Listing	8
9	Video page, not including migration?	16	404 Page	-	Contact Us LP	8	SEO	16	Bio Profile	8	Press Room	24
10	Featured header content (including video)	16	add Redirect module	-	Impact Dashboard	16	Interactive page	8	Our Leadership Listing	16	3rd Party integrations	8
11	Site performance	8			Basic Page	?	Press release page, including migration	16	Career Profile	8	Inline credit	8
12	Responsiveness	-	Tasks from Sprint 1		WIP		Slide show page, including migration	24	Career Listing	16	Workflow expiration & dashboard	8
13	Taxonomy	-					In the News, including migration	24	Secondary filter for Latest		Print stylesheet	8
14												



**Agile doesn't tell us not to have a plan,
But to always be planning**

Agile Planning

Pre-sprint grooming

Sprint Planning

Re-Forecasting

Mid-Sprint Releases



Product Backlog

THE LATEST LISTINGS	RELATED CONTENT	FINANCIAL KENNEDY	
ARCHIVES	FULL GUIDE	TRADING REGISTRATION	401K GUIDE
POINT 3			
START / FINANCY OUTLOOK	HOME PAGE	CONTENT SLUR	
SLIDESHOW USING PAGE	SEO	SOCIAL MEDIA/EMAIL ADAPTABILITY	ANIMATION
POINT 4			
REGISTRATION PAGE	FAQ PAGE	INTERACTIVE PAGE	
PRESS RELEASE PAGE	SLIDE SHOW PAGE	IN THE NEWS PAGE	
ABOUT US USING PAGE	CONTACT US Landing Page	CONTACT DASHBOARD	
POINT 5			
SPECIES PROFILE	SPECIES LISTING	GREEN VENTURES PROFILE	GREEN VENTURES LISTING
BIO PROFILE	OUR LEADERSHIP LISTING	CAREER PROFILE	CAREER LISTING
POINT 6			
CERTIFIED PRODUCTS PROFILE	CERTIFIED PRODUCTS LISTING	SITE SEARCH RESULTS	EVENT PROFILE
EVENT LISTING	POSS SOCIAL INTERACTIVE	THIRD PARTY CREDIT	INLINE EXPANSION (SPONSORED)

To Do

POINT 1: ENGAGE	POINT 2: WELCOME / LOGIN	POINT 3: REGISTRATION EXP. IMPROVE	POINT 4: ANALYTICS	POINT 5: ARTICLE PAGE	POINT 6: VIDEO GUIDE	POINT 7: RELATED PAGE/CONTENT	POINT 8: SITE PERFORMANCE	POINT 9: TENDENCY
POINT 10: NEWS FEED	POINT 11: NEWS LISTING EXP. IMPROVE	POINT 12: ANALYTICS	POINT 13: ANALYTICS	POINT 14: ANALYTICS	POINT 15: ANALYTICS	POINT 16: ANALYTICS	POINT 17: ANALYTICS	POINT 18: ANALYTICS

Doing

IL	KM	CS	AG
IL	KM	CS	AG

Bar

Review

IL	AK	KA/AN
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Buildup Charting

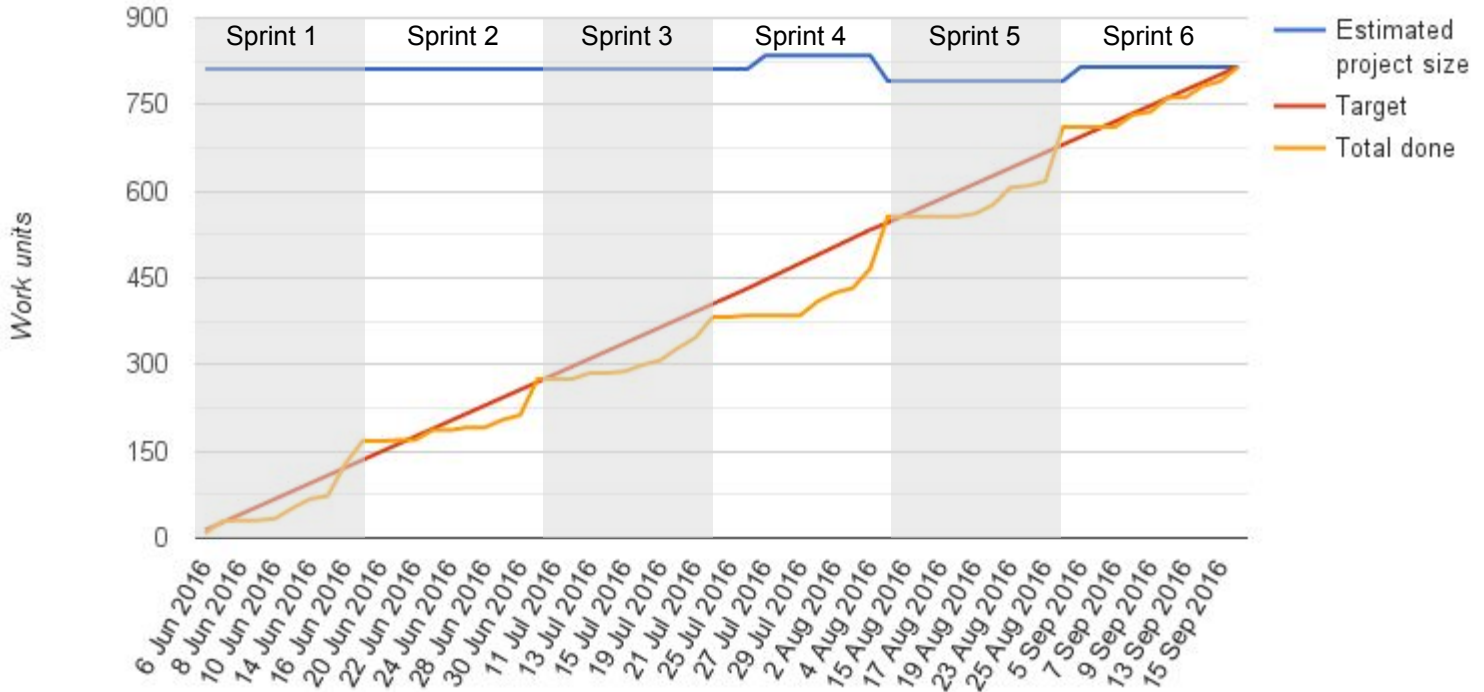
PO Journal, for tracking:

- Daily standups
- Stories completed
- Work unit points awarded

Chart, for:

Total points, per day

Project Build Up Chart



Sprint 1

Accepted Sprint Goal:

-Get base site setup for CTA, Article and Video content entry

Setup Chores

Pattern Library

Contextual CTA

Navigation

Article, not including migration

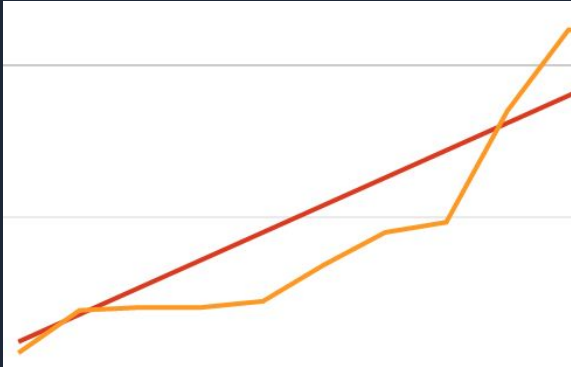
Video page, not including migration?

Featured header content (including video)

Site performance

Responsiveness

Taxonomy

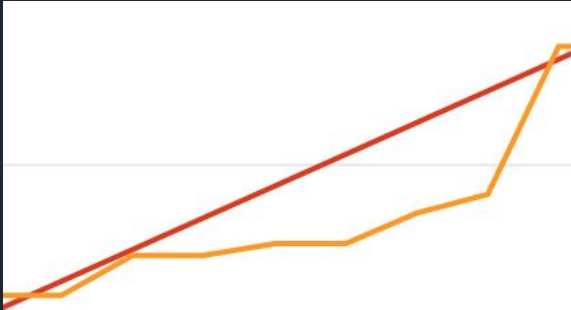


Sprint 2

Accepted Sprint Goal:

-Build out The Latest, iterate on Article and Video Content Type

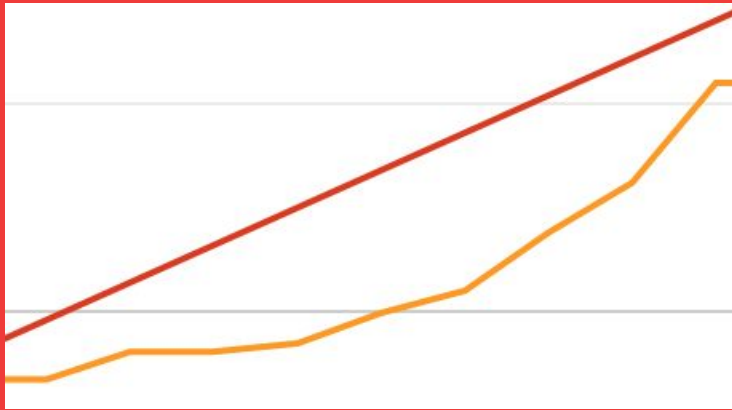
The Latest listing
Related content
Advanced filtering
Images
Pull quote
Chores: 404 Page, add redirect module
With as many WIP Stories from Sprint 1 as possible



Notes from Planning Meeting: The Latest listing is **larger than forecasted**, but Related Content and Images are **smaller**. The sprint **overall is a little smaller** than forecasted, but **will be filled with WIP** Stories from Sprint 1.

Technical Debt

WIP, Bugs, Regressions



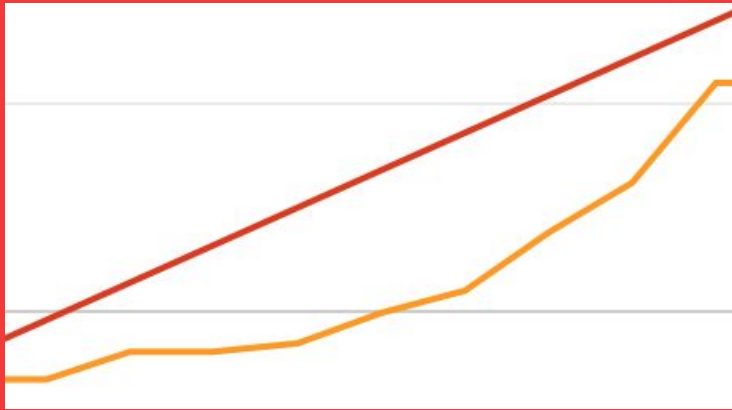
Forecasted Goal: **Build out Home page and Content Hub functionality, including related stats/impact widgets**, About and Contact Us Landing Pages, Impact Dashboard

Accepted Goal: **Build out Home page and Content Hub functionality, including related stats/impact widgets.**

Technical Debt was **concerning** by Sprint 3

Technical Debt

WIP, Bugs, Regressions



Forecasted Stories

Stats / impact widget

Home Page

Content Hub (issues & regions)

About Us LP

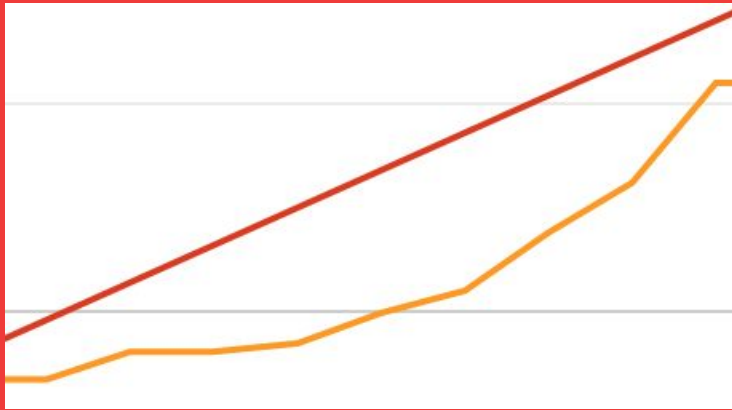
Contact Us LP

Impact Dashboard

Basic Page

Technical Debt

WIP, Bugs, Regressions



Accepted Stories

Stats / Impact widget

Home Page

Content Hub (issues & regions)

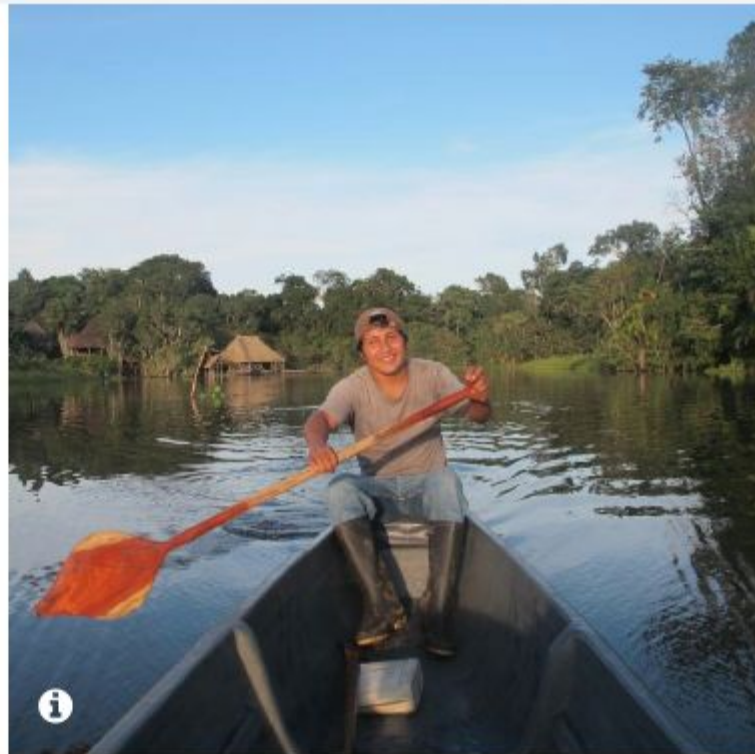
Notes from Planning Meeting: This was forecasted as a **really full sprint**, and the team decided **to only accept** the stories above **to make sure** that there would be time **to completely wrap up**. The team is trying to be mindful of the amount of WIP tasks that already exist, and **avoid creating more** of those loose ends.

Fewer Stories were committed to, but the results were **beyond excellent** with **far less WIP** left over to be carried into future sprints.



Communities

homes for centuries, recognizing
d medicine. The cycle of poverty
s and imperils the vast scientific
ities. Strong forests and vibrant





A Proving Ground for

[Change Layout](#)

[Manage Content](#)

[Edit](#)

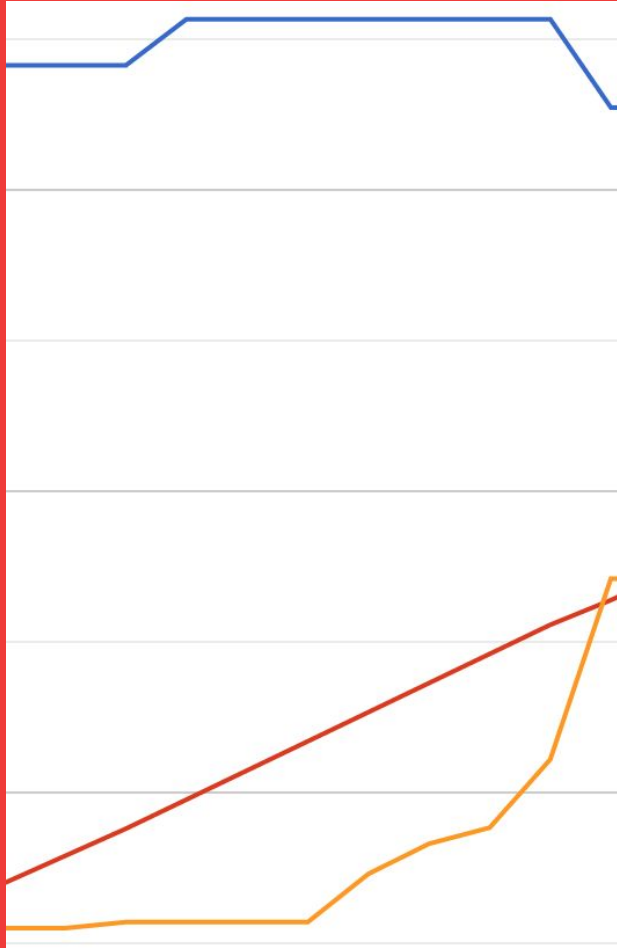
Agroforestry: Cash Crops

[Remove all page-specific blocks](#)



Search current category

Content	+	Issues Teaser	+	Issues Teaser: What's At ...	+	Latest Research	+	Other Issues
Regions	+	Our Leadership: Board Of Direc...	+	Our Leadership: Senior Managem...	+	Region Teaser	+	Taxonomy Related
				Who's Online	+			



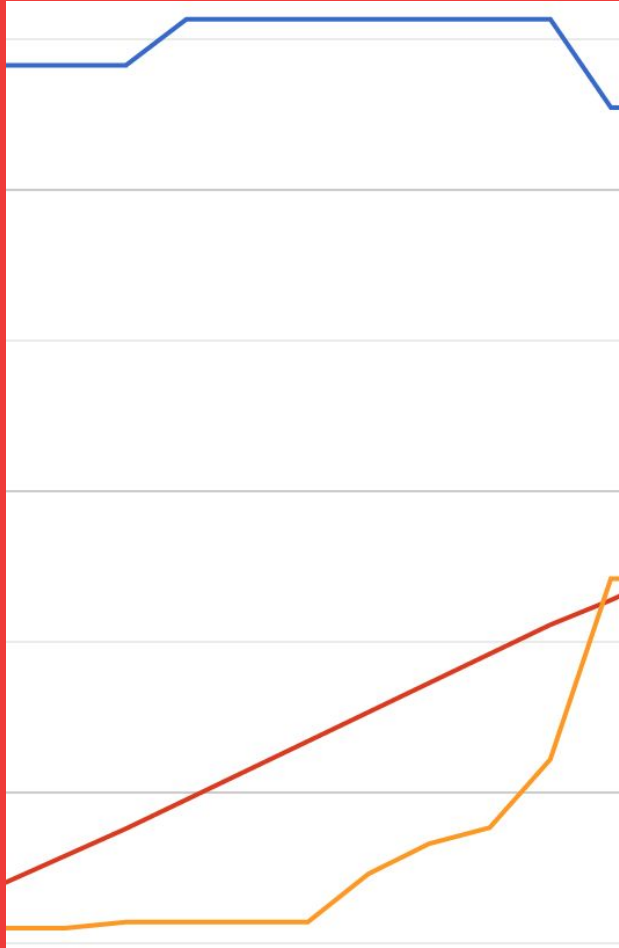
Sprint 4

Reconfigured forecast

-Moved important epics sooner

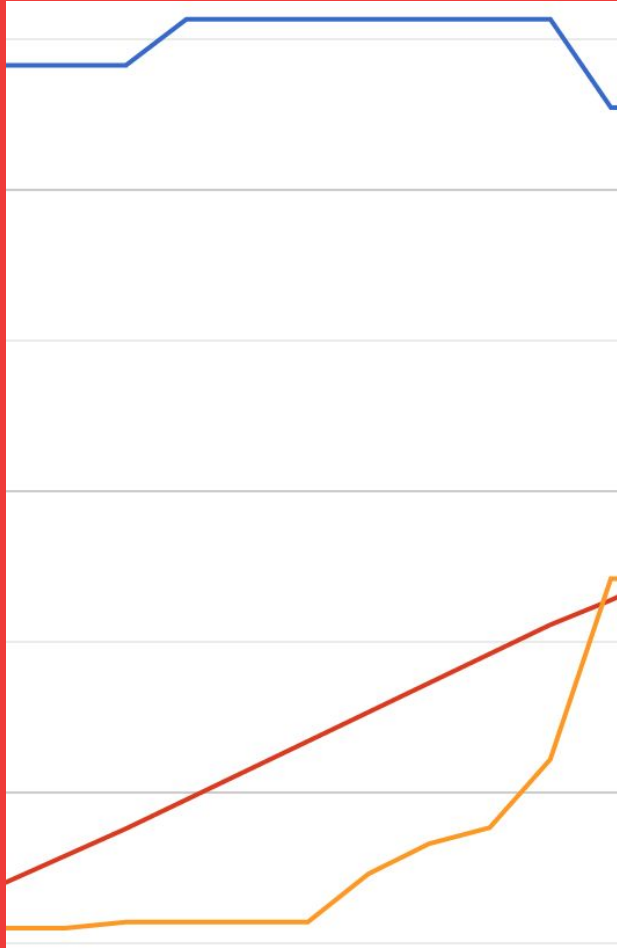
-Bumped some altogether

Tried passing tasks to a support team during S4



Sprint 4

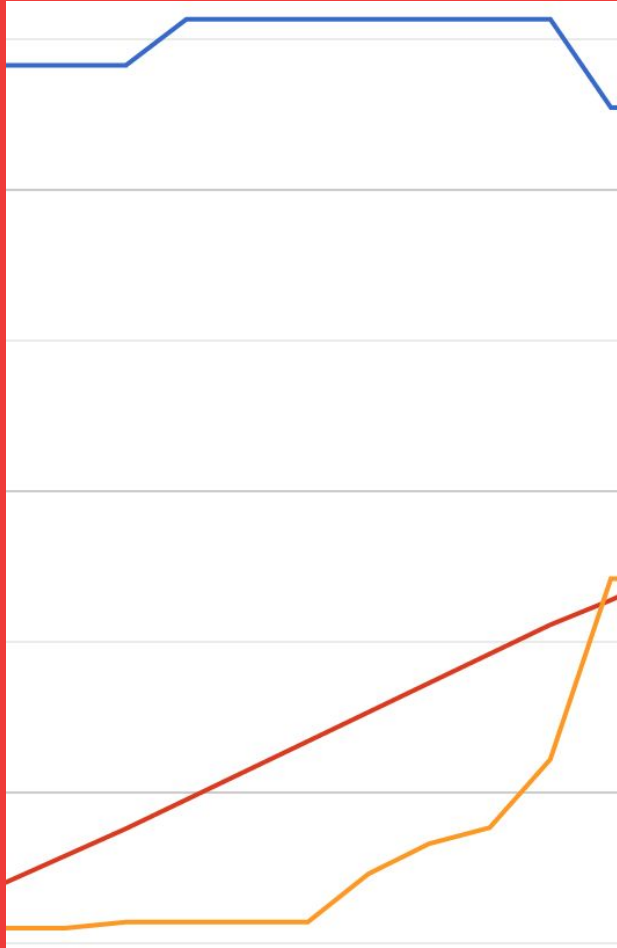
Forecasted Goal:
Landing Pages and Content Types



Sprint 4

Accepted Goal:

Finish up the Article and the Latest, build out the Certified Products profiles, Support Us landing page, and Publications. SEO, Social Sharing Metadata, and the interactive page will also be worked on, and as a stretch goal, the team will aim to get started on the Impact Dashboard.



Sprint 4

Forecasted Stories

Support Us LP

Publication, including migration (impact report, annual report, curricula)

Social Sharing Metadata

Animation

Pre-filtered Listing Page

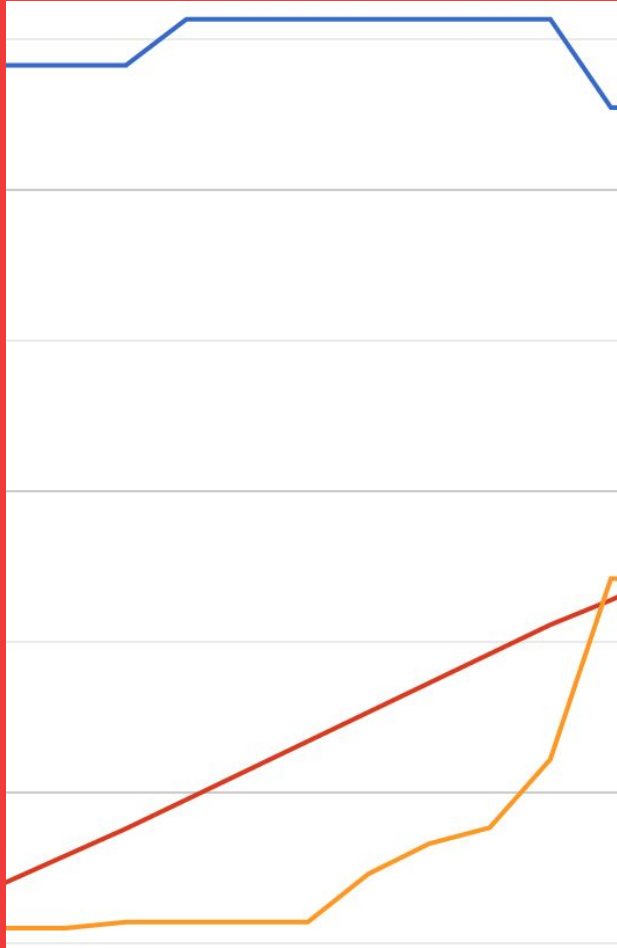
SEO

Interactive page

Press release page, including migration

Slide show page, including migration

In the News, including migration



Sprint 4

Accepted Stories

Article iteration

Latest iteration

Certified Products Profile, including migration

Support Us LP

Publication, including migration (impact report, annual report, curricula)

Social Sharing Metadata

SEO

Interactive page

*Impact Dashboard

*stretch goal for this sprint.

The team's continued focus on **careful commitment** paid off big in this delivery in terms of **comprehensive task completion**, as well as **delivering on a stretch goal**, which nudged them just above target and leaves them in a great place for the next sprint.

Iteration

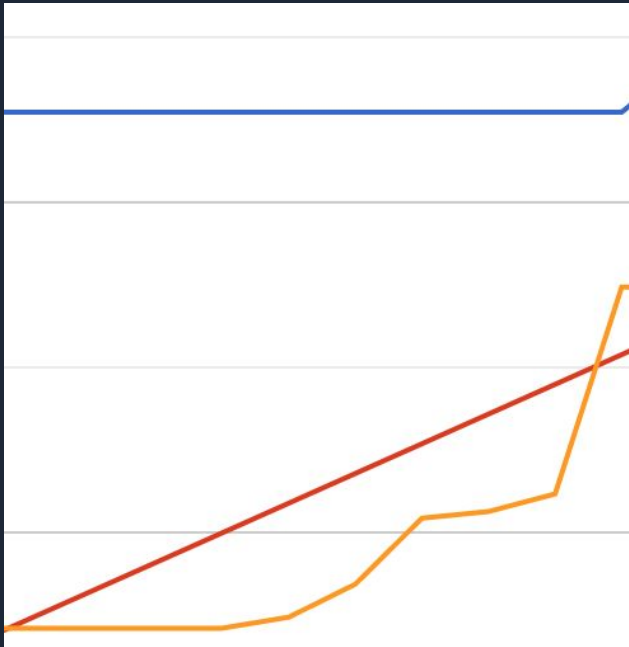
Became possible around Sprint 5
-in hindsight

Most core functionality was in place

Became possible to squash sitewide
bugs related to a current Sprint's Stories

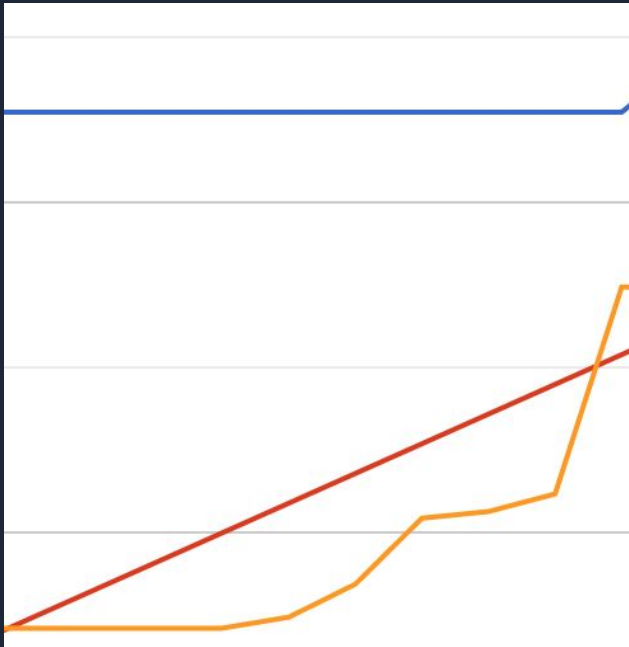
We did not take this opportunity...

Sprint 5



Re-Forecasted Goal:
Complete Certified Products, Green Vacations, and Species. Start on Bio Profile and Pre-filtered Listing pages as a stretch goal.

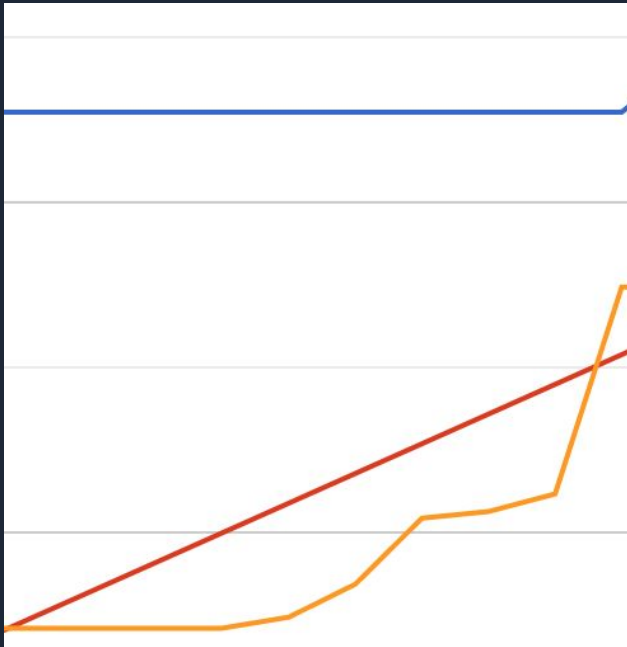
Sprint 5



Accepted Goal:

Same

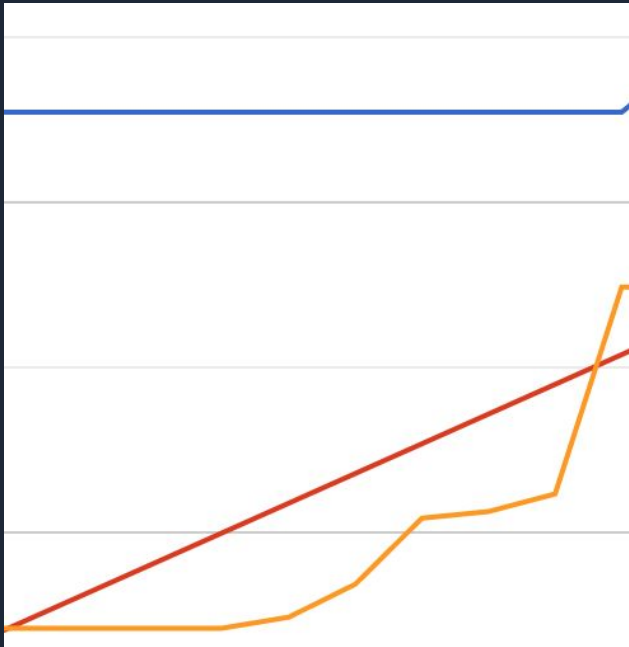
Sprint 5



Forecasted Stories

- Certified Products Listing
- Green Vacations Profile, excluding migration
- Green Vacations Listing
- Species Profile
- Species Listing
- Bio Profile
- Pre-filtered Listing Page

Sprint 5

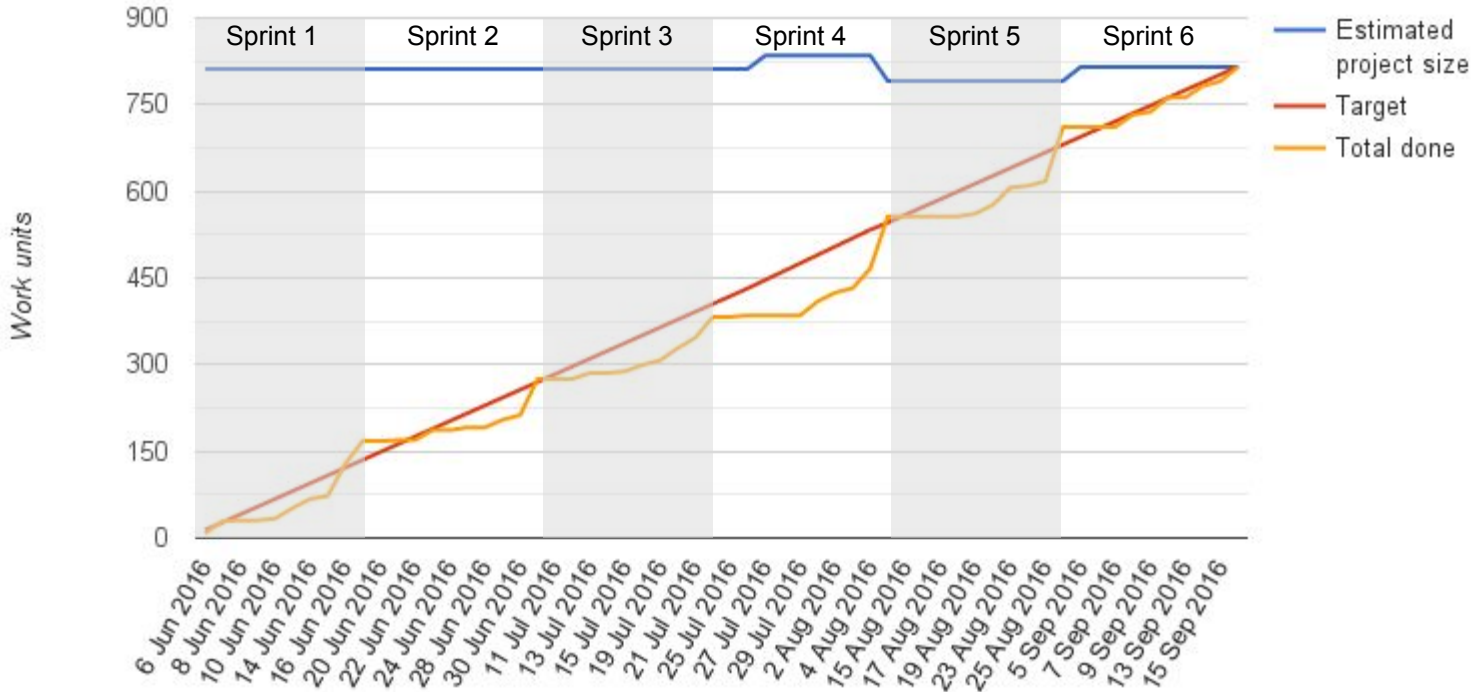


Accepted Stories

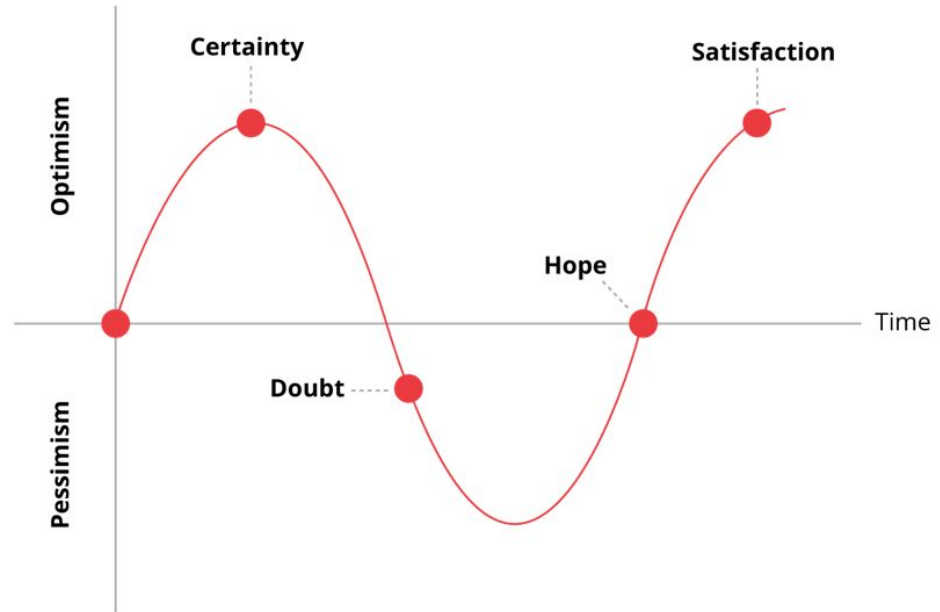
Same.

We technically crushed it,
but not without consequence.

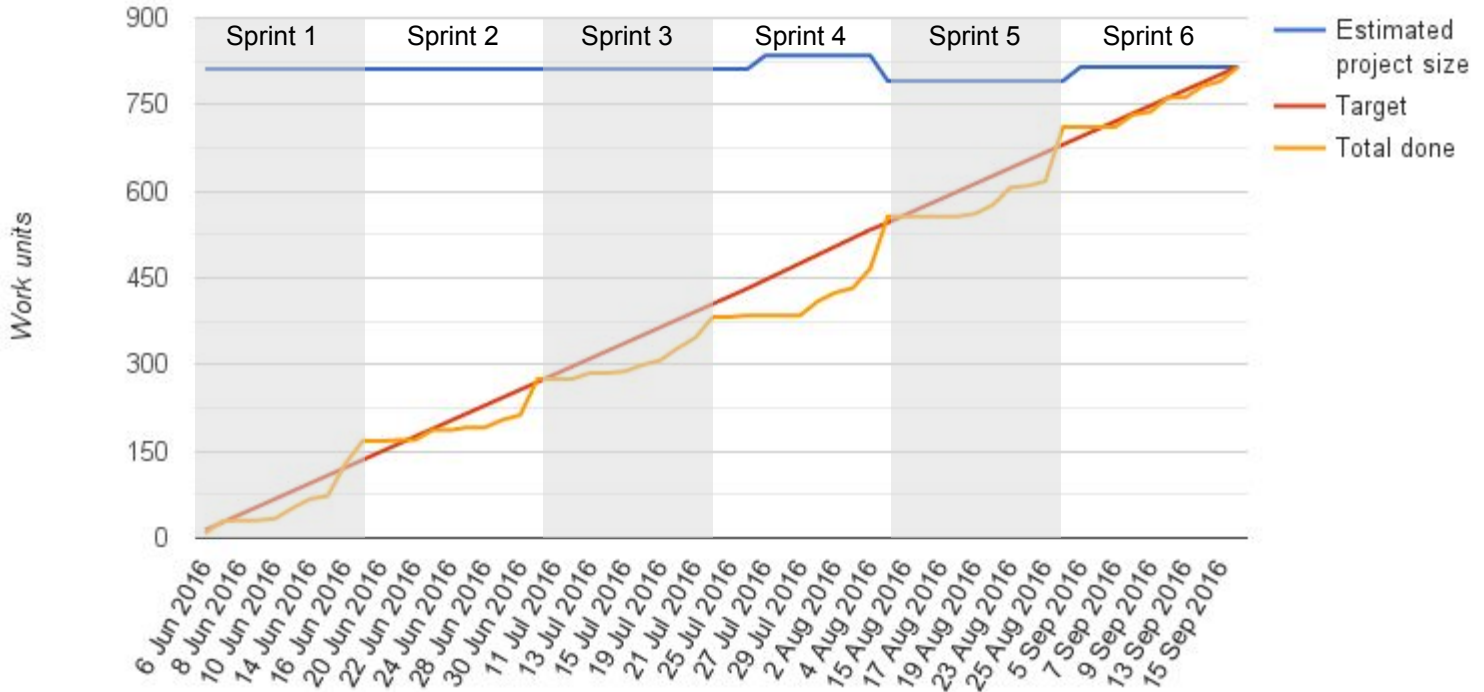
Project Build Up Chart

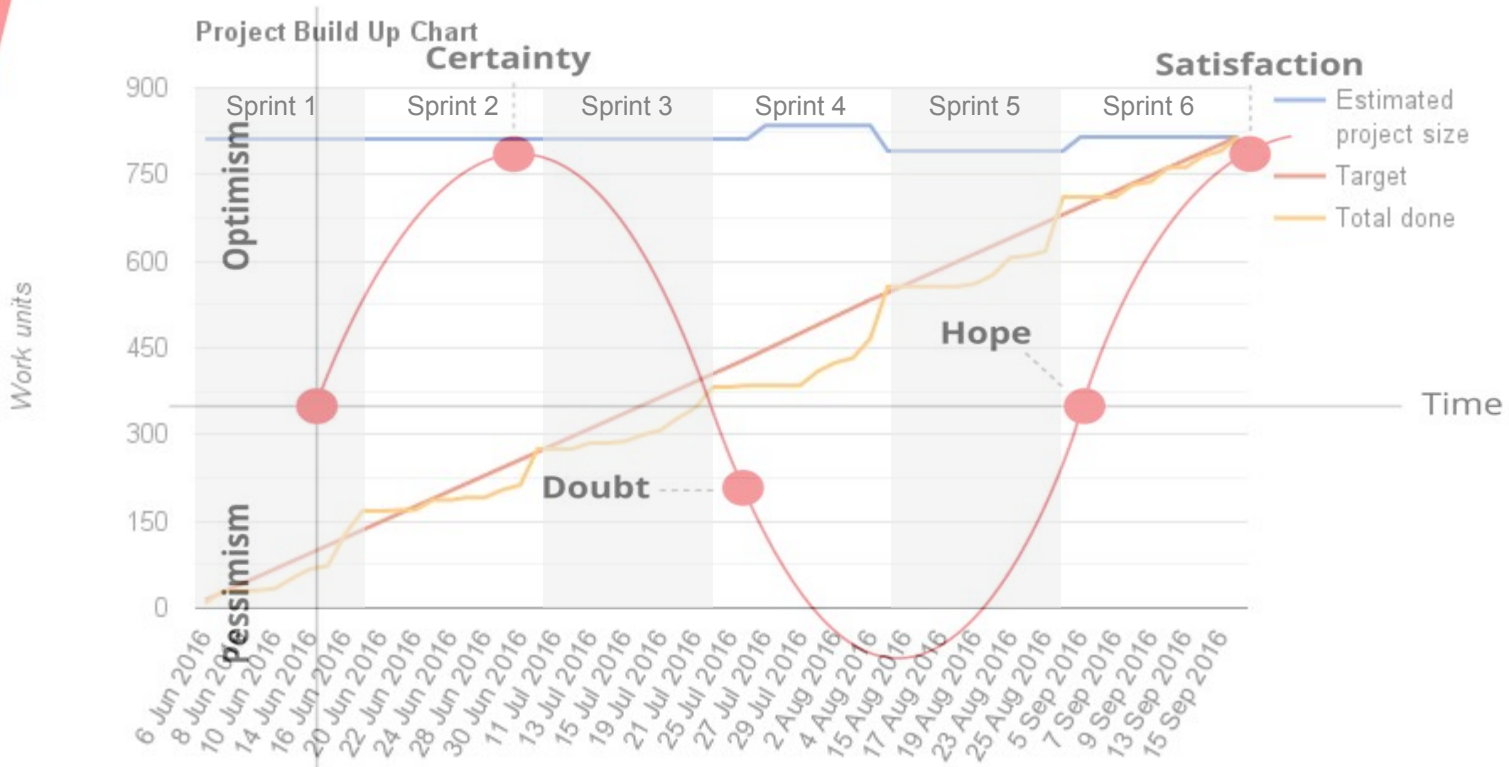


Emotional Cycle



Project Build Up Chart





Challenges

Design Specs vs Stories

Pixel Pushing vs Iteration

Who pays Tech debt

Expectation Meltdown

Agile ways

Scrum Values

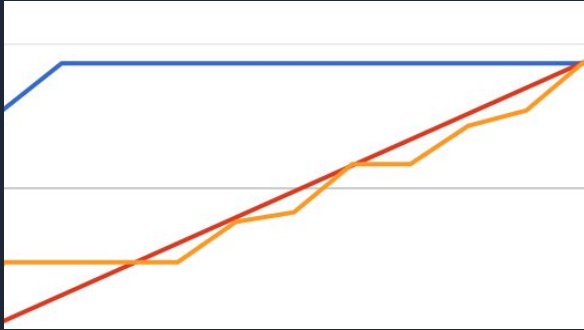
Reality will always win, but are you really on its team?



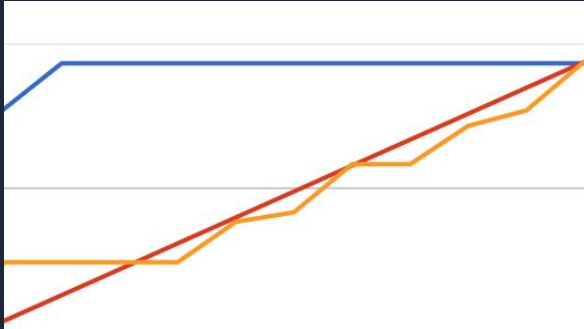
Sprint 6

Forecasted Goal:

Remaining Content Types and Listings,
Press and News, About and Contact
Landing Pages



Sprint 6



Accepted Goal:

Prepare for launch

6 Mid Sprint mini-release

True iteration every few days

To **increase awareness**, and thereby project agility, during this final sprint, all Accepted Backlog Items were **released and reviewed, as completed**, during the course of this Sprint.

End of final sprint:
0 Criticals
3 Moderate

The final review had only 3 support questions.

<http://www.rainforest-alliance.org/>



Working with you to rebalance the planet

DONATE

What We Are Doing ▾

What You Can Do ▾



What Our Seal Means | The Latest | About | For Business*



WE ARE AN INTERNATIONAL NONPROFIT ORGANIZATION
We stand for biodiversity conservation and
sustainable livelihoods.



WHAT'S AT STAKE?

MacBook



SPECIES PROFILE

Green Sea Turtle

Chelonia mydas

Last Updated on September 15, 2012



SHARE



Anatomy:

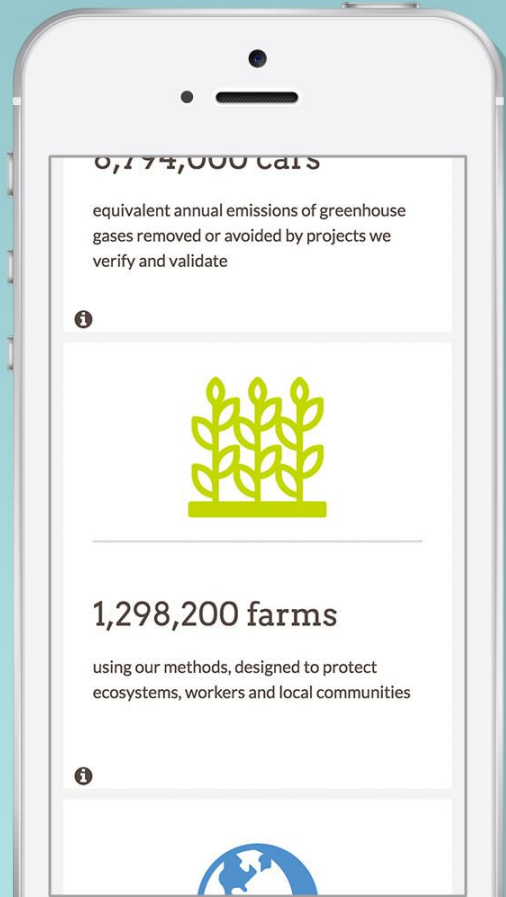
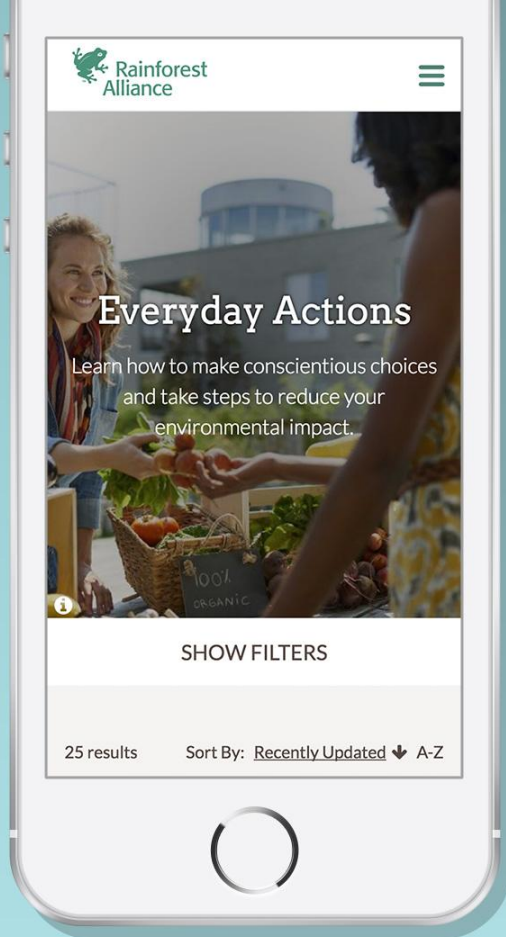
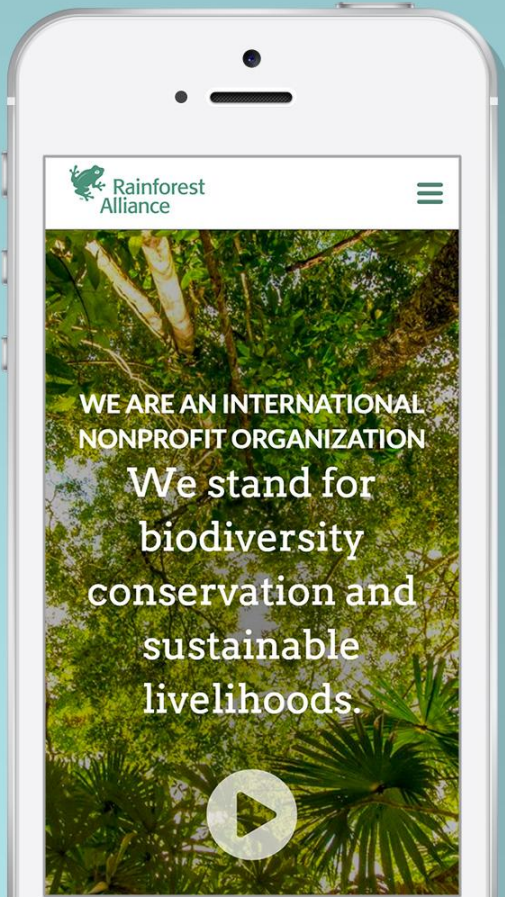
Green sea turtles have a gray, green, black and brown shell that covers both their dorsal and ventral sides. Individual turtles can reach 3 feet (1 m) in length and can weigh over 400 pounds (136 kg). Unlike their terrestrial counterparts, these marine turtles can reach speeds of up to 35 mph (56 kph). Green sea turtles breathe air and when asleep are able to remain submerged for up to two hours without resurfacing for oxygen. On average, green sea turtles reach sexual maturity at age of 25 and have a lifespan of 50 years. Females nest nocturnally, laying roughly 100 eggs at a time in their "clutch" or nest. Females return to the beaches where they

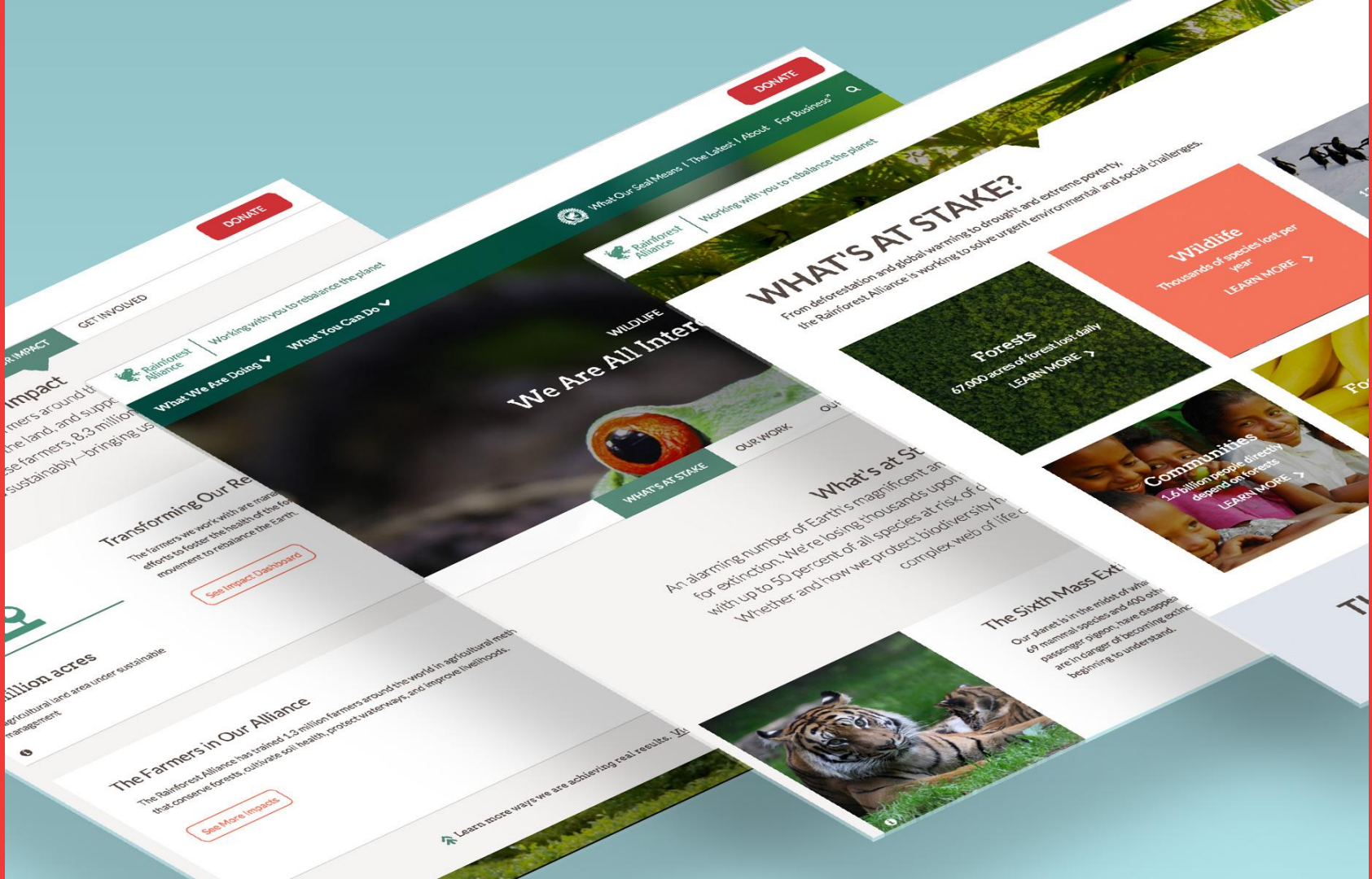
CONSERVATION STATUS

Endangered

TYPE

Reptiles







Thank you.