

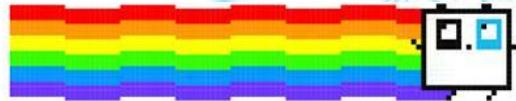
# Hunting Unicorns

# The Quest for Modern Agile



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**WARNING**

**THIS TALK CONTAINS  
STRETCHED  
METAPHORS**



***UNRULY***

Where have all the  
heroes gone?



eXtreme  
Programming

*is*

Agile

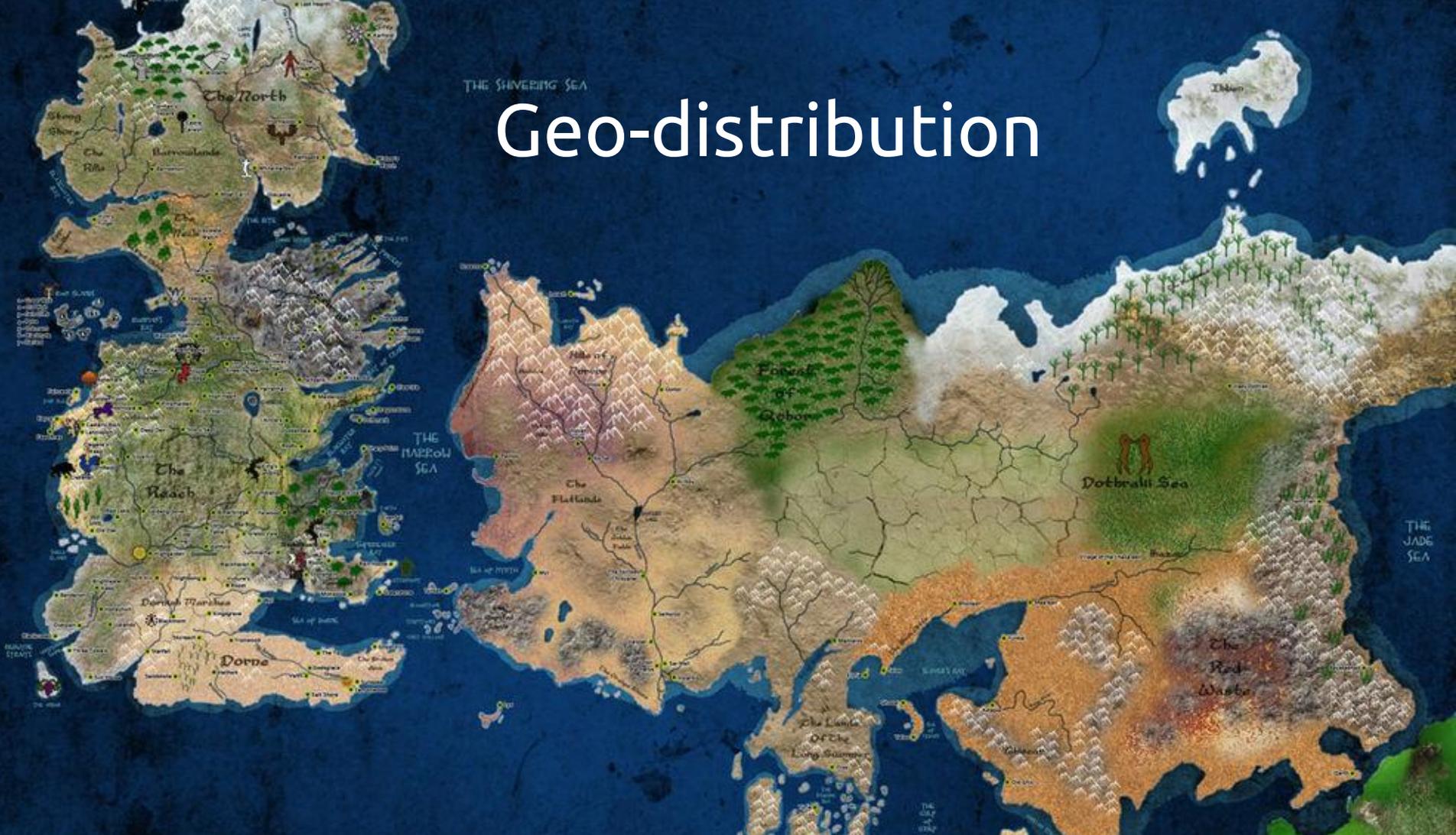


Why did we have to change?

Rapid  
Growth



# Geo-distribution





Change of  
Perspective

# Chapter 1:

## The Journey Begins



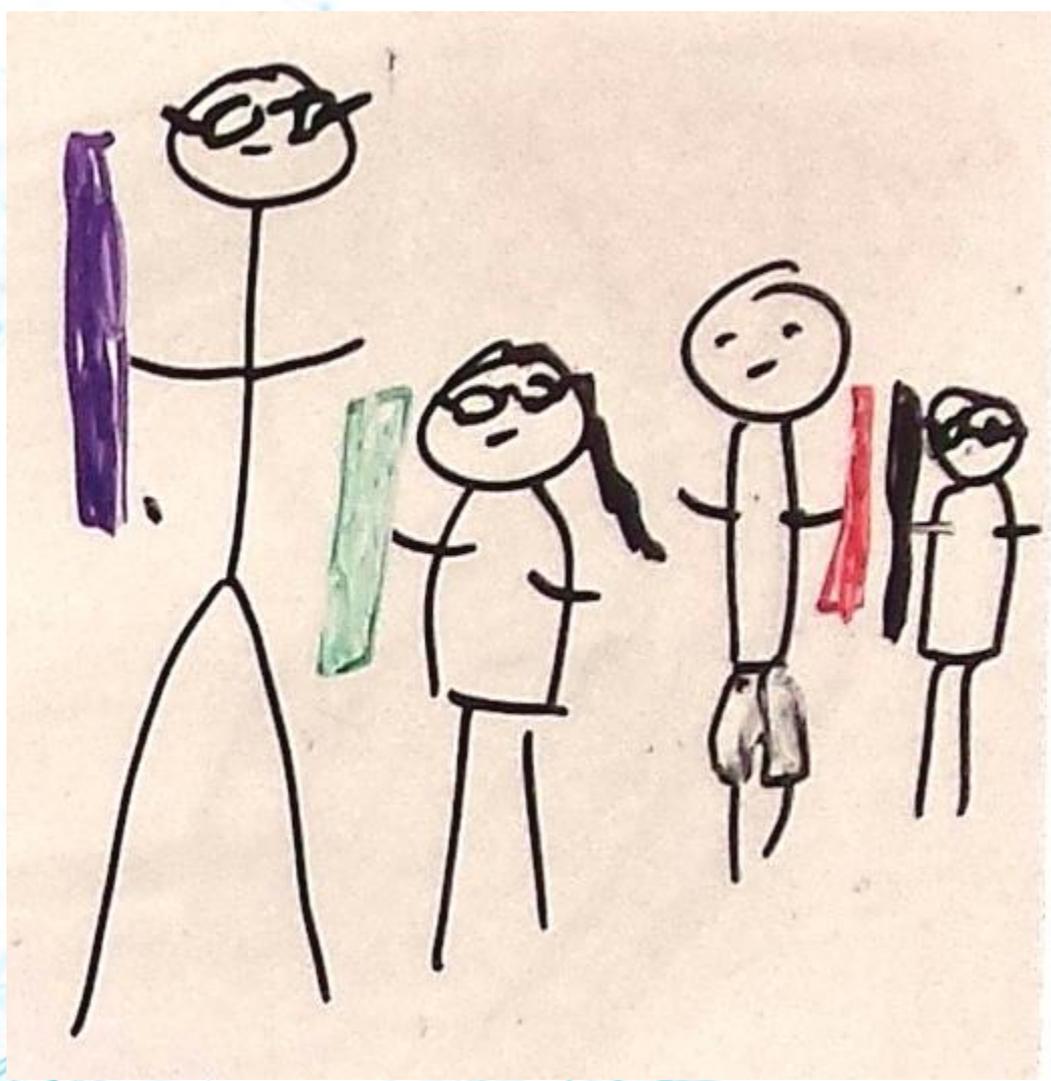


A wild  
dragon  
appears!

# Story Research



# Story Management



# Product Story Prioritization



Activate: Story Prioritisation meeting view

Chutney Iteration [4pts] 4

- [DSP bid] Ensure publishers get p... for videos bought via TradeDesk [0.1]
- [In-Feed] [Activate] [Spunk] Understand publisher drop off between Tag Impression and showing an ad [0.8]
- [In-Feed] Target specific pages to DigitalSp [0.8]
- [In-Feed] Support in-feed network [Attribute traffic to child-site] [0.8]
- [In-Feed] Support in-feed network [Auto-creates child sites in Activate] [0.1]

Chutney Backlog 6

- [DSP bid] Populate bid request with silo/device/academic data so third party bidders can use it [0.3]
- [Viewability] Clarox Viewability Add video duration to In-Page AdConfig [0.2]
- [Placeholder] Clarox Integral Integration [0.7]
- [Brand Safety] Check network child sites for brand safety [0.1]
- [DSP] [In-feed] Don't serve ads to known fraudulent IPs in Exchange [0.1]

Marmalade It...

- [In-Feed] 3rd p... [0.2]
- [In-Feed] Supp... mobile after vid... [0.1]
- [In-Feed] Prom... Bidders when t... need for the gr... [0.1]

Add a card

## Chapter 2:

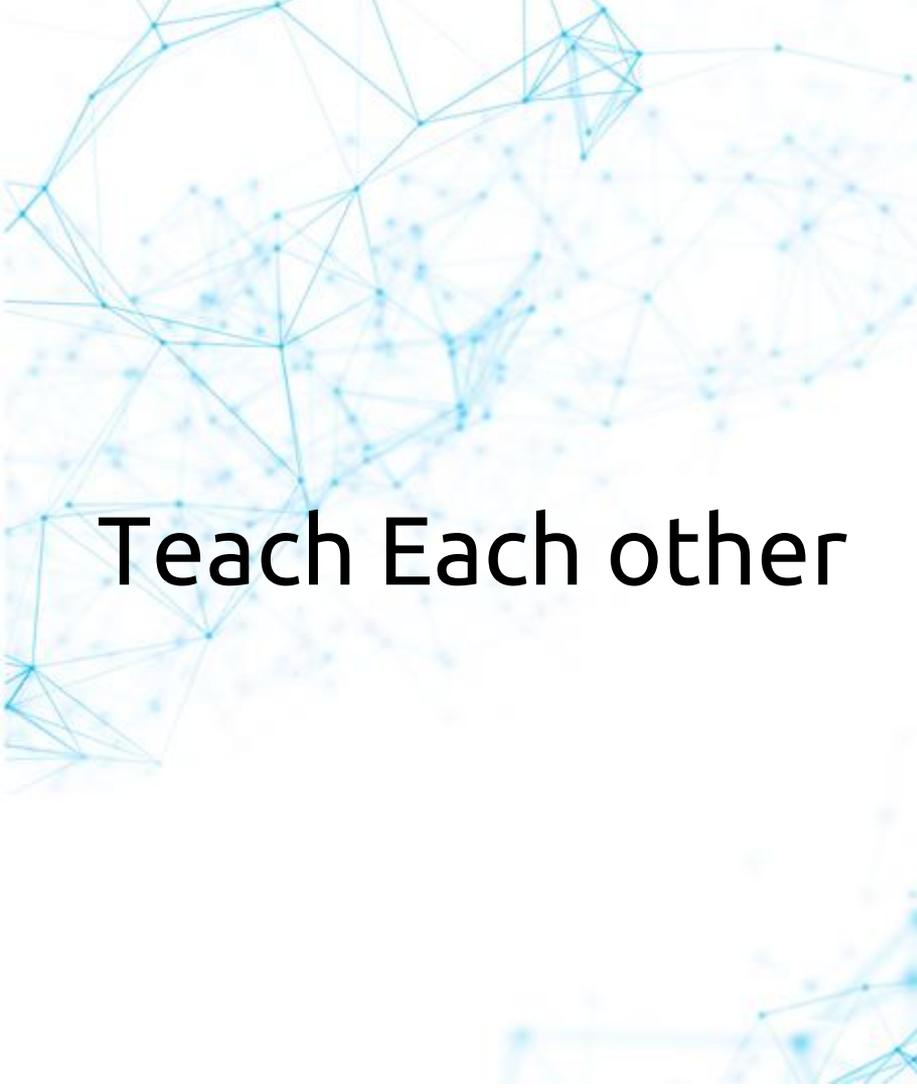
# Learning Together





**Invest in our  
own skills**





Teach Each other





# Learning Together



Chapter 3:

Fight the  
Dragon!





testing in  
production

Release Early,  
Release Often

MINE POCKET BEASTS



PERMIT ME TO DISPLAY THEM BEFORE YOU



But stay out of  
each others' way



# Quest 1 Story Splitting Workshops



# Quest 2

## Try a Code Dojo





Quest 3

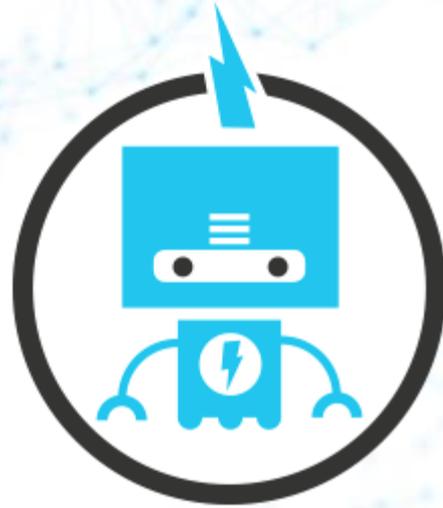
Monitoring Value

# Modern Agile is ...

- Small features, delivered rapidly
- Learning & growing as a team
- Release early, release often



Thanks <3



[tech.unruly.co](https://tech.unruly.co)