# BCS Practitioner Certificate in Agile

## Specimen Paper A

## SCENARIO BOOKLET

The booklet contains the scenarios upon which the 4 specimen exam questions will be based. All questions are contained within the Exam Paper and each question will clearly state the scenario to which the question relates. In order to answer the questions you will need to read the related scenario carefully.

On the basis of the information provided in the scenario, you will be required to provide written responses.

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## Scenario 1 Information (Questions 1 to 2)

Hello me! is a new greetings card company which is planning to launch soon. Their idea is to allow customers to design their own cards to customise a series of pre-set designs. Individual cards can be printed and sent direct from the site, or printed and sent to the customer in any quantity required.

Hello Me! believe that their special advantage is that customers will have an unrivalled selection of designs. They plan to launch with over 2,000 pre-bought designs which can be selected according to occasion or style – the website will allow customers to search for specific occasions such as various international holidays. Navigation will be key to customer experience, so customers must be able to search by occasion, recipient age, gender and card style.

While other greetings card manufacturers offer a wide range, no other company yet offers the personalisation that Hello Me! plans. This will be the big competitive difference that creates PR and marketing stand out. Basics include: the recipient's name and/or a photo on the front of the card; spoof magazine covers or film posters with headlines changed by the customer, and text inside the card to be written by the customer. The cards can then be printed in a number of different sizes and sent out to any address using the UK postal system. Further design options include using a pre-defined template to allow customers to upload a variety of drawings, scanned cartoons and special fonts.

The company has already invested in the digital printers required (capable of printing up to 16,000 cards per day).

Customers will spend a set amount on a normal card and slightly more on a personalised card, including postage. Other card businesses (on or offline) suggest that this can be significantly increased by offering add-ons. Large cards are charged at a higher price, for example.

Given that the printers are not expected to be at full capacity immediately, the team have also considered offering a wedding invite printing service. This is very high margin: 'the only thing we could print worth more is money,' as the product owner commented. It means the website has to be able to handle multiple orders as well as a greater number of the custom designs.

Another big area of potential is going to be printed gifts. It is easy for the existing printers to create wine labels, CD covers and art prints. Using these to create personalised champagne bottles, wall art and CDs, the average order increases quite significantly. Obviously, handling delivery will mean the team will need to set up multiple courier companies and APIs to them.

It is now August and the team are re-adjusting their launch plan. They know that December is a huge sales opportunity. However, timings are tight – it's impossible to launch everything by then!

**- End of Scenario -**

## Scenario 2 Information (Questions 3 to 4)

You work for Xylum Prog – a small, but growing business helping health care centres manage their target reporting. You're in the middle of creating a new application that will integrate with the existing system. This should mean that nurses and doctors no longer have to enter data because it will import automatically from patient files.

For this task you have a small team of developers, all of whom are highly specialised in various aspects of the project: Xylum Prog's existing system, the main software systems used in surgeries, data capture, reporting and security (all of the data is extremely sensitive).

There are various software companies helping doctors report on their data, but none have managed to automate it entirely. If your new application works, it should free up an enormous amount of time for doctors and practice managers. Your best guess is that the application is worth 100k in revenue to the company per annum with your existing customers. It might be even bigger since you think this will give you the edge over your competition and acquire new customers.

The sales team is anxious to make a big marketing launch at the Annual Primary Care Conference in Scotland, UK. Xylum Prog is sponsoring a seminar on Practice Management there, and there should be lots of trade press around to report on it. The conference is due in 8 months time. Best estimates suggest that the new application will take 6 months, permitting time to test and refine the product pre the marketing and press launch.

There are some concerns that work is not progressing as quickly as everyone had hoped. Management have introduced Kanban to gain a better visibility of the work and help speed up cycle time.

**- End of Scenario Booklet -**