

# **Why WordPress is a Good Fit for Agile Environments**

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**About me**

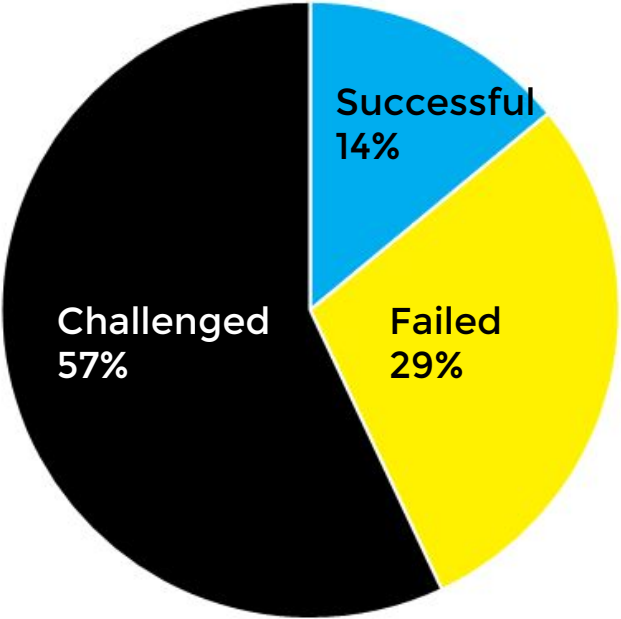


# About Me

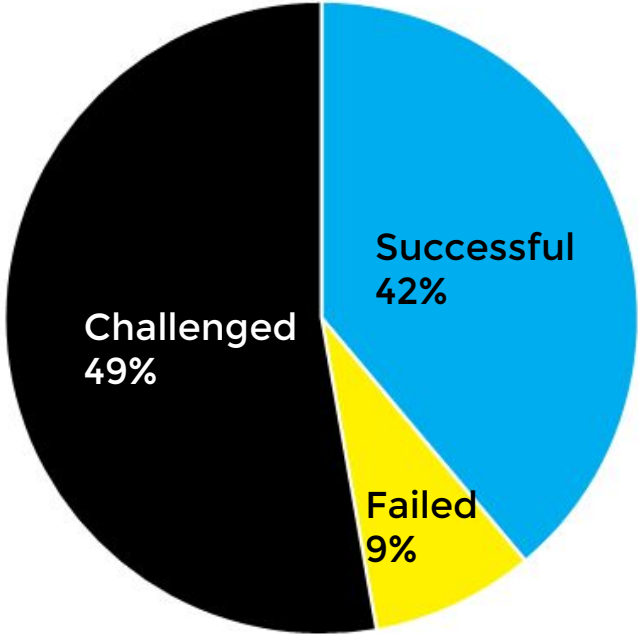
- 15 years of experience managing ERP, CRM and web development projects
- Background in business administration and software development
- Certified Scrum Master
- Working at Human\_Code (formerly Imagination Plus)
- WordPress developer
- Organizer of Hamilton Agile Project Management Meetup

# New project

**Waterfall**



**Agile**



SOURCE The Standish Group 2012

# What is Agile?

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**Individuals and  
interactions**

**over**

**processes and tools**

**Working software**  
**over**  
**comprehensive**  
**documentation**

**Customer collaboration**  
**over**  
**contract negotiation**



**Responding to change**  
**over**  
**following a plan**

# Why is WordPress a Good Fit?

...

# Satisfy the customer

- Complete the initial setup to achieve the client's goals
- Deploy it to a url where both you and the client can learn more about the goals
- Start to iterate ASAP

# Invite changes even late in development

- Release solutions to add value to your client
- A catalog has to turn into a complex shopping cart or ecommerce solution?
  - Install WooCommerce plugin
  - Integrate it with third party services like taxamo or taxjar...

# Deliver working software frequently

- WordPress allows you to deliver frequently because of the platform itself
- Support from the community (blogs, etc) and companies around it
- Around 45,000 plugins available

# Team content collaboration

- CMS concepts like roles, users and templates are tools that facilitate user collaboration
- Work can continue in the back end without affecting the production system.

# Conclusion

...

# Conclusion

- We need a platform that supports a lifestyle mindset
- Being Agile is not a recipe, it's about learning through continuous improvements
- Agile is about the passion to deliver great things and create great experiences for the customer
- It is about making your work life happy



# Keep In Touch



@marceloagile



<http://www.meetup.com/Hamilton-Agile-Project-Management-Meetup/>



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**Thank you.**