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HOW TO DELIVER A 5 STAR APP
AND SHIP EVERY 7 DAYS.

Developing the product

**MONDAY**

The team reviews desired list of product features.

- User feature requests
- App store comments
- Sentiment analysis
- Logs & analytical data

**TUESDAY**

The team reviews list of bugs.

**WEDNESDAY**

Sprint Planning: Building the Scrum Board

**THURSDAY**

The engineering team begins fixing bugs. They then push updates to internal “dogfood users” for more debugging.

**FRIDAY**

The Outlook engineering team starts building new features.

Debugging continues.

Once approved, the latest version is submitted to Google Play and to the Apple App Store.

Updates are deployed to the development team. Changes are validated, the version is then pushed to QA.

The New Version Lands on Google Play and Apple App Stores.

Updates are also translated into 60+ languages.

The New Version Lands on Google Play and Apple App Stores.

New features are communicated to the customer service team.

Engineers continue to work on new features.

Stand up meetings occur daily. The product team spends 10 minutes to check in on deliverables and address hurdles—using the scrum board as a roadmap.

The team reviews what worked, and what could be improved upon.

The report will be tested over the weekend—with a bug report delivered on Monday.

The Outlook marketing team begins fixing bugs. They then push updates to internal “dogfood users” for more debugging.

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