How to Give a Great Sprint Demo?

The sprint demo should be the most exciting part of Scrum. It's when the team gets to show everyone all the value they're delivering. That's worth investing a little time to do well. You may find that previously disinterested stakeholders start coming just for the show.

1. **Focus on acceptance criteria.** You've defined what done means for the story (right?), so focus your demo around proving that you're actually done.
2. **Start with the demo in mind.** Don't wait to think about the demo until you're done with the story. You might be able to write tests that double as demo scripts. And it's best to plan your demo for a story while it's fresh in your mind, before you move to the next story.
3. **Prepare.** Don't ad lib. Think through an interesting scenario to prove that you've satisfied the core acceptance criteria. Create any necessary test data. Use tools like Watir if necessary to get your app into a state where you can start an interesting demo.
4. **Practice.** Run through the demo at least once. When you're getting started, you might want to grab a trial version of Camtasia and record yourself giving the practice demo. Painful, huh? That just means you need to work on it.
5. **Tell a story.** Center your demo around a realistic user solving a real problem. The point is not just to show that the software works, but to show that it's valuable.
6. **Keep it short.** If you work on your stories one at a time and get them accepted when they're ready, you don't need to exhaustively cover all your acceptance criteria in your demo. Instead, focus your demo on what's interesting and what's valuable about each feature.

Before Meeting
- Compile list of all completed stories. (most PM tools make this very easy)
- If the demo will be performed by more than one person, establish roles ahead of time.
- Practice your demo, with a particular eye towards acceptance criteria and the definition of done. (note demo practice is separate from acceptance testing, but is a good second check)
- Assess status of project plan / roadmap and prepare for the inevitable "are we on track?" question.

During Meeting
- Demonstrate completed stories from the view of an end user. (explain all assumptions and use-cases, don't just jump in without context)
- Specifically review key decisions and why they were made.
- Refer back to product roadmap or completion status of epics.
- Keep on track and ensure feedback is related to the sprint scope – but be completely open to feedback even if it is critical of the team's work.

After Meeting

- Schedule any follow-up design sessions.
- Update requirements documents.
- Resolve any questions that may impede planning the next sprint.

In the Agile development process sprint review and demo meetings have two important goals:

1. Improving team workflow over the next sprint and determining 'course correction' design inputs into the product design itself.
2. Successfully checking off the boxes above makes sure your meetings effectively tackle these two goals.

For more info about how to conduct succesfull Scrum meetings, I encourage you to check out Agile and Scrum Masterclass: www.whatisscrum.org