



Reinvent B2B Digital Relations

Geschwindigkeit in digitalen
Projekten durch agiles Vorgehen



Lufthansa Technik

What we do

Our business lines



Engine Services



Aircraft Component Services



Aircraft Maintenance Services



Orig. Equipment & Special A/C Services



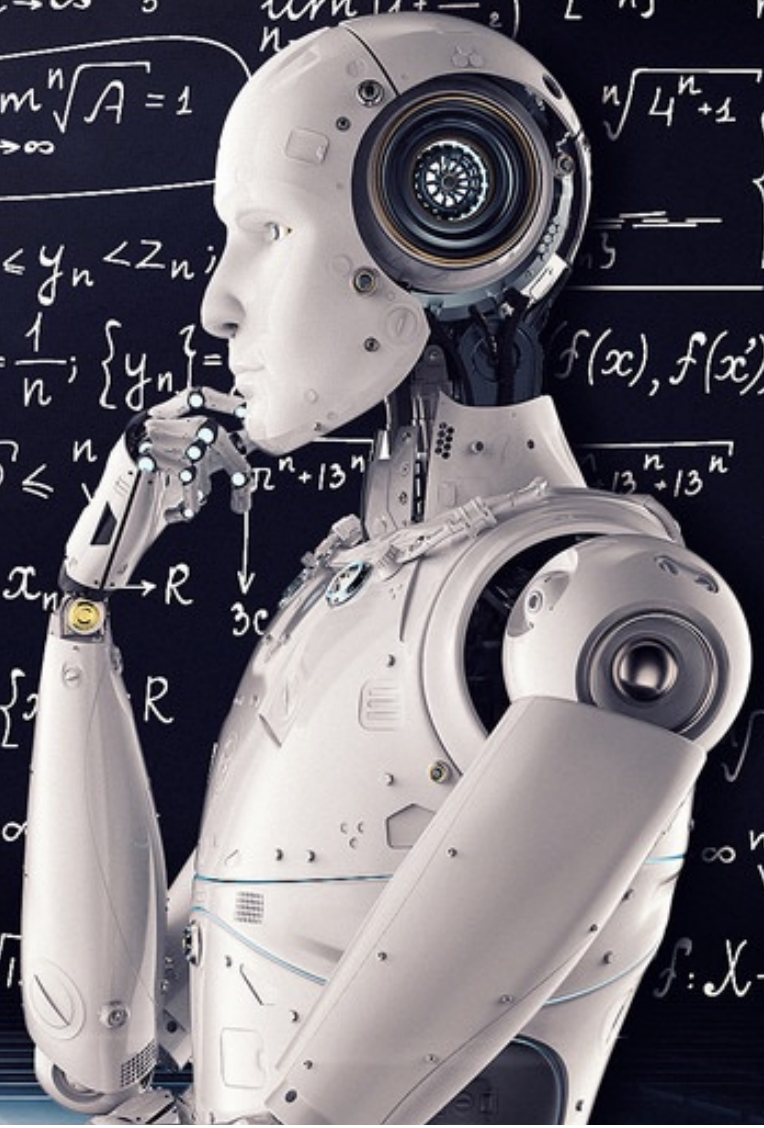
Digital Fleet Services

Lufthansa Technik at a glance






$\{x_n\} \subset \mathbb{R}$
 $\{y_n\} \neq 0 \Leftrightarrow y_n \neq 0$
 $N \rightarrow \mathbb{R} x: \rho$
 $\sqrt[n]{5^n} = \left\{ \frac{1}{n} \right\} A_y$
 $\{x_n\} = \left\{ \frac{1}{n} \right\}$
 $\{1 + \frac{1}{n}\}$
 $x_n + y_n$
 $N \rightarrow \mathbb{R} n \geq n_0: (x_n - g) < \epsilon$
 $f(x) \Leftrightarrow \exists q \in [0, 1]: \forall x, x' \in X$
 $(x_n - g) < \epsilon \quad n \geq n_0: (x_n - g) < \epsilon$
 $\left\{ \frac{1}{n} \right\} \quad \left\{ \frac{1}{n} \right\} \quad x_n: N \rightarrow \mathbb{R}$
 $\lim \min$
 lok. min
 $\lim_{n \rightarrow \infty} \sigma^n \quad \lim_{n \rightarrow \infty} \sqrt[n]{1 + e^{-\pi + 15}}$
 $\forall n \in \mathbb{N}, \text{ to } \left\{ \frac{x_n}{y_n} \right\} = \left\{ \frac{x_n}{y_n} \right\}; \quad x + \frac{3n-4}{n^2-2n+x}$
 $n \in \mathbb{N}, A > 0, \Rightarrow \lim_{n \rightarrow \infty} \sqrt[n]{A} = 1$
 $\lim_{n \rightarrow \infty} \frac{n^2-x}{3}$
 $\lim_{n \rightarrow \infty} \left(1 + \frac{\pi}{2}\right)$
 $\{x_n\} \subset \mathbb{R} \quad \sum_{n=0}^4$
 $\sqrt[n]{4^{n+1}}$
 $\left\{ \frac{x_n}{y_n} \right\}$
 $\sqrt[n]{4^n + \cos 2n} \quad \left(\frac{n^2+n-1}{n^2-2n+3} \right)^5 \quad x: \rho$
 $n \geq n_0: (x_n)$
 $\forall n \in \mathbb{N} x_n < y_n < z_n$
 $\text{lokal. } \{x_n\}: x_n = \frac{1}{n}; \{y_n\}: \dots$
 $\max;$
 $\left\{ \frac{0+0+0}{+13^n} \right\} \leq \dots$
 $\sqrt[n]{4} \cdot \sqrt[n]{13^n} \cdot \sqrt[n]{13^n}$
 $x_n \rightarrow \mathbb{R}$
 \mathbb{R}
 $\{y_n\} \stackrel{\text{df}}{=} \{x_n + y_n\}; 13$
 $\{y_n\} \stackrel{\text{df}}{=} \{x_n \cdot y_n\}; 13$
 $\{x_n\} \quad \{y_n\} \quad g$
 $f(x), f(x') \leq \dots$
 $\sqrt{4^n}$
 $\infty \sqrt[n]{5^n}$
 $f: X \rightarrow \dots$



Does it fit into our strategy that we do everything ourselves?


What if ...



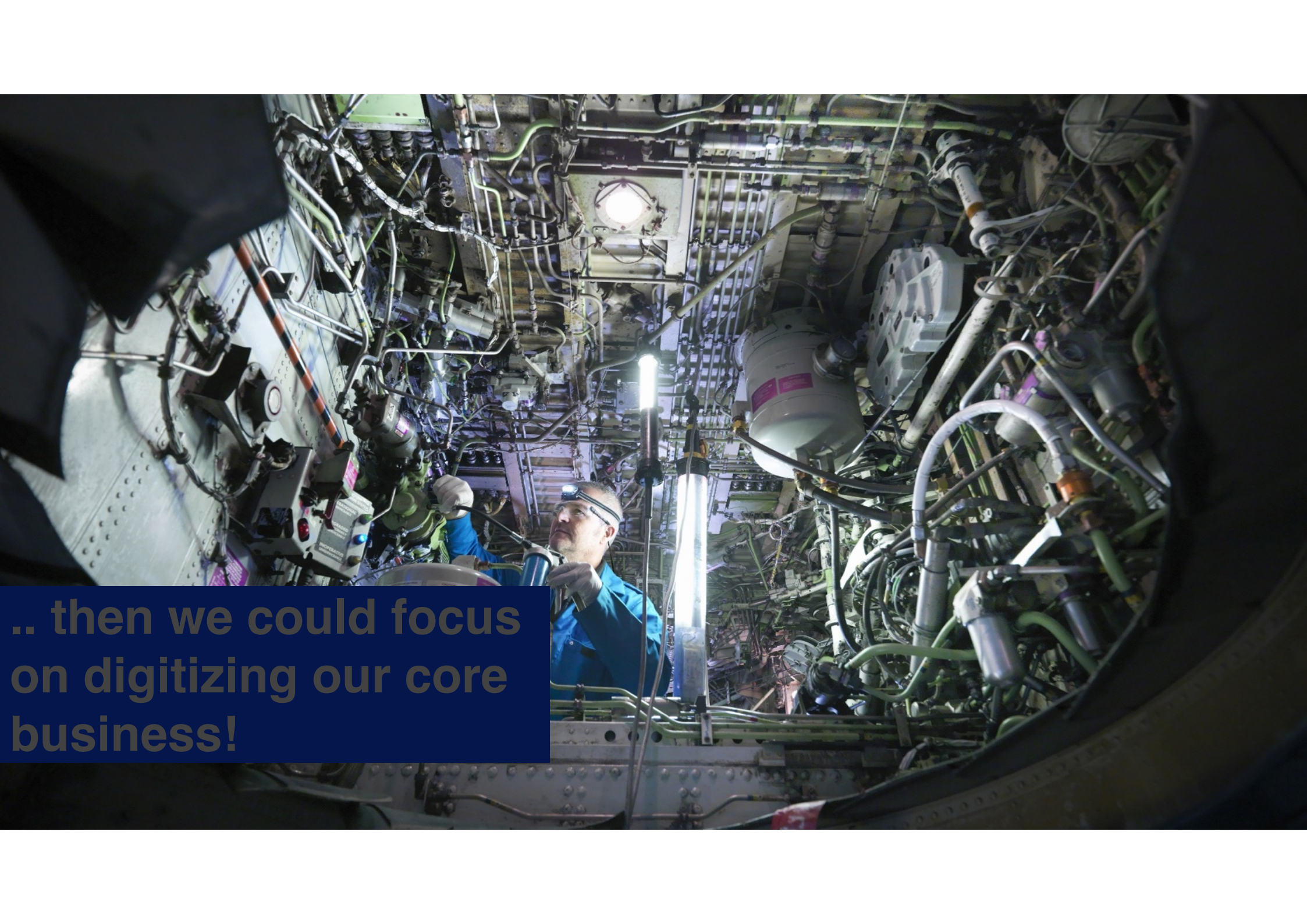
...we modularized the platform?



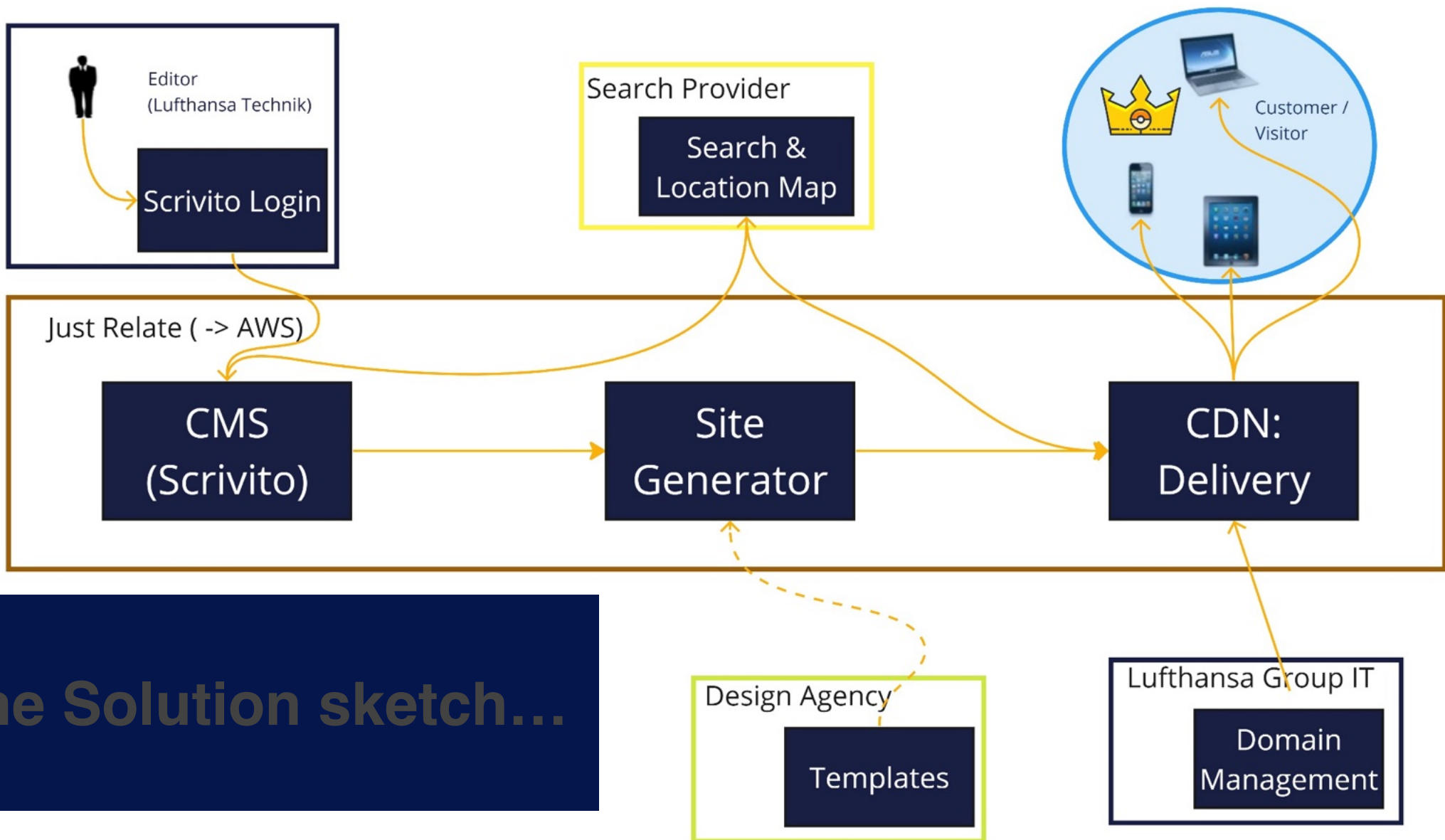
... we used the new technologies available?



... we worked with a partner who specializes in this?

A technician wearing a blue uniform and a headlamp is working on a complex industrial machine. The machine is filled with numerous pipes, wires, and mechanical components. The technician is focused on a specific part of the machine, using a tool. The scene is illuminated by a bright light source, possibly a headlamp or a work light, creating a high-contrast environment. The overall atmosphere is one of intense concentration and technical expertise.

**.. then we could focus
on digitizing our core
business!**



The Solution sketch...

Projekt Highlights

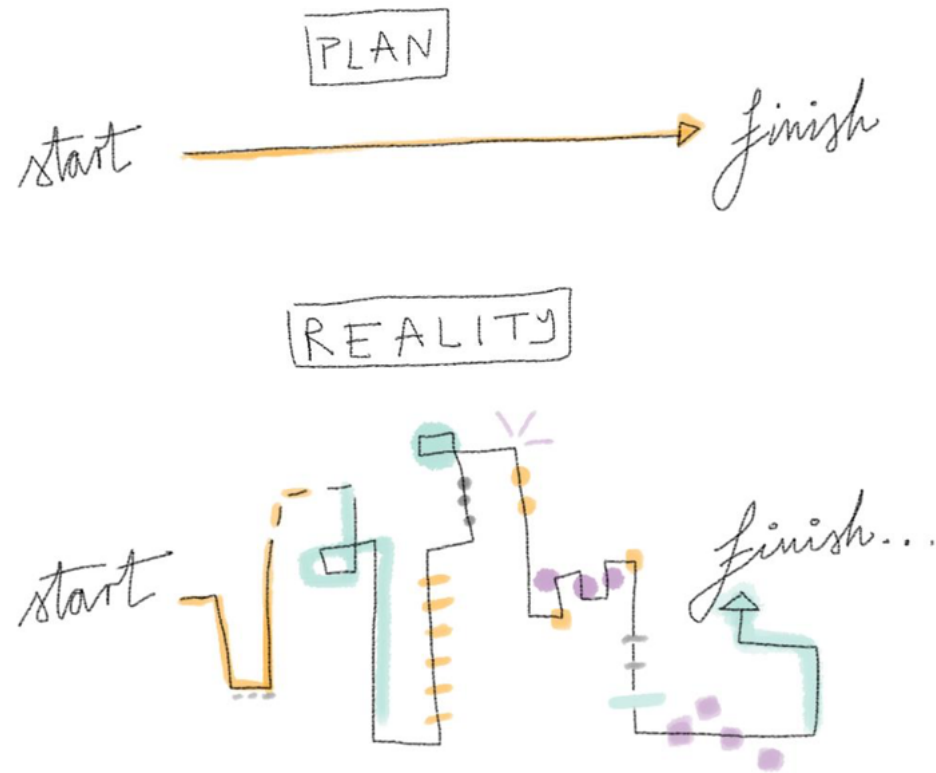
- Wenig Zeit !!!
- Design parallel von Agentur erarbeitet und abgestimmt
- Suche & Sales-Map mit externen Anbieter
- Wenig Ressourcen
- Remote Projekt







Planning Fallacy / Planungsirrtum



Planning Fallacy: die Tendenz von Menschen und Organisationen, zu unterschätzen, wie viel Zeit sie zur Vollendung einer Aufgabe benötigen.

Daniel Kahneman und Amos Tversky, 1979

A group of people are silhouetted against a vibrant sunset sky. They are standing on a dark, rocky cliff edge. One person on the left is crouching and using a camera on a tripod. Another person stands next to a flag on a pole. The rest of the group is standing and looking towards the horizon. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The word 'PREJECTING!' is overlaid in large, bold, grey capital letters across the middle of the image.

PREJECTING!

Prejecting & Ramp-Up



PRINZIPIEN



PROZESSE & INTERAKTIONEN



KOMMUNIKATION



TOOLS



ROLLEN



A silhouette of a signpost with several directional arrows pointing in various directions, set against a vibrant sunset sky with shades of orange, red, and purple. The word "PRINZIPIEN" is overlaid in the center of the image.

PRINZIPIEN

AGILES MANIFESTO

Individuen und Interaktionen vor
Prozessen und Werkzeugen

Funktionierende Software
vor umfassender Dokumentation

Zusammenarbeit mit dem Kunden über
Vertragsverhandlungen

Reagieren auf Veränderungen statt
Befolgen eines Plans

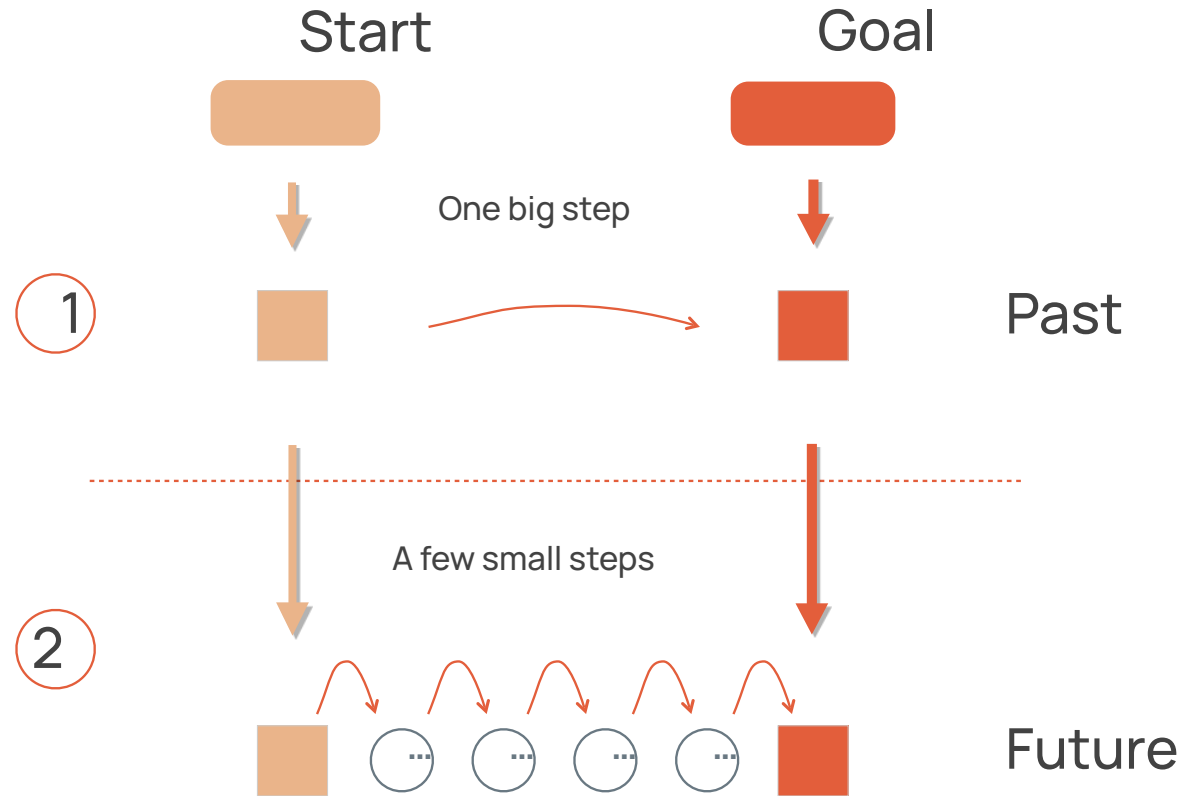


"Unabhängig davon, was wir herausfinden, sind wir davon überzeugt, dass jeder das Beste getan hat, was er mit seinem damaligen Wissen, seinen Fähigkeiten und Fertigkeiten, den verfügbaren Ressourcen und der gegebenen Situation tun konnte."

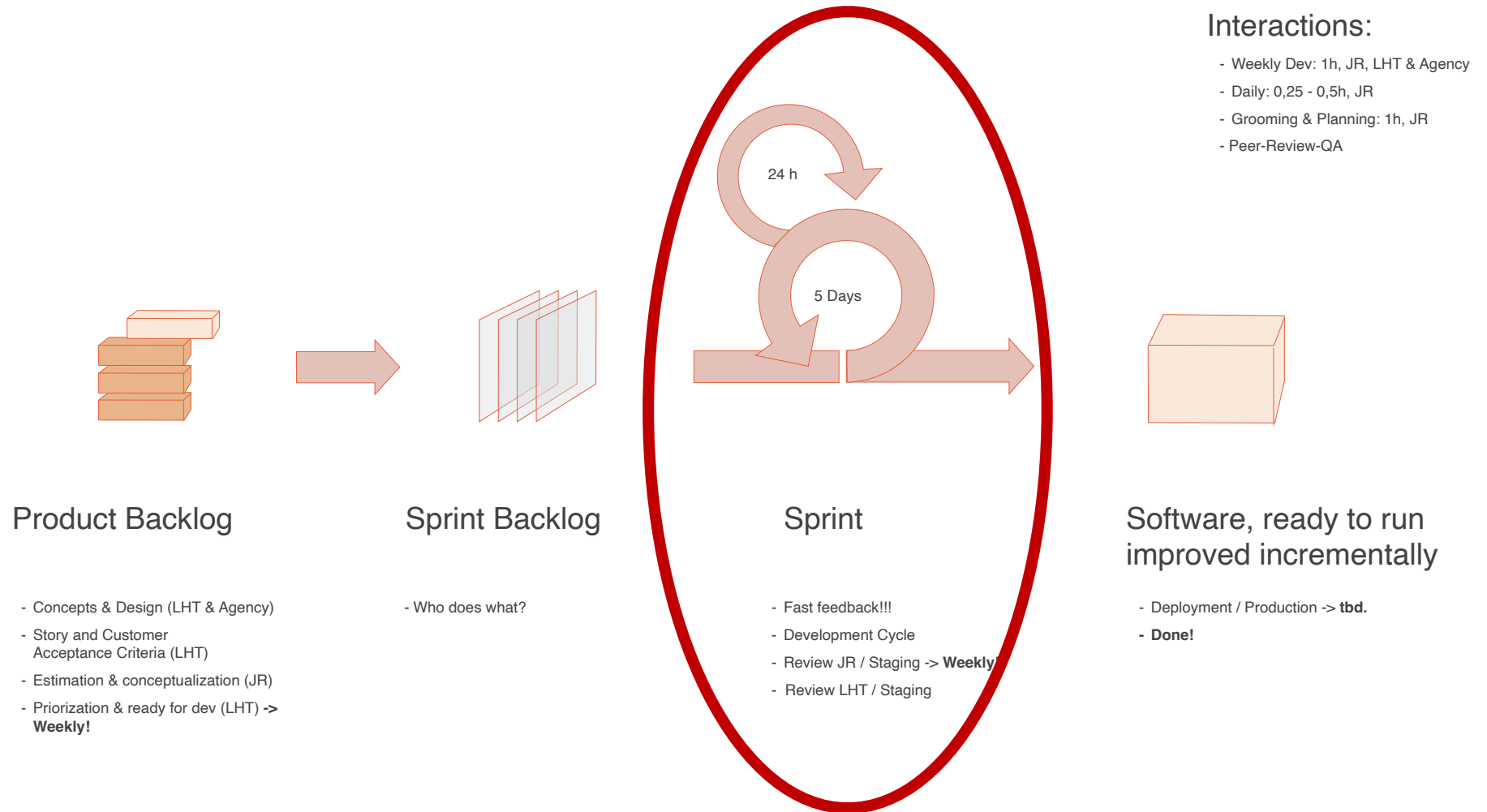
The image features a group of seven people in silhouette, positioned against a clear, light blue sky. They are arranged in a loose circle, suggesting a collaborative meeting or discussion. The lighting is soft, highlighting the outlines of their heads and shoulders. The overall mood is professional and focused.

PROZESSE & INTERAKTIONEN

Step-by-Step Approach



Prozesse & Interaktionen



Interactions:

- Weekly Dev: 1h, JR, LHT & Agency
- Daily: 0,25 - 0,5h, JR
- Grooming & Planning: 1h, JR
- Peer-Review-QA

A photograph showing the silhouettes of five hikers with backpacks ascending a grassy hill. The scene is set against a clear, deep blue sky. The hikers are positioned across the lower half of the frame, moving from left to right. The text 'KOMMUNIKATION & TOOLS' is overlaid in a large, white, sans-serif font across the middle of the image.

KOMMUNIKATION & TOOLS

Kommunikation & Tools

Kommunikation:

- Englisch
- Achte auf den richtigen Kanal: Mail, Trello
- Fragen: Nur wer fragt, dem kann geholfen werden
- KISS – Keep It Stupid and Simple
- Wo, Warum, Was, Wie, Wann ...
- Sei respektvoll: gute Kommunikation ist der Schlüssel
- Kommunikation miteinander, statt übereinander

Tools:

- Trello für alle aufgabenbezogenen Interaktionen
- Teams (im Notfall Email) für Projektinteraktionen zwischen JR und LHT
- AdobeXD für Design



- LHT Backlog
 - Change request for LHT-Text #69
 - Search Result Page #45
 - Site Sandbox #39
 - Site tracking: integration of etracker service #40
 - Links: functionality and how to enter them #44
 - Domains and ssl certificates #42
 - iframes #53
 - Social media icons #54
 - Social Media preview #55

Sprint

Mindbreeze Integration

0/4 max-points: 7 #46

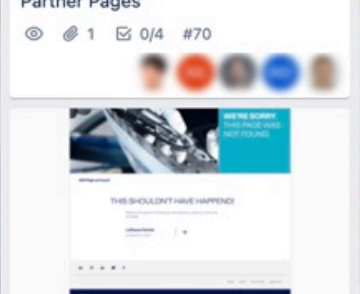
+ Add a card



In Progress Development

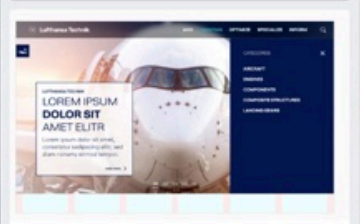
Partner Pages

0/4 #70



404 page

1 #66



Navigation - Searchbar

4 1 2/2 #34

max-points: 11

+ Add a card

JR Review

Table

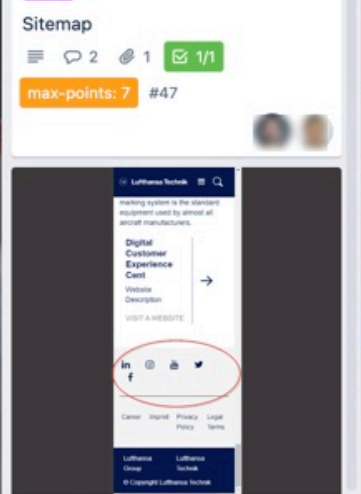
2 4 3 1/2

max-points: 5 #32

Sitemap

2 1 1/1

max-points: 7 #47



+ Add a card

LHT Review

80%

of the engine overhaul cost is related to material consumption

Info Statistic One fact

1 #65

LHT_Location

3 8/8 #35

OUR LATEST NEWS

Latest News widget Design

1 #17

OUR LATEST NEWS

PressRelease Overview

1 9/9

+ Add a card

Done

Quote Widget

1 1 5/5 #19

Redux Setup

max-points: 3 #48

Setup Scrivito Tennant, Code Repository, Develop und Staging Environment

#1

As a developer I have HTML/JS/CSS specifications to implement the central intranet in the CMS.

#2

As a developer, I have LHT approved templates for displaying all page types and widgets needed for the site.

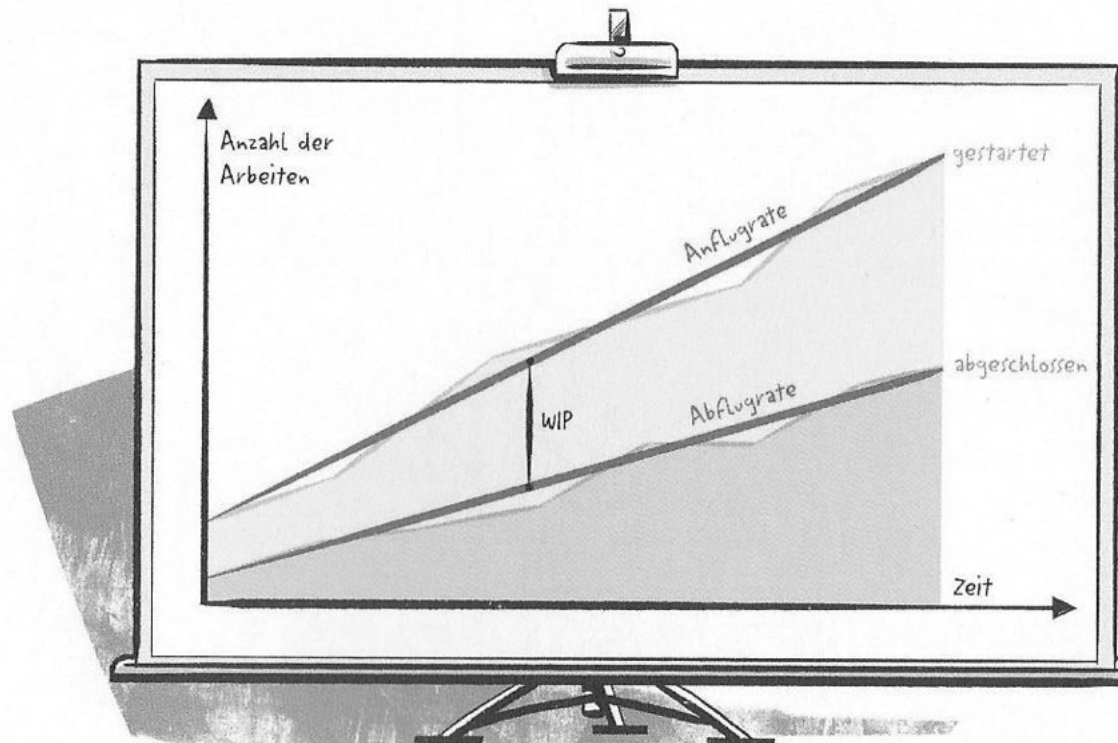
#3



Text-Image: As a visitor to the website I want to get detailed information and a corresponding image about a specific topic. As a website editor I want to decide whether to place the image on the

+ Add a card

WIP (Work In Progress) wird mehr



„Stop starting, start finishing!“

ROLES



Team & Roles

Product-Owner (LHT)

- Der Product Owner definiert "Was" getan werden muss.
- Verantwortlich für die wirtschaftliche Gestaltung der Lösung und als Chief Editor für den entstehenden Inhalt verantwortlich

Projektleiter (LHT)

- Verantwortlich für das Budget & die formelle Abwicklung
- Sorgt für interne Ressourcen & Koordination

UX-Designer (Agentur)

- Für die Gestaltung und Optimierung der UX verantwortlich.
- Entwickelt und gestaltet Benutzeroberflächen, Interaktionskonzepte und Wireframes.

Projektleiter (JR)

- Moderiert den Prozess (Schnittstelle Kunden & Team) und sorgt dafür, dass das Team sich an den Prinzipien orientiert.
- Ist für die Beseitigung von Hindernissen zuständig. & organisatorischer Ansprechpartner. Blick auf wirtschaftliche Umsetzung des Projekte

Team (JR)

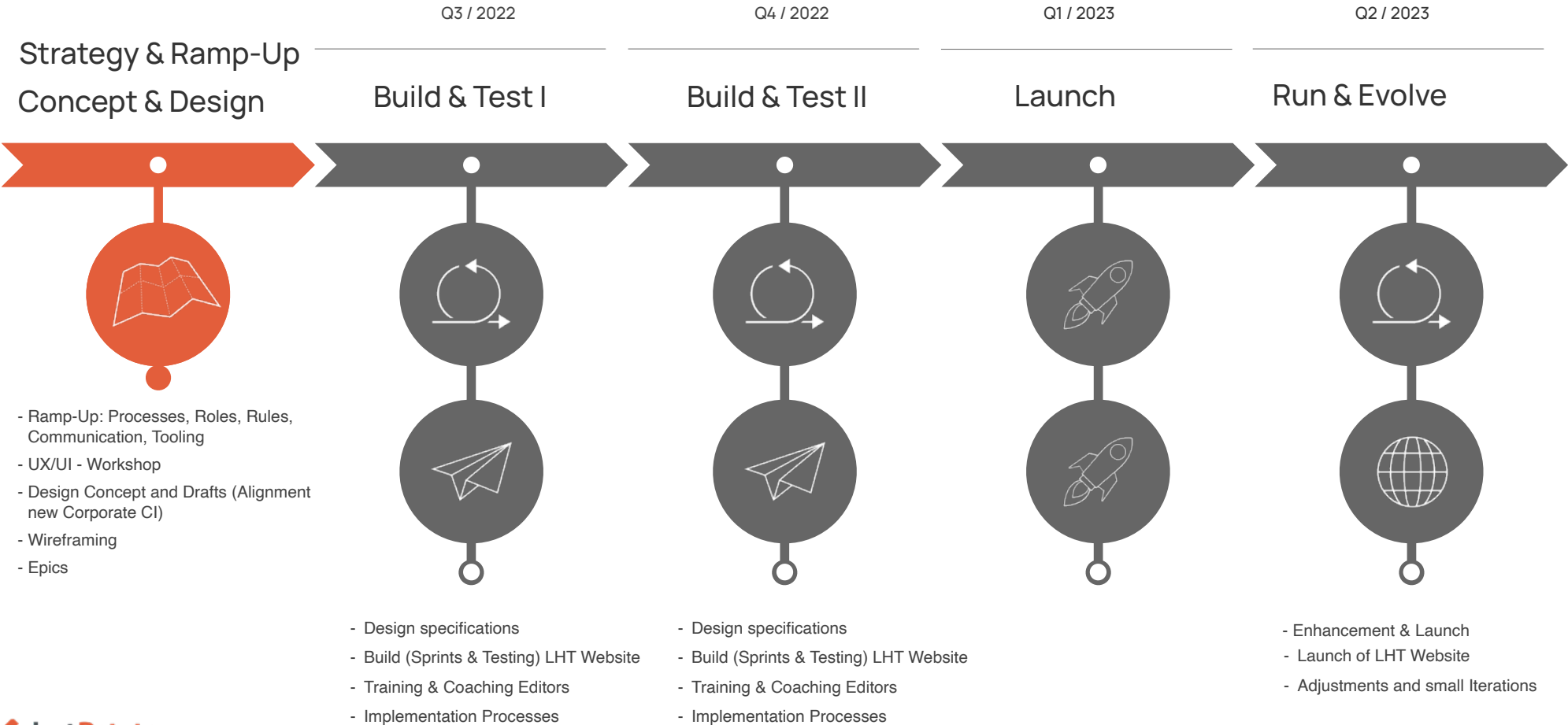
- Sind für die Umsetzung auf Basis der Prinzipien zuständig.
- Organisiert sich selbst kann eigenständige Entscheidungen treffen, die nicht vom Product-Owner getroffen werden müssen.
- Team:
 - 3x Frontend Developer
 - 1x Senior Developer
 - 1x DevOps Engineer



ROADMAP

Roadmap into the Future.

Now



Take aways

Agile Prinzipien leben

Gemeinsame Vision

Kurze Umsetzungzyklen

Regelmäßiges & direktes Feedback



**Ideas are easy,
Execution is everything
it needs a team to win!**

- John Doerr