Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Early & continuous delivery

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Welcome change
Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Deliver frequently

Business people and developers must work together daily throughout the project.

Customer partnership
Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

Environment & support

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Face to face conversation
Working software is the primary measure of progress.

Measure working software

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

Sustainable pace
Continuous attention to technical excellence and good design enhances agility.

Attention to excellence

Simplicity--the art of maximizing the amount of work not done--is essential.

Simplicity
The best architectures, requirements, and designs emerge from self-organizing teams.

Emergence

At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Continuous learning