

## ASOS uses Miro to align 60 Agile teams and help improve its online shopping experience

### ASOS at-a-glance

**71%**

More effective meetings

**3.75**

Hours/week saved per Miro user per week

**~50%**

Less time spent in meetings

**“Being able to bring everyone together to plan in Miro ultimately means that the most impactful initiatives will happen at the right time – and customers will get the functionality they want.”**



**Lucy Starling**  
Product Operations  
Lead at ASOS

*ASOS is a London-based online global fashion destination that prides itself on empowering self-expression and giving its customers the confidence to be whoever they want to be. Since 2000, ASOS has created and curated fun, stylish, and versatile fashion for any occasion.*

### Highlights

#### Problem

Over 60 distributed Agile teams were prioritizing and roadmapping web features in disconnected tools, with no collaborative planning process. This lack of alignment caused inefficiencies and

#### Solution

ASOS adopted Miro to bring all product and engineering teams together to conduct PI Planning in one shared workspace. This allowed teams across the world to align on priorities, map dependencies, and mitigate risks.

#### Results

PI Planning in Miro helps ensure alignment to strategic goals and consistent prioritization. This means faster time to market and reduced time to execution, helping ASOS drive higher customer satisfaction.

Across product and engineering teams, a range of different tools were used for product planning and roadmapping, with a heavy reliance on Microsoft Office solutions. Fragmented tools meant disparate workspaces and misalignment, which hindered autonomy, constrained innovation, and slowed time to market. This is especially problematic for businesses like ASOS with critical seasonally-driven deadline.

When ASOS' Chief Technology Officer issued a priority directive to establish a formal process for product planning within 4 weeks, it was clear teams needed a solution fast.

With its intuitive interface and deep capabilities, Miro became the clear choice to help ASOS transform its planning practice with speed.

In Miro, ASOS hosts hundreds of people across 60+ Agile teams to conduct their “semester planning.” The online workspace is used to facilitate the live portion of the event where collaborators work together in real-time, and also serves as the “homebase” to document asynchronous work during the planning cycle.

Miro gives teams across the world the chance to share insights and priorities, and provides a platform for conversations to flow, participants to stay on task, and teams to align to get the job done.