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**Agile Adventure:  
Designing Organization with Robotics Subsumption Architecture  
Simulation with Legos**

**Purpose:** The purpose of this activity is to provide you with a hands-on experience in designing an organization structure inspired by the subsumption architecture. By simulating the hierarchical arrangement of subsumption using Lego cards, you will gain insight into how decentralized decision-making can be facilitated within an organization.

**Now,** you are about to design it for **eAuction, Inc.** Here are their mission and design criteria.

**eAuction, Inc – Mission**

**To revolutionize the auction experience** by offering a dynamic online platform that specializes in providing **innovative bidding solutions.**

Our mission is to empower **our customers to maximize their sales** through online auctions while **also providing users with affordable opportunities to participate and connect with their passions.**

**Design Criteria**

1. Craft a **customer-centric design** that provides a tailored solutions for each customer segment. Prioritize affordability and loyalties for end users while empowering our customers to thrive. Our customers include airline companies, sport organizations like FIFA and pop music stars, with artists recently added to the list.
2. Design a structure by the **subsumption architecture** where higher layers subsuming lower layers. This structure fosters **a culture of ownership and accountability** by empowering teams to make informed decisions and take ownership of their responsibilities.

<p style="text-align: center;"><b>Stage 1</b></p> <p style="text-align: center;"><b>Online Auction Services for Airline Customers</b></p>	<p style="text-align: center;"><b>Auctions Team</b></p> <p>* Generate and oversee value propositions of all the auction applications for <b>diverse customers segments</b>.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Airline Auction Team</b></p> <p>* Develop and deliver apps for <b>airline passengers</b> to bid for seat upgrades and purchase last-minute seats.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Business Unit Team - Ticketing</b></p> <p>* Develop and implement strategic objectives for customers selling tickets – we help them sell tickets.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Airlines Customers Team</b></p> <p>* Generate and oversee value propositions designed for <b>airline companies</b>.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Company Marketing &amp; Sales Team</b></p> <p>* Oversee marketing and sales needs across the whole organization via aligning the company's overall marketing and sales goals.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Airline Marketing &amp; Sales Team</b></p> <p>* Develop strategies to enhance brand awareness, generate leads, convert them into sales, execute marketing campaigns and sales tactics designed for <b>airline passengers</b>.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>eAuction Leadership Team</b></p> <p>* Articulate a clear vision for the company, define its purpose, values, and long-term goals, and establish strategic objectives, guide the organization towards sustainable growth and success.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>

<p style="text-align: center;"><b>Stage 2</b></p> <p style="text-align: center;"><b>Expansion to Music Stars and Fan Engagement</b></p>	<p style="text-align: center;"><b>Engagement Team</b></p> <p>* Generate and manage value propositions to engage and entertain <b>diverse customer segments.</b></p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Concert Auction Team</b></p> <p>*Develop and deliver apps for <b>concert goers</b> to bid for seat upgrades and purchase last-minute seats.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Musicians Customer Team</b></p> <p>* Generate and oversee value propositions designed for <b>music super stars</b> like Taylor Shift and others.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Concert Engagement Team</b></p> <p>* Develop and deliver apps to engage and entertain <b>music fans.</b></p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Passengers Engagement Team</b></p> <p>* Develop &amp; deliver apps to engage and entertain <b>airline passengers.</b></p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Concert Marketing &amp; Sales Team</b></p> <p>* Develop strategies to enhance brand awareness, generate leads, convert them into sales, execute marketing campaigns and sales tactics designed for <b>music fans.</b></p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Platform Team</b></p> <p>* Develop and maintain infrastructure, tools, and services for software development, deployment, and operation for development teams.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>

<p style="text-align: center;"><b>Stage 3</b></p> <p style="text-align: center;"><b>Further Expansion to Sports Organizations and Artists</b></p>	<p style="text-align: center;"><b>Football Marketing &amp; Sales Team</b></p> <p>* Develop strategies to enhance brand awareness, generate leads, convert them into sales, execute marketing campaigns and sales tactics designed for <b>football fans</b>.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Artists Marketing &amp; Sales Team</b></p> <p>* Develop strategies to enhance brand awareness, generate leads, convert them into sales, execute marketing campaigns and sales tactics designed for <b>art enthusiasts</b>.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Paintings Auction Team</b></p> <p>* Develop and deliver online auction apps that enable <b>art enthusiasts</b> to bid and purchase paintings.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Business Unit Team - Artist</b></p> <p>* Implement strategic objectives aimed at showcasing and promoting artists and their work through online auctions, fostering greater visibility and appreciation among art enthusiasts.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	<p style="text-align: center;"><b>Sports Customer Team</b></p> <p>* Generate and oversee value propositions designed for <b>Football Organization like FIFA World Cup</b>.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>
<p style="text-align: center;"><b>Football Auction Team</b></p> <p>* Develop and deliver apps for <b>football enthusiast</b> to bid for seat upgrades and purchase last-minute seats.</p> <p style="text-align: center;">© 2018 - 2024 Aha Autonomy</p>	