



Von der Idee zum Impact



Silver
Marketplace Partner



Platinum
Solution Partner
ENTERPRISE



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Marketplace Partner



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Übersicht

Motivation

Bausteine

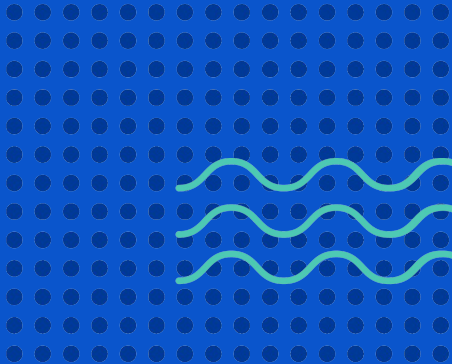
Beispiele

Zusammenfassung



Motivation

3 Gründe für Product Discovery



Vorteile

Nahtlose Integration in das Atlassian Ökosystem

Strukturierte Ideenfindung und Priorisierung

Kollaboration und Transparenz im Produktmanagement

Beschleunigte Time-to-Market

Atlassian Landschaft



Atlassian Landschaft



Atlassian System of Work

Philosophie wie moderne Unternehmen arbeiten (könnten)

- > Aligning work to goals
- > Planning and tracking work across all teams
- > Harnessing collective knowledge

Atlassian System of Work

Philosophie wie moderne Unternehmen arbeiten (könnten)

-> **Aligning work to goals** 

-> Planning and tracking work across all teams

-> Harnessing collective knowledge

celix Team Kompass



celix Team Kompass





Bausteine

Product Discovery im Überblick



Ideen

Vergleichbar mit Jira Issues (work items)

Felder

Kommentare

Anhänge

Status

Historie

The screenshot shows a Jira Ideas page for the idea 'Personalized customer rewards'. The page is titled 'Personalized customer rewards' and is categorized under 'All Ideas / DP-2'. It features a 'Hypothesis' section with the text: 'Creating a reward program for our customers will increase the adoption of our travel booking platform. This will benefit users by providing them with more advantages as they use the platform and will encourage new users to use the platform even more. We will know if this is true if the number of travel booked per user per year significantly increases after the first six months of experimentation.' Below this is a 'Validation' section stating: 'After a runtime of 16 weeks, we saw the number of booking per user increase significantly: +17%. The number of returning users has also increased by 24%. This validates our hypothesis that a reward program has increased our users' platform adoption.' A 'Decision' section follows, stating: 'We will move this feature from Beta to make it generally available to all our customers as its benefit has been proven.' The page also includes a 'Comments' section with a 'Create a comment' input field and a 'Templates' button. On the right side, there is a sidebar with a 'Pinned fields' section showing 'Increase revenue' (Now), 'Enterprise' (5), and 'None'. Below this is a 'Fields in this view' section showing 'Insights' (2) and 'Delivery status'. At the bottom, there is a 'Create comments to discuss, share opinions, and ask questions.' prompt with a speech bubble icon.

All Ideas / DP-2

Personalized customer rewards

Hypothesis

Creating a **reward program** for our customers will increase the adoption of our travel booking platform.

This will benefit users by providing them with more advantages as they use the platform and will encourage new users to use the platform even more.

We will know if this is true if the number of travel booked per user per year significantly increases after the first six months of experimentation.

Validation

After a runtime of 16 weeks, we saw the number of booking per user increase significantly: +17%. The number of returning users has also increased by 24%.

This validates our hypothesis that a reward program has increased our users' platform adoption.

Decision

We will move this feature from Beta to make it generally available to all our customers as its benefit has been proven.

[Comments](#) [Insights](#) [Delivery](#) [History](#)

Create a comment

Create comments to discuss, share opinions, and ask questions.

1 Move Clone Merge Archive ... X

Some formula fields require extra data to be calculated. [Load data](#)

Pinned fields

Theme	Increase revenue
Roadmap	Now
Customer segments	5 Enterprise
Value	
Documents	None

Fields in this view

Insights	2
Delivery status	

Available fields

Feldtypen

Jira Felder

- Text
- Zahl
- Datum
- URLs
- Auswahl
- Kontrollkästchen
- Kommentare
- Stichwörter
- ...

Spezialfelder

- Fortschritt (der Umsetzungsvorgänge)
- Rating (1 - 5)
- Reaktionen
- Votes
- Schieberegler
- Formeln (dynamisch)
- Goals (Cloud)
- Teams (Cloud)
- ...

Board (View)

→ Boardspalten auf Basis von Feldwerten

The screenshot displays a 'New Board View' configuration interface for a Kanban board. The board is titled 'New Board View' and contains 5 ideas. The configuration bar includes options for 'Columns', 'Group by', 'Filter', 'Sort', and 'Fields' (set to 2). The board is organized into three columns based on the 'Category' field:

- Category 1** (2 items):
 - DP-2: Personalized customer rewards
 - DP-4: Improve waiting list experience
- Category 2** (3 items):
 - DP-3: Faster checkout
 - DP-5: Refactor user profile data
 - DP-6: Smart KYC
- Category 3** (0 items):

The right-hand panel provides configuration options for the 'Category' field:

- Select a field. The different values of that field will be the columns of your board.
- Dropdown menu: Category
- Legend:
 - No value
 - Category 1
 - Category 2
 - Category 3
 - Category 4
- Edit field button
- Hide empty columns: Hide empty columns

List (View)

-> Tabellenansicht für Ideen

The screenshot displays a 'New List View' interface with 5 ideas. The table has columns for Summary, Created, Assignee, and Status. A dropdown menu is open, showing a search bar and a list of fields to select or create.

<input type="checkbox"/> Aa Summary	<input type="checkbox"/> Created	<input type="checkbox"/> Assignee	<input type="checkbox"/> Status
<input type="checkbox"/> DP-2 Personalized customer rewards	May 8, 2025 09:04 AM	Roman Braunstingl	PARKING LOT
<input type="checkbox"/> DP-3 Faster checkout	May 8, 2025 09:04 AM	Unassigned	IMPACT
<input type="checkbox"/> DP-4 Improve waiting list experience	May 8, 2025 09:04 AM	Unassigned	PARKING LOT
<input type="checkbox"/> DP-5 Refactor user profile data	May 8, 2025 09:04 AM	Unassigned	PARKING LOT
<input type="checkbox"/> DP-6 Smart KYC	May 8, 2025 09:04 AM	Unassigned	PARKING LOT
<input type="checkbox"/> + Create			

Dropdown menu options:

- Search
- Select a field or create one
- Atlassian project
- Atlassian project status
- Category
- Comments
- Confidence
- Creator
- Customer segments
- Delivery progress
- Delivery status

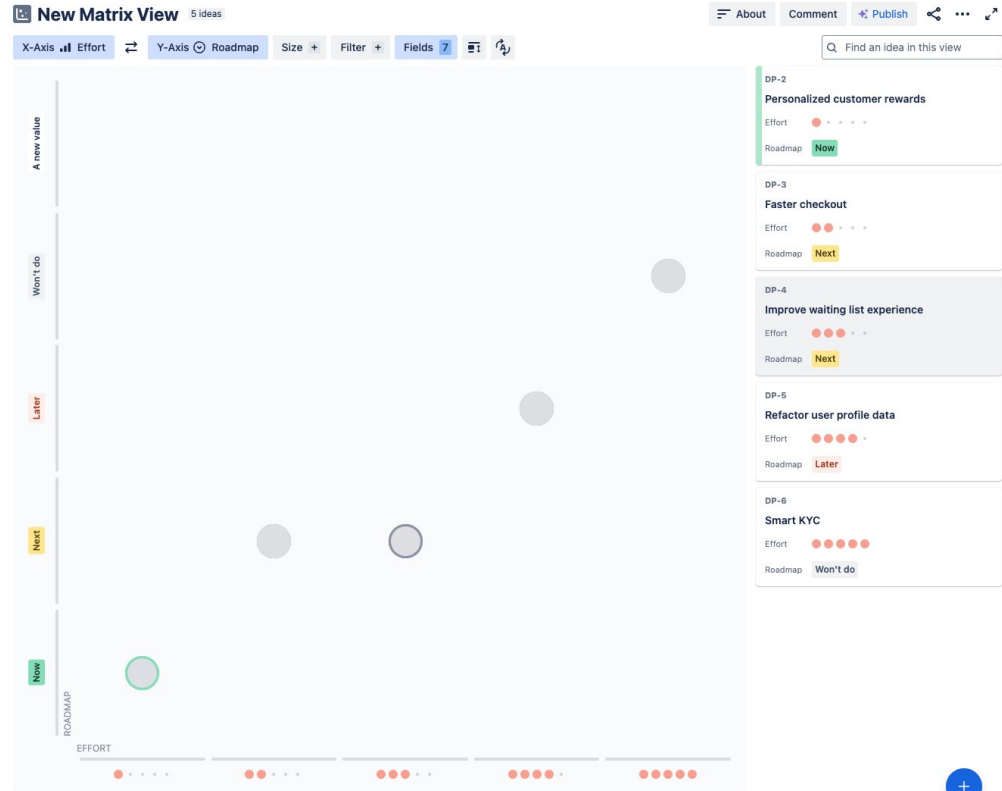
Matrix (View)

2 Felder wählen

X-Achse und Y-Achse

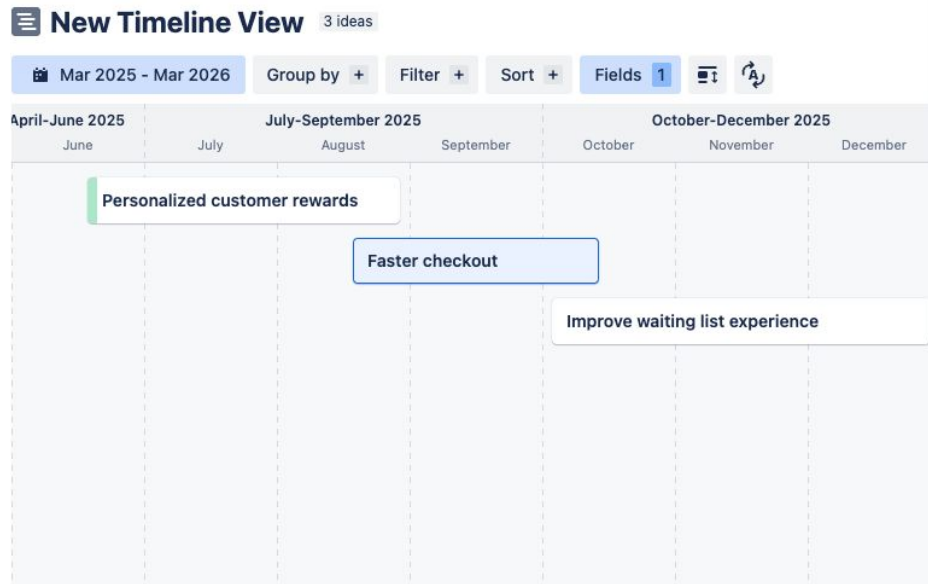
Gegenüberstellung

Änderungen direkt in Matrix



Timeline (View)

-> Einfache Anzeige mit 2 Datumsfeldern



Faster checkout

Overview Comments Insights 1 Delivery

Strategic alignment

How does this fit into the broader strategy?

As we are planning to increase revenue, we believe that accelerating the checkout process will encourage our customers to purchase new items more frequently and seamlessly

Problem definition

What problem or job are we going after?

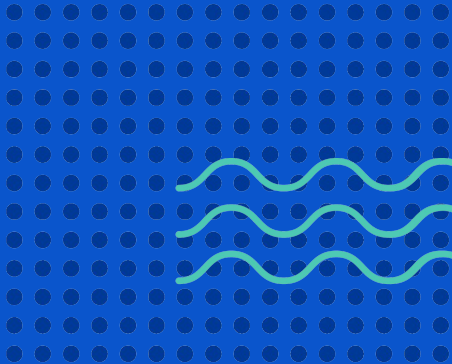
As a user who is looking to purchase a flight on the platform:

- When I select on my cart and select "Check out.,"
- I want to be able to reuse the information I provided in my previous



Beispiele

Standard Ansichten in Jira Product Discovery

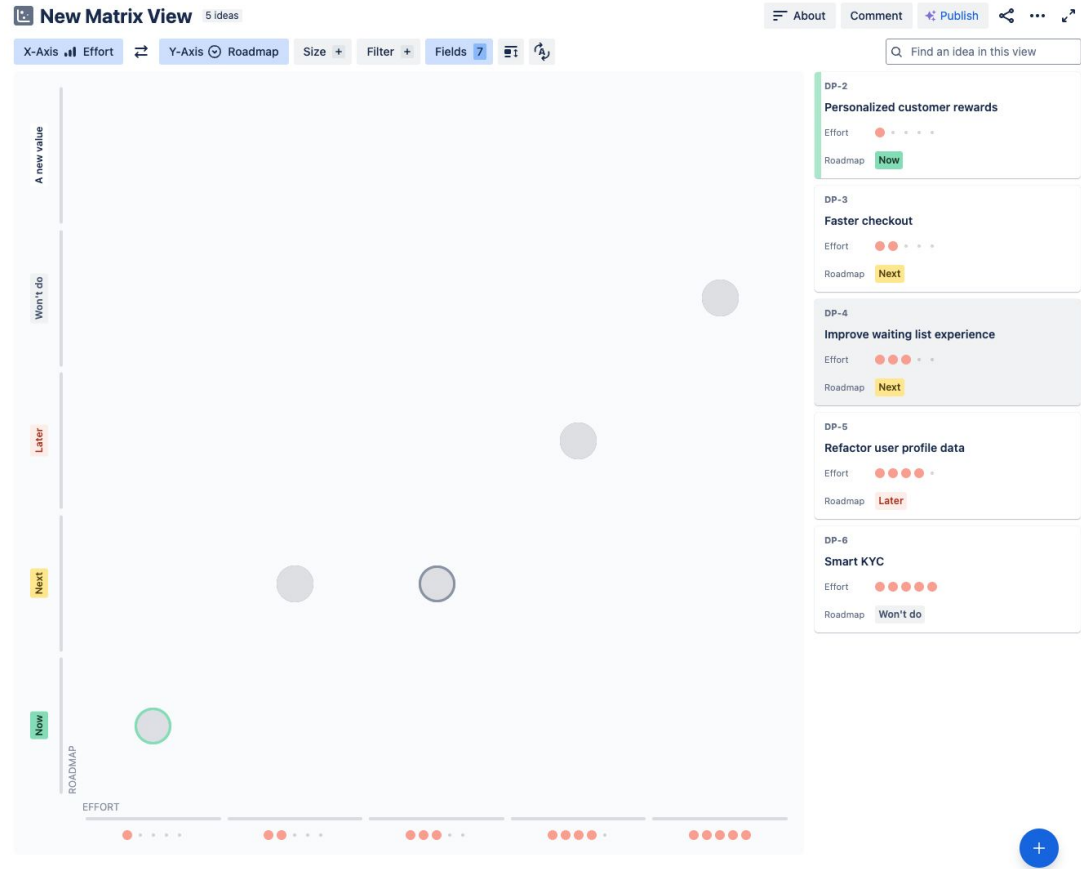


Impact vs. Effort

Matrix View

Felder: Impact, Effort

-> Priorisierungsmatrix



Product roadmap

→ Board View basierend auf Label

 **Product roadmap** 5 ideas


 About

 Comment

 Publish



Columns  Roadmap

Group by  +

Filter 1

Sort  +

Fields 4



Q Find an idea in this view

Now 1

Personalized customer rewards

Explore a loyalty program with points-based rewards and exclusive perks to increase repeat purchases and customer lifetime value.

Theme  Increase revenue

RICE score **1,000**

Next 2

Faster checkout

Streamline checkout to sub-30 seconds by consolidating to single page and automating form fills.

Theme  Win enterprise customers

RICE score **426**

Improve waiting list experience

Redesign waitlist flows with real-time queue updates and engagement features to maintain user interest and improve conversion to active users.

Theme  Delight users

RICE score **252**

Later 1

Refactor user profile data

Modernize user profile architecture to improve data access speed and storage efficiency. Enables faster feature development and enhanced personalization capabilities.

Theme  Delight users

RICE score **221.3**

Won't do

Smart KYC

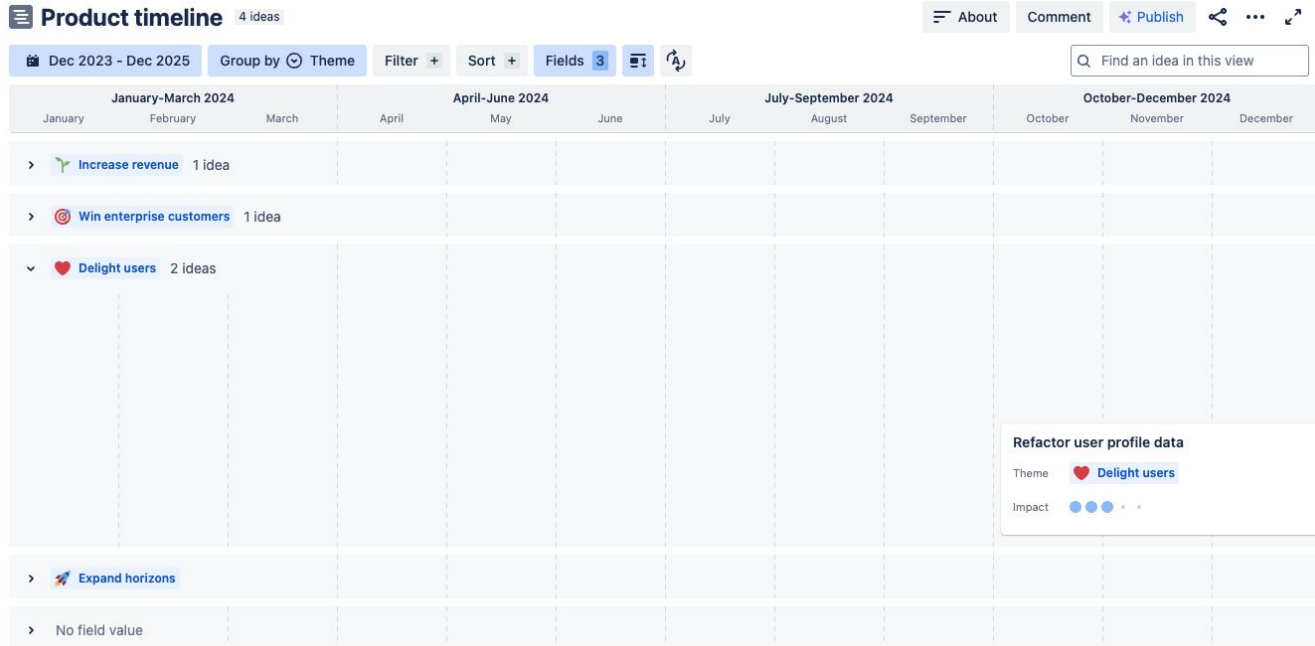
Enhance KYC/AML compliance with re transaction monitoring and automated meeting regulatory requirements.

Theme  Expand horizons

RICE score **0**

Product timeline

-> Timeline View basierend auf Auswahl



Delivery overview

-> List View als Checkliste

 **Delivery** 4 ideas

 About

 Comment

 Publish



Create

Group by +




Filter 1

Sort 1

Fields 6



Q Find an idea in this view

<input type="checkbox"/> Aa Summary +	 Project target ↑	<input checked="" type="checkbox"/> Spec ready	<input checked="" type="checkbox"/> Designs ready	 Delivery progress	 Delivery status	+
<input type="checkbox"/> Refactor user profile data	Jan-Mar, 2025	<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/> Personalized customer rewards	Aug, 2025	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<div style="width: 50%;"></div>	TO DO	
<input type="checkbox"/> Improve waiting list experience	Oct-Dec, 2025	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/> Faster checkout	Oct 15, 2025	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
+ Create						



Zusammenfassung

Zusammenfassung

Mehr Transparenz und einfachere Priorisierung im Ideenprozess

Schnell starten mit intuitiven, vorgefertigten Ansichten

Ideen flexibel und kontextgerecht erfassen