Building the Right Thing

Lessons Learned in Agile Product Management
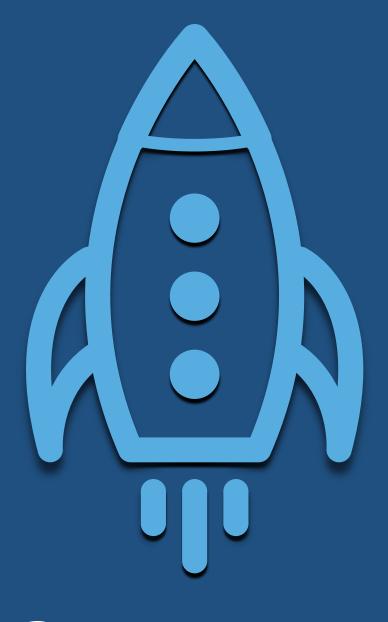
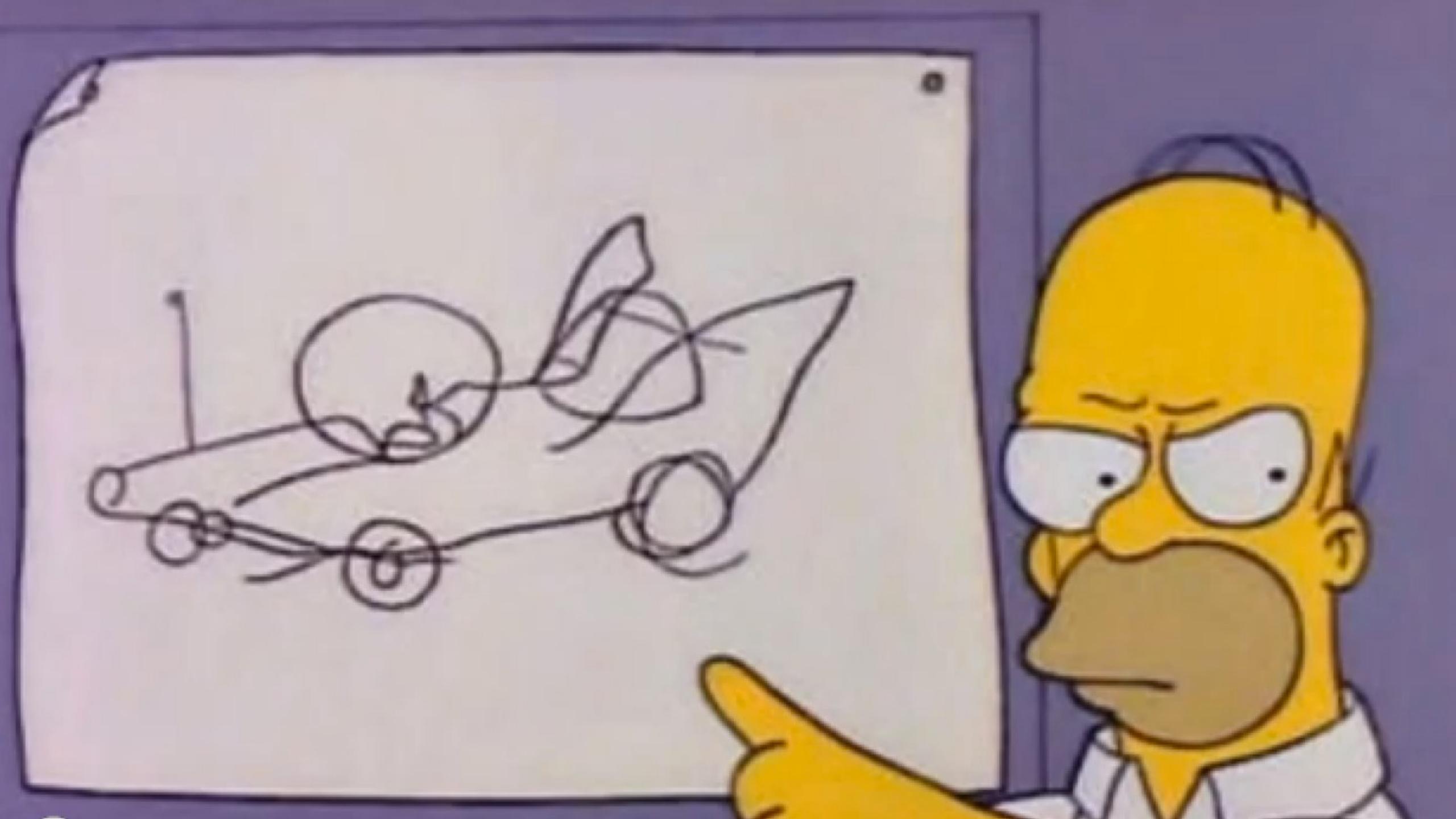SHERIF MANSOUR · PRODUCT GUY · ATLASSIAN · @SHERIFMANSOUR

Defining the problem
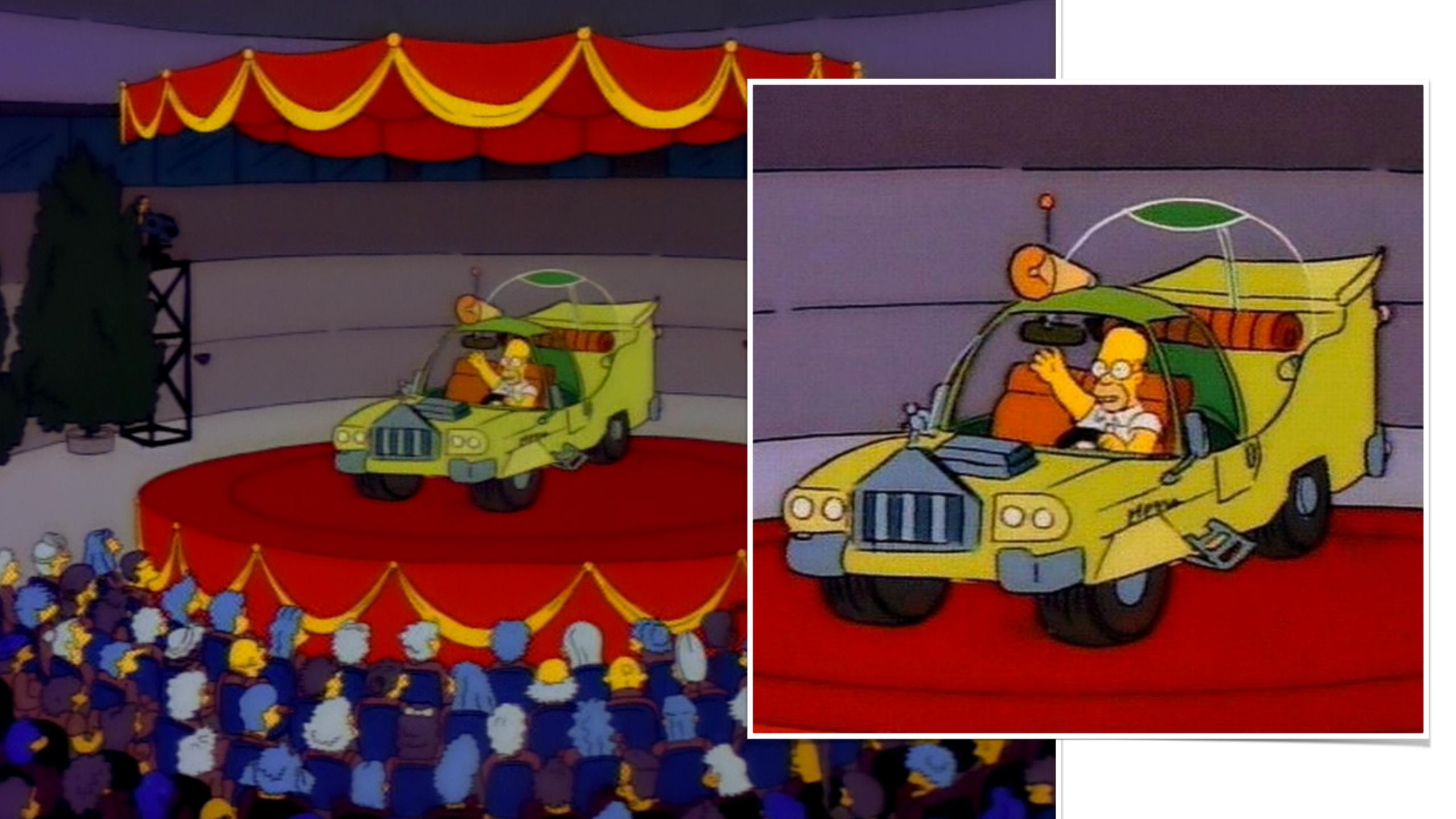
Building the solution

Getting feedback

Defining the problem

The Homer

QUESTIONS
FOR YOUR DESIGN

Ringleader

Can I understand how the show is going?

Do I have the info I need to know if I need to intervene?

What / who comes next and is it/are they ready?

Assembler

How does this fit together?

Do I have to configure this?

What are the top-level parts of this?

Does it work out of the box?

Gardener

Can it show me how to help people?

Can it help me improve our process?

Do I know where the weeds are popping up?

What's the long-term view?

QUESTIONS
FOR YOUR DESIGN

Sharer

Does this help me share my work and add value to my team?

Does this help me be seen as the expert and go-to-person?

Does this help me look good and realise my self-worth?

Connector

What else is related to this?

Who else who could use this/needs to know this?

What opportunities are there for me with this?

Tinkerer

How can I get up to speed with how this works?

How could I make this better?

How could I change this so that my team be more efficient?

QUESTIONS
FOR YOUR DESIGN

Maker

Can I accomplish something new with this?

Is it getting in my way?

Does it work the way I work?

Maintainer

Can I set it and forget it?

Just show me exceptions

What did I do last time I did this?

What's normal? What's best practice?

Configurer

How will this be used by my team?

When am I finished setting it up?

Can I see a summary of what I've done?

Can I save the configuration to re-use later?

Focus roadmap & development	Create better experiences	Improve marketing
1	**2**	**3**

Confluence for Software Teams Backlog

Our goal is to equip Alana and William with everything they need to empower their team to build awesome software.

Alana	William

Alana

Providing context and definition for her engineering team

Her team spends a lot of time in JIRA. We want to ensure everything her team needs to to get their work done is available no matter what tool they are in.

> › View opportunities

Creating, transiting and tracking requirements into her teams backlog

Alana creates a lot of requirements. It's always a challenge to move from the requirements definition phase into her teams backlog. A lot of messy copy-and-pasting, progress reporting is a pain form the requirements document a lot of other things. We want to make this ... Our opportunities here:

...ation

...na is making her process of
...o a lot simpler. At the moment
...erPoint, Keynote, Visio and
...no way for her to provide more
...edious and time consuming
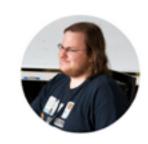

Alana is seen in

organisations with different job titles. Often Product Manager, Product Analyst, Business Analyst or sometimes a Project Lead.

Learn more about Alana here.

Primary activities:

- Roadmap planning and communication
- Requirements gathering and definition
- Communicate product or feature vision
- Share customer feedback with her team
- Competitive analysis

Key interviews:

Will is the person responsible for the engineering side of the delivery. He works closely with Alana and spends his time ensuring his team have everything they need to get their job done. Will's job titles could include: Dev Team Lead, Feature Lead, Project Lead and Engineering Manager.

Learn more about Will here.

Primary activities:

- Getting the team started to be as productive as possible
- Working with Alana to ensure the team has everything defined
- Establishing process and best practices

William

Creating a place for his team to collaborate on

It's Wills job to ensure his software team has a place where they can collaborate together around the different software projects they are undertaking. He has new team members starting all the time and wants them to quickly onboard.

> › View opportunities

Plan, co-ordinate and communicate releases

Release planning is a pain. There are lots of moving parts and this becomes even more complex when they are trying to release more frequently, a growing team and dependancies on other projects. Answering what release went out and when is tedious, communicating it to the rest of the organisation can also be time consuming.

> › View opportunities

Report on the status of the project to the rest of the organisation or with customers

Will needs to provide visibility for what his team is doing, the status of their projects and communicate overall progress to the rest of the organisation, internal stakeholders and even sometimes to external stakeholders. There is lots of areas where we can make this experience better for him:

> › View opportunities

> › Browse the someday list

Focus roadmap & development

1

Create better
experiences

2

Atlassian

Products   Company   Try   Buy

☤JIRA Service Desk
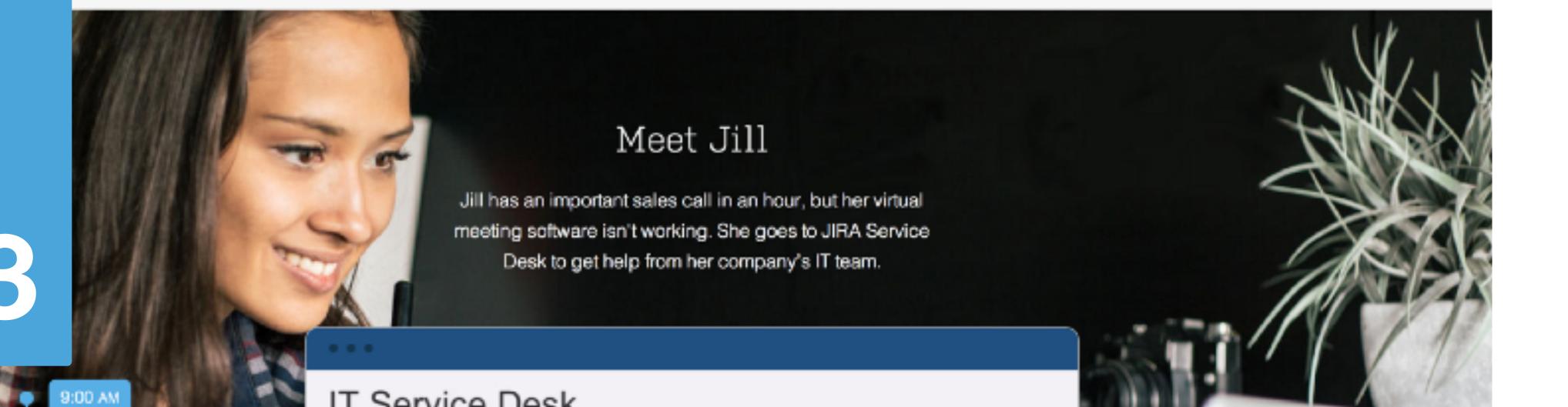
Solve more problems, faster

TRY IT FOR FREE

Improve marketing

3

Meet Jill

Jill has an important sales call in an hour, but her virtual meeting software isn't working. She goes to JIRA Service Desk to get help from her company's IT team.

9:00 AM

IT Service Desk

Personas

Download images

How to use personas

Personas are data-driven representations of our target users. These personas are built out of 500+ customer interviews, surveys and contextual inquiries. Like real life people, they are evolving and will change in minor ways as we get more data. Use these personas as a shortcut to solid customer data.

The personas come to you in skeleton form. Their bones are data-strong, it's your job to add the focused data that make them relevant to what you're working on. Conduct customer interviews, contextual inquiries and user testing. Each project should have a main persona and secondary persona. You'll see improvements in quality and meeting your user's needs.

These personas have multiple roles and occupations. We have purposely left this as an option for you to decide on. Just like a real human, as personas move through multiple jobs, they still fundamentally act in the same way. Characteristics and motivations are slow-changing things. Make decisions on the roles and companies that the personas work in but know when they cross over to assumptions.

A caveat of using personas: You don't want assumptions to blend in with facts. There's a real danger in adding assumptions to these personas and treating them with the same emphasis as the data, especially as time passes. Validate these assumptions with customer interviews, user testing and contextual inquiries before they blend into fact. Always question and always validate.

Atlassian design personas

Alana the Aware

"The worst thing you can do is waste my time."

Alana the Aware is a great people herder and works diligently until the project is a success. Alana is very ambitious and her organisation skills allows her to drive any project forward. She understands technology, how it works and then some, although she has no ambition to be a developer again. Alana has a personal blog that often overlaps with her thoughts on her industry. She thinks Atlassian is a dragon, a vehicle for greatness, but only if it does what she says.
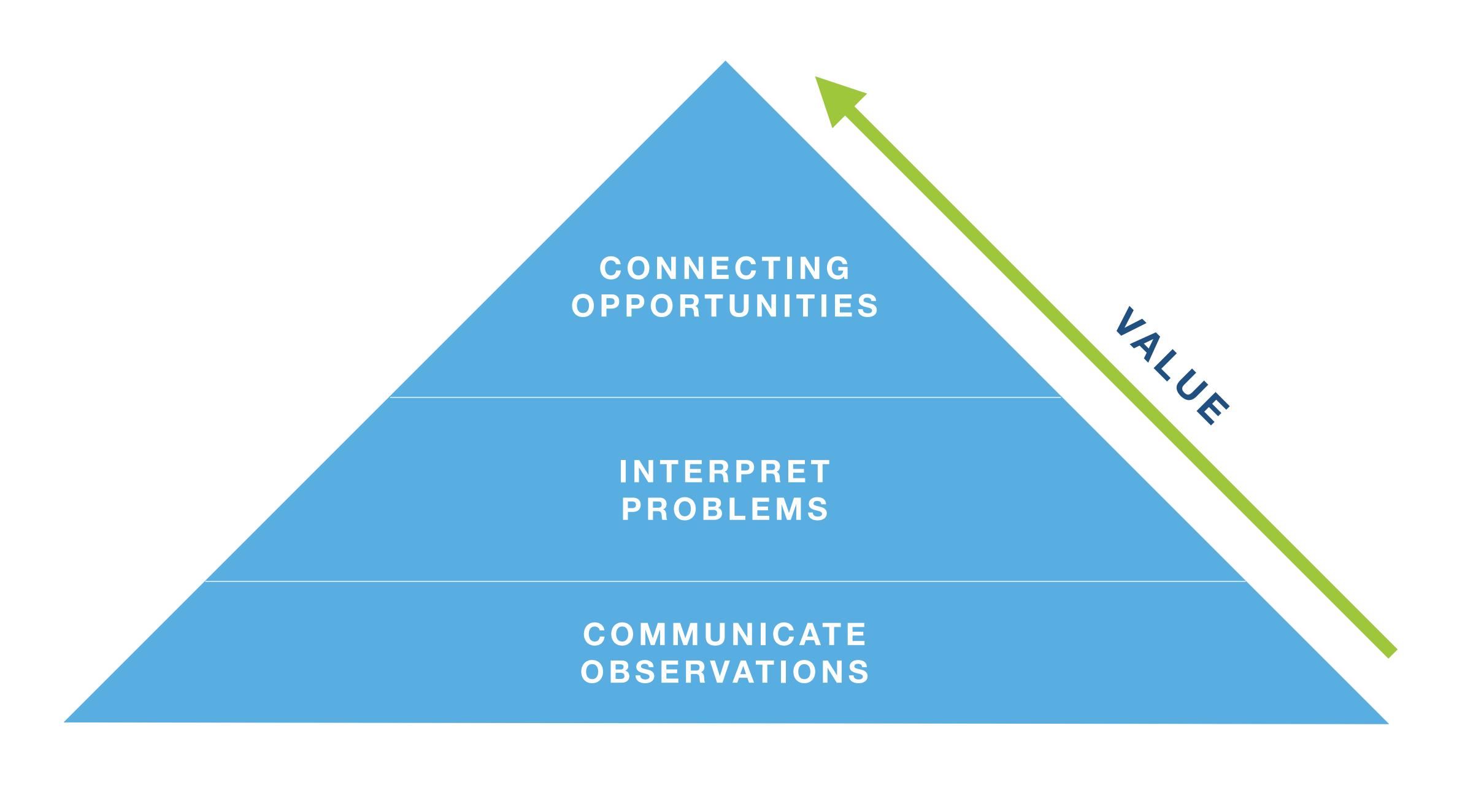
http://bit.ly/ADG-Personas

Customer Interviews

Building a shared understanding

Problem

CONNECTING OPPORTUNITIES

INTERPRET PROBLEMS

COMMUNICATE OBSERVATIONS

FEATURE REQUEST

IDEAS

20% PROJECTS

RELATED PROBLEMS

@MENTION OTHERS

✏ Edit   👁 Watch   ↱ Share   ⚙ Tools ▾
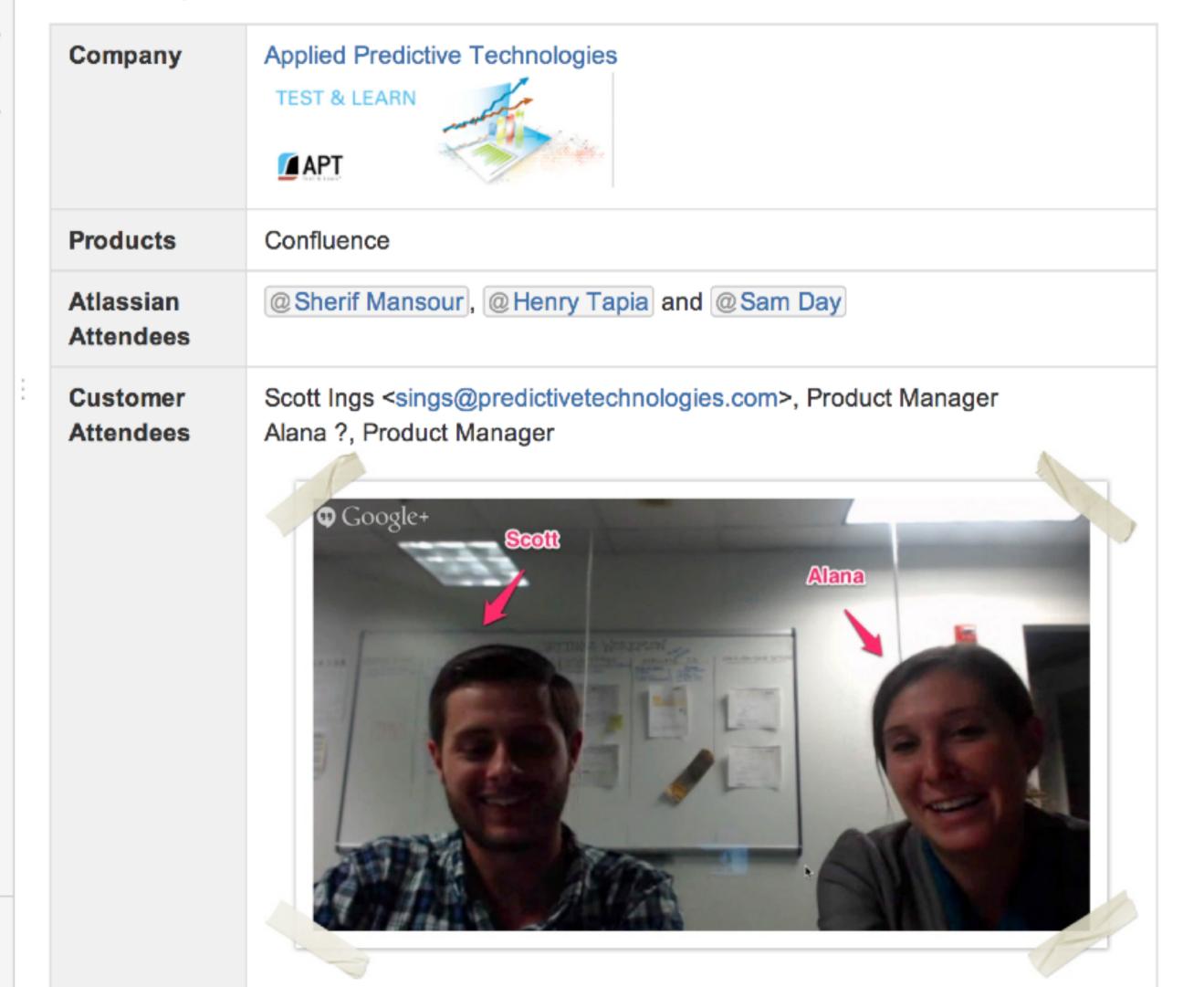
Customer Interview - Applied Predictive Technologies

Created by Sherif Mansour, last modified on Oct 29, 2013

Company

Company	Applied Predictive Technologies TEST & LEARN ⬛APT
Products	Confluence
Atlassian Attendees	@Sherif Mansour, @Henry Tapia and @Sam Day
Customer Attendees	Scott Ings <sings@predictivetechnologies.com>, Product Manager Alana ?, Product Manager

Background
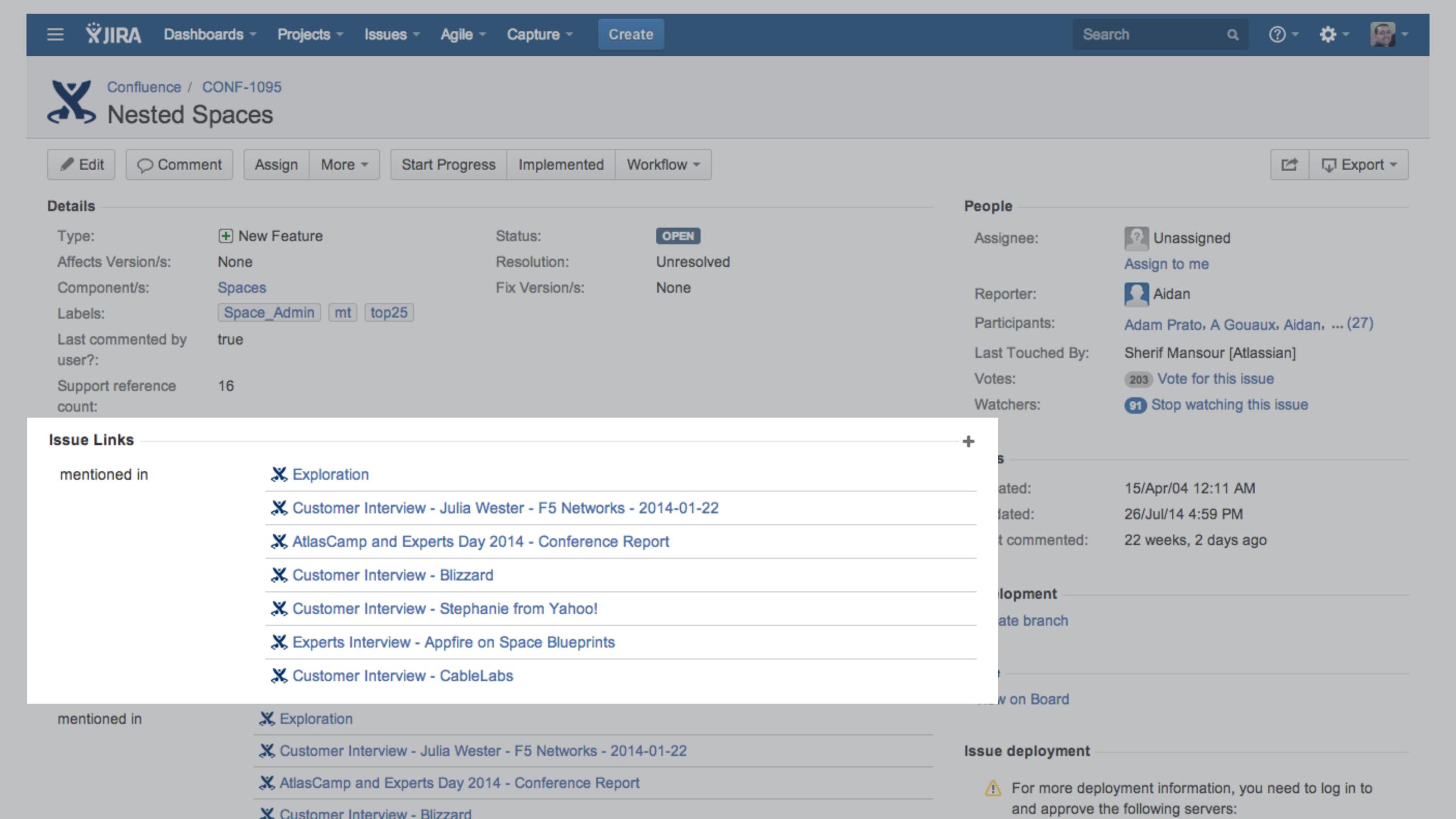
The team at Applied Predictive Technologies sent quite a few of their members to Summit 2013. We had a brief chat to them at Summit this year and wanted to dive in for a deeper interview specifically with some of their end-users of Confluence who were product managers. They wanted to share with us how they were using Confluence and ask us where we were headed in terms of making the product for them. This was perfect timing as we plan our 6-12 month roadmap for Confluence for software teams.

About the company

APT build predictive analytics software. They target hotels and restaurants and help them to run experiments, predict and forecast what would happen if they changed things in their business. The main product they have is a product called "Test and Learn".

Problems Observed

- Roadmap planning is difficult (roadmapping)
- Roadmap communication is tedious (roadmapping)
- Modelling their requirements planning process in Confluence (blueprints/templates)
- Scaling large tables (editor)
- It's too easy to spam someone with minor edits (editor)
- Give me assurance that my document is saved (editor)
- Editing long requirements documents can be slow and tedious (editor)
- Confluence Questions - Prompt for a possible answers before the user asks the question
- Feedback on the Roadmap Macro
- Would (jokingly) love to rename the like button to "I've read this"! (Is someone reading my blogs?)

Confluence / CONF-1095

❌ Nested Spaces

✏ Edit   💬 Comment   Assign   More ▾   Start Progress   Implemented   Workflow ▾   ↗   📥 Export ▾

Details

Type:	➕ New Feature	Status:	**OPEN**
Affects Version/s:	None	Resolution:	Unresolved
Component/s:	Spaces	Fix Version/s:	None
Labels:	Space_Admin mt top25		
Last commented by user?:	true		
Support reference count:	16		

People

Assignee:	👤 Unassigned
	Assign to me
Reporter:	👤 Aidan
Participants:	Adam Prato, A Gouaux, Aidan, ... (27)
Last Touched By:	Sherif Mansour [Atlassian]
Votes:	203 Vote for this issue
Watchers:	91 Stop watching this issue

Issue Links   ✚

mentioned in

❌ Exploration

❌ Customer Interview - Julia Wester - F5 Networks - 2014-01-22

❌ AtlasCamp and Experts Day 2014 - Conference Report

❌ Customer Interview - Blizzard

❌ Customer Interview - Stephanie from Yahoo!

❌ Experts Interview - Appfire on Space Blueprints

❌ Customer Interview - CableLabs

ated: 15/Apr/04 12:11 AM

ated: 26/Jul/14 4:59 PM

t commented: 22 weeks, 2 days ago

lopment

ate branch

w on Board

mentioned in

❌ Exploration

❌ Customer Interview - Julia Wester - F5 Networks - 2014-01-22

❌ AtlasCamp and Experts Day 2014 - Conference Report

❌ Customer Interview - Blizzard

Issue deployment

⚠ For more deployment information, you need to log in to
and approve the following servers:

Pages / **Customer Interviews Home** ∿

Present   Edit   Watch   Share   ⚙ Tools ▾

Customer Interviews

Created by Audra Eng, last modified by Bosky Mukherjee on Feb 22, 2014

Welcome to the Customer Interviews space. If you're researching interviews or want to contribute an interview you've come to the right place!

🔍 Search all interviews in this space

or create:

Add Customer Interview

New Here?
We've got plenty of resources to help you get started with customer interviews. Tips, techniques and lessons learnt from past experiences. Checkout the following links: • Customer Interviews - A Guide • Customer Interviews - Tactics to make them easier • Customer Interview (Design Playbook)

Popular topics

Popular interview topics are listed below, to add a new topic, simply label your interview with the topic name and it will appear here:

A	**B**	**C**
add-ons	bamboo	calendar-events
add	bartek	capture

Recent Interviews

To add a customer interview, simply label any page on EAC with '**customerinterview**', followed by your product name. E.g customerinterview, jira

📄 Roman Smigiel at softgarden (Customer Interviews)

📄 BTF Win Customer Interview - Work4 (Collaboration Product Marketing)

📄 Customer visit: Tumblr (Customer Interviews)

📄 Customer visit: Blue Mountain Capital Management (Customer Interviews)

📄 Customer Interview - Berkeley Lab - 2014-08-05 (Customer Interviews)

📄 Customer visit: ZocDoc (Customer Interviews)

📄 Customer Interview - Silver Logic - 2014-08-04 (Customer Interviews)

📄 BTF Win Customer Interview - i3logix (Collaboration Product Marketing)

📄 BTF Loss Customer Interview - Tessitura (Collaboration Product Marketing)

📄 BTF Win Customer Interview - Visual Supply (Collaboration Product Marketing)

📄 BTF Win Customer Interview - BlackRock (Collaboration Product Marketing)

Building a shared understanding

One Interview At A Time

I hate requirements

As A (User)
I Want (Objective)
So That (Why)

Backlog

As Alana
I Want Plan An Event
So That My Team Can Run Effectively

As ~~Alana~~ A User

I Want ~~Plan An Event~~ New Add Event Button

So That ~~My Team Can Run Effectively~~ They Can Add Events

" Stories Get Their Name From How They Should Be Used, Not What Should Be Written. "

JEFF PATTON
Story Mapping (2014)

Individuals and interactions

over processes
and tools

Working software

over comprehensive
documentation

Your agile toolbox

Prototypes

Analytics
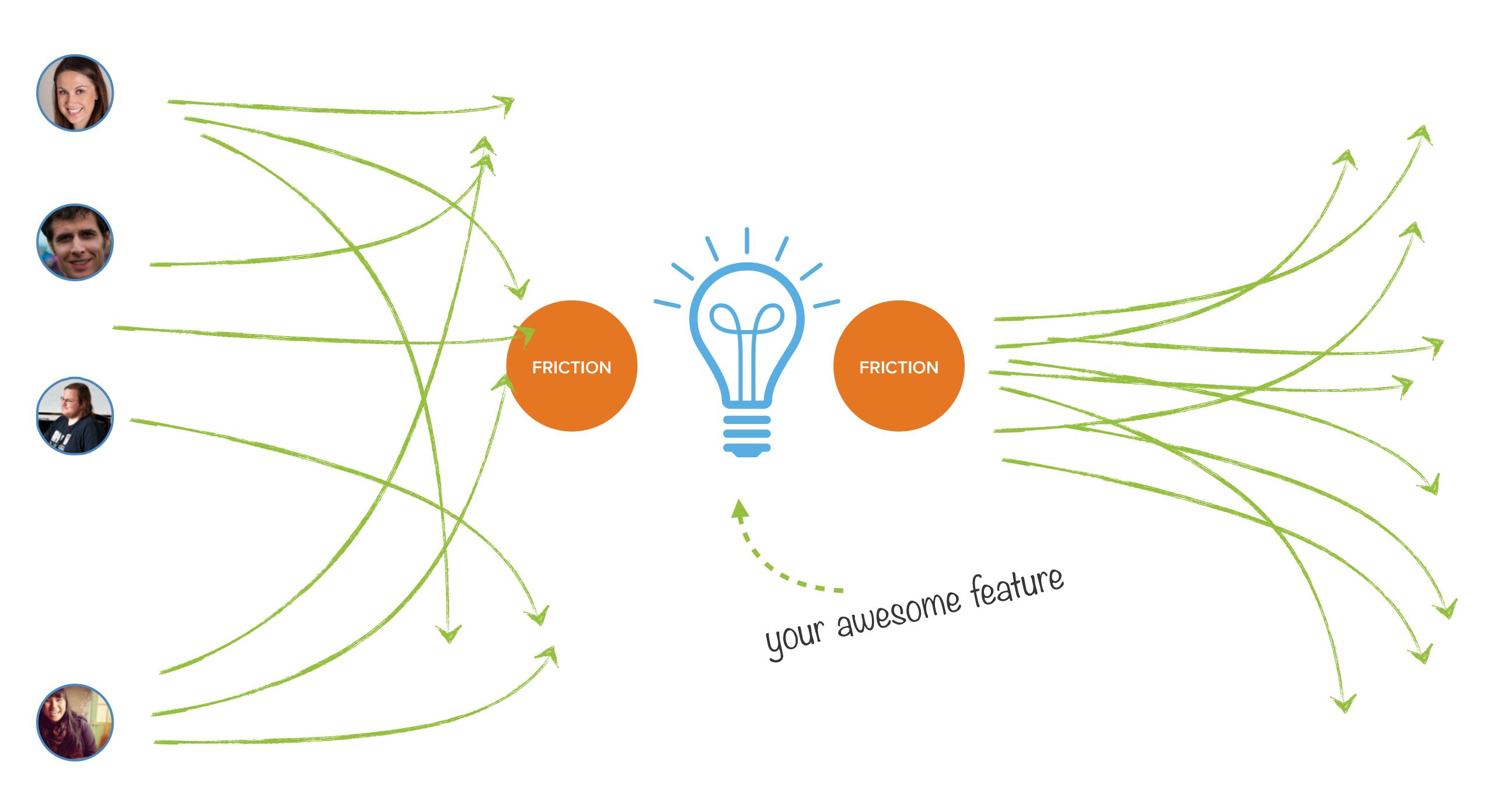
Videos, Talks And Interviews

Surveys

Journey Maps

Requirements Documents

Journey Maps

FRICTION

FRICTION

your awesome feature

Personas

Alana　　William

Background and goal

Alana and her team are demoralised. They are behind in their work, missed a shipping date, and Alana is copping heat from her superiors about being late.

Alana is shopping around for something new to help with **project management**, as well as **issue management** for an existing bug fix patch release.

She is prepared to run a trial version for a while, and wants to invite others into the trial (especially Will) so that they can set it up and evaluate it together.

Product(s)

JIRA Agile
ON DEMAND

Assumptions

Alana knows enough about Agile to **want a product that supports Agile** project management.

Alana wants to try out the product(s) to a certain extent before **inviting others to do so in the same instance.**

Alana makes a mistake trying to find user management (she goes to IAC/MAC instead of staying in JIRA), and this adds extra time. This is based on user observation; it doesn't happen all the time, but can happen.

Key

■ Touchpoints
■ Questions, decisions

Customer thinking
① Memory, assumption, expectation
② Question　　Decision
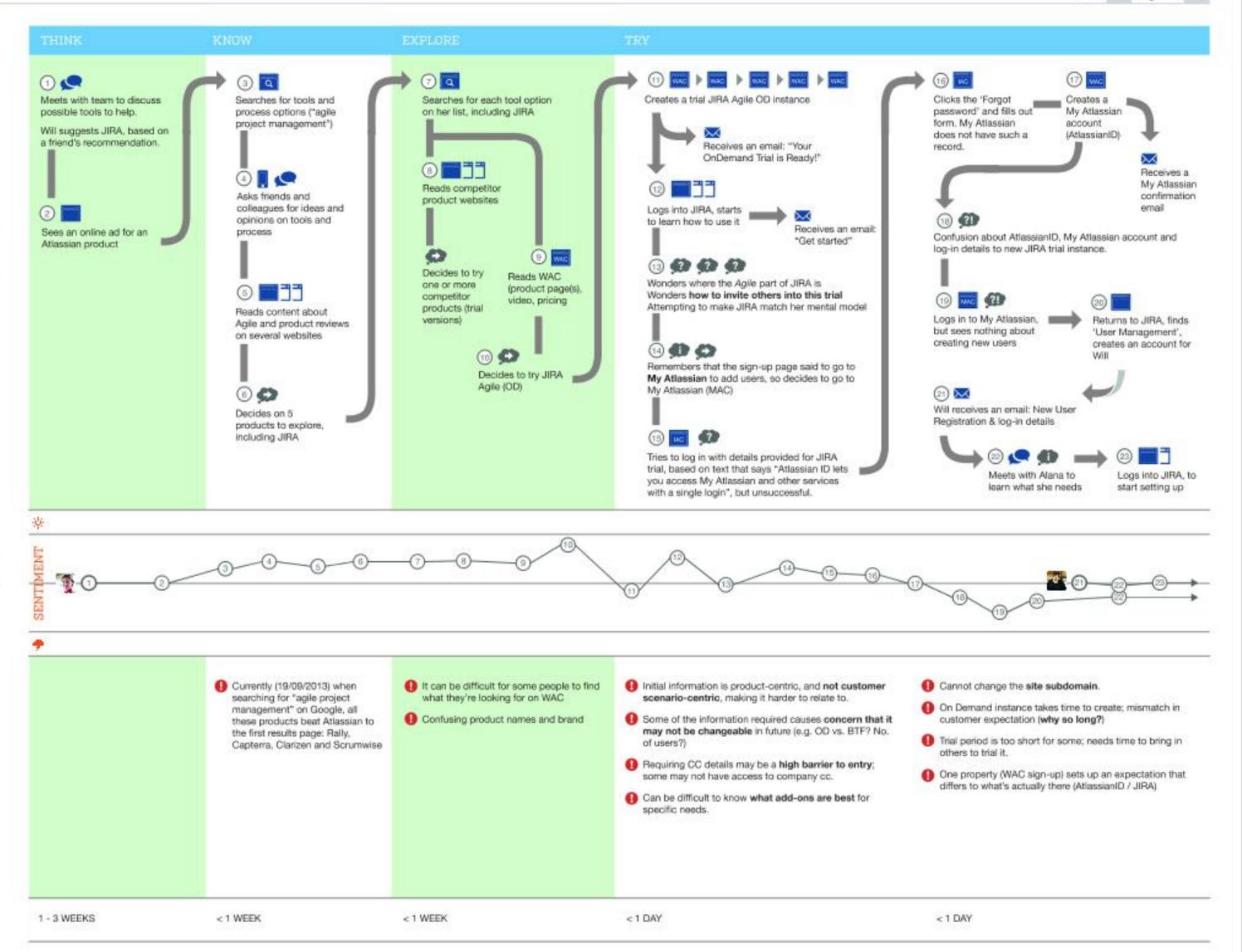
Channels
Word of mouth, conversation, meeting
Website　　Print
Email　　Mobile
Retail/POS　　Help desk
Event　　Phone

THINK　　KNOW　　EXPLORE　　TRY

THINK

1. Meets with team to discuss possible tools to help. Will suggests JIRA, based on a friend's recommendation.

2. Sees an online ad for an Atlassian product

KNOW

3. Searches for tools and process options ("agile project management")

4. Asks friends and colleagues for ideas and opinions on tools and process

5. Reads content about Agile and product reviews on several websites

6. Decides on 5 products to explore, including JIRA

EXPLORE

7. Searches for each tool option on her list, including JIRA

8. Reads competitor product websites

9. Reads WAC (product page(s), video, pricing

10. Decides to try JIRA Agile (OD)

Decides to try one or more competitor products (trial versions)

TRY

11. Creates a trial JIRA Agile OD instance
   Receives an email: "Your OnDemand Trial is Ready!"

12. Logs into JIRA, starts to learn how to use it
   Receives an email: "Get started"

13. Wonders where the *Agile* part of JIRA is. Wonders **how to invite others into this trial**. Attempting to make JIRA match her mental model

14. Remembers that the sign-up page said to go to **My Atlassian** to add users, so decides to go to My Atlassian (MAC)

15. Tries to log in with details provided for JIRA trial, based on text that says "Atlassian ID lets you access My Atlassian and other services with a single login", but unsuccessful.

16. Clicks the 'Forgot password' and fills out form. My Atlassian does not have such a record.

17. Creates a My Atlassian account (AtlassianID)
   Receives a My Atlassian confirmation email

18. Confusion about AtlassianID, My Atlassian account and log-in details to new JIRA trial instance.

19. Logs in to My Atlassian, but sees nothing about creating new users

20. Returns to JIRA, finds 'User Management', creates an account for Will

21. Will receives an email: New User Registration & log-in details

22. Meets with Alana to learn what she needs

23. Logs into JIRA, to start setting up

SENTIMENT

(sentiment line with points 1–23)

KNOW
- Currently (19/09/2013) when searching for "agile project management" on Google, all these products beat Atlassian to the first results page: Rally, Capterra, Clarizen and Scrumwise

EXPLORE
- It can be difficult for some people to find what they're looking for on WAC
- Confusing product names and brand

TRY
- Initial information is product-centric, and **not customer scenario-centric**, making it harder to relate to.
- Some of the information required causes **concern that it may not be changeable** in future (e.g. OD vs. BTF? No. of users?)
- Requiring CC details may be a **high barrier to entry**; some may not have access to company cc.
- Can be difficult to know what **add-ons are best** for specific needs.

- Cannot change the **site subdomain**.
- On Demand instance takes time to create; mismatch in customer expectation (**why so long?**)
- Trial period is too short for some; needs time to bring in others to trial it.
- One property (WAC sign-up) sets up an expectation that differs to what's actually there (AtlassianID / JIRA)
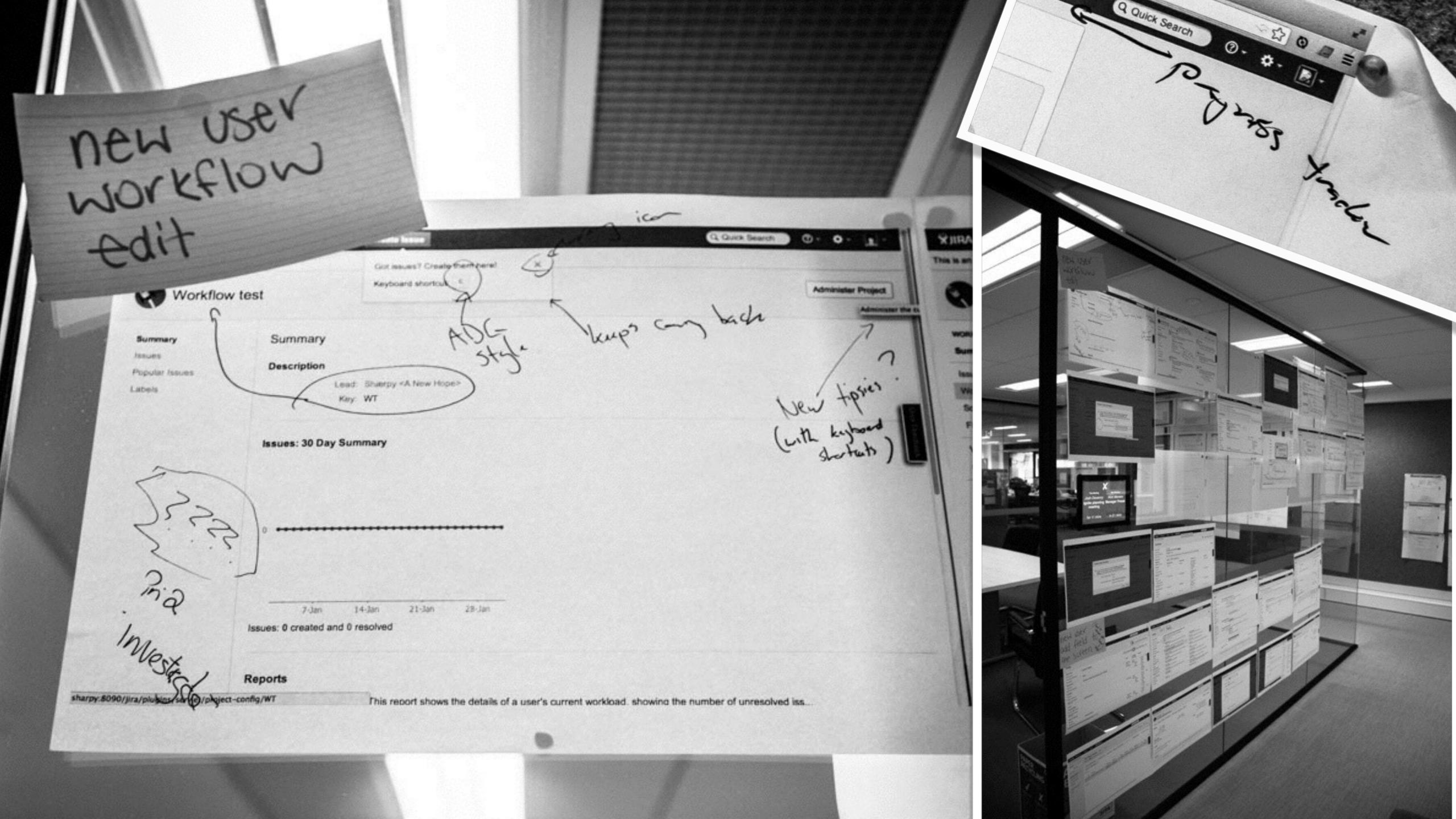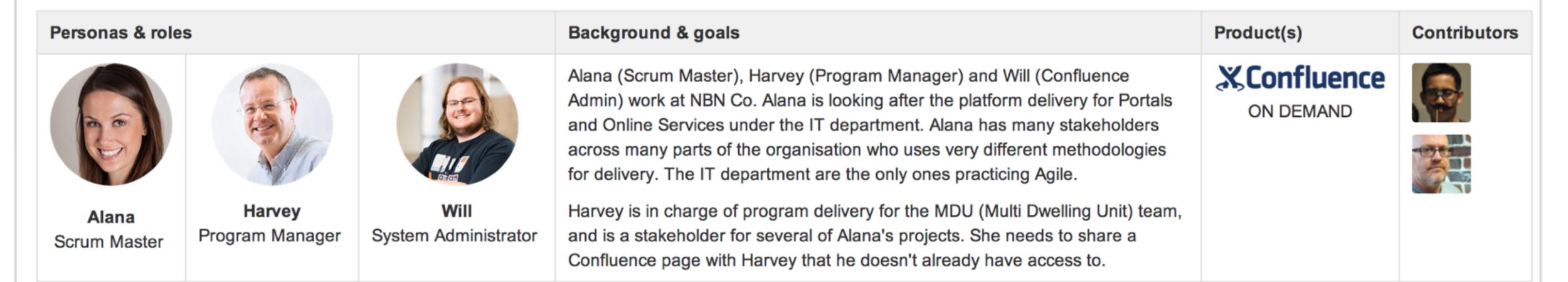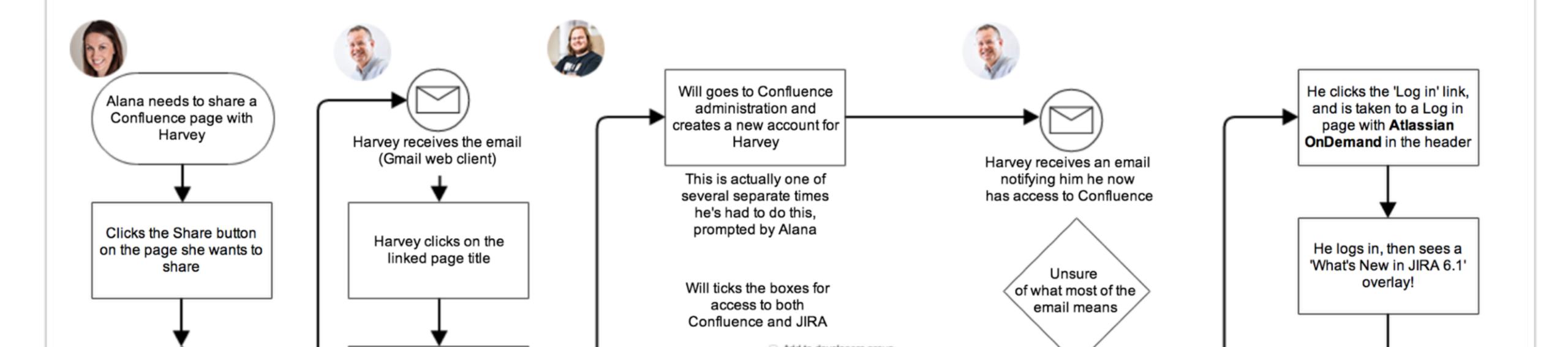
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1 - 3 WEEKS　　< 1 WEEK　　< 1 WEEK　　< 1 DAY　　< 1 DAY

Alana shares a Confluence page with a non-Atlassian user (Harvey)

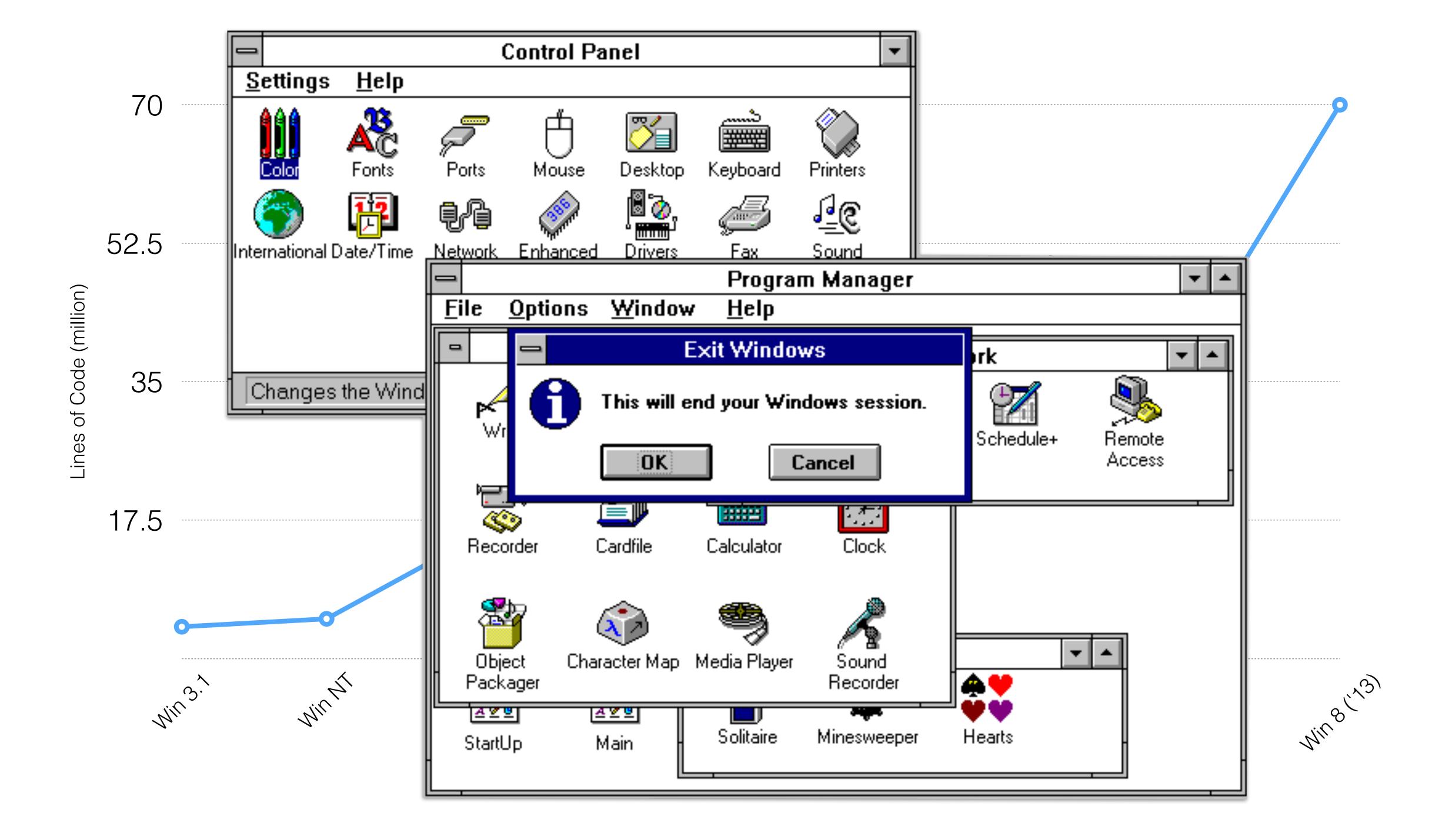Created by Ben Crothers, last modified on Mar 21, 2014

Personas & roles			Background & goals	Product(s)	Contributors
Alana Scrum Master	**Harvey** Program Manager	**Will** System Administrator	Alana (Scrum Master), Harvey (Program Manager) and Will (Confluence Admin) work at NBN Co. Alana is looking after the platform delivery for Portals and Online Services under the IT department. Alana has many stakeholders across many parts of the organisation who uses very different methodologies for delivery. The IT department are the only ones practicing Agile. Harvey is in charge of program delivery for the MDU (Multi Dwelling Unit) team, and is a stakeholder for several of Alana's projects. She needs to share a Confluence page with Harvey that he doesn't already have access to.	✕ **Confluence** ON DEMAND	

Journey map

Alana needs to share a Confluence page with Harvey

Clicks the Share button on the page she wants to share

Harvey receives the email (Gmail web client)

Harvey clicks on the linked page title

Will goes to Confluence administration and creates a new account for Harvey

This is actually one of several separate times he's had to do this, prompted by Alana

Will ticks the boxes for access to both Confluence and JIRA

Harvey receives an email notifying him he now has access to Confluence

Unsure of what most of the email means

He clicks the 'Log in' link, and is taken to a Log in page with **Atlassian OnDemand** in the header

He logs in, then sees a 'What's New in JIRA 6.1' overlay!

Draw the journey.

Requirements Documentation

Lines of Code (million)

70

52.5

35

17.5

Win 3.1   Win NT   Win 8 ('13)

Control Panel

Settings   Help

Color   Fonts   Ports   Mouse   Desktop   Keyboard   Printers

International   Date/Time   Network   Enhanced   Drivers   Fax   Sound

Changes the Wind

Program Manager

File   Options   Window   Help

Exit Windows

This will end your Windows session.

OK   Cancel

Schedule+   Remote Access

Recorder   Cardfile   Calculator   Clock

Object Packager   Character Map   Media Player   Sound Recorder

StartUp   Main   Solitaire   Minesweeper   Hearts

Confluence Team Calendars
New product

Vs
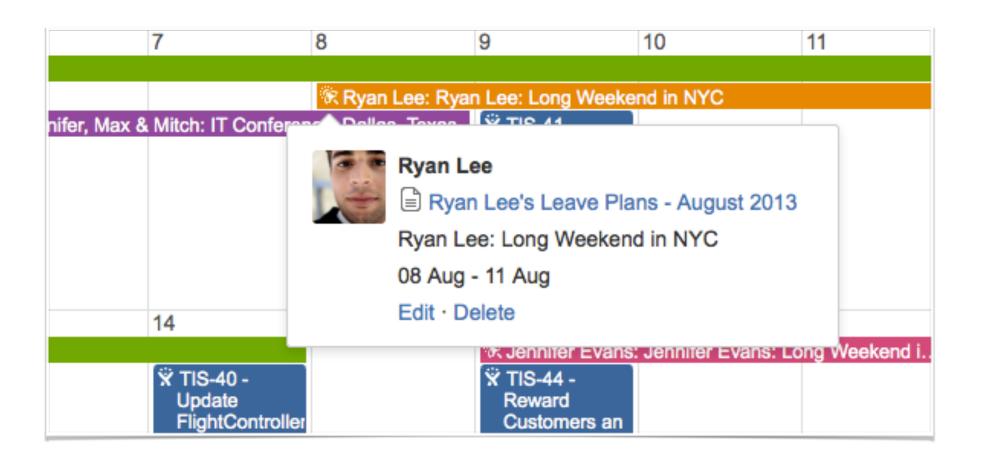
Confluence Page Layouts
New feature, existing product

Vs

- What is our MVP?
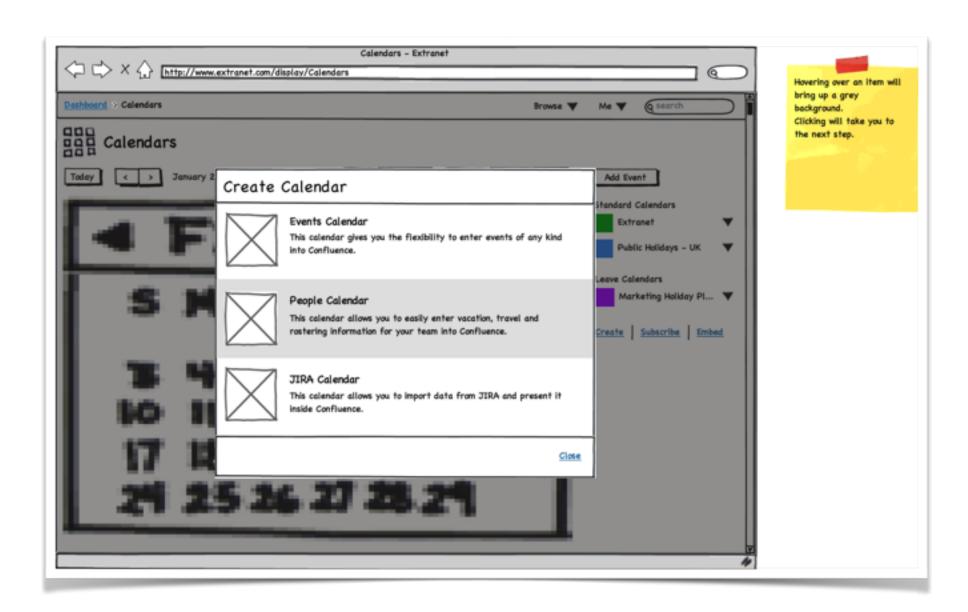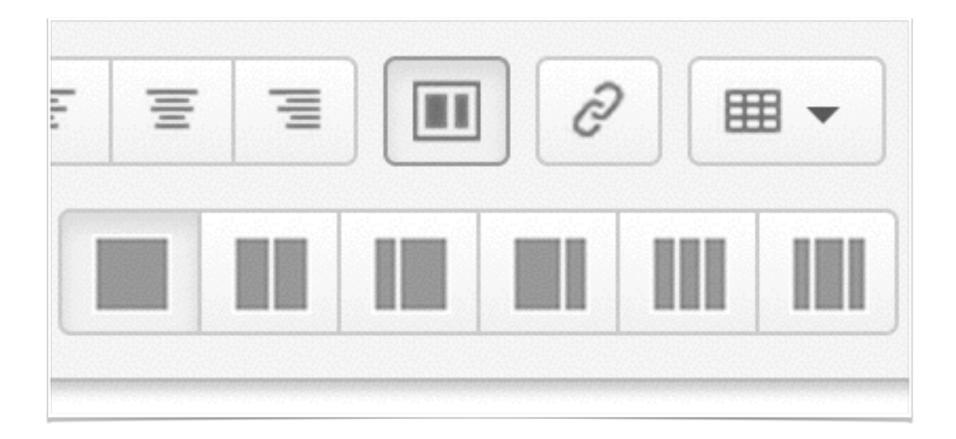
- What is our MVP?

- What about migration?

- PDF/HTML/Word Export
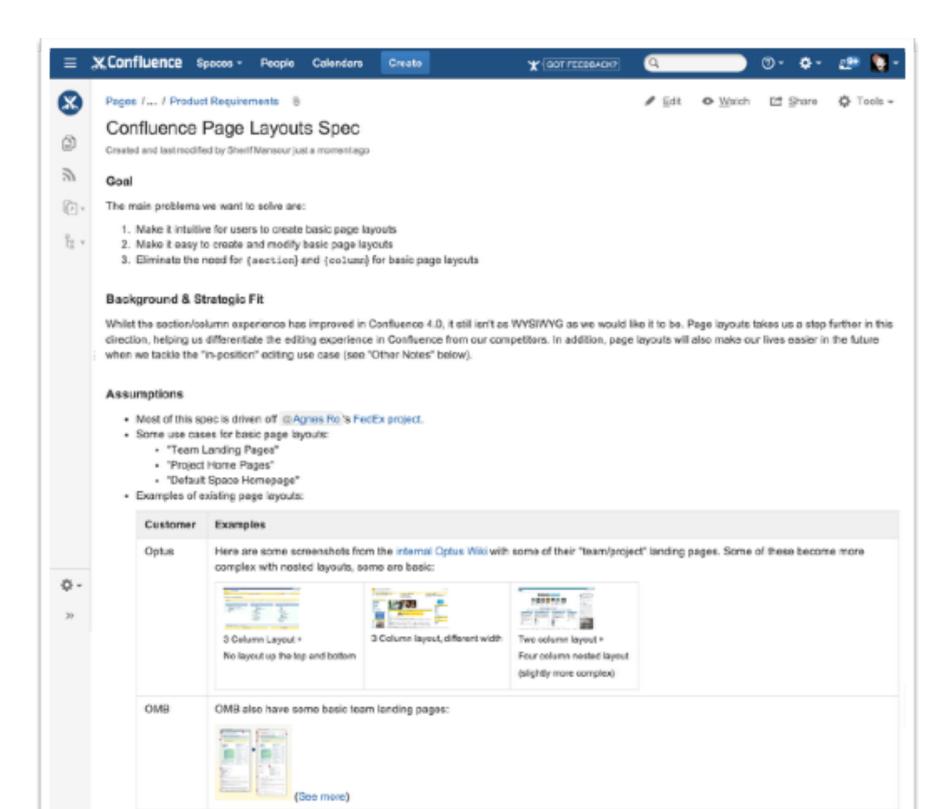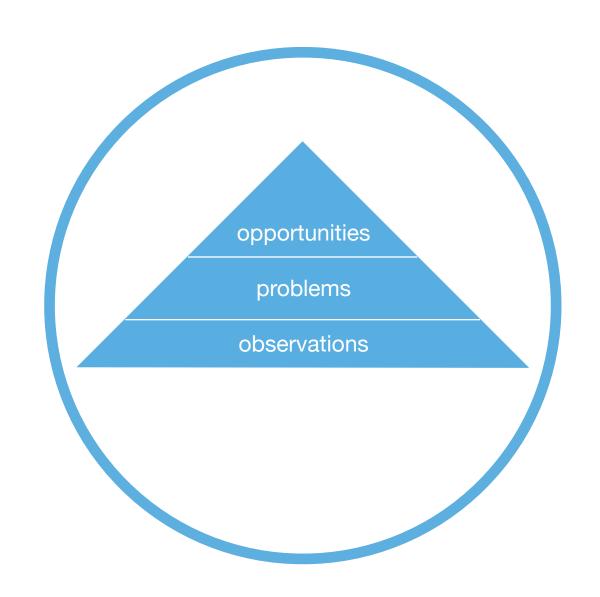
- Copy/paste

- Email notifications

- Resizing layouts

- …

"…By Understanding The Needs Of Your Customers You Will Be Able To Deliver Succinct And Sufficient Documentation…"

SCOTT AMBLER
agilemodeling.org

Persona-driven roadmap,
build better experiences,
improve marketing
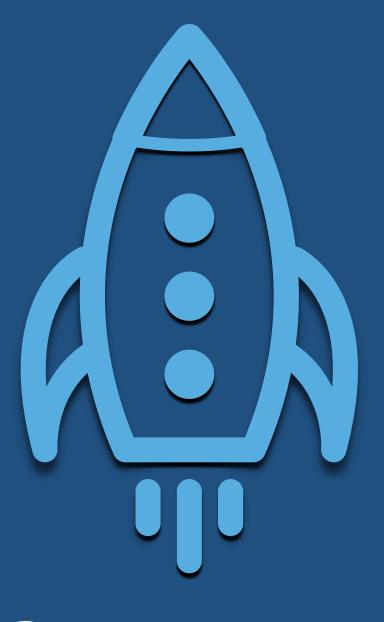
Observations,
problems,
opportunities

"Agile requirements":
Build your toolbox

Defining the problem

Building the solution
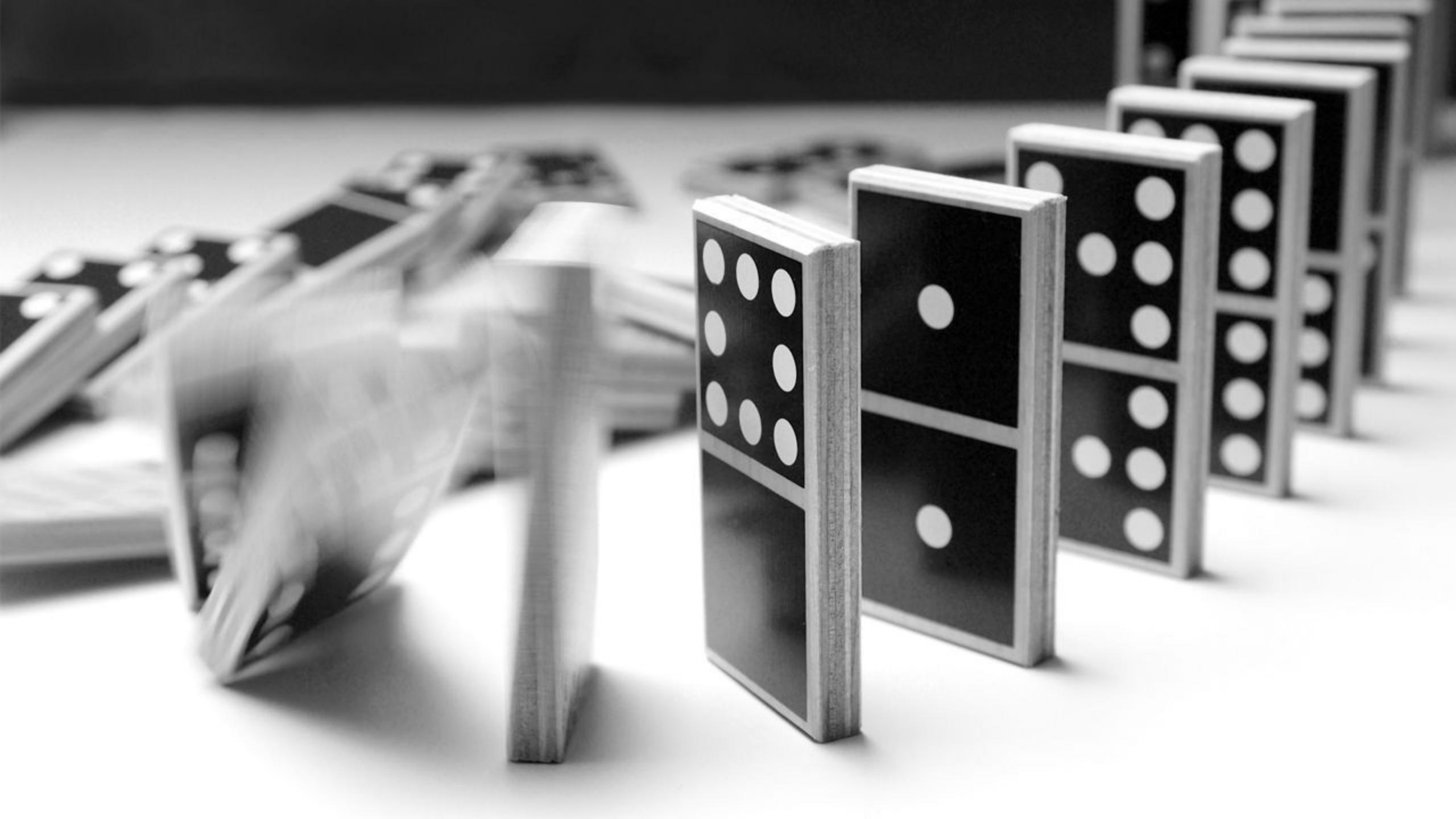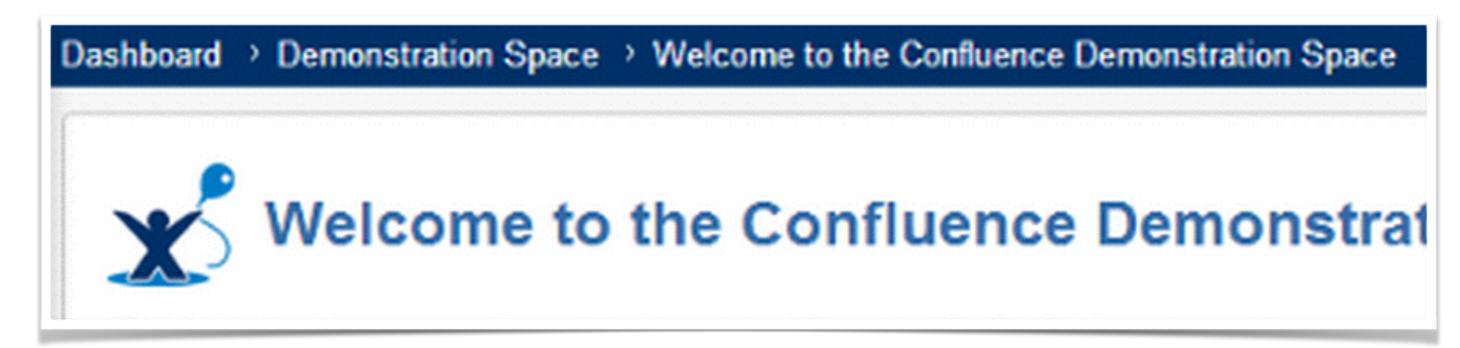
Getting feedback

Building the solution

BEFORE

Dashboard › Demonstration Space › Welcome to the Confluence Demonstration Space

Welcome to the Confluence Demonstrat

AFTER

Confluence | Spaces ▼ | People | Calendar | **Create**

Recent spaces

- Team Calendars Development
- Customer Journeys
- Playbook
- Dominic Price
- Justus Pendleton
- Marketing
- Sherif Mansour
- Daniel Stefanic
- Bizops
- Confluence

Space directory

Choose carefully.

Left panel

Confluence 4.0

"AN EDITOR FOR" EVERYONE

Margin annotations (red):

- WIKI MARKUP DIE HARD — With autoformat and autocomplete this feels like an IDE... with FASTER than WIKI MARKUP!!
- BUSINESS USER — It's simpler than Word, and does everything I want it to! ANYBODY can use it!
- IT ADMIN — Wow, that upgrade was way smoother than I expected!

Right panel

SUPPORTED BROWSERS
- IE 8
- FF 3.6+
- Safari 5+
- CHROME (new!)

PRODUCT OF AUSTRALIA

EVEN YOUR MUM

"AN EDITOR FOR EVERYONE"

SIMPLE
- New, simplified intuitive editor UI
- Full screen, actions always available
- One single editor that just works
- Align and indent text & images

FAST
- New Autoformatting! Type wiki markup - Confluence instantly converts it for you!
- ...or you can paste wiki markup - converted in the editor using a new dialog.
- "Plan-as-you-type": Link to new pages through autocomplete

RICH
- New table toolbar lets you:
  - Split/merge cells
  - Cut, copy/paste rows
  - Highlight rows, columns and cells

NO MORE CONTEXT MENU!!

- Search and embed images from other pages - Link an image to other content
- Visualise macros on a page w/ macro placeholders. Drag simple macros in your page to move them, edit to change macro properties

RELIABLE
- Fearless editing with bullets! Bullets in tables - more reliable
- Clear formatting makes it easier to copy-paste content from other documents
- Improved cursor positioning

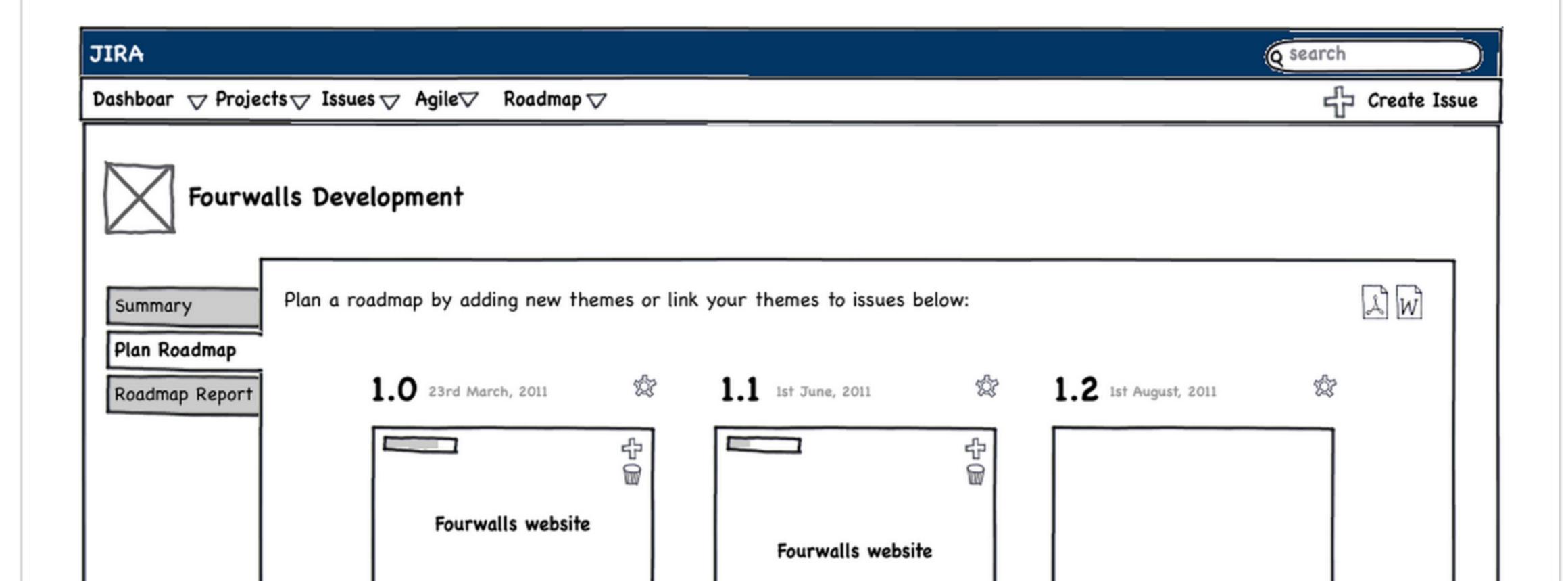Get your cursor in hard to reach places!!

Roadmapper 1.0

A simple and easy way to plan, track and communicate product roadmaps

Roadmapper is a tool for Product Owners and Development managers. It helps them plan high-level roadmaps, track roadmap progress and communicate product focus areas to the rest of the organisation.

JIRA

Q search

Dashboar ▽ Projects ▽ Issues ▽ Agile▽ Roadmap ▽

✛ Create Issue

⊠ **Fourwalls Development**

Summary

Plan Roadmap

Roadmap Report

Plan a roadmap by adding new themes or link your themes to issues below:

1.0 23rd March, 2011   ✿

1.1 1st June, 2011   ✿

1.2 1st August, 2011   ✿

✛
🗑

Fourwalls website

✛
🗑

Fourwalls website

All the context for your project in one place

Collaborate and connect all the resources your team finds on the web with your project pans in Confluence.

Share links

Such as related project articles, tutorials, libraries or competitive insights with your team. Track them all in one place.

Link * http://www.smh.con

Share with Bill Arconati × Sher

Comment Hey Guys,
Checkout what SMH
think it's an opportu

Matt Ryall
Many page titles on the w
ridiculously long titles.

Reply • Edit • Delete • Like • F

Bill Arconati
just truncate it with a

Reply • Edit • Delete

Matt

Discuss

and collaborate with team members.
How can this impact your project?

Reference

those ideas, discussions and concepts in project plans to provide context for your team.

Project Requirements
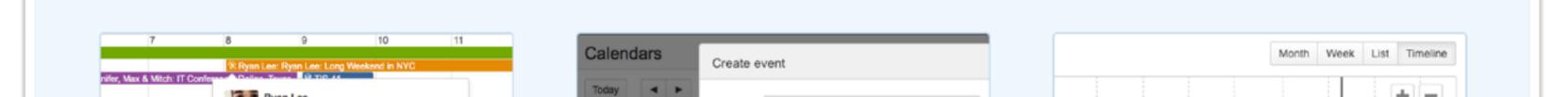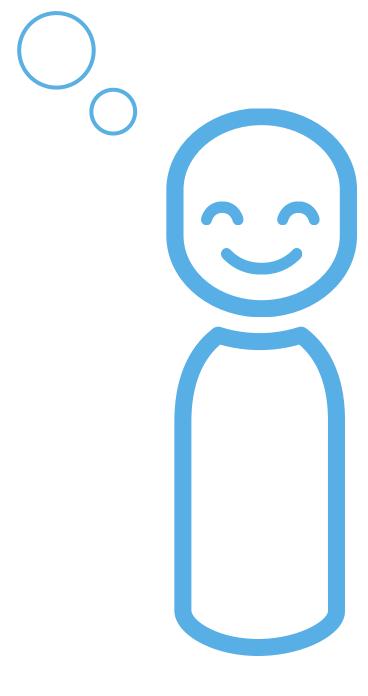
Build your box.

Hero Shot

One-Line Pitch

Three Pillars

Edit   Watch   Share   Tools ▾

Confluence 5.4 Release Notes

3 December 2013

Download latest version ⇨

With great pleasure, Atlassian presents **Confluence 5.4**.

Highlights of Confluence 5.4

- Confluence and JIRA: better together for agile teams
- Create JIRA issues from Confluence
- Give feedback fast with Quote in Comment
- Communicate your releases with new JIRA Reports
- Reflect and improve on your sprints with Retrospectives
- Complete JIRA traceability
- Manage your docs with the Documentation space blueprint
- Macro and blueprint improvements
- Using JIRA Agile?
- Infrastructure changes and API improvements
- Credits

More

Do Agile Right with Atlassian JIRA and Confluence

Sherif Mansour
SENIOR PRODUCT MANAGER

0:00 / 3:16   YouTube

Thank you for your feedback

5 months

20,000

unique visitors

20,000

9,000,000+

Confluence users

Team Calendars | Angry Nerds Development

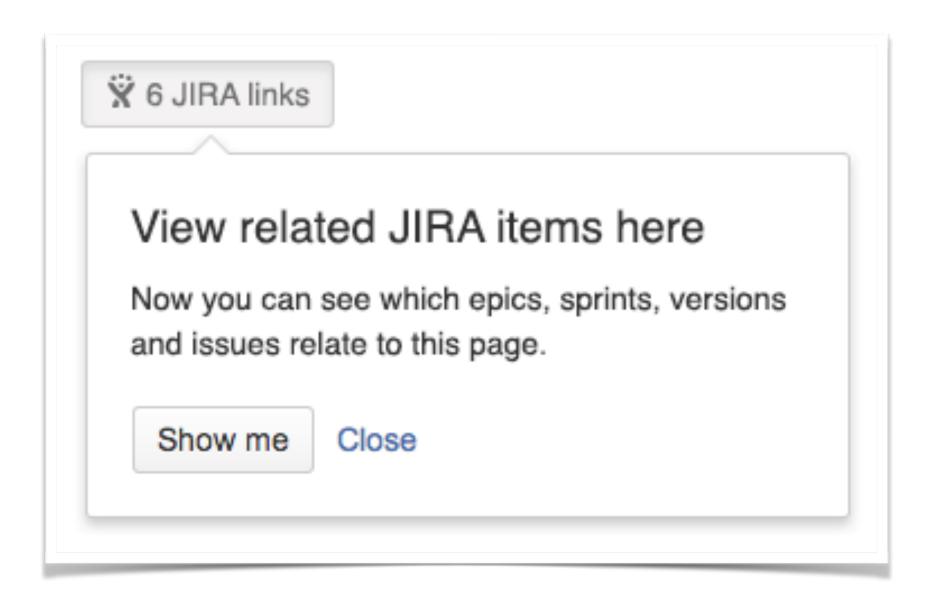| Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
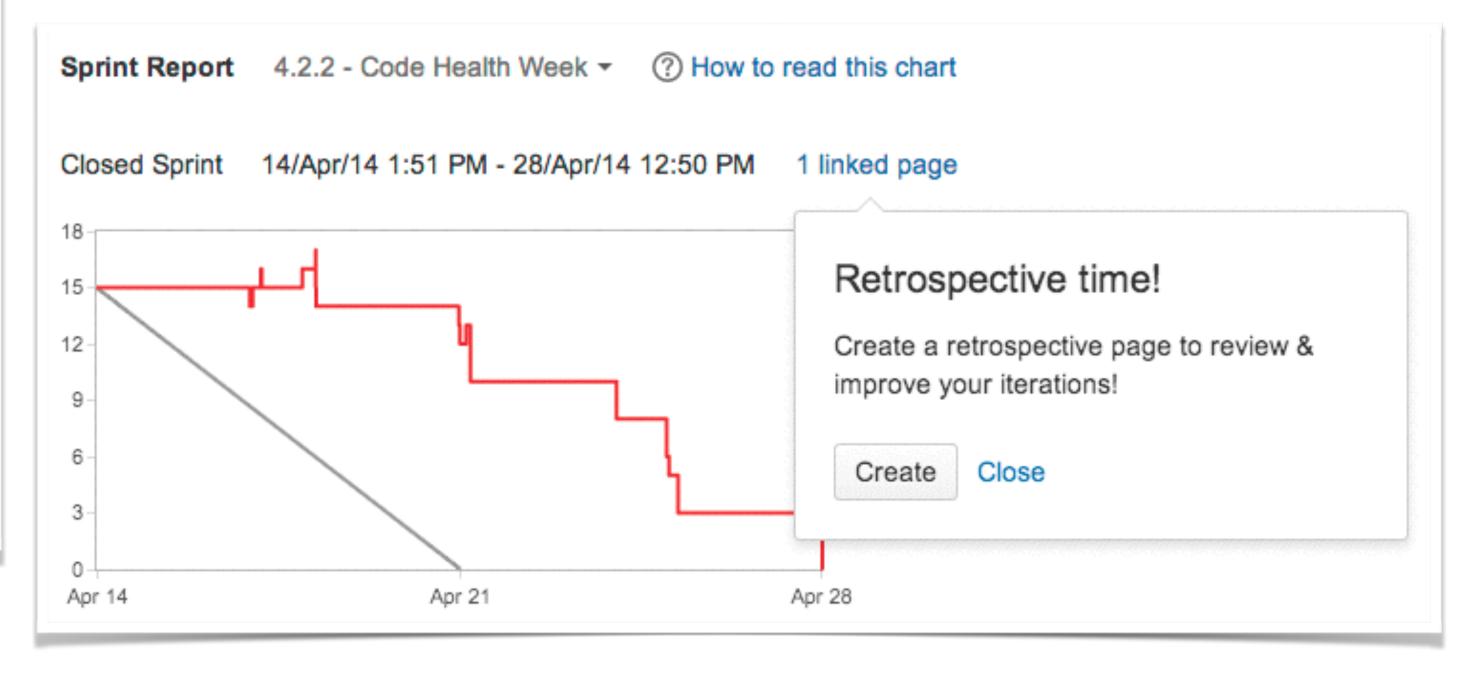
Calendar added, what next?
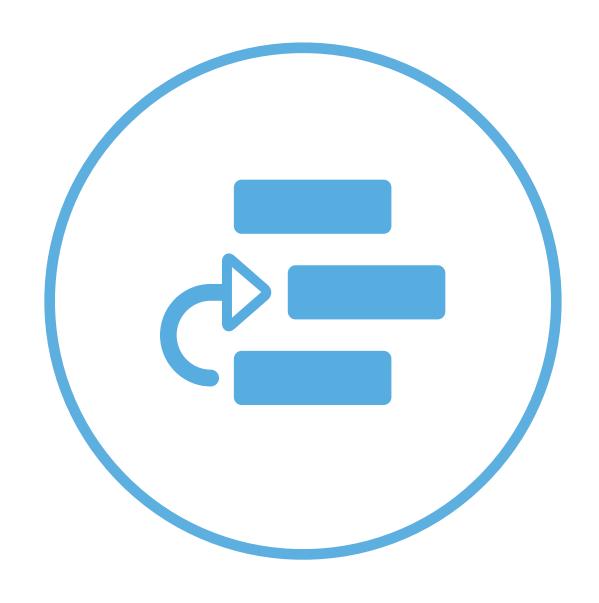
Embed additional calendars, or modify the look of them, by pressing **'Edit'** when selecting this.

When you are ready, save your page to start adding events!

Got it, thanks!

⚐ 6 JIRA links

View related JIRA items here

Now you can see which epics, sprints, versions and issues relate to this page.

Show me   Close

Sprint Report   4.2.2 - Code Health Week ▾   ⑦ How to read this chart

Closed Sprint   14/Apr/14 1:51 PM - 28/Apr/14 12:50 PM   1 linked page

Retrospective time!

Create a retrospective page to review & improve your iterations!

Create   Close

Domino effect

Build-a-box

Assume no docs

Defining the problem

Building the solution

Getting feedback
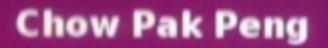
Getting feedback

Friction

Name : _____

Address : _____

_____

Passport No. _____

Nationality _____

Email ID: _____

Arrival / Departure Date _____

Flight No. _____

	Timeliness	Courtesy	Service Quantity Service Quality
Excellent			
Good			
Average			
Poor			

Other suggestions : _____

_____

_____

_____

_____

FEEDBACK

BUREAU OF IMMIGRATION
INDIA

BANGALORE INTERNATIONAL AIRPORT

IMMIGRATION, BANGALORE
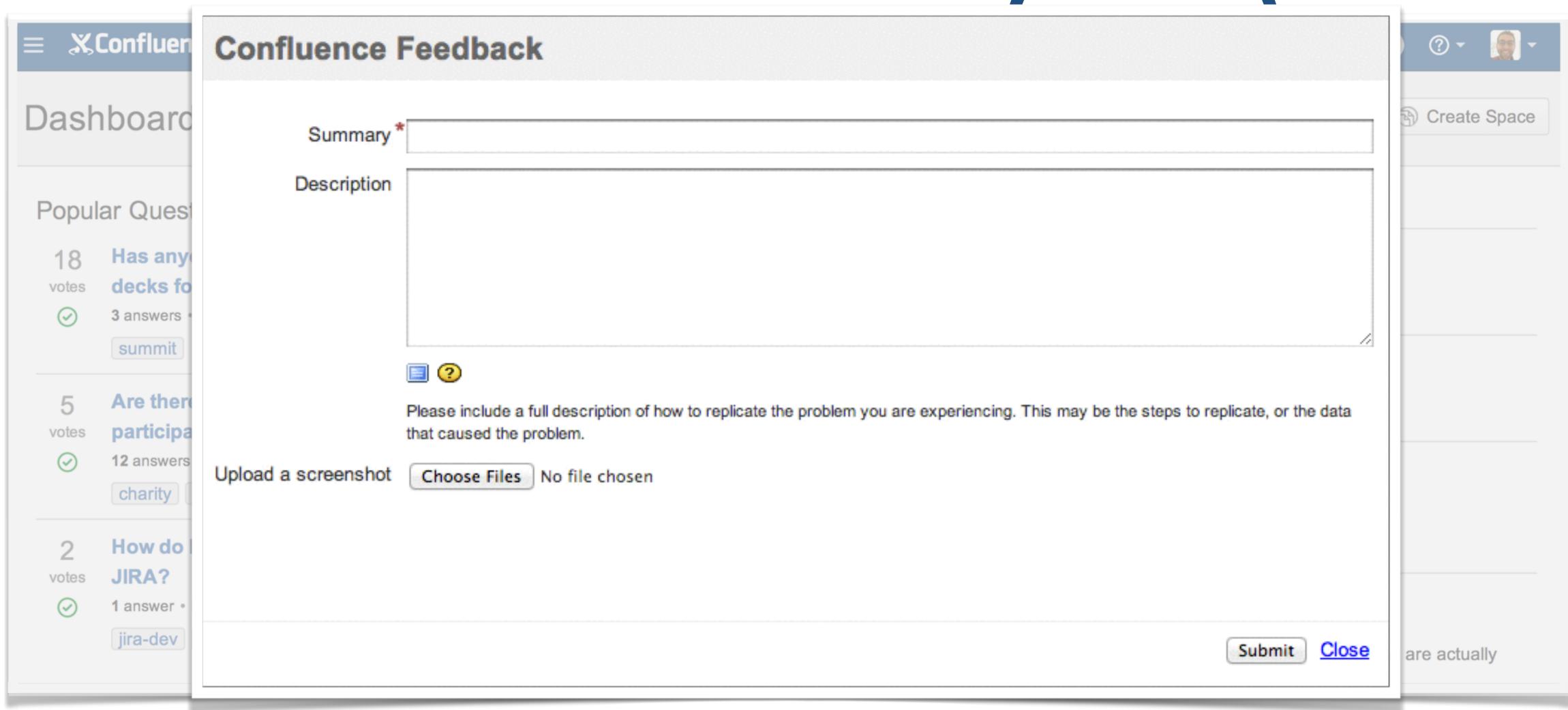
Please drop your feedback and suggestions in the Drop Box to serve you better
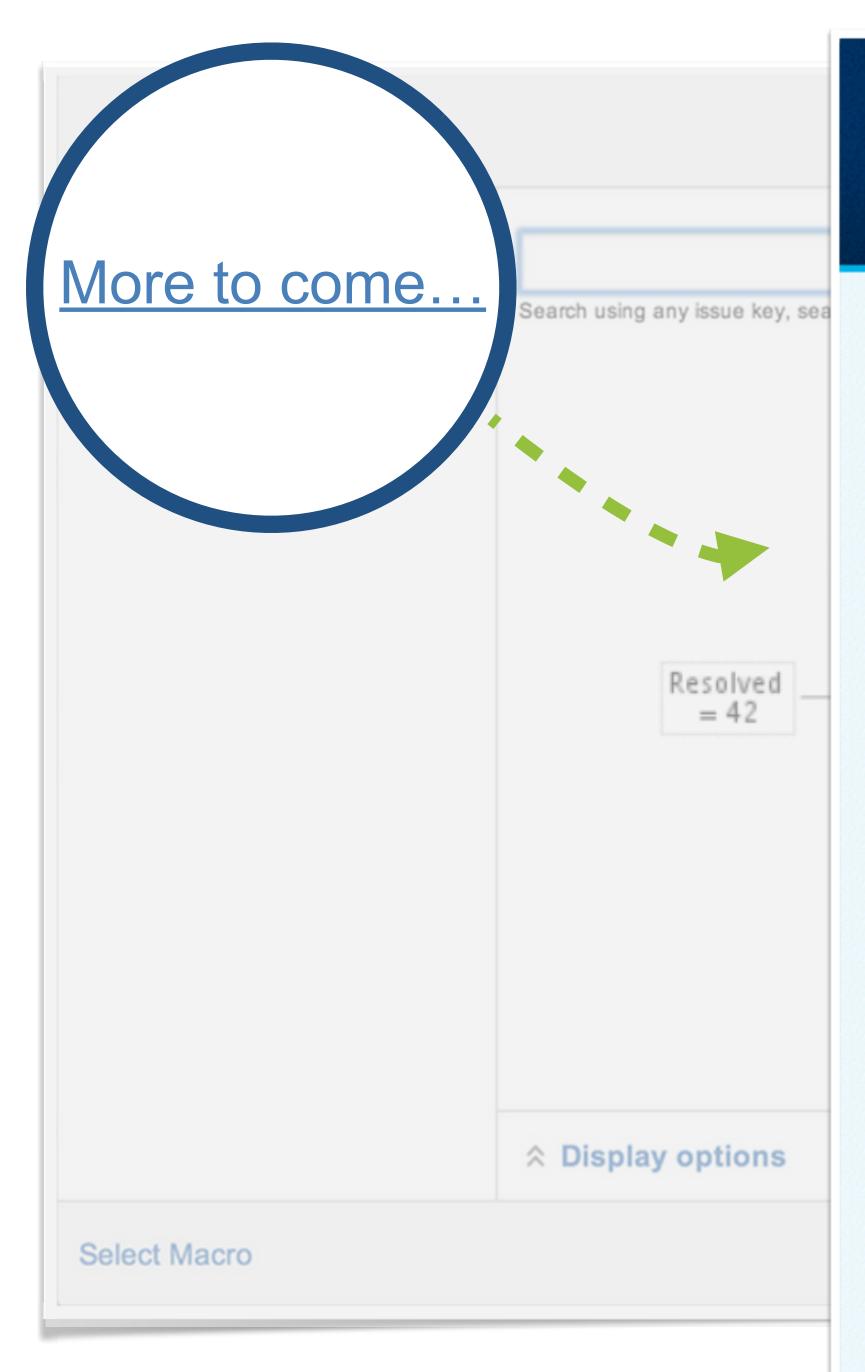
Mail your suggestions to frroblr-ka@nic.in
Phone : 080-25202053

No. :   3456

Confluence Feedback

Summary *

Description

Please include a full description of how to replicate the problem you are experiencing. This may be the steps to replicate, or the data that caused the problem.

Upload a screenshot   Choose Files   No file chosen

Submit   Close

Dashboard

Create Space

Popular Quest

18   Has any
votes   decks fo
    3 answers
    summit

5   Are there
votes   participa
    12 answers
    charity

2   How do
votes   JIRA?
    1 answer
    jira-dev

are actually

Search using any issue key, sea

Resolved = 42

⌃ Display options

Select Macro

Atlassian

JIRA charts in Confluence
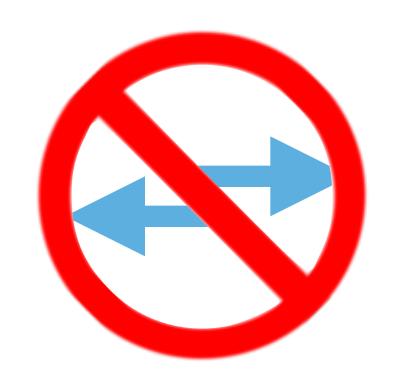
We're looking at improving how you report on your JIRA projects in Confluence. We would like to know what kinds of JIRA charts you would like to see added to Confluence for reporting.

More information about the different kinds of JIRA charts can be found here.

Apart from Pie charts, what chart would you MOST like to see added. *

○ Average age chart

○ Average number of times in status chart

○ Average time in status chart

○ Created vs resolved chart

○ Issue statistics chart

○ Recently created chart

○ Time since chart

○ Time to first response chart

○ Workload pie chart

○ Filter results

○ Roadmap

○ Two Dimensional Filter Statistics

↓ barrier to entry
Avoid login, be contextual, avoid context switching.

↓ fields
Less fields, reduce required fields. Automatically populate where possible.

Rate this feature:

○ 🙁 bad

○ 🙂 good
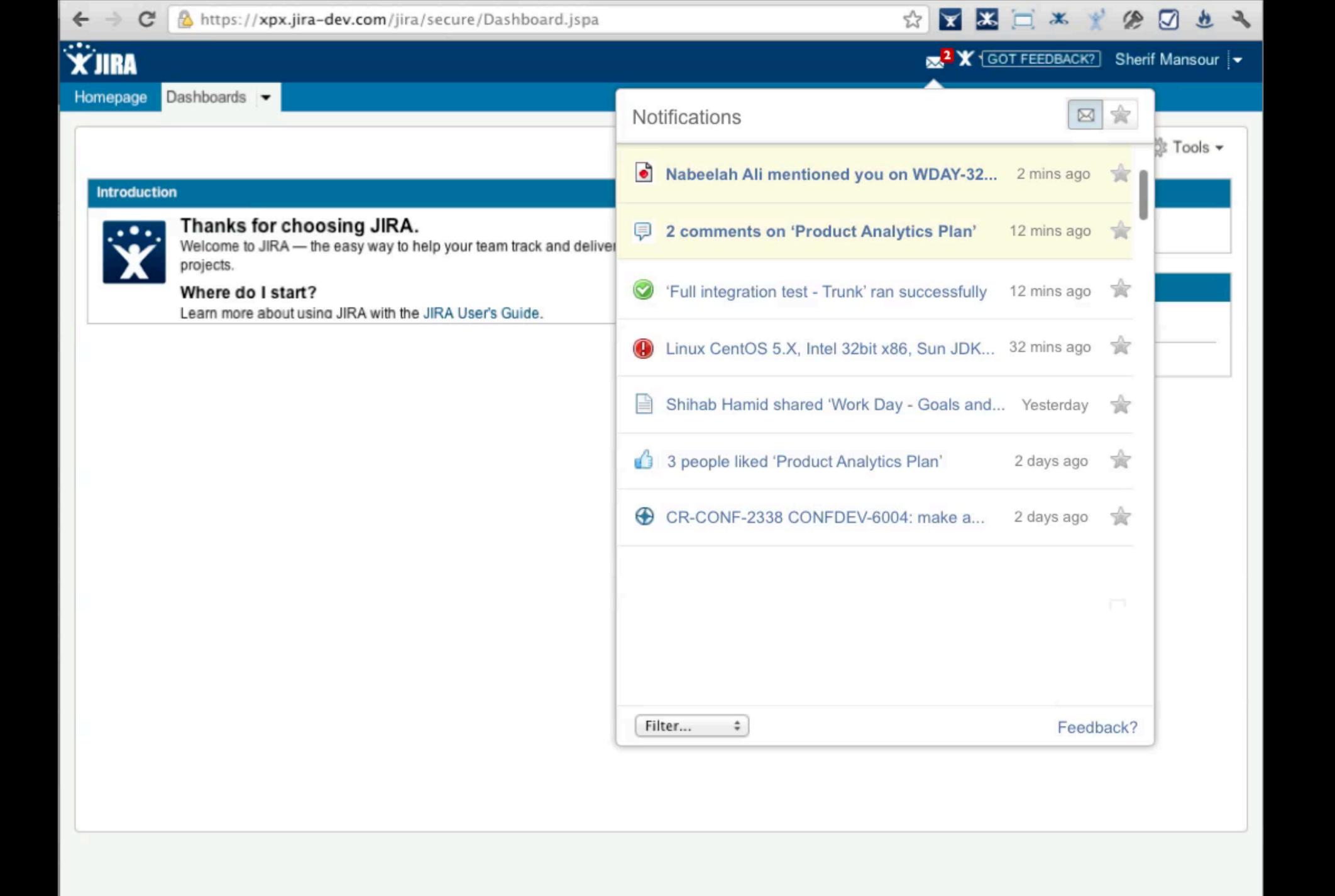
◉ 😄 great

Easily express yourself
Quick and simple

* required

fake it
'till you
make it

JIRA

2 | GOT FEEDBACK? | Sherif Mansour

Homepage | Dashboards

Notifications

Nabeelah Ali mentioned you on WDAY-32... | 2 mins ago

2 comments on 'Product Analytics Plan' | 12 mins ago

'Full integration test - Trunk' ran successfully | 12 mins ago

Linux CentOS 5.X, Intel 32bit x86, Sun JDK... | 32 mins ago

Shihab Hamid shared 'Work Day - Goals and... | Yesterday

3 people liked 'Product Analytics Plan' | 2 days ago

CR-CONF-2338 CONFDEV-6004: make a... | 2 days ago

Filter...

Feedback?

Introduction

Thanks for choosing JIRA.
Welcome to JIRA — the easy way to help your team track and deliver projects.

Where do I start?
Learn more about using JIRA with the JIRA User's Guide.

Tools

GET STARTED

Design approach

Design principles

Downloads

Personas

Using ADG and AUI

Downloads

Atlassian product GUI

These templates contain all the major elements to help you design and build amazing Atlassian applications and add-ons. The Photoshop file (PSD) is structured and labeled for easy use, and entirely vector-based. The Keynote template is only available as a beta version at this stage and does not contain the complete set of components.

Also included in the PSD download:

- Color swatches based on our color palette
- Layer styles for button types, states and form fields
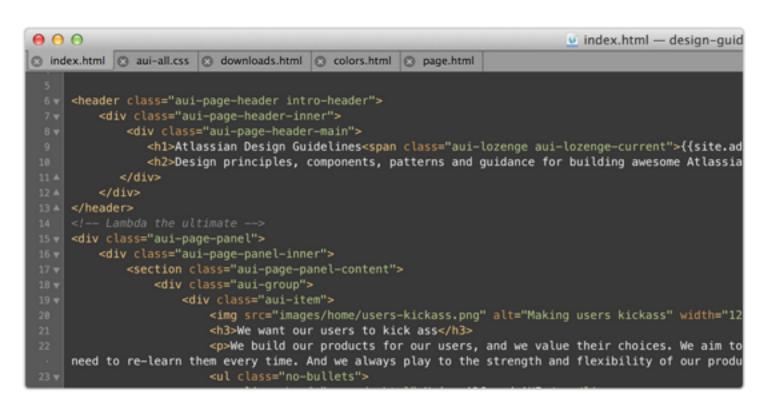
Download PSD GUI (1.1)   Download Keynote (beta)

Ps

◉ **Stash**   Menu item   Menu item ▾   Menu item ▾

Breadcrumb / Breadcrumb / Parent page

Page title
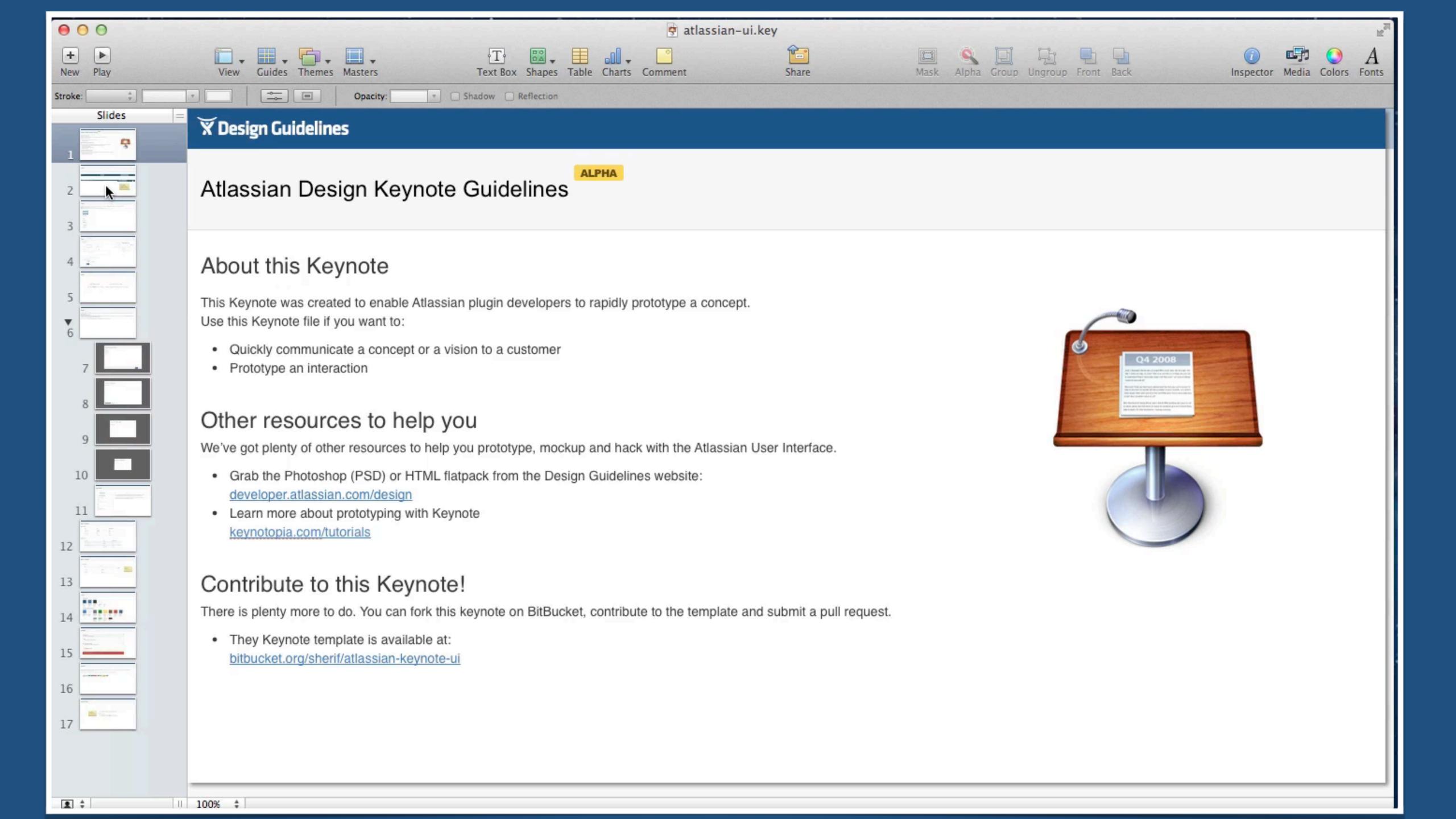
Nav item   Nav item   Nav item   **Nav item**

AUI flat pack

The AUI flat pack is great for prototyping and coding Atlassian interfaces. The code in the flat pack is the code that's shipping in AUI and in the products so you can be sure that all the class names and values are the same.

Use the ADG, AUI Sandbox and AUI documentation to get up and running with the all your prototyping and design needs.

Download AUI flat pack (5.5.1)

```
index.html   aui-all.css   downloads.html   colors.html   page.html

 5
 6 ▼ <header class="aui-page-header intro-header">
 7 ▼     <div class="aui-page-header-inner">
 8 ▼         <div class="aui-page-header-main">
 9              <h1>Atlassian Design Guidelines<span class="aui-lozenge aui-lozenge-current">{{site.ad
10              <h2>Design principles, components, patterns and guidance for building awesome Atlassia
11 ▼         </div>
12 ▼     </div>
13 ▼ </header>
14  <!-- Lambda the ultimate -->
15 ▼ <div class="aui-page-panel">
16 ▼     <div class="aui-page-panel-inner">
17 ▼         <section class="aui-page-panel-content">
18 ▼             <div class="aui-group">
19 ▼                 <div class="aui-item">
20                      <img src="images/home/users-kickass.png" alt="Making users kickass" width="12
21                      <h3>We want our users to kick ass</h3>
22                      <p>We build our products for our users, and we value their choices. We aim to
                        need to re-learn them every time. And we always play to the strength and flexibility of our produ
23 ▼                     <ul class="no-bullets">
```

http://developer.atlassian.com/design

Atlassian Design Keynote Guidelines **ALPHA**

About this Keynote

This Keynote was created to enable Atlassian plugin developers to rapidly prototype a concept.
Use this Keynote file if you want to:

- Quickly communicate a concept or a vision to a customer
- Prototype an interaction

Other resources to help you

We've got plenty of other resources to help you prototype, mockup and hack with the Atlassian User Interface.

- Grab the Photoshop (PSD) or HTML flatpack from the Design Guidelines website:
  developer.atlassian.com/design
- Learn more about prototyping with Keynote
  keynotopia.com/tutorials

Contribute to this Keynote!

There is plenty more to do. You can fork this keynote on BitBucket, contribute to the template and submit a pull request.

- They Keynote template is available at:
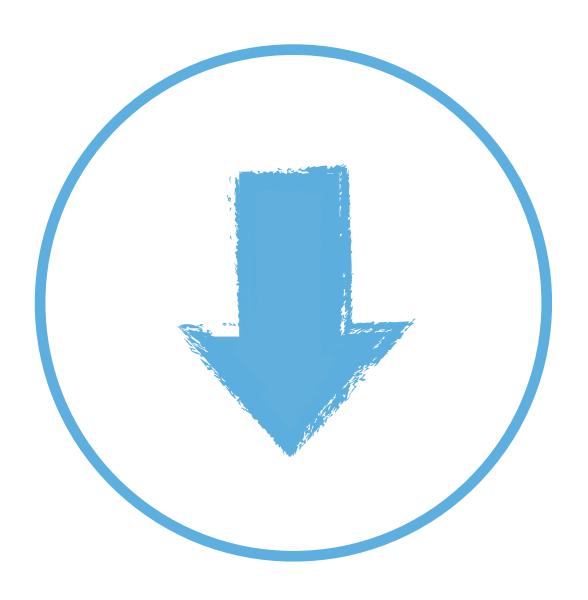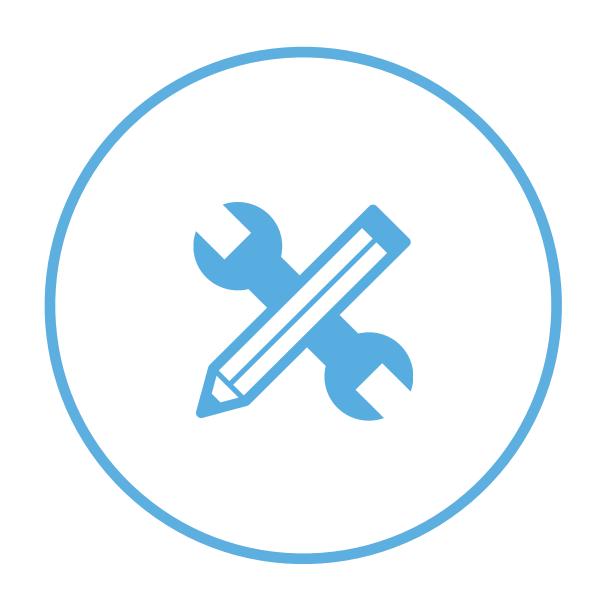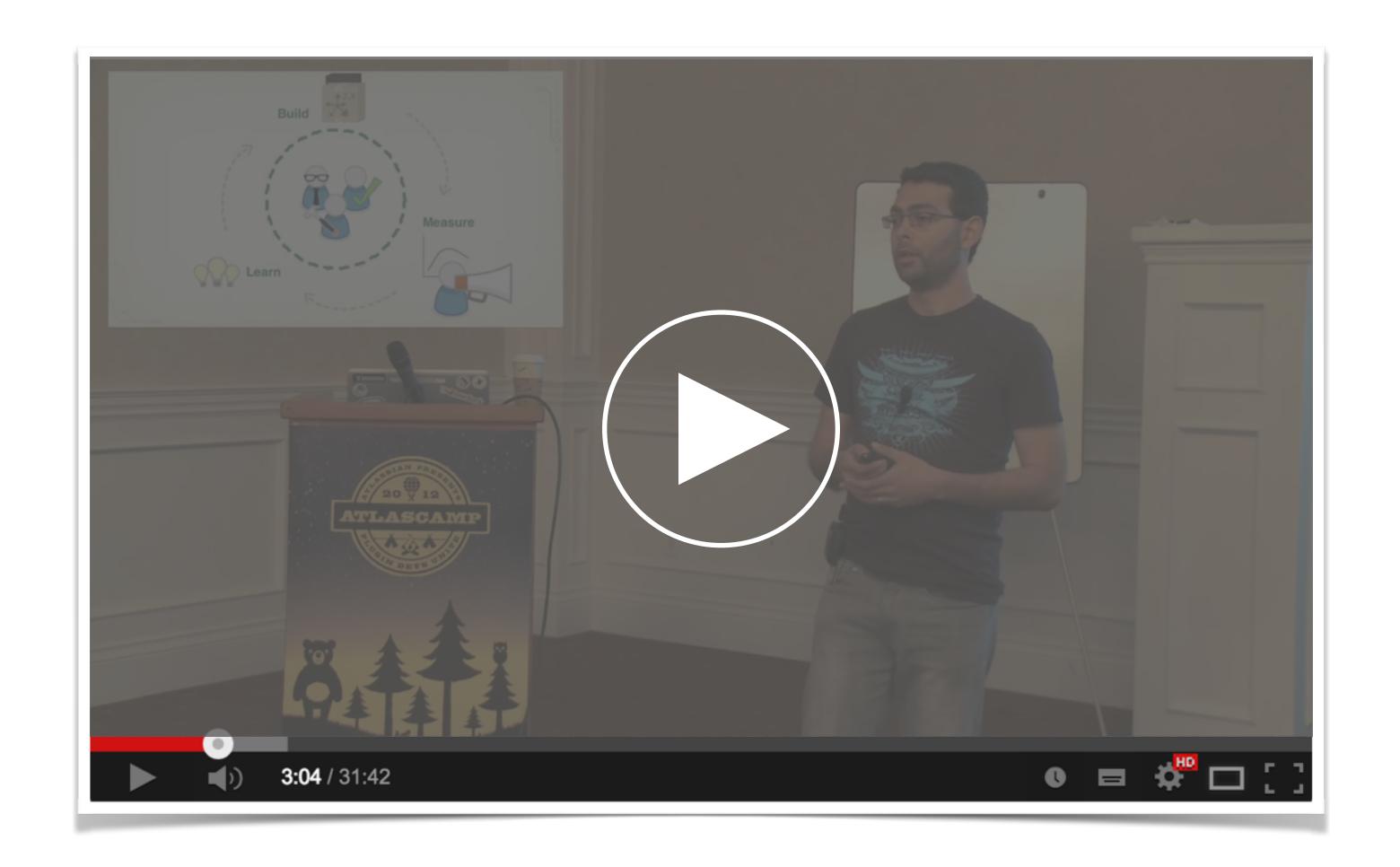 bitbucket.org/sherif/atlassian-keynote-ui

Reduce friction

Fake it 'till you make it

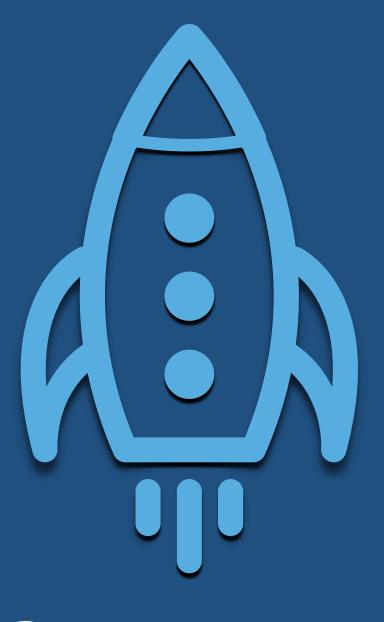http://bit.ly/AgileFeedbackLoops

Defining the problem

Building the solution

Getting feedback

Questions?

SHERIF@ATLASSIAN.COM • @SHERIFMANSOUR