

Features for better prioritization and roadmapping

Get it free

Purpose-built for product teams to work the way you do



Ideas & insights

Capture opportunities, potential solutions, and related customer insights in a single place.



Custom fields

Prioritize high-impact ideas using custom fields and formulas based on criteria your team cares about.



Flexible views

Create custom views to evaluate ideas and share roadmaps tailored to different stakeholders.



Jira integration

Connect the ideas on your roadmap with any Jira issue type to track delivery progress in a single platform.

Capture everything in one place

Evaluate and validate your ideas before it hits your developers' backlog.

Organize your ideas

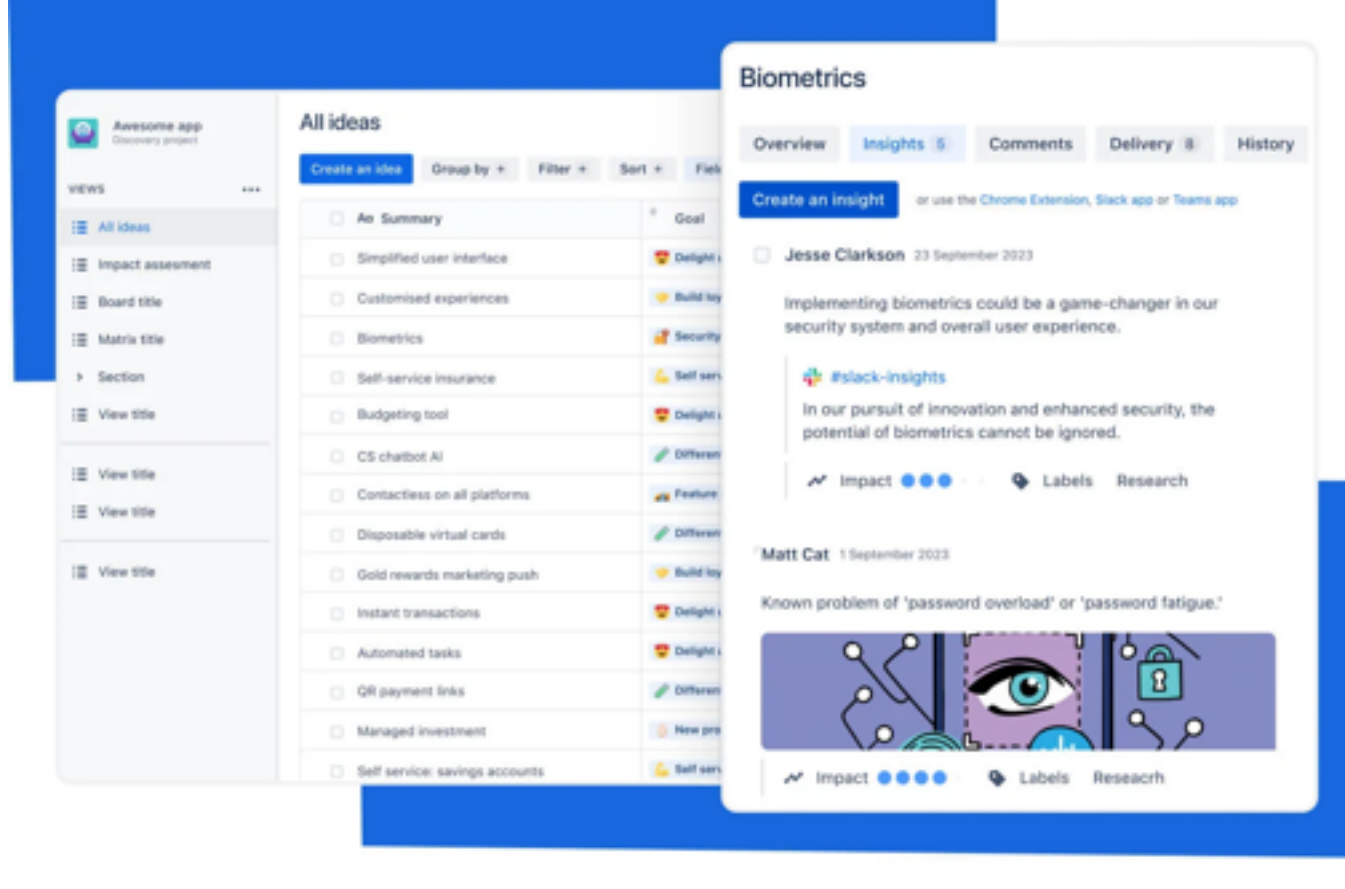
Gather opportunities, problems, and feature requests in a single place – no more searching through multiple spreadsheets and notes.

Enrich ideas with insights

Support ideas with customer insights and research. Add these in directly, from third-party apps, or using our Chrome extension.

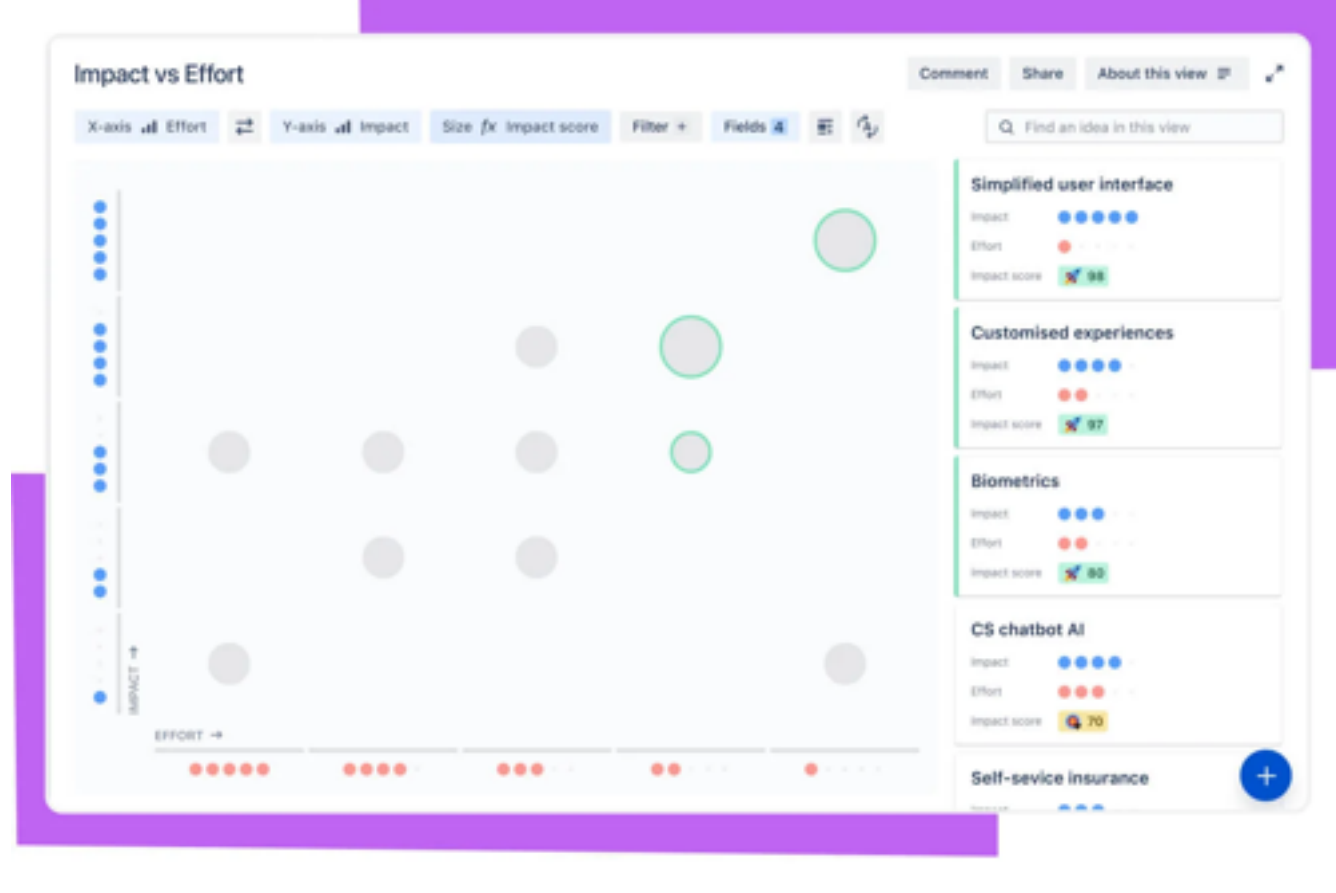
See it all at a glance

Use a list view to organize, sort, and filter ideas to only show information your team or stakeholders cares about.



“Jira Product Discovery is helping us do the right things, in the right order, and at the right time, focusing on work that will deliver on benefits.”

John Sayers,
PMO Lead, Renaissance



Prioritize your backlog

Use your own prioritization frameworks to figure out what your team will work on, and when.

Analyze using fields

Fields, like impact and effort, let you identify the highest priorities based on what's important to your team. Use dozens out of the box or create your own.

Score your way

Whether you prefer the RICE method or your own scoring framework, custom formulas make it possible to prioritize your work your way.

Visualize priorities

Use list and matrix views to easily see how ideas compare to one another, and what to tackle now versus later.

“Up until Jira Product Discovery, even with other roadmapping tools, we've had to use shared spreadsheets and slide presentations to coordinate prioritization in an accessible way. However, within a week of “trying” out Jira Product Discovery, it became clear it was the tool to invest in going forward.”

John Daily, Jr.,
Head of Product, Karhoo

Engage and align your teams

Provide transparency and visibility on your plans and keep everyone up to date when priorities shift.

Create custom roadmaps

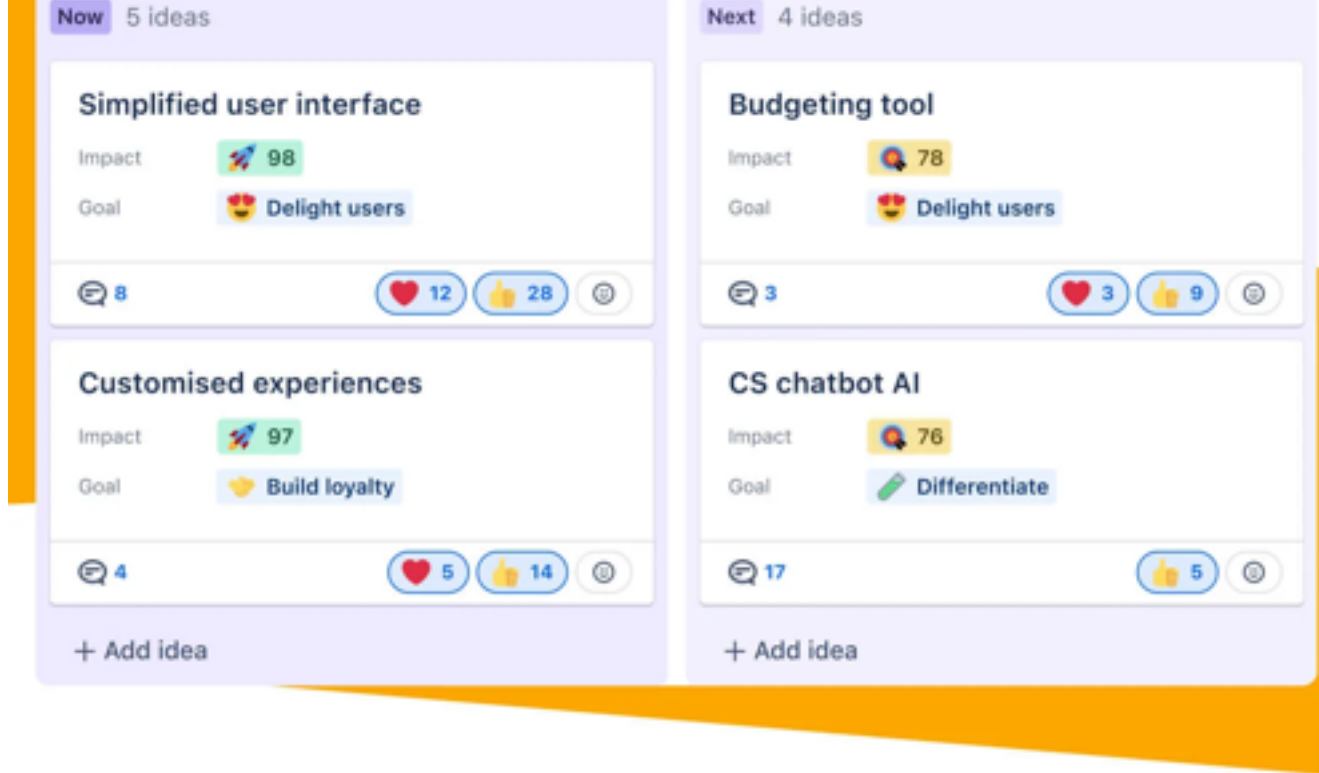
Use board and timeline views to build individualized roadmaps for your stakeholders with the information they care about most.

Communicate your plans

Share roadmaps with leadership for alignment, or high-priority customers to get them excited about your vision.

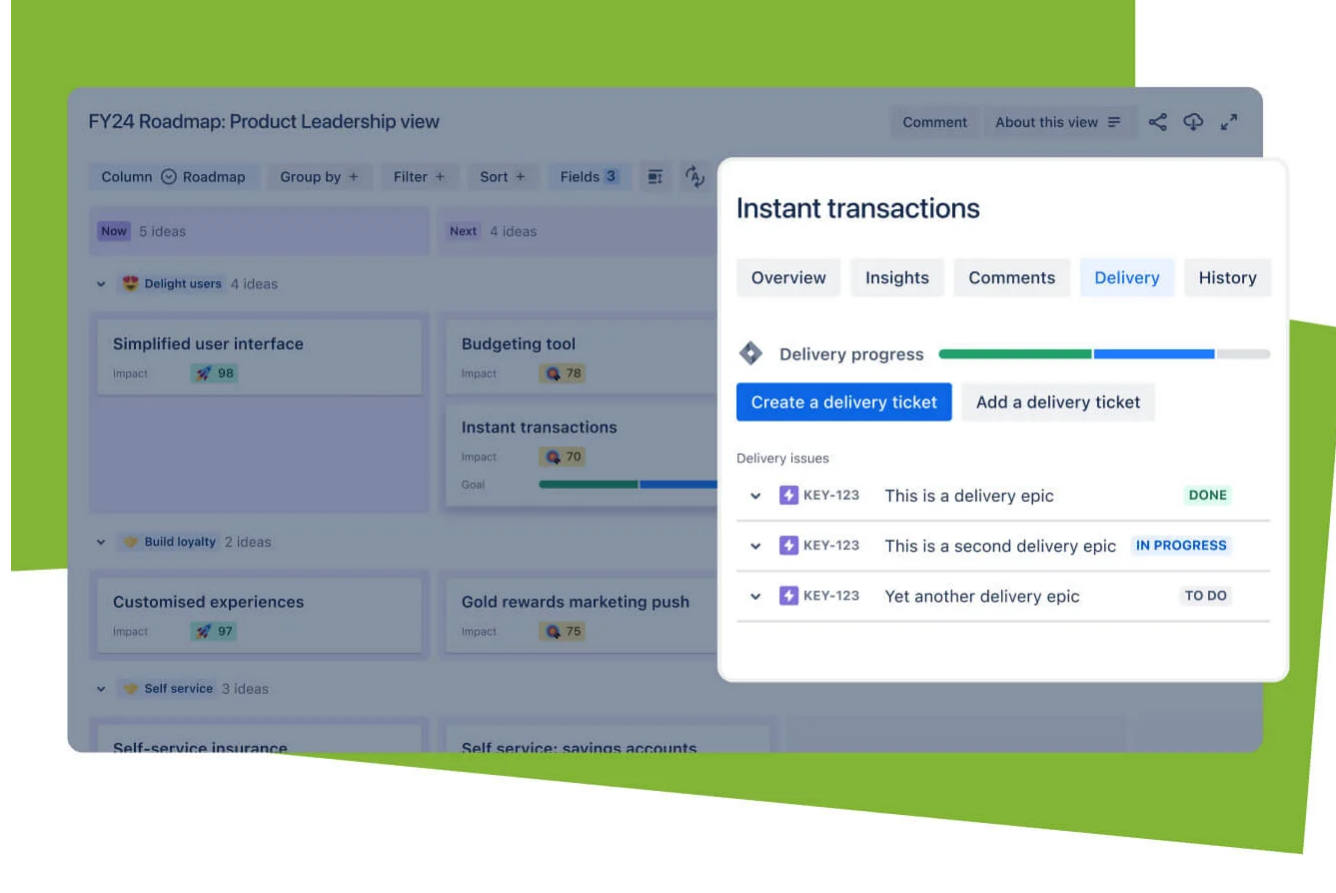
Get buy-in from stakeholders

Let your teammates react to, comment, and vote on ideas to get their feedback and support for your strategy.



“Jira Product Discovery has revitalized how we think about roadmaps.”

Adam Chapman,
Full Stack Developer, Apex Networks



Connect discovery and delivery in Jira

Bring your software development lifecycle together in one platform.

Move from discovery to delivery seamlessly

Connect ideas to delivery tickets in Jira and give your development team context on what's prioritized and why.

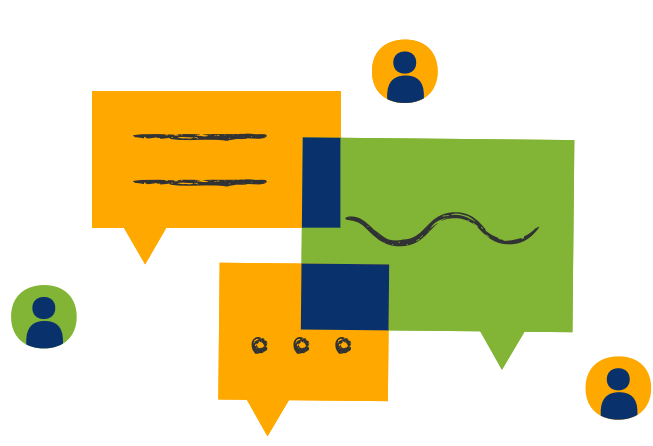
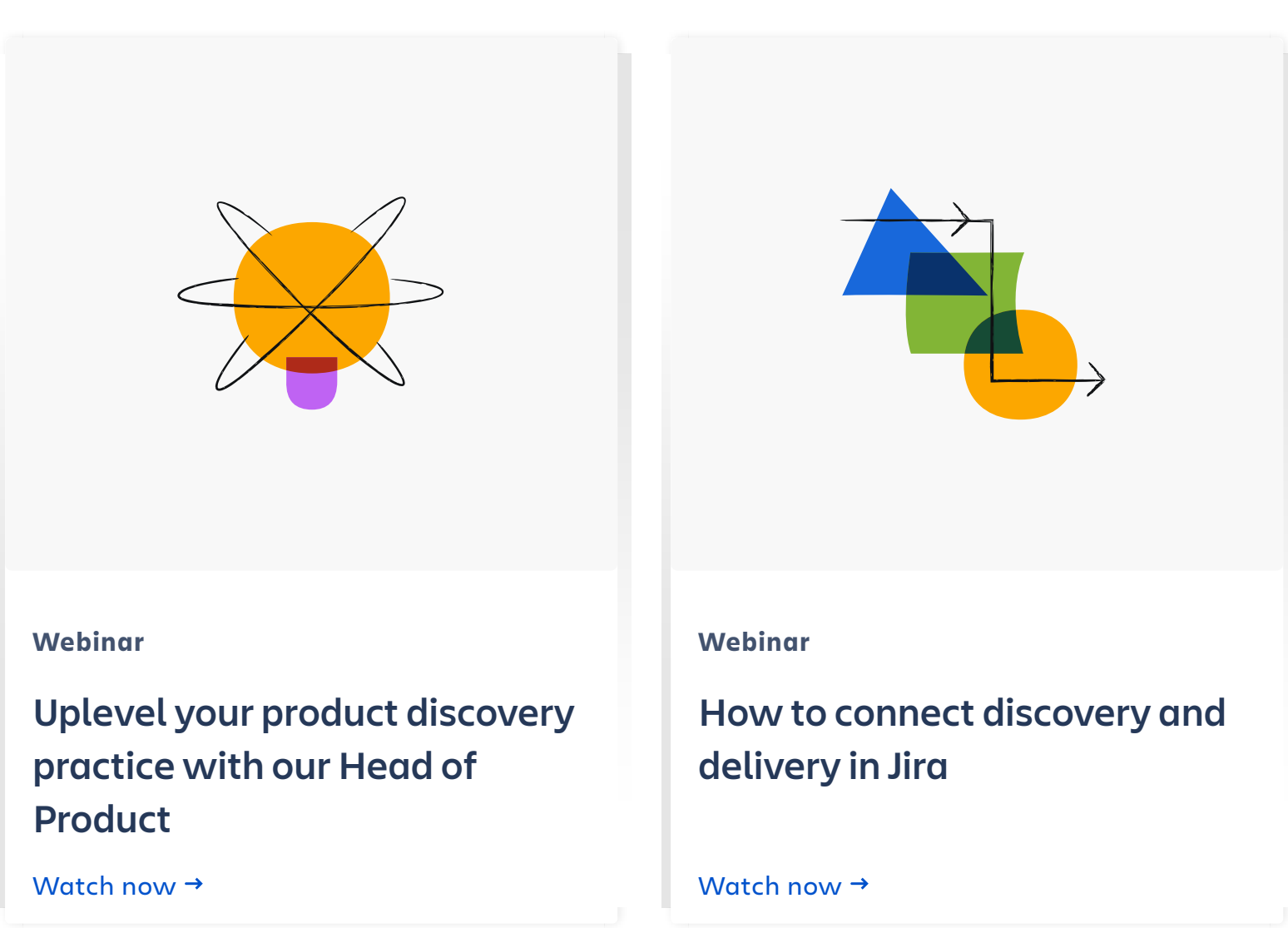
Track progress in one place

Track the progress of delivery tickets directly from Jira Product Discovery, no tool switching required.

“Jira Product Discovery combines everything I was doing in spreadsheets and Powerpoints into one easy-to-navigate tool. Plus everything is added straight into Jira, instead of requiring some third-party tool to integrate.”

Abby Kiesling,
Product Manager, EZ Texting

Take the next step in your product discovery journey



Join us in the Atlassian Community

Ask questions, give product feedback, and connect with our team and other users to learn best practices.

[Join the discussion →](#)

Unleash your product team's potential

Bring more structure, alignment, and visibility into your workflow

Get it free

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