

Jira Product Discovery delivery overview

How do ideas move from discovery to delivery?

The primary goal of the Software Development Lifecycle (SDLC) is to efficiently and effectively produce high-quality software that meets or exceeds customer expectations within a timeframe and budget. While every team will have their own ways of working, the basic workflow follows these stages:

1. **Parking lot:** We start with “uncertain” ideas in a backlog ready for consideration. These ideas haven’t been researched or prioritized, and were likely suggested by customers, customer-facing teams, or leadership.
2. **Discovery:** Ideas are being explored through research, customer interviews, and validation of the problem and solution to ensure it’s worth pursuing. There may be minimal development work, like a technical spike, to assess feasibility of an idea. By the end, an idea will be prioritized (or not).
3. **Ready for delivery:** These are “certain” ideas that have been validated, assessed for impact, prioritized, and are now committed to by the team. This is the transition point from discovery to delivery where we prepare for development.
4. **Delivery:** Ideas are in progress! They are being designed, built, tested, and deployed.
5. **Impact:** We’ve shipped! Ideas have been delivered to customers, and now we monitor the impact and feedback. Any insights will be fed into the next round of improvements, and the cycle repeats itself.

It’s important to remember that while it’s easiest to explain discovery and delivery as phases in a cycle, they are often not concrete moments in time,

or perfectly linear. They are continuous and require constant listening and iterating.

How do Jira Product Discovery and Jira work together?

Jira Product Discovery gives you a separate space for prioritization and roadmapping and figuring out what ideas to commit to on the roadmap. Once ideas have commitment, connect them to your delivery tickets in Jira. Ideally you shouldn't have any tasks in your Jira backlog that are not 100% committed to. By having both discovery and delivery in Jira, business and tech teams are more connected with a unified workflow, less context switching, and more visibility.

The table below highlights the best way to think about Jira Product Discovery and Jira together.

	Jira Product Discovery	Jira
Purpose	Discovery	Delivery
What	Helps you decide <i>what</i> to work on now, next, and later	Helps you plan and track <i>how</i> committed-to work will be done
Jobs it accomplishes	<ul style="list-style-type: none">• Gathering ideas and insights• Prioritization• Roadmapping	<ul style="list-style-type: none">• Planning execution• Dependency mapping• Delivery tracking