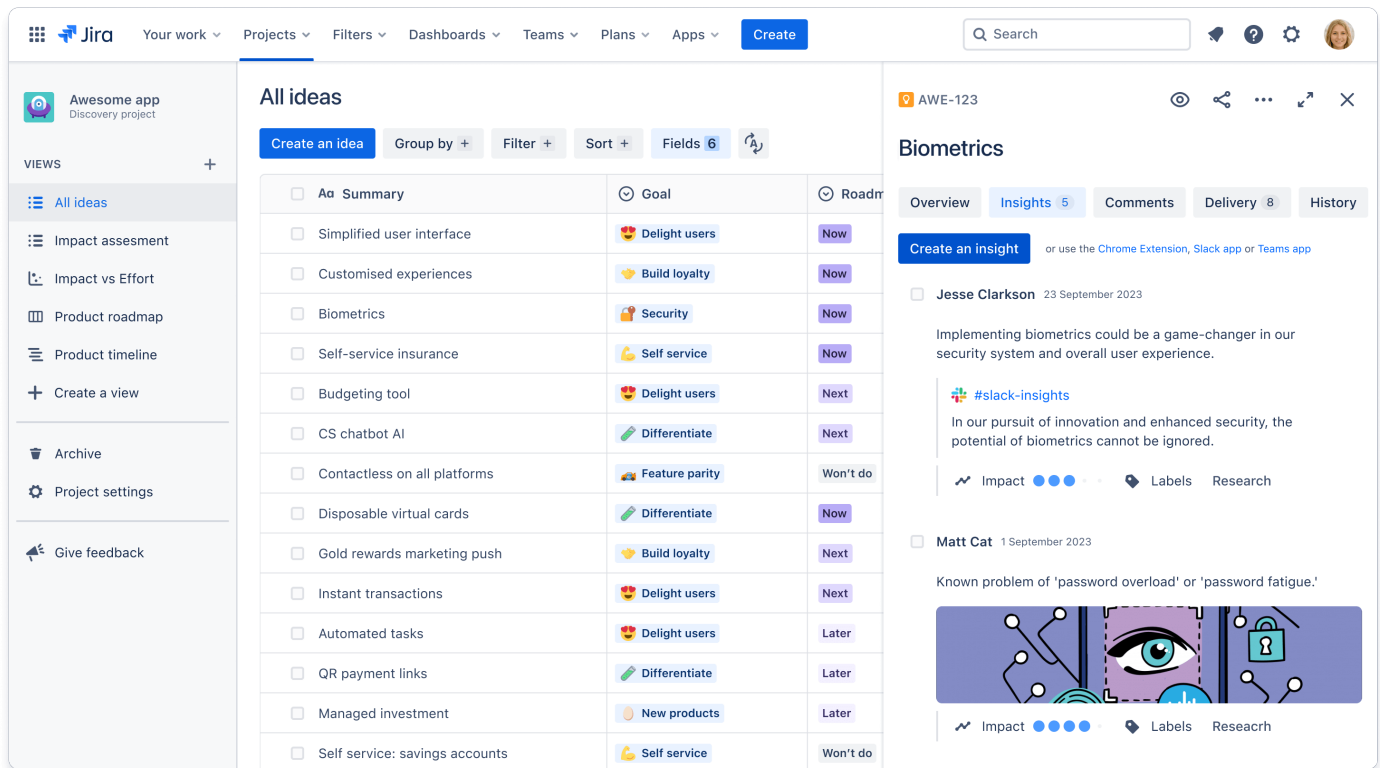


Jira Product Discovery insights overview

What are insights in Jira Product Discovery?



Insights can take the form of plain text, URL, or integration and are composed of the following traits:

1. **Description** - The description itself can be an insight, or you can add a description to a link you've pasted for more context.
2. **Link** - Attaching a link to your insight is optional, but a great best practice so you know where it came from. Jira Product Discovery will automatically pull data from the link and display it as an insight. Links can be anything like a research article, or from [integrations](#) with tools like Jira Service Management or Slack.
3. **Impact rating** - Not all insights carry the same weight. Use the impact rating to note which insights are more important than others. Use the ratings to create an insight impact score to help you prioritize ideas.

4. **Labels** - Labels provide an easy way to tag insights with information such as "key customer".

How do I add insights to an idea?

Insights can come from anywhere around the web and just about any software tool you're using. There are three main ways to add insights to your ideas:

Adding insights within Jira Product Discovery

1. Navigate to one of your project views and click on an idea. The idea panel will appear on the right of your screen
2. Select the **Insights** tab at the top of the panel
3. Click on the blue **Create an insight** button

Adding insights from the Chrome extension

If your work also happens in other tools or around the web, the [Jira Product Discovery Chrome extension](#) will help you stay focused on the task at hand, while also giving you a quick way to add insights to your ideas. To add insights using the Chrome extension:

1. Navigate to any web page and highlight the text you want as an insight
2. Click on the Jira Product Discovery Chrome extension in your browser and select the discovery project and idea you want to add the insight to. If there isn't a corresponding idea, create a new idea by typing in the "Ideas" field. You can also add a description or labels
3. To add a screenshot of what's currently visible in your browser, click the camera icon on the bottom right of the Chrome extension dialogue
4. Click the blue **Add** button and your insights will automatically be added to your idea

The screenshot shows a TechCrunch article about OwnID. The article text is: "The founders of OwnID, Dor Shany and Rooy Eliezerov, previously founded Gigya, a startup that wanted to make it easier to help identify customers. They sold that startup to SAP for \$350 million in 2017, but the idea of making it easy to log into websites without friction was always in the back of their minds, and they launched OwnID last year to help solve that particular problem. Shany explained that the founding team understood identity from their time at Gigya, and they wanted to create a company to make it as simple as possible to authenticate from a user perspective. Anyone who has forgotten a password knows how maddening this process can be." A Jira overlay is visible on the right side of the article, showing the 'Add to issue' dialog. The dialog has a 'Project' dropdown set to 'Appreciation app', a 'Biometrics' idea selected, and a URL 'https://techcrunch.com/2022/04/26/ownid-ra...' entered. The 'Add' button is highlighted.

Adding insights from third-party messaging apps

Many organizations also have group channels dedicated to customer feedback or support, or receive feedback on the fly in conversations that are had. To capture messages from Slack:

1. [Install Jira Cloud for Slack app](#) onto your Slack workspace.
2. Hover over the conversation you wish to add as an insight and click the three dots
3. Select **Add to issue**. If you don't see this option, click **More message shortcuts**
4. Select the correct Jira Product Discovery site and project, choose your idea, and click **Add**

Follow these [instructions to add insights](#) if you use Microsoft Teams.

