

**I am Mehmet Furkan Kaplan. This is a beginner level atlassian jira scrum project. I hope you will interest.**

### **Project Structure and Objectives:**

**1. Epics:** The project focuses on two main goals:

- **Improving Customer Service:** Tasks under this epic include adding live chat support, integrating WhatsApp, and adding Facebook Messenger chat to provide faster and more effective customer support.
- **Increasing Product Page Conversions:** This epic involves tasks like creating a review-based system for customer feedback and developing a video-based knowledge base to enhance user engagement on the product page.

**2. Tasks and Sprints:**

- Tasks are organized under each epic and are planned to be completed within specific sprints.
- For example, the task “Provide live chat as a feature” falls under the “Improving Customer Service” epic and is scheduled to be done in SCRUM 1 sprint.

**3. Status Tracking:**

- The tasks are tracked through stages such as "To Do," "In Review," and "Done." Currently, some tasks are in the review phase, while others are awaiting completion.
- The timeline view shows the distribution of epics and tasks over time, providing team members with an overview of the project’s progress and helping them stay aligned.

### **Tools and Views:**

- Various Jira features such as “Timeline,” “Backlog,” “Issues,” and “Board” are used for managing and monitoring the project. For instance, the timeline view displays the time frames for each task, while the “Backlog” and “Issues” sections allow team members to access task details.

With this project structure, the team can systematically work towards enhancing customer satisfaction and improving the product page’s performance by following a clear, goal-oriented plan.