

# jizy AI

Simplifying Jira's User Flow with the Power of AI

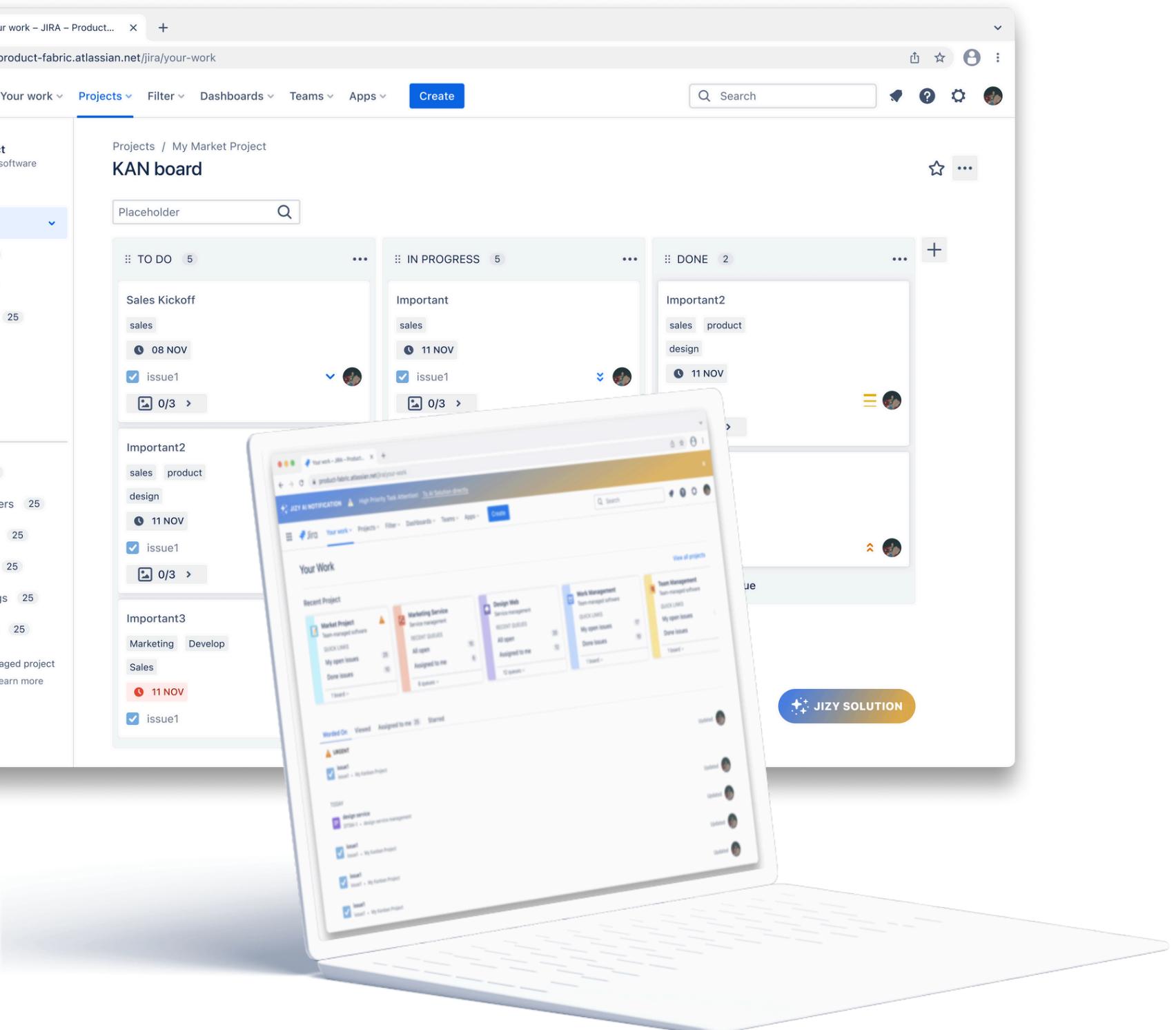
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# Introduction

## The Context

Atlassian, a prominent Australian tech company, recognizes the significance of AI in streamlining processes and enhancing efficiency. It aims to improve Jira's user experience by utilizing AI.

## The Problem

We've discovered that while Jira's purpose is to streamline project management and enhance productivity, many users find it challenging and time-consuming to use.

## Our Objective

Design an AI-driven solution to enhance Jira's usability to save users time and improve efficiency, ensuring a seamless project management experience.



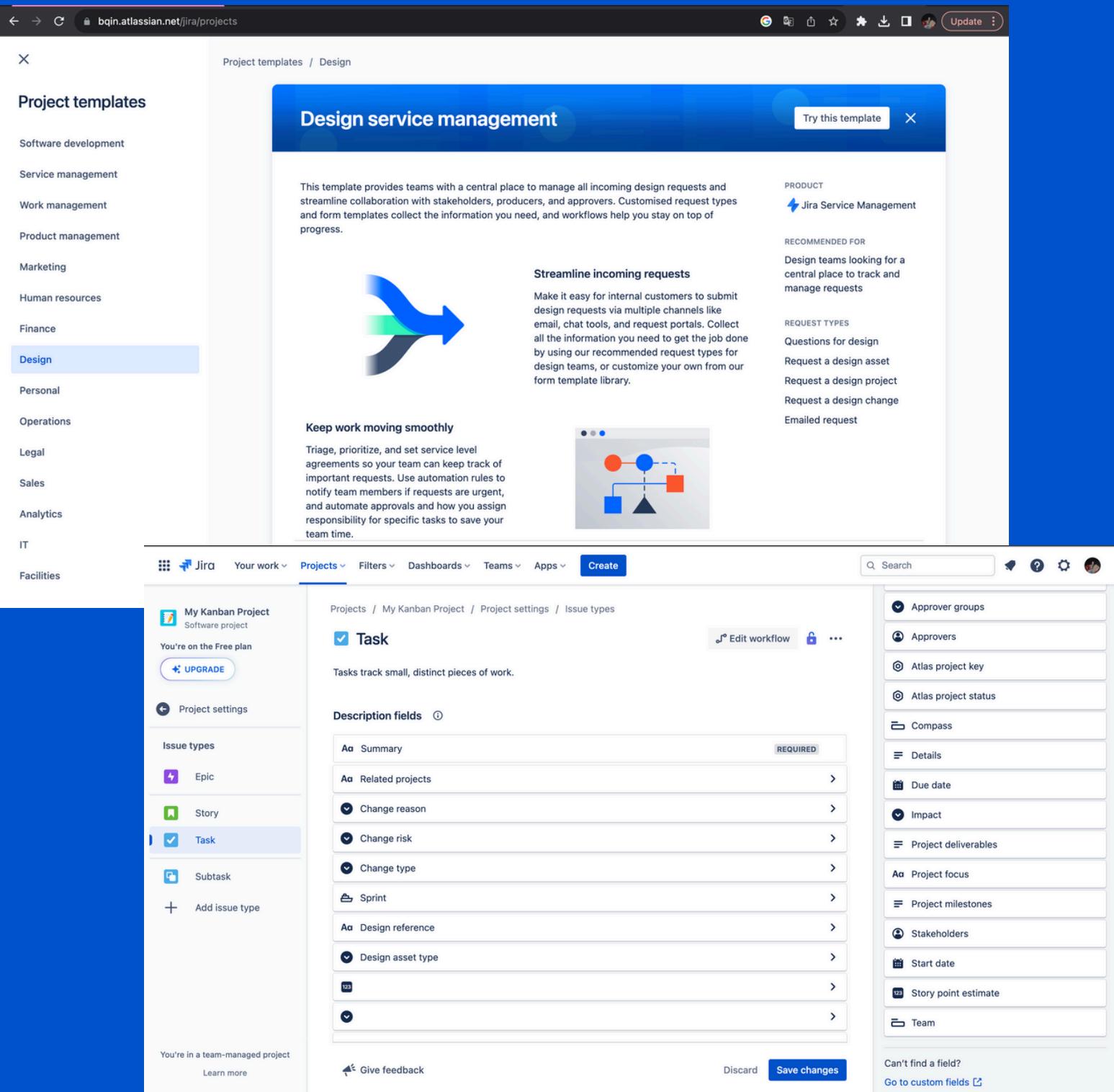
## EMPATHISE

# To understand users, become one first.

Gain firsthand experience by using Jira to empathize with user struggles.

Hypothesize 3 main issues:

- **Feature Overload:** The abundance of features leaves users uncertain about which best suits their needs.
- **Complex Interface:** The interface's complexity hinders efficient function discovery.
- **High Learning Curve:** Excessive templates and text-heavy explanations increase the learning curve and selection effort.

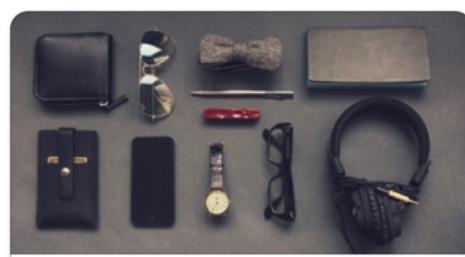


## USER RESEARCH

# Dive into an intensive research sprint

- **Online ethnography:** Investigated negative feedback from **20** users on [GetApp](#) using [Dovetail](#).
- **Secondary research:** Analyzed **5** articles online
- **Persona:** **2** personas created based on user research
- **Competitive analysis:** Mapped out **3** competitors and SWOT analysis

User	Industry	review
Verified Reviewer	Education Management	There is a bit of a learning curve, and it's not obvious where everything is located. The employees at our company require training which is reasonable for software that is this complex, but there could have been more attention taken into designing its user interface for ease of use.
Verified Reviewer	Financial Services	user interface is not as easy as it should be, I feel they need improvement on the front end side of the app
Steven T.	Marketing and Advertising	There's a lot of convoluted functions, though that isn't necessarily bad it leads to a lot of confusion for the administrator to set up at some points. Will take a lot of time for the user to familiarize themselves with.
Samson L.	Financial Services	- There is a log of effort in setting up Jira to make it user friendly. It certainly a powerful tools, but it does require heavy setup for it being use with power. I am not certain if small businesses would find the extra work worthy (maybe ClickUp or PivotalTracker would be easier?) - I find searching in Jira is not as easy as i would hope for. - We got into some issues with single assignee restriction in Jira
Verified Reviewer	Marketing and Advertising	the learning curve on this software was huge for a team that wasn't used to using something like this. Even those of us with experience with other project management tools had a hard time learning this one, and workflows are not intuitive.



Why do people dislike Jira software so much? Doesn't it...

Answer (1 of 4): Thomas has a good point, if you \_know\_ what you want to...

quora.com

# Online ethnography

To validate our hypothesis, we conducted an online ethnography study. We randomly selected 20 users' reviews from various industries on [GetApp](#) and analyzed their negative feedback using [Dovetail](#). Here are the key findings:

## Complex and Overwhelming

**60% of users mentioned**

Jira's multiple features lead to information overload and a mismatch between functionality and user needs.

## Navigation and Findability

**45% of user feedback**

Highlights the challenge of finding and navigating features due to perceived non-userfriendly interfaces.

## Learning Curve and Onboarding

**24% of user frustrated**

by Jira's steep learning curve, complex work flow, technical terms, and insufficient inclusive.



# Secondary Research

Subsequently, we conducted further user research to gain deeper insights into the impact of these 3 identified issues on users.

Here are our Key insights:

- User interface and the abundance of features make it challenging for both new and experienced users to set up and manage tasks effectively.
- The overabundance of features complicates even simple tasks, creating challenges and impeding progress.
- The mismatch between Jira's technical orientation and users' diverse backgrounds increases cognitive load and hinders accessibility.

[community.atlassian.com/t5/App-Central/From-Chaos-to-Control-How-does-Jira-Time-Spent-report-manage/ba-p/2334899](https://community.atlassian.com/t5/App-Central/From-Chaos-to-Control-How-does-Jira-Time-Spent-report-manage/ba-p/2334899)

Show project details

## Jira time Spent software

Jira Time Spent: Managing complex projects is very challenging because the responsibility is very high. That is why using add-ons like Time in Status for Jira Cloud will be an intelligent decision. With its Jira time in status report, you can control projects with any complexity, providing insights into the accurate Jira time spent in each status. It helps you identify potential bottlenecks in your workflow. Optimize team's productivity, improve project's progress, and ultimately, bring your project more success regularly.

Maria

## Issues that arise when working with teams (general)

- Multiple Stakeholders: Complex projects often involve multiple stakeholders with different priorities, making prioritizing tasks and allocating resources difficult.
- Team dynamics: Team members can be unpredictable, making estimating timelines and resource needs difficult. That's why tracking the team's Jira time spent daily/weekly/monthly input is very important.
- Coordination: Managing multiple teams can be challenging, mainly if they are in different time zones or have different communication styles. So it brings more challenges to track their Jira time spent properly.

Maria



## Why do people dislike Jira software so much? Doesn't it...

Answer (1 of 4): Thomas has a good point, if you \_know\_ what you want to...

quora.com



[stiltsoft.com/blog/why-jira-is-hard-for-product-people/](https://stiltsoft.com/blog/why-jira-is-hard-for-product-people/)

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## Issues for product manager

- Even after a steady workflow is set up in Jira, and when they have finished focusing on fresh issues, sooner or later they will need to confront a pile of older issues → Need something to bring attention to issues immediately so that there isn't a build up
  - So in the time spent that newer teams are trying to figure out the projects workflow in Jira there is build up of tasks.
- When someone is not as tech-savvy and familiar with Jira terminology it can be challenging to find what they need → a trainee period is required.
- Respondents find that that it is easy to troubleshoot however understanding best practices to set up and use Jira isn't helpfully shown.
- For team leaders it is harder to stay on top of how to work with Jira since they need to learn it on a faster basis than their team. → Maybe create a communication channel where team members can ask for help from each other (how to include AI in this?)

Maria

[medium.com/@kskoropada/why-use-of-jira-can-be-frustrating-77620c61ffd2](https://medium.com/@kskoropada/why-use-of-jira-can-be-frustrating-77620c61ffd2)

Show project details

[www.shortcut.com/blog/9-signs-its-time-to-break-up-with-jira](https://www.shortcut.com/blog/9-signs-its-time-to-break-up-with-jira)

Show project details

## Issues with Jira:

- There are meaningless attributes and an overload of features to make even the simplest tasks complicated. Jira encourages synchronous communication, not asynchronous, which is not the reality of the way software teams work. For agile teams, an issue tracking tool should help, not hinder, progress.
- Steep learning curve → hard to jump in and just start using the tool → hours of tutorials

Maria



AI can be included from :  
when user have problems, AI system will recommend a member who experts (done the similar project before) in the relevant field based on user's keyword input.

# Sophia

Gender	Female
Age	36
Occupation	Marketing Director
Home	Waterloo 321, NSW, Sydney



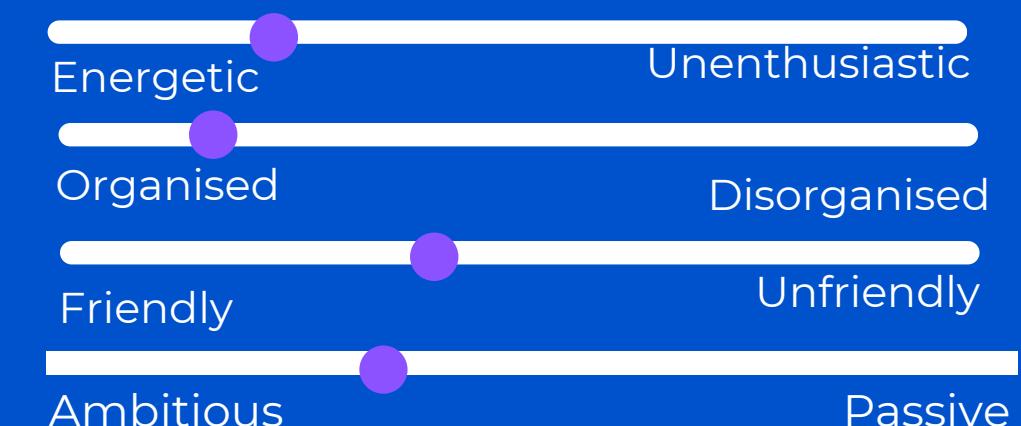
## BIOGRAPHY

Sophia is a marketing director in Australian WPP AUNZ, she has four years of experience and is adept at using innovative marketing strategies to achieve goals. She also enjoys traveling to inject new energy into her marketing efforts. She tends to buy technology products that are efficient and practical. she also likes to try new marketing tools and platforms

## MOTIVATIONS

- Time-saving is a big deal
- Workflow Customisation
- Data-Driven Decisions

## PERSONALITY



## FRUSTRATIONS

Overwhelmed function: the workflow of the system kind of cumbersome

High learning cost : JIRA has so many setup points that getting it to perform properly for your team takes an eternity.

Difficult using interface : searching in Jira is not as simple as I had hoped.

## PREFERRED SOFTWARE

Jira

Trello

Asana

# Tom

Gender	Male
Age	32
Occupation	Business Analyst
Home	CBD 321, NSW, Sydney



## BIOGRAPHY

Tom is an excellent business analyst who currently works for Amazon. He has 7 years of work experience and has many skills. He can use SQL, excel and tableau for data mining and data visualization. In his work, he needs to define and record business needs in a timely manner, propose data-driven solutions, and cooperate with various teams, including product managers, development teams, etc.

## FRUSTRATIONS

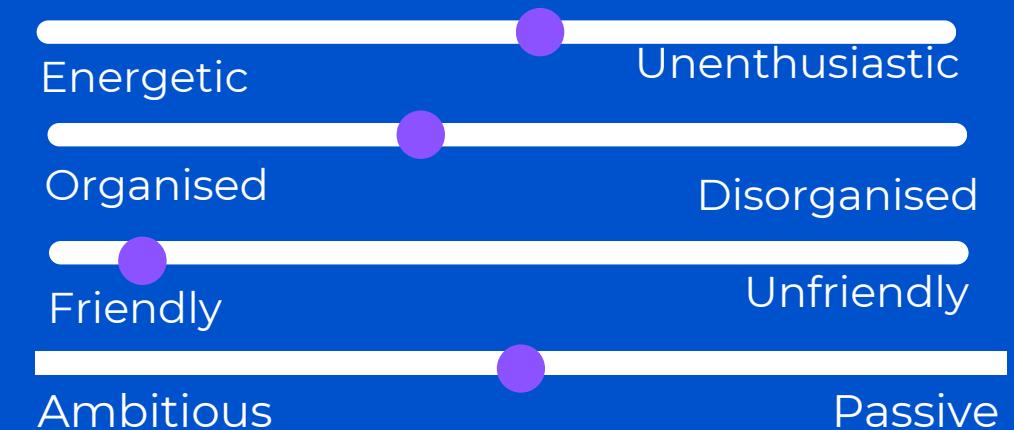
Hard setup : It is more difficult for team leaders to remain on top of Jira work since they must learn it faster than their team.

Complex Workflow Management: To manage complicated operations, various statuses, transitions, conditions, and validators are used.

## MOTIVATIONS

- Workflow Customisation
- Reduce the cost of learning Jira especially when Tom teach the interns
- Simplify the setup

## PERSONALITY



## PREFERRED SOFTWARE

Jira

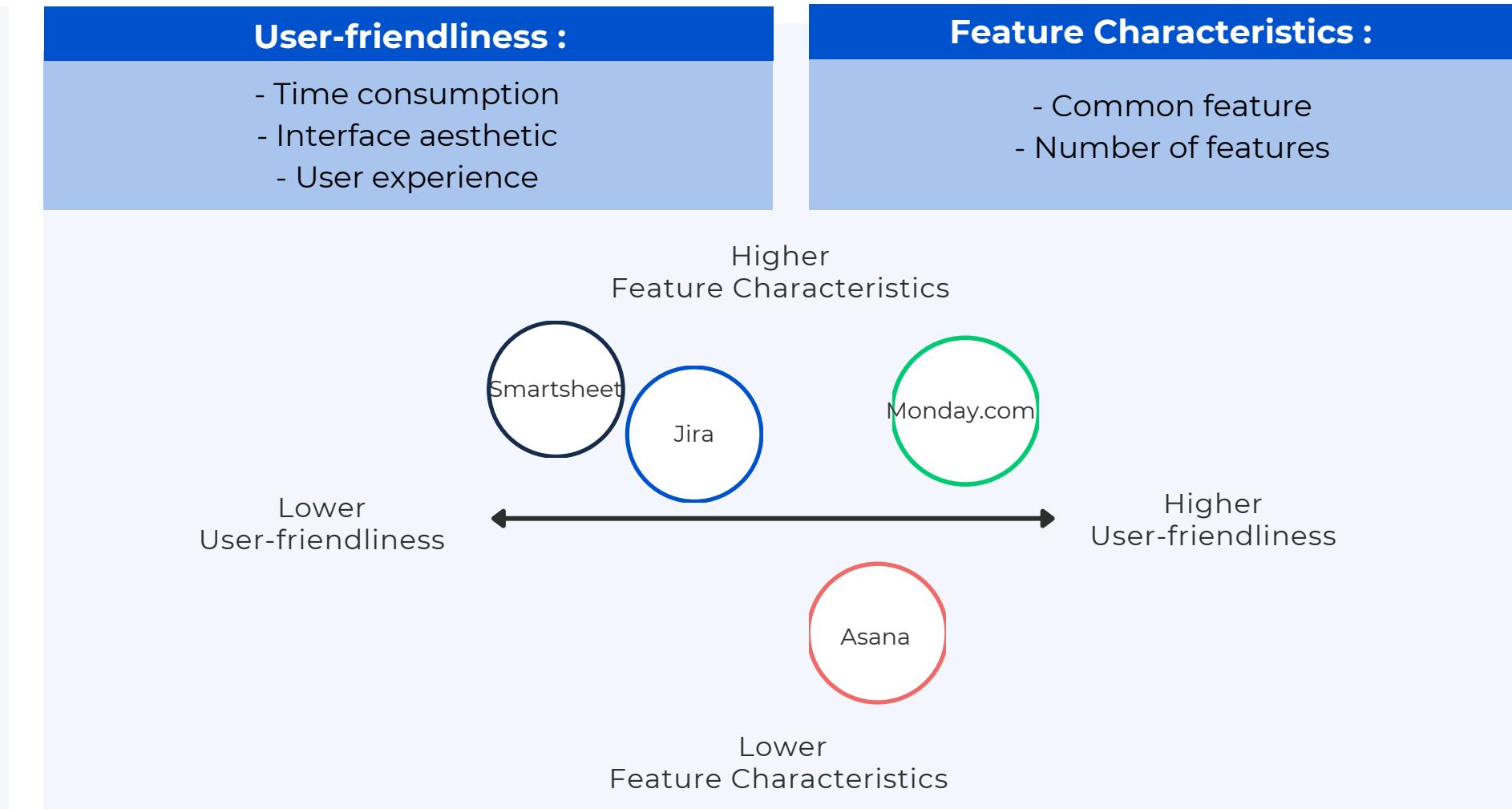
ClickUp

Asana

# Competitor Analysis

AI Features	Strength	Opportunities
 <b>Monday.com</b> <p>AI generates tasks, content, emails, and suggests formulas.</p>	<p>Accelerates task creation and content generation.</p>	<p>Enhance AI to offer advanced predictive analytics for better decision-making.</p>
 <b>Asana</b> <p>Recommends projects, tasks, teams, and prioritizes inbox items using collaborative filtering.</p>	<p>Personalized task suggestions and improved project management.</p>	<p>Develop AI-driven smart notifications for real-time insights.</p>
 <b>Smartsheet</b> <p>Similar to Asana, recommending projects, tasks, teams, and prioritizing inbox items.</p>	<p>Enhanced task management and project recommendations.</p>	<p>Expand AI capabilities for predictive modeling and trend analysis.</p>

## ASSESSMENT DIMENSION



## OPPORTUNITIES

Improve Work Efficiency	Personalized Services	Enhance Collaboration	Increase User Engagement
<p>AI offer various features to help users handle tasks and projects more quickly and intelligently.</p>	<p>AI provide personalized recommendation services based on user behavior and preferences to enhance user satisfaction.</p>	<p>AI team recommendation features can increase collaboration opportunities to improve the frequency and quality of teamwork.</p>	<p>AI generation and content creation features have the potential to attract more users to participate in the platform.</p>

# Research Summary

## Target Users

Individuals seeking streamlined workflows and improved productivity through Jira. They come from **diverse backgrounds**, spanning **various industries**, and can range from **tech-savvy** professionals to **non-technical** users.

## User Pain points

- Inability to quickly grasp various Jira functionalities, resulting in time wastage(non-tech, cold users).
- Difficulty in swiftly determining priorities when confronted with excessive project information, leading to decreased work efficiency(tech-savvy, warm users).

## User Needs

- Efficiently learn and master Jira's features.
- Swiftly identify and prioritize tasks amidst extensive project information for improved work efficiency.

## Potential Opportunities

- AI-Driven Task Recommendations : Implement AI-powered task recommendations that suggest actions based on user behavior and context, simplifying complex workflows.
- AI-Powered Personalization : Customized dashboards, tailored onboarding tutorials, and project/task templates based on user profiles, actions, and needs.

## Our Design Goals

- Use AI to assist users in quickly understanding professional terms and their usage.
- Utilize AI technology to create customized project templates or workflows that cater to the specific needs of the user.
- Utilize AI to monitor project progress and provide personalized optimization suggestions for increased productivity.

# Design Process

## Initial Ideation

We conducted brainstorming sessions and created rapid hand sketches to visualize solutions based on user needs and design goals (see Appendix 20 for details).

## Choose Concept 3

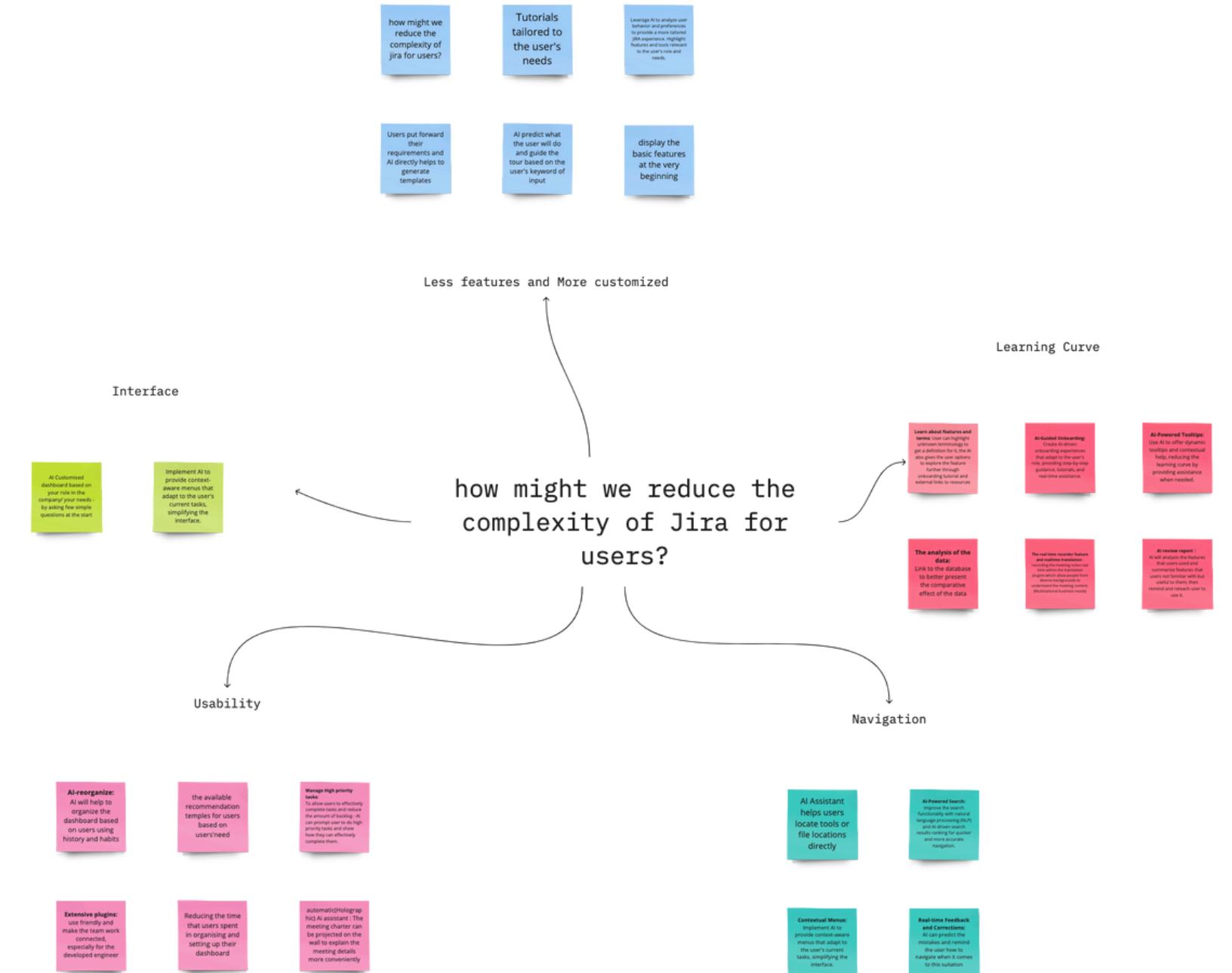
- Following extensive group discussions and the use of a decision matrix (details in Appendix 21), we selected Concept 3 for further development.
- This concept aligns with Design Goal 3, aiming to address the issue of users getting lost in an information overload and complex user interface when handling numerous projects.

## Low-fi Wireframe & User Testing

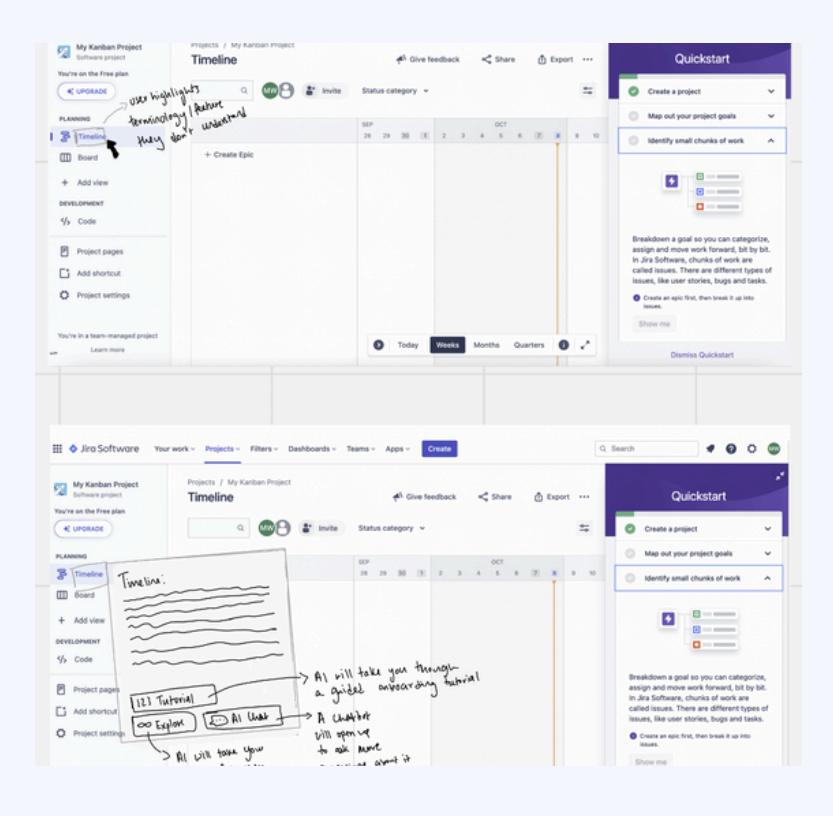
We elaborated on the hand sketches to create low-fidelity wireframes, visualizing the user flow of this feature for user testing( (details in Appendix 22-23) and gathering feedback for iterations.

## Hi-fi prototype

Based on the results of user testing, we iterated to create a high-fidelity prototype.



# Ideation



## CONCEPT 1

### Guided Learning and Exploration

**Brief:** AI provides detailed explanations and offers guided onboarding lessons and external resources.

**Aim:** To enhance user understanding and reduce the learning curve for Jira's features.

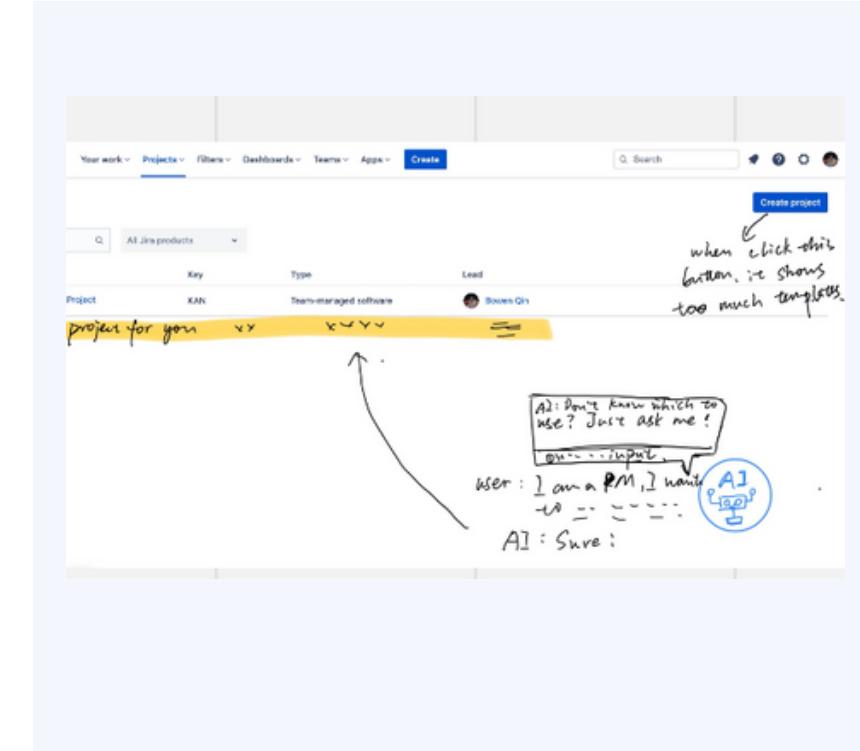
4 concepts were created during the initial ideation based on user needs and design goals. Ultimately, we chose Concept 3 based on the design matrix (Appendix 22).

## CONCEPT 2

### Precision-Based Solutions

**Brief:** Utilizes precise data analysis to offer tailored solutions.

**Aim:** To reduce the user's cost in familiarizing themselves with Jira's various features.

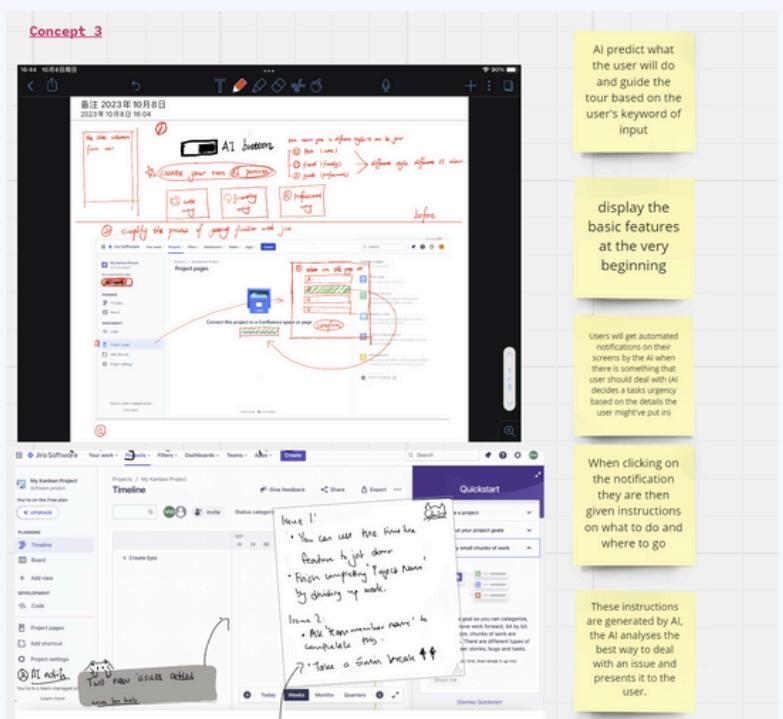


## CONCEPT 3

### Predictive Task Guidance

**Brief:** AI predicts user actions, sends timely reminders, and offers detailed guidance.

**Aim:** Elevate task management by proactively anticipating user needs, reminding them of critical tasks, and providing clear, step-by-step guidance. The AI ensures that users are always on top of their work, reducing cognitive load and enhancing productivity.

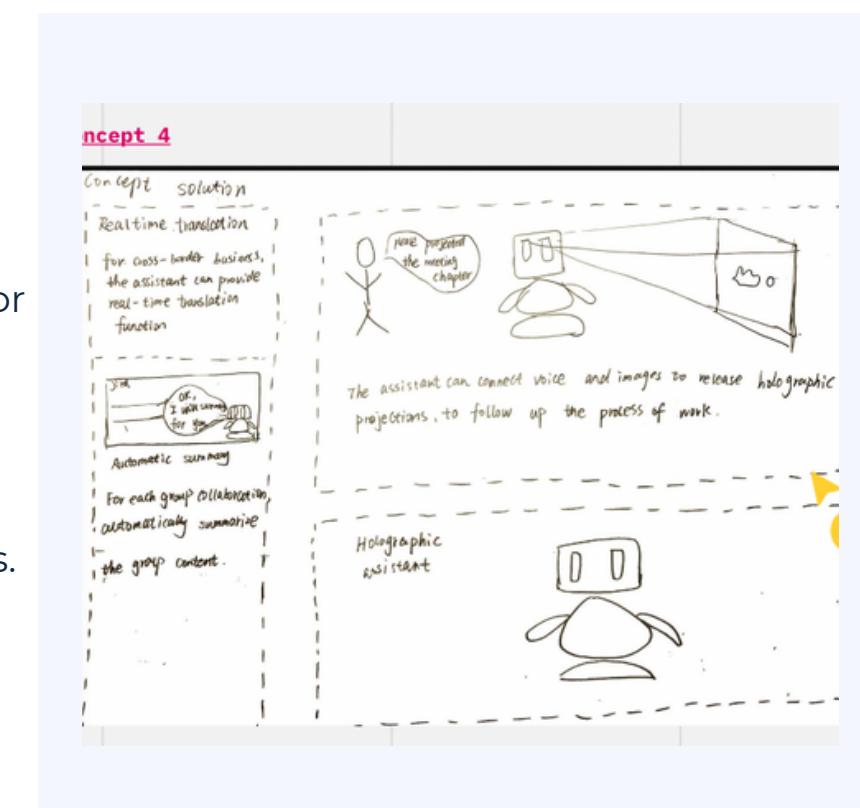


## CONCEPT 4

### Holographic AI Assistant

**Brief:** Features a holographic AI assistant for streamlined meeting discussions.

**Aim:** Provides real-time translation for participants from diverse cultural backgrounds in multinational corporations.



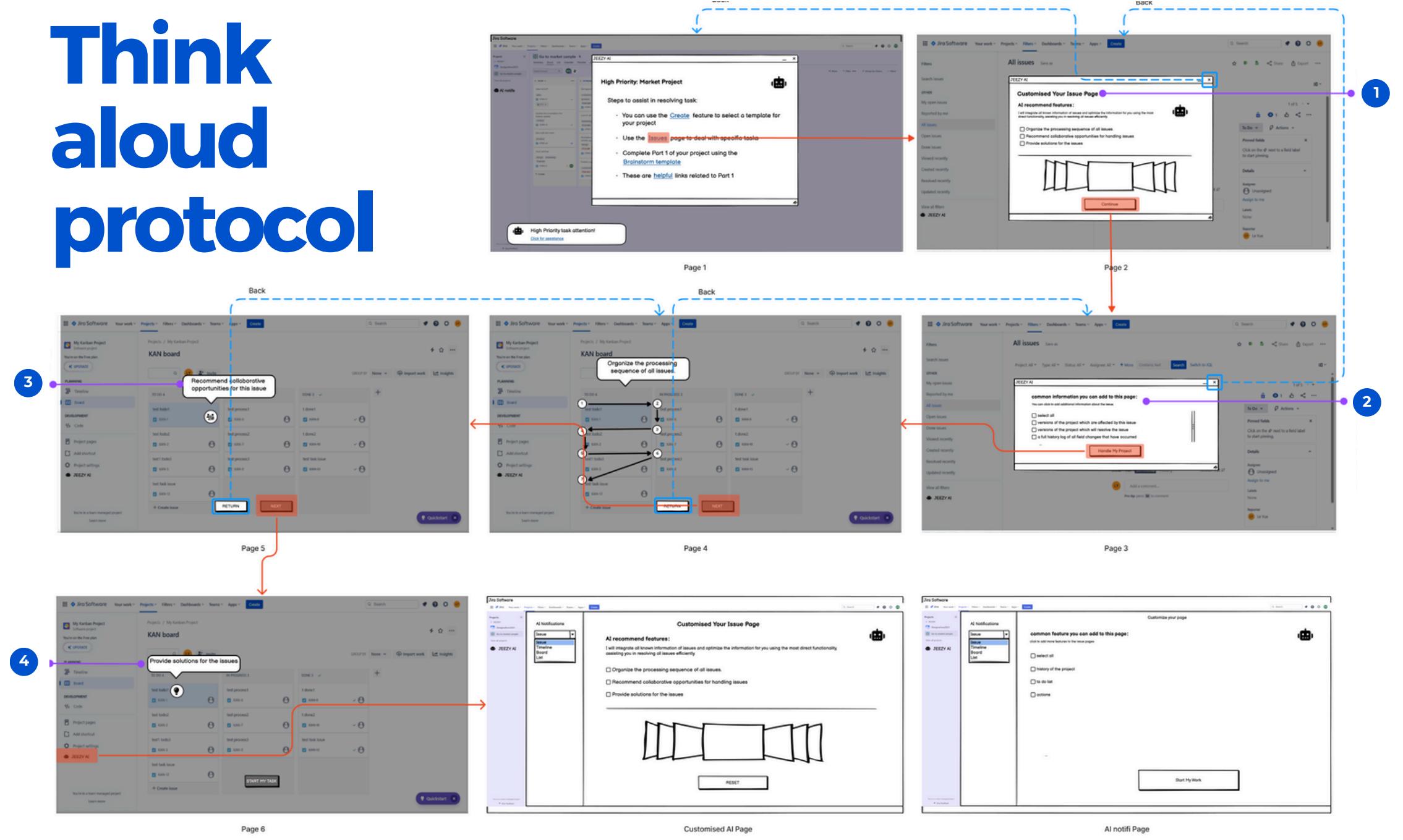
# User Journey Map

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Stages	Discovery and Access	Task Prioritization	Task Optimization	Customization and Personalization	Execution and Feedback
User Actions	Logging in, scanning the dashboard for new features, and noticing AI enhancements.	Reviewing alerts, considering the importance of each task, and deciding on the next steps.	User interacts with AI recommendations for task optimization.	Rearranging task lists, updating issue statuses, setting reminders, and making personalized changes.	Executing tasks efficiently, marking tasks as complete, and providing feedback on AI recommendations.
Thinking and Feeling	Curious and interested in managing their projects in Jira.	Feeling a sense of urgency and responsibility.	Interested in making their workflow more efficient and less stressful.	Wanting to tailor their Jira experience for maximum productivity.	Productive and in control of their tasks.
Touchpoints and tools	User logs in to Jira	User receives AI-generated alerts for high-priority tasks	User interacts with AI recommendations for task optimization and efficiency.	User accesses customization options based on AI recommendations.	User implements changes made during customization.

# Wireframe & user test

## Think aloud protocol



We conducted user testing with **2** participants, utilizing **think-aloud** procedures and **persona-based walkthroughs** to assess the understanding and effectiveness of eight sketches. One participant grasped the concept accurately, while the other did not.

Hard to understand

Fragmented AI Functions:

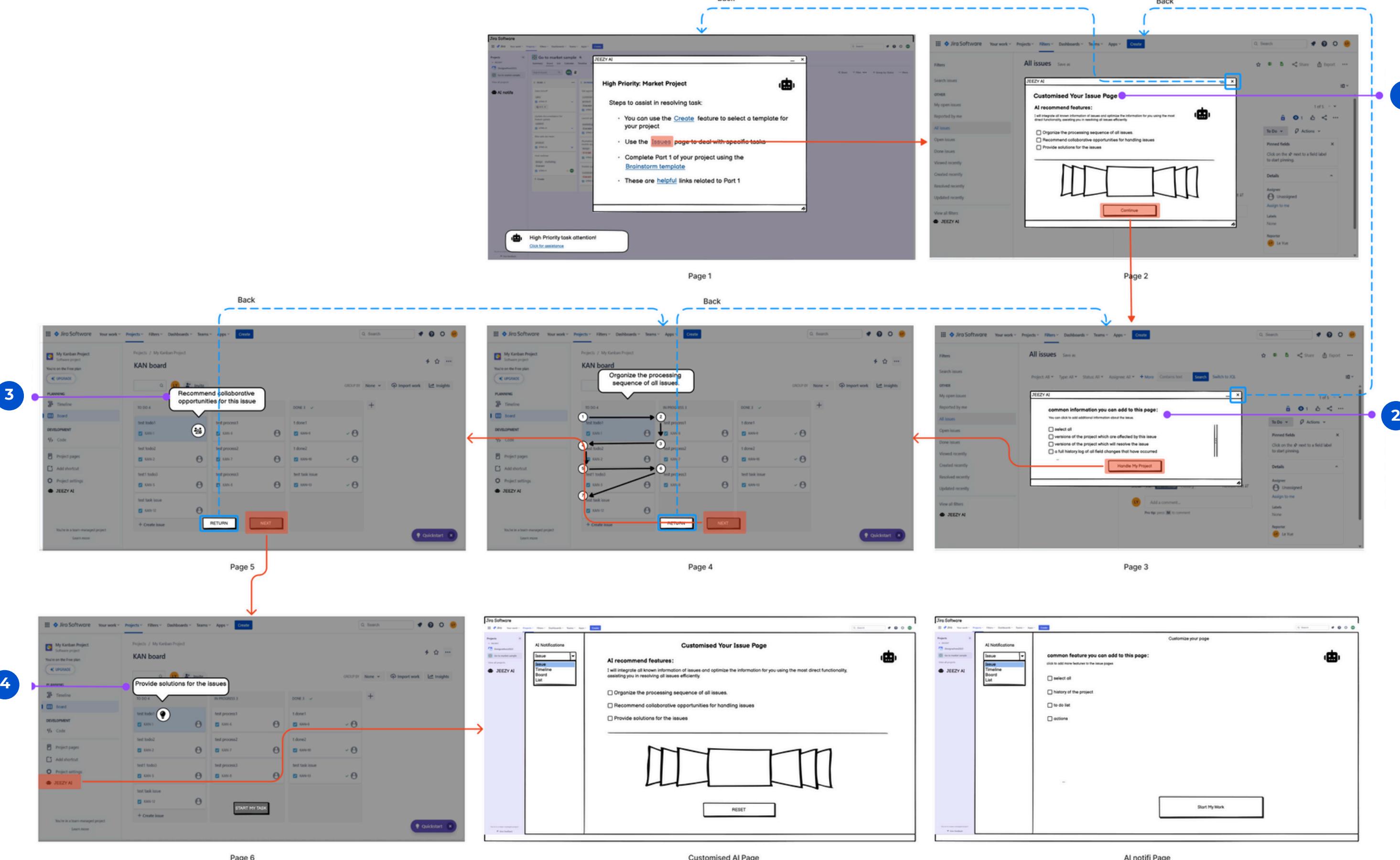
User Choice Dependency:

Users with limited imagination and workflow understanding face coordination issues between AI special functions and the original information.

AI functions are fragmented and there is no good UI integration design.

Users should have clear options to choose between AI assistance and traditional navigation.

Following issues



**1** **AI RECOMMADATION RULE:**

- 1.Integrate all filled-in issue information.
- 2.Analyze all the information.
- 3.Optimize the task flow of the issue based on the information.
- 4.Provide users with efficient functions to handle issues efficiently.

**2** people can choose to display additional information based on their requirements, cause AI has already organize all the important information for users

**3** This next and return button will be better to display in this tutorial window

**4** The tutorial window should have more explanation and storytelling

**KEY**

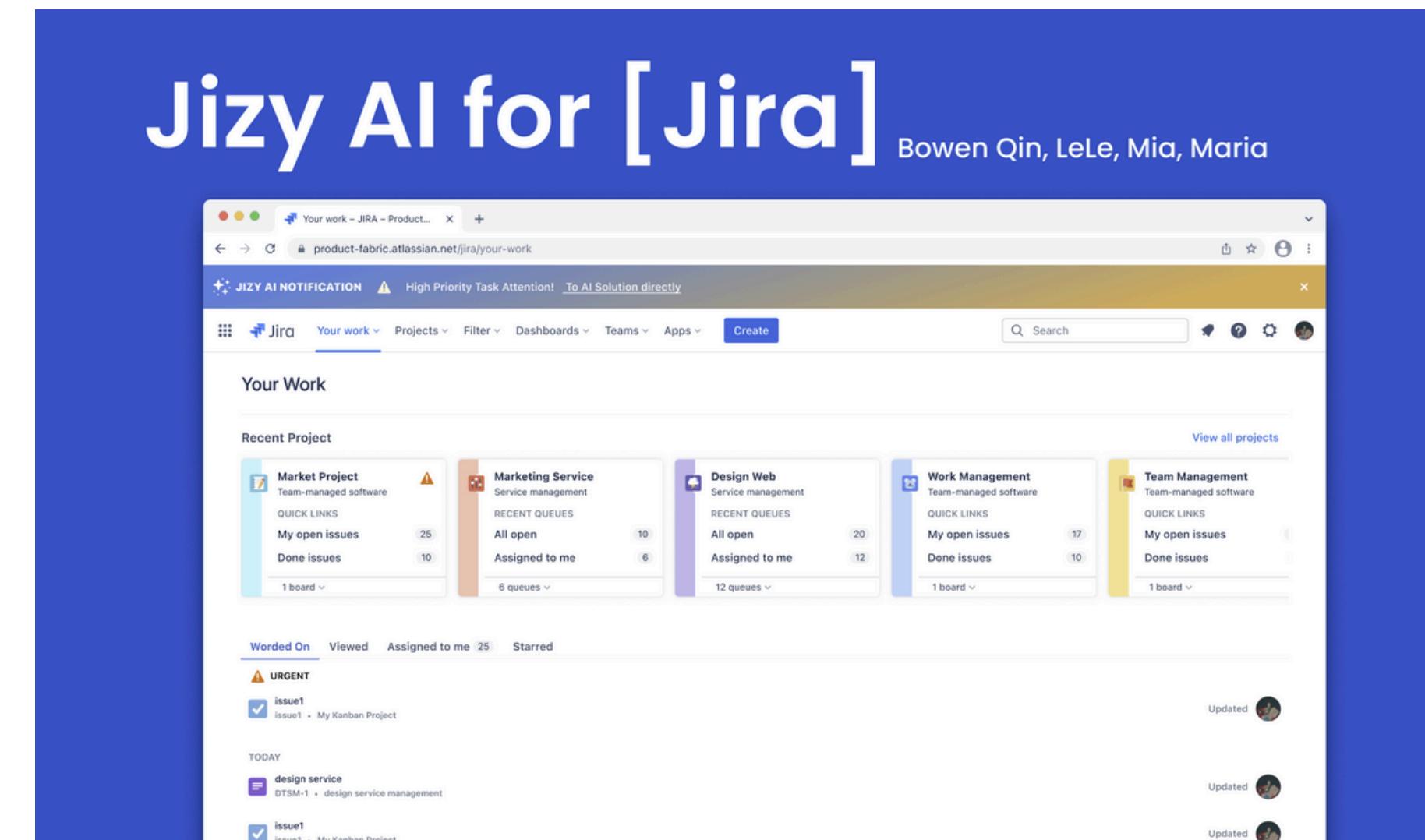
- forward
- back
- annotation

# Introducing 'Jizy AI' – Your Jira workload made as 'eazy' as a breeze!

After iterating based on feedback received from user testing, we developed a high-fidelity AI prototype. Here are some improvements:

- Enhance AI UI integration within Jira, reducing disconnection and boosting user engagement.
- Distinguish AI processes from regular tasks to create a clear and comprehensive user experience.
- Optimize interactions with focused tutorials, ensuring users gain a thorough understanding and familiarity with AI features.

Our AI employs predictive technology to simplify user workflows and enhance efficiency. It autonomously monitors project progress, provides timely reminders for critical tasks, and offers relevant solutions and quick actions.



Check Our Hi-Fi Prototype👉:

<https://www.figma.com/proto/yA22IJUqvo2harxMHRVS3y/designathon?type=design&node-id=121-4757&t=YivPrKoTNnT5Fmsg-1&scaling=min-zoom&page-id=13%3A36&starting-point-node-id=115%3A2128&mode=design>

# Reflection

## **More usability testing and iteration for the best practice**

Given more time, we would have conducted additional user testing and iterations to ensure that the feature aligns seamlessly with user needs and logical usage patterns.

## **Additional AI function for non-tech and cold users**

Additionally, with extra time, we would have explored the development of another significant feature tailored specifically for non-tech or new users. Leveraging user data acquired during sign-up and insights gathered through user chats, we would provide a personalized onboarding process and usage templates to enhance user experience and ease of adoption.

# Appendix

Part 1

**Reference**

P17-19

Part 2

**Design  
process**

P20-21

Part 3

**User  
testing**

P22

# References

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# User Research - Online Ethnography

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Link: <https://suede-x-atlassian-m2fm.dovetailapp.com/data/4jPBxEmZyWKAaaB2HTKXCC>

Counts	User	Industry	review
1	Verified Reviewer	Education Management	There is a bit of a learning curve, and it's not obvious where everything is located. The employees at our company require training which is reasonable for software that is this complex, but there could have been more attention taken into designing its user interface for ease of use.
2	Verified Reviewer	Financial Services	user interface is not as easy as it should be, I feel they need improvement on the front end side of the app
3	Steven T.	Marketing and Advertising	There's a lot of convoluted functions, though that isn't necessarily bad it leads to a lot of confusion for the administrator to set up at some points. Will take a lot of time for the user to familiarize themselves with.
4	Samson L.	Financial Services	- There is a lot of effort in setting up Jira to make it user friendly. It certainly is a powerful tool, but it does require heavy setup for it being used with power. I am not certain if small businesses would find the extra work worthy (maybe ClickUp or PivotalTracker would be easier?) - I find searching in Jira is not as easy as I would hope for. - We got into some issues with single assignee restriction in Jira
5	Verified Reviewer	Marketing and Advertising	the learning curve on this software was huge for a team that wasn't used to using something like this. Even those of us with experience with other project management tools had a hard time learning this one, and workflows are not intuitive.
6	David W.	Hospital & Health Care	There's a reason some organizations have full-time JIRA administrators. Setting up JIRA is not for the faint of heart. There's a lot of moving pieces in constructing workflows, setting user roles, and administrating sprints.
7	Ankit J.	Financial Services	Project planning is very difficult. Gantt chart, resource capacity management is missing.
8	Michael P.	Hospital & Health Care	It's disjointed. It is trying to be everything to everybody, instead of being more focused in its featureset.
9	Yuval P.	Financial Services	Too many features and quite confusing to onboard. UX is somewhat outdated. Hard to customize and find where and what you want.
10	Jim M.	Education Management	The possibilities are endless and they do little to help you to understand how to use this tool. Stepping into someone else's instance is like trying to wear someone else's shoes, it just feels wrong.
11	Verified Reviewer	Computer Software	JIRA has so many configuration points that it takes forever to get it working properly for your team. They have also been changing the UI a lot recently, which has obscured where some data is, which - predictably - has slowed down our use. If JIRA could get a more consistent UI, I feel it could be a much better product.

13	Roldan A.	Design	I'm a UX/UI Designer. So, the workflow is convoluted. The interface needs proper blockers because there are so much thing happening on the main page. Take a look at Monday.com for comparison.
14	Verified Reviewer	Computer & Network Security	It does have a fairly big learning curve and understanding some of the various work types can be discouraging (Epic, Story, Task, Bug, etc).
15	Manny C.	Security and Investigations	The pro is also the con with this software. Just because you CAN do anything with it, doesn't mean it will be easy, efficient, or intuitive. It's easy to get lost JIRA because there's so many features, menus, options, tabs, bars, and windows - many of which look the same but don't work the same. You never know if doing something as simple as copying and pasting issues is going to work the way you expect (such as CTRL+C, CTRL+V), or if you have to open up several different windows with millions of different options in order to do it.
16	Verified Reviewer	Insurance	Still 'feels' complicated in layouts, you still can't truly customize your fields down to just what you need
17	Drew M.	Information Technology and Services	This tool is made for project managers, and not engineers, who are the people who actually execute the work that is being planned. Tools like github are much more natural for software development, and Jira includes many workflow features that become cumbersome and unnecessary for engineering teams. My main issue with it is that almost all customizable features are locked behind admin control. To make the smallest tweaks to a specific project's workflow, it Difficult to learn, difficult to teach, many features are hidden/buried and take way too long to find
18	Shawn V.	Marketing and Advertising	Difficult to learn, difficult to teach, many features are hidden/buried and take way too long to find
19	Paul L.	Financial Services	Very confusing interface. tutorials are non-existent, if they are there I can't find them. Not enough help to use.
20	John H.	Computer Software	It's extremely complicated, and it is very difficult to use. It's very hard to find tickets, if you have a large database and even when using advanced search tools. You essentially have to write a SQL query to find something specific, which doesn't feel like it is very inclusive to non-tech savvy users.

# User Research - Secondary

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Link:

<https://www.figma.com/file/yA22IJUqvo2harxMHRVS3y/designathon?type=design&node-id=0%3A1&mode=design&t=1SPXIJPRYgH6PgEt-1>

The cards represent various user feedback points:

- Blue Cards (Top Row):**
  - Tracking time spent
  - Get up
  - Need for a way to navigate the complex interface or to simplify navigation
  - Need for Jira to focus more on project management
  - Add me
  - Commands/Working in teams
  - Need something to bring attention to issues immediately so that there isn't build up
  - Need for a platform to plan, organize and storage ideas
  - Need for guides on how to set up roadmaps more efficiently
- Yellow Cards (Rows 2-4):**
  - providing insights into the accurate Jira time spent in each status, it helps you identify potential bottlenecks in your workflow
  - The tool is hard to set up and get used to
  - overlicated user interface can make managing tasks difficult - leading to frustrations in the tool
  - Not designed for project management
  - Plus it's many add-ons that Jira has can be confusing and expensive
  - All collaboration features to communicate with your team
  - Even after a steady workflow is set up for Jira, when they have finished focusing on their issues, sooner or later they will need to coordinate a pile of other issues
  - Its issue-management features to keep track of your ideas and plans
  - understanding tool provides to dev op and use Jira isn't helpful or clear
- Pink Cards (Rows 5-6):**
  - Calculate projects often involve multiple stakeholders with different pose files, making prioritizing tasks and allocating resources difficult
  - When's backlog is not as tech-savvy and familiar with Jira terminology, it can be challenging to find what they need
  - These are intelligent attributes and an overview of features to make your simplest tasks complicated
  - It's mainly built for engineering and software development teams
  - It is highly individual - working with teams is hard
  - For agile teams, the Jira tracking tool should help, not hinder, progress.
  - Issues in Jira:
    - The tool's hard to set up and get used to
    - Its complicated user interface can make managing tools difficult - leading to frustrations in the tool
    - No built-in timeline to track your project's progress
    - No collaboration features to communicate with others
    - Its missing built-in engineering and software development issues
    - No issue-management features to keep track of your ideas and plans
    - The tool's too expensive
  - Issues in Jira:
    - Jira is usually aimed at software development teams like people who want to use Jira have got to know how technical jargon. Plus the many tools out there Jira has can be confusing and demanding
    - It is extremely individual - working with teams is hard
  - Issues with Jira:
    - There are many negative attributes and an overload of features to manage the different tasks comprising Jira one-on-one communication, communication, not asynchronous, which is not the reality of the way software teams work. For agile teams, a Jira tracking tool should help, not hinder, progress.
    - Stop learning curve + hard to learn and just start using the tool + hours of tutorials
  - Issues with Jira:
    - There are many negative attributes and an overload of features to manage the different tasks comprising Jira one-on-one communication, communication, not asynchronous, which is not the reality of the way software teams work. For agile teams, a Jira tracking tool should help, not hinder, progress.
    - Stop learning curve + hard to learn and just start using the tool + hours of tutorials
- Orange Card (Bottom Row):**
  - Messaging multiple teams can be challenging, mostly if they are in different time zones or have different communication styles. So it will take longer to track their Jira time spent properly.
  - Allows learning curve + hard to learn and just start using the tool + hours of tutorials

# Ideation

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Link: [https://miro.com/app/board/uXjVNdUmMPg=/?share\\_link\\_id=666323208112](https://miro.com/app/board/uXjVNdUmMPg=/?share_link_id=666323208112)

The Miro board displays several user interface concepts and a central mind map.

**Concepts:**

- Concept.1**: Goal: To allow users to navigate the complex terminology easily. It includes screenshots of Jira interfaces with AI annotations.
- Concept.2**: Goal: To allow users to manage tasks effectively, this feature also helps in exploring the different features in Jira. It includes screenshots of Jira interfaces with AI annotations.
- Concept.3**: Goal: To allow users to manage tasks effectively, this feature also helps in exploring the different features in Jira. It includes screenshots of Jira interfaces with AI annotations.
- Concept.4**: Goal: To allow users to manage tasks effectively, this feature also helps in exploring the different features in Jira. It includes screenshots of Jira interfaces with AI annotations.

**Mind Map:**

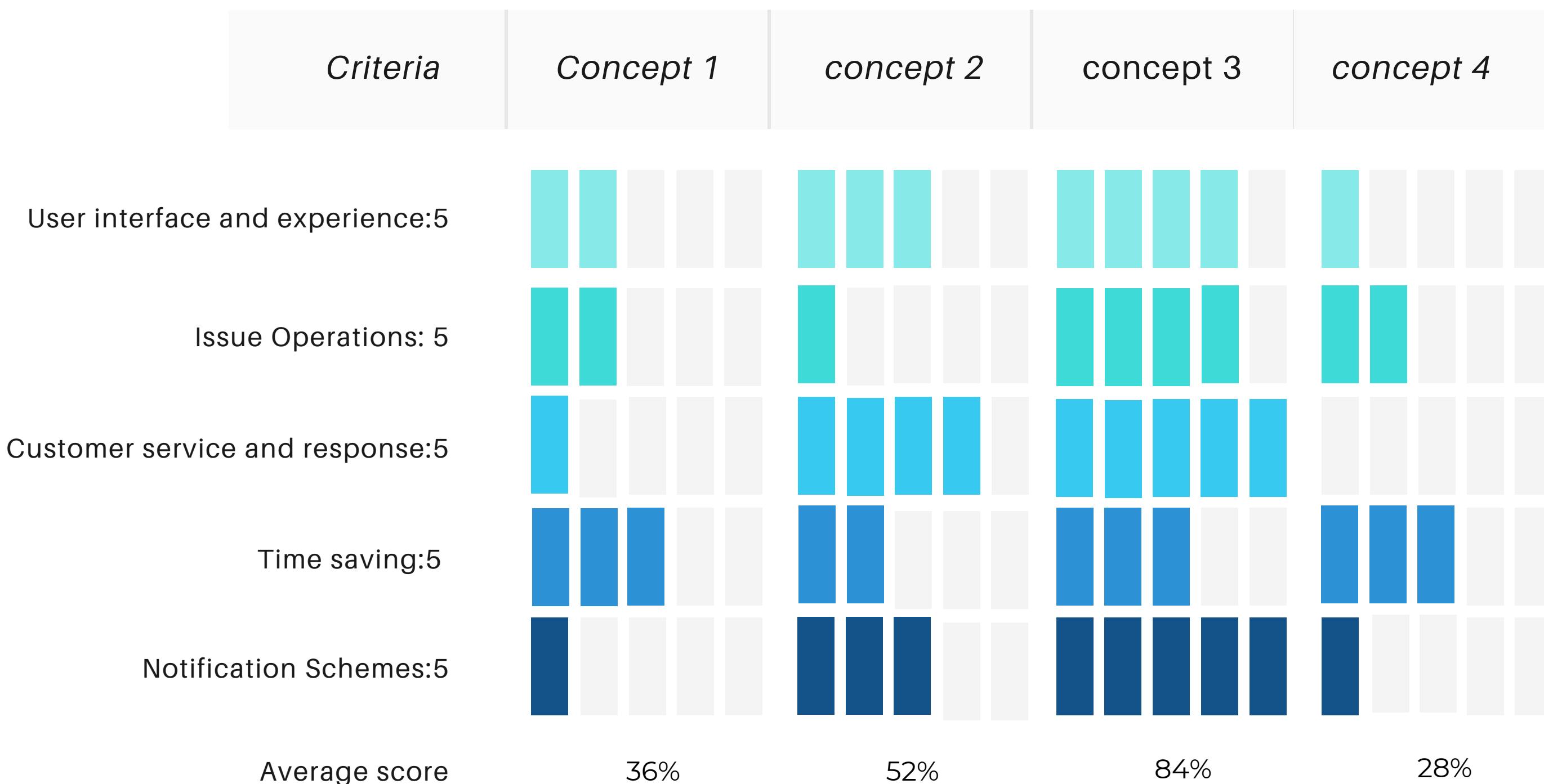
- Central Node:** how might we reduce the complexity of Jira for users?
- Learning Curve:** Less Features and More customized
- Interface:** AI prompt will also allow them to click on "Help" or "Info" that the user is sent to a page where they can learn how to operate a feature
- Usability:** Or the user can press "Help" or "Info" for the user to guide the user through an onboarding tutorial
- Navigation:** These annotations are analysis by the AI system to find the best way to show user and generate it to the user

**Pages:**

- page1**: A screenshot of a Jira interface showing AI recommended features.
- page2**: A screenshot of a Jira interface showing AI recommended features.
- page3**: A screenshot of a Jira interface showing AI recommended features.
- page4**: A screenshot of a Jira interface showing AI recommended features.
- page5**: A screenshot of a Jira interface showing AI recommended features.
- page6**: A screenshot of a Jira interface showing AI recommended features.
- page7**: A screenshot of a Jira interface showing AI recommended features.

# Decision matrix

Creating a decision matrix for the different concepts assisted us in choosing the concept that did the best in addressing user needs and painpoints effectively.



# Think aloud protocol for user test

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<https://docs.google.com/document/d/1J17mRSTxwUBGj85s3IVDJxDCU62jxSOB-AvhkCRSwUk/edit?usp=sharing>

## Iteration 3

In the round of interaction, we turned our proposed low-fidelity sketching for further testing and iteration.

### transcript 1

interviewer: hi, mika, so let's start to do that test, first of all, introduce yourself.

Mika: okay, and i am a marketing manager in sydney.

interviewer: So, talk about ur feelings when u are doing the test

Mika: Actually I was shocked about the technology improvement. As for Jira, It plays a significant role in my work, so I have a certain basis for using this software. I saw that you automatically generate issues and classify them based on AI. I find it very convenient.

interviewer: ok, have you encountered some problems?

Mika:emm, there is a problem. The function of this AI is inextricably linked to the function of the original operation. I know how to use this programme since I have a certain foundation for utilizing it, but you have reduced the process of the original function using AI, so I believe this. Perhaps it isn't totally functional for me.

### transcript 2

interviewer: Hi, ziyang, thank you for attending the interview. Let's start with the test. At first, could you talk about yourself?

ziyang :ah, i am ziyang, a recent graduate, I am now working at home.

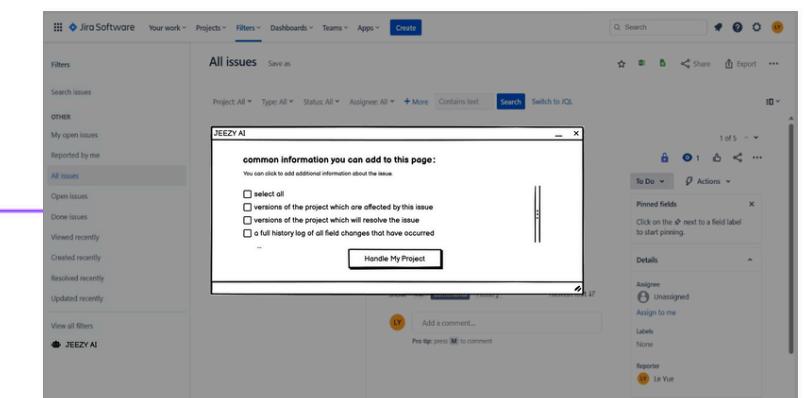
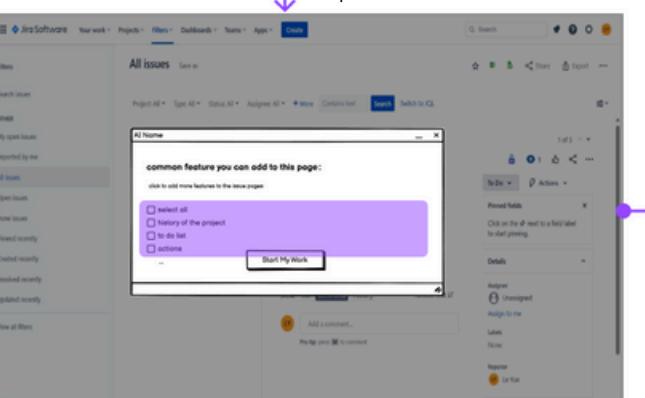
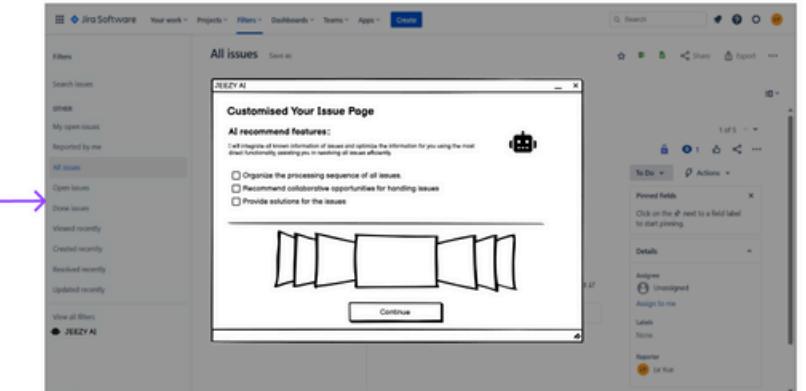
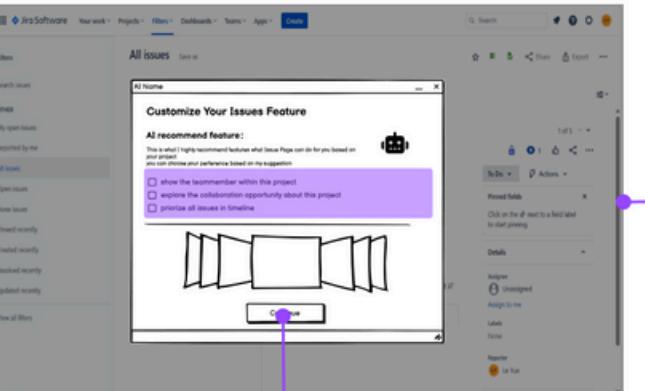
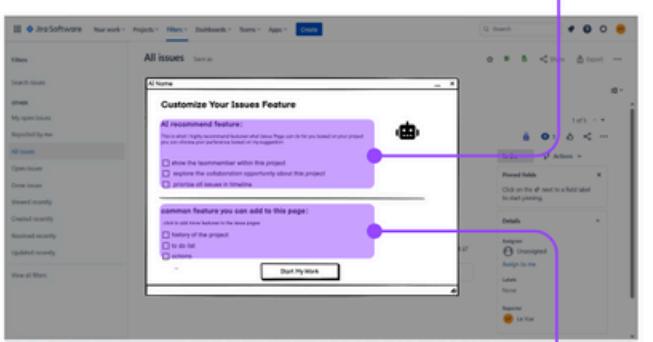
interviewer: So, you didn't finish the whole task, talk about the reason, like what problems you've met in the testing process.

ziyang : I am new to using Jira software. For me, the features of Jira software are quite complicated, and the sketch you produced streamlines the process, which is a nice thing, but the interface of AI in the front is apparent, and later on when categorizing, I was a bit puzzled since I didn't know how it was triggered. Another issue is that you don't appear to differentiate between the interaction of AI functions and the interaction of conventional functions.

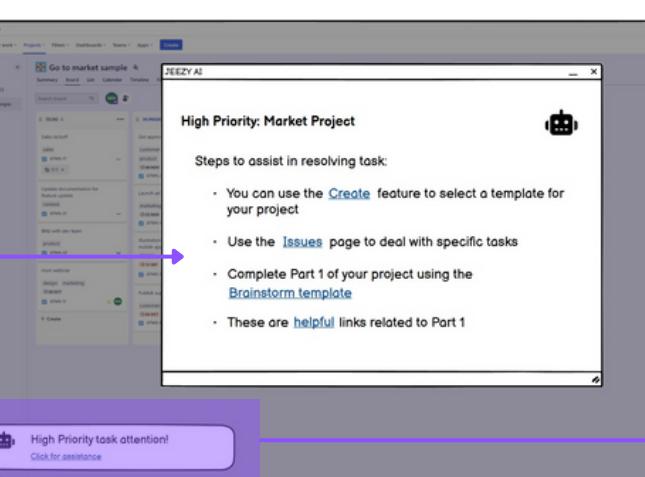
# USER TESTING - ITERATION

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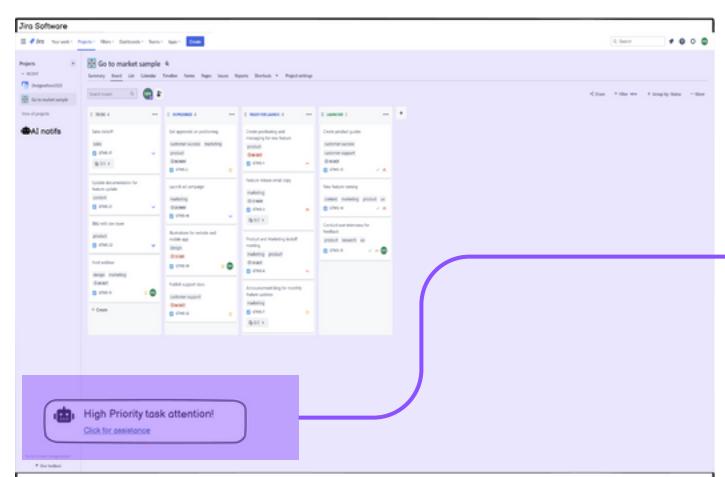
It's essential to distinguish between the AI recommendation feature and general information to avoid confusion.



iteration2.0:  
user can choose different general info to help them build a whole perspective and costumised feature page

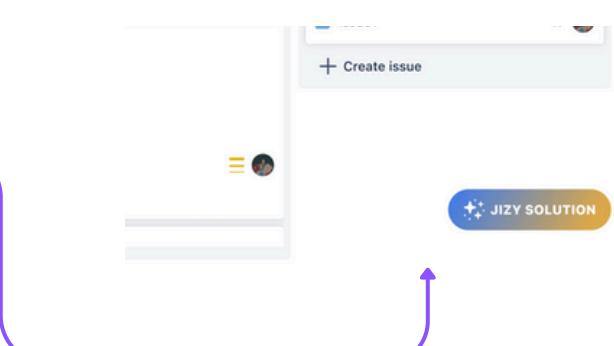


When the user clicks on any of the links they are led to the respective pages. The "Helpful" link here would lead them to an external page. The "Issue" link will lead them to the Issue page to deal with the project/task. Here they will be asked if they want to customise the look of the page to suit themselves.

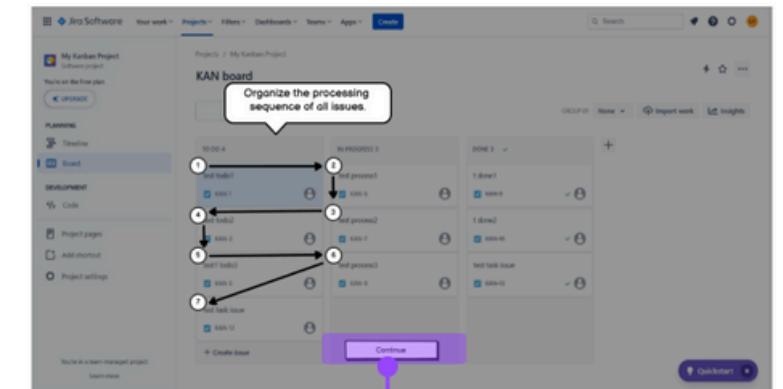


Users receive a clear alert on their dashboard that tells them to deal with a high priority task

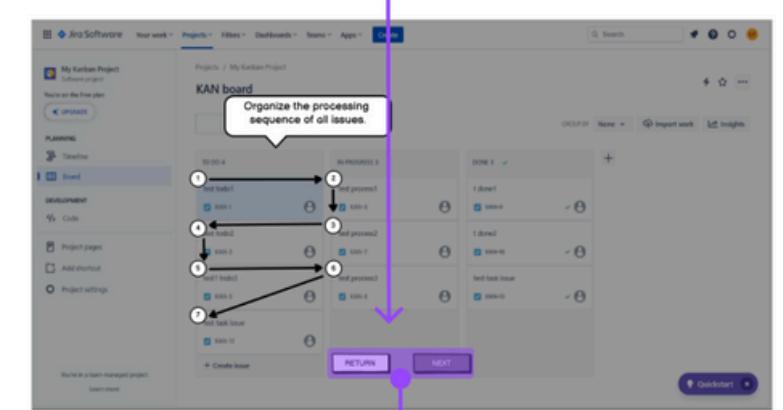
Users can click on high-priority notifications to access a detailed pop-up window that provides effective guidance on handling the task. The AI analyzes project/task information to offer these recommendations.



The tutorial window should ensure user pays attention to the explanation, easy to interact, and user can review or skip whenever they want



iteration1.0:  
add a return button to let user have choice to review



iteration2.0:  
remove the button to tutorial window to let user focused on the tutorial



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