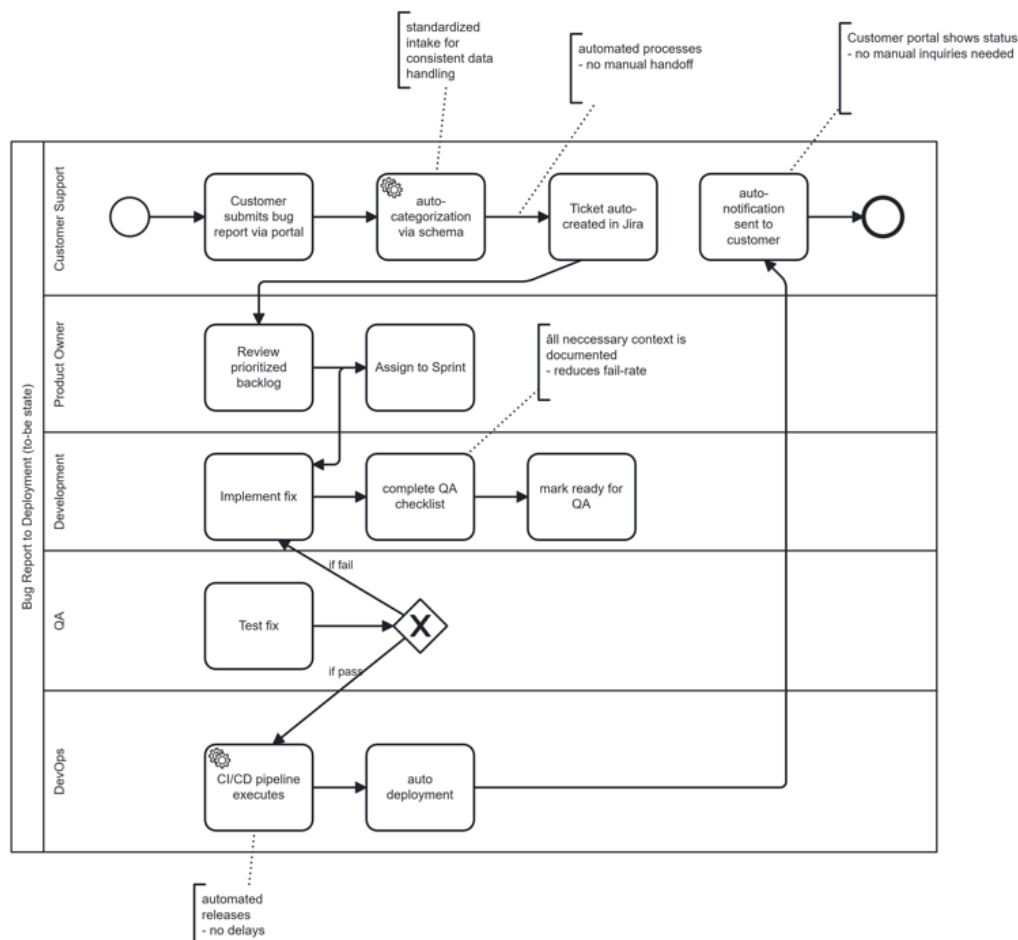# Future State Design

The optimized process addresses each identified pain point through standardization, automation, and improved information flow.

Improvements Implemented

1. Standardized intake portal — customers submit via structured form with required fields and dropdown categorization.
2. Automated ticket creation — Jira ticket created automatically upon submission with full traceability, eliminating email handoffs.
3. QA checklist requirement — developers complete a standardized checklist before marking tickets ready for QA, reducing bounce-back rate to under 10%.
4. CI/CD pipeline integration — deployments triggered automatically upon QA approval, removing scheduling bottlenecks.

5. Automated status notifications — customers receive updates at each stage and can view progress via self-service portal.