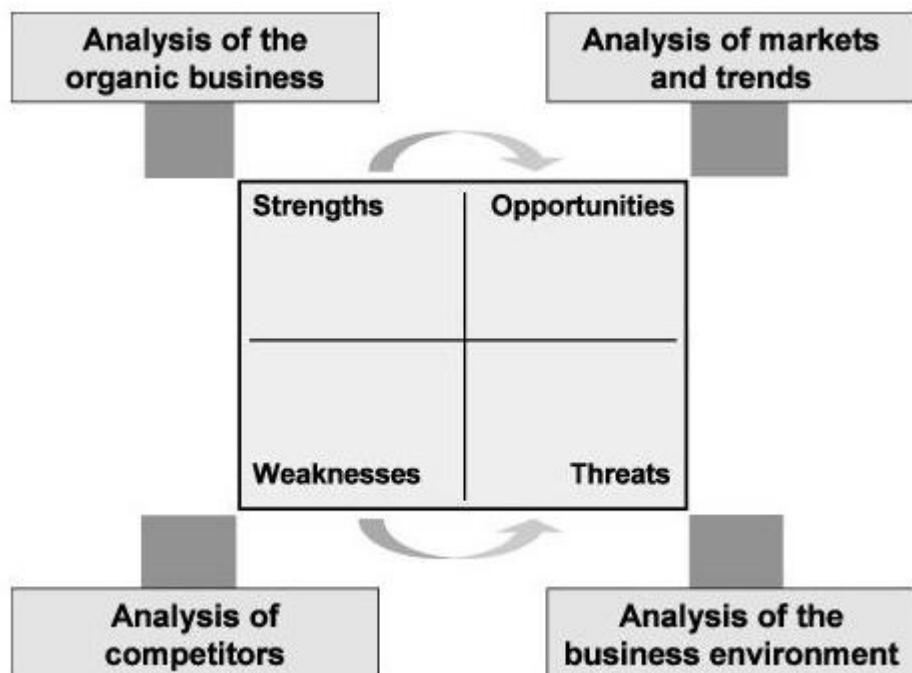


# Planning and Requirement Analysis

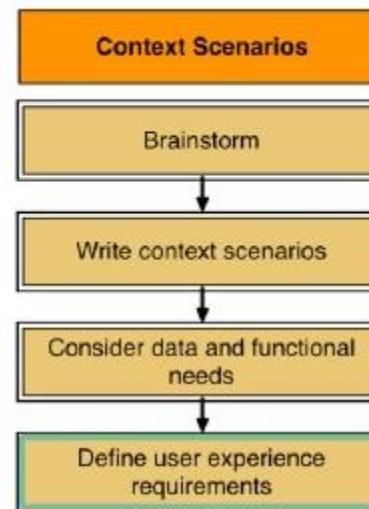


Requirement analysis is the most important and fundamental stage in **SDLC**. It is performed by the senior members of the team with inputs from the **customer**, the **sales department**, **market surveys** and domain experts in the industry. This information is then used to plan the basic project approach and to conduct product feasibility study in the economical, operational and technical areas.

Planning for the quality assurance requirements and identification of the risks associated with the project is also done in the planning stage. The outcome of the technical feasibility study is to define the various technical approaches that can be followed to implement the project successfully with minimum risks.

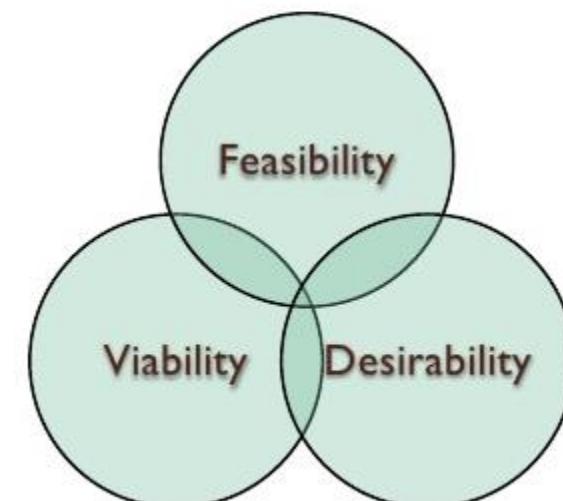
# Defining Requirements

Once the requirement analysis is done the next step is to clearly define and document the product requirements and get them approved from the customer or the market analysts. This is done through an **SRS (Software Requirement Specification)** document which consists of all the product requirements to be designed and developed during the project life cycle.

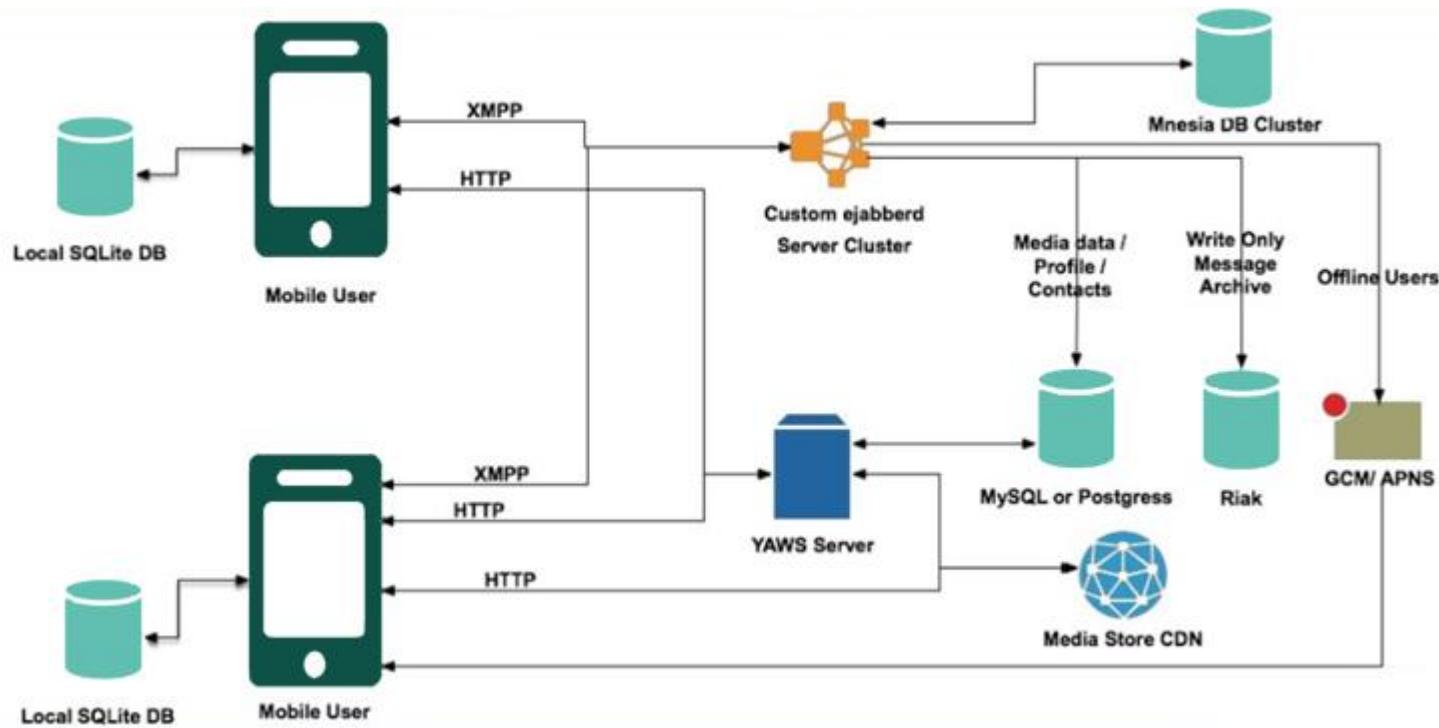


## Activity:

Define a coherent user experience, where user and business needs converge as innovative solutions are defined.



# Designing the Product Architecture



**SRS** is the reference for product architects to come out with the best architecture for the product to be developed. Based on the requirements specified in SRS, usually more than one design approach for the product architecture is proposed and documented in a **DDS - Design Document Specification**.

This DDS is reviewed by all the important stakeholders and based on various parameters as risk assessment, product robustness, design modularity, budget and time constraints, the best design approach is selected for the product.

A design approach clearly defines all the architectural modules of the product along with its communication and data flow representation with the external and third party modules (if any). The internal design of all the modules of the proposed architecture should be clearly defined with the minutest of the details in DDS.

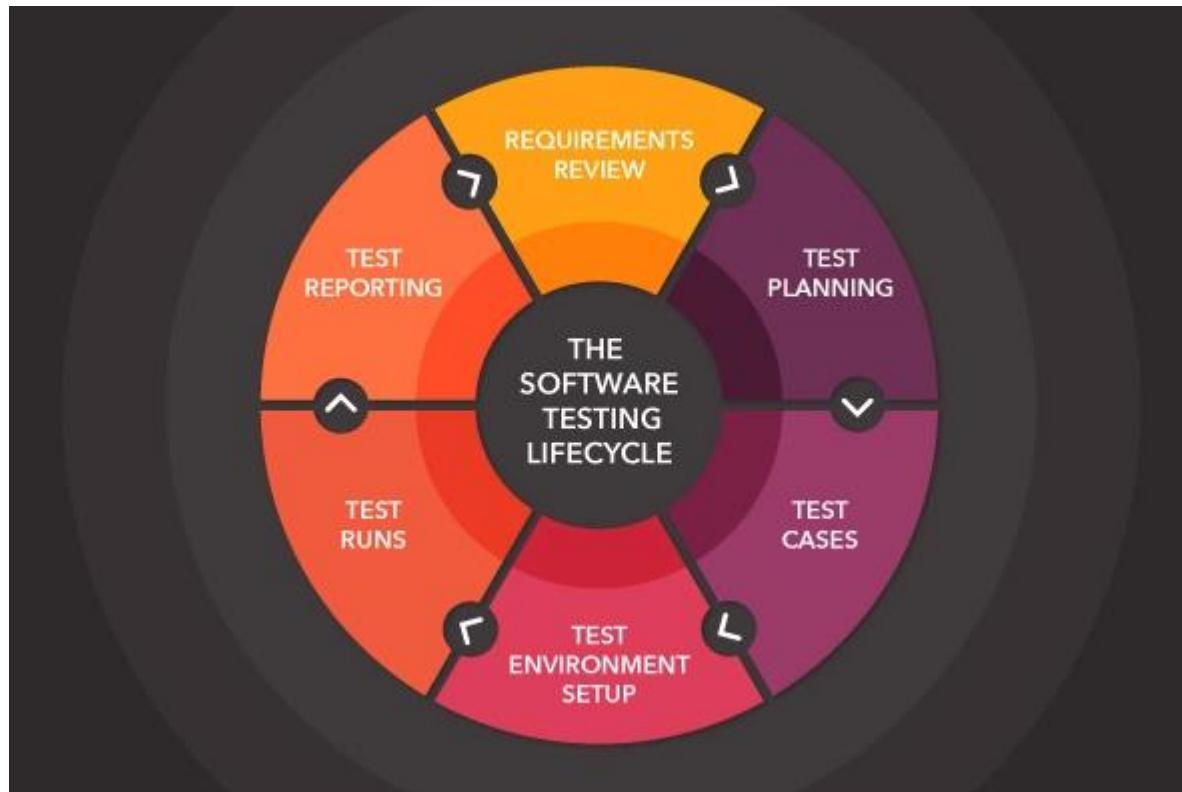
# Building or Developing the Product

In this stage of SDLC the actual development starts and the product is built. The programming code is generated as per **DDS during this stage**. If the design is performed in a detailed and organized manner, code generation can be accomplished without much hassle.

Developers must follow the coding guidelines defined by their organization and programming tools like compilers, interpreters, debuggers, etc. are used to generate the code. Different high level programming languages such as C, C++, Pascal, Java and PHP are used for coding. The programming language is chosen with respect to the type of software being developed.



# Testing the Product

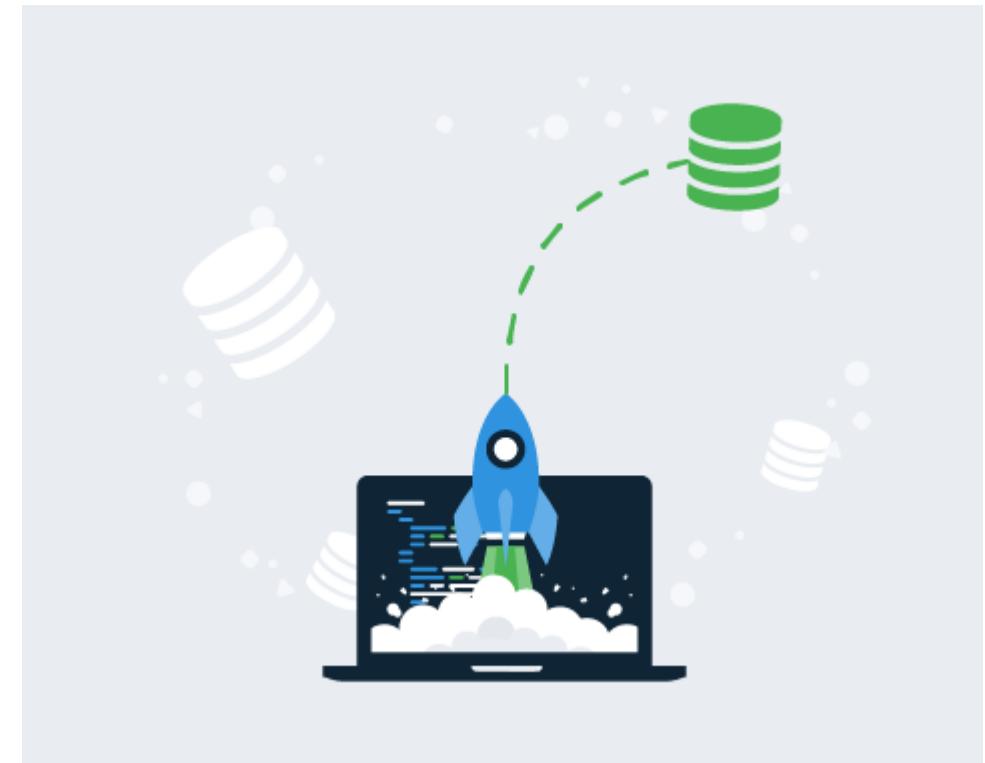


This stage is usually a subset of all the stages as in the modern SDLC models, the testing activities are mostly involved in all the stages of SDLC. However, this stage refers to the testing only stage of the product where product defects are reported, tracked, fixed and retested, until the product reaches the quality standards defined in the SRS.

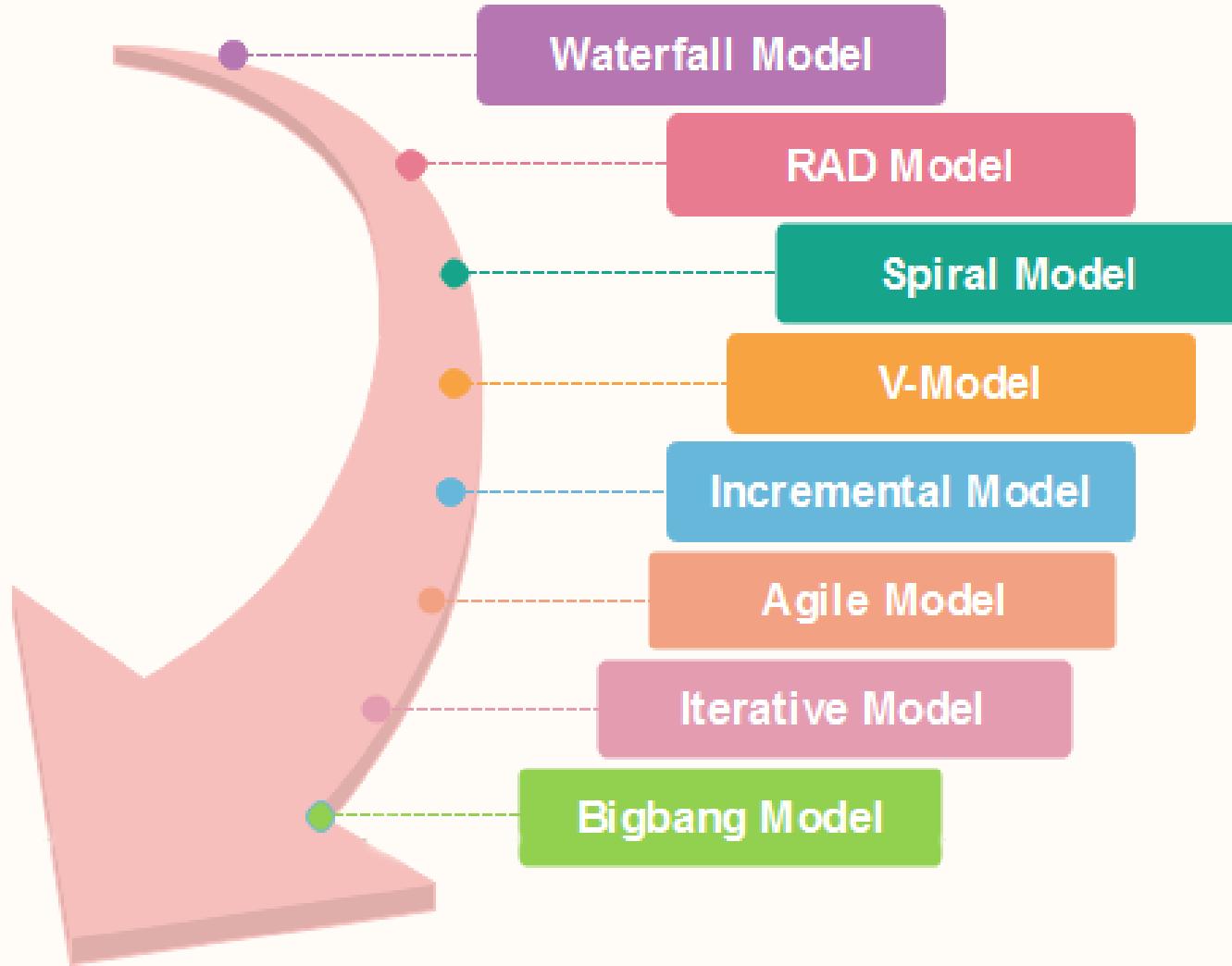
# Deployment in the Market and Maintenance

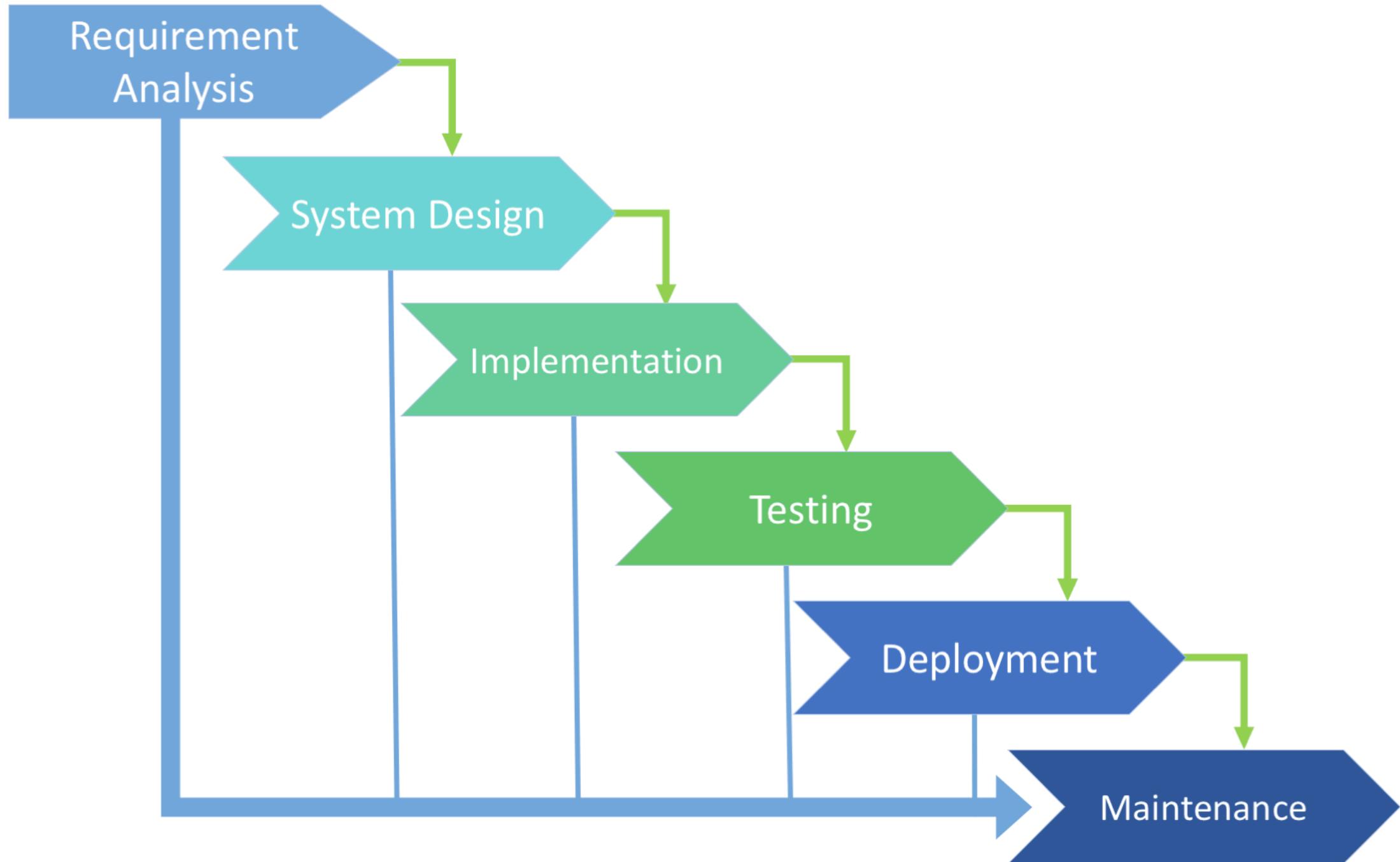
Once the product is tested and ready to be deployed it is released formally in the appropriate market. Sometimes product deployment happens in stages as per the business strategy of that organization. The product may first be released in a limited segment and tested in the real business environment (UAT- User acceptance testing).

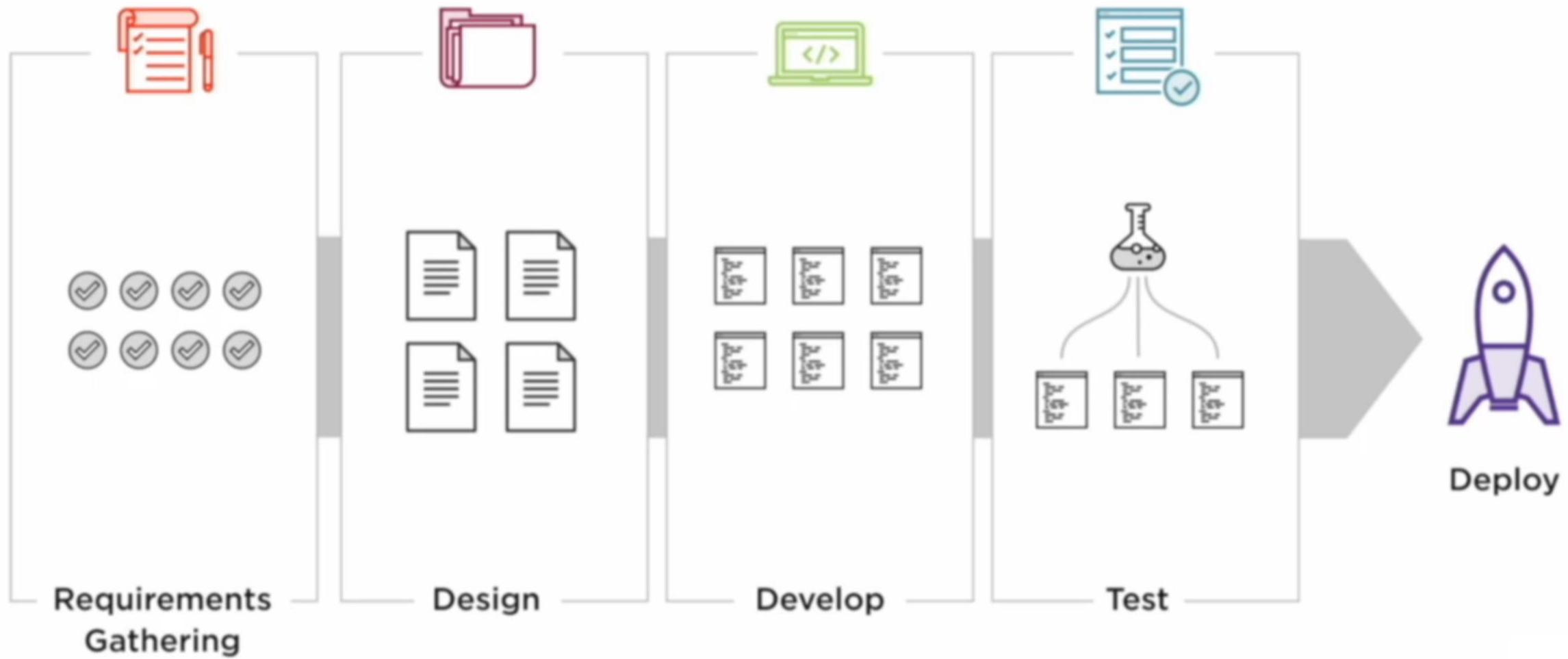
Then based on the feedback, the product may be released as it is or with suggested enhancements in the targeting market segment. After the product is released in the market, its maintenance is done for the existing customer base.

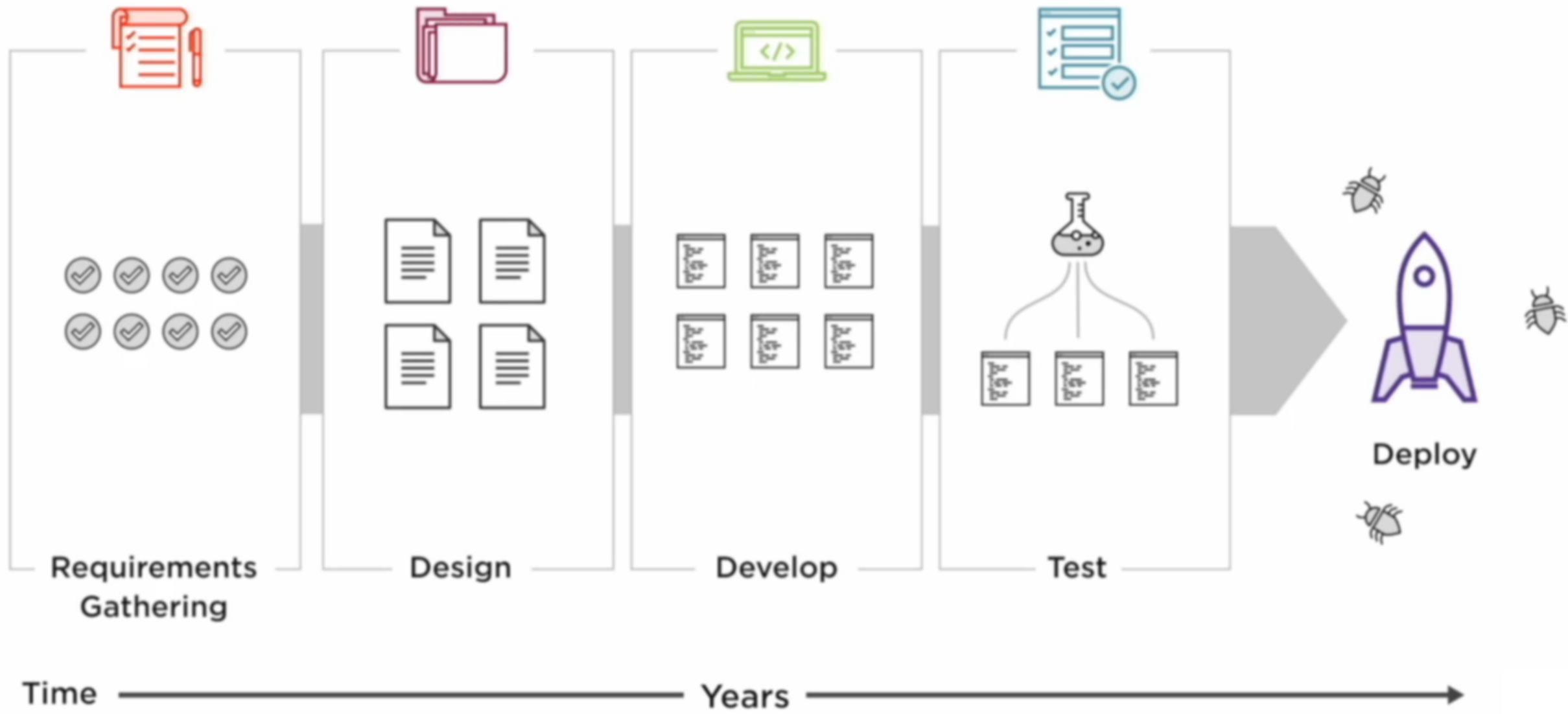


## SDLC (Models)

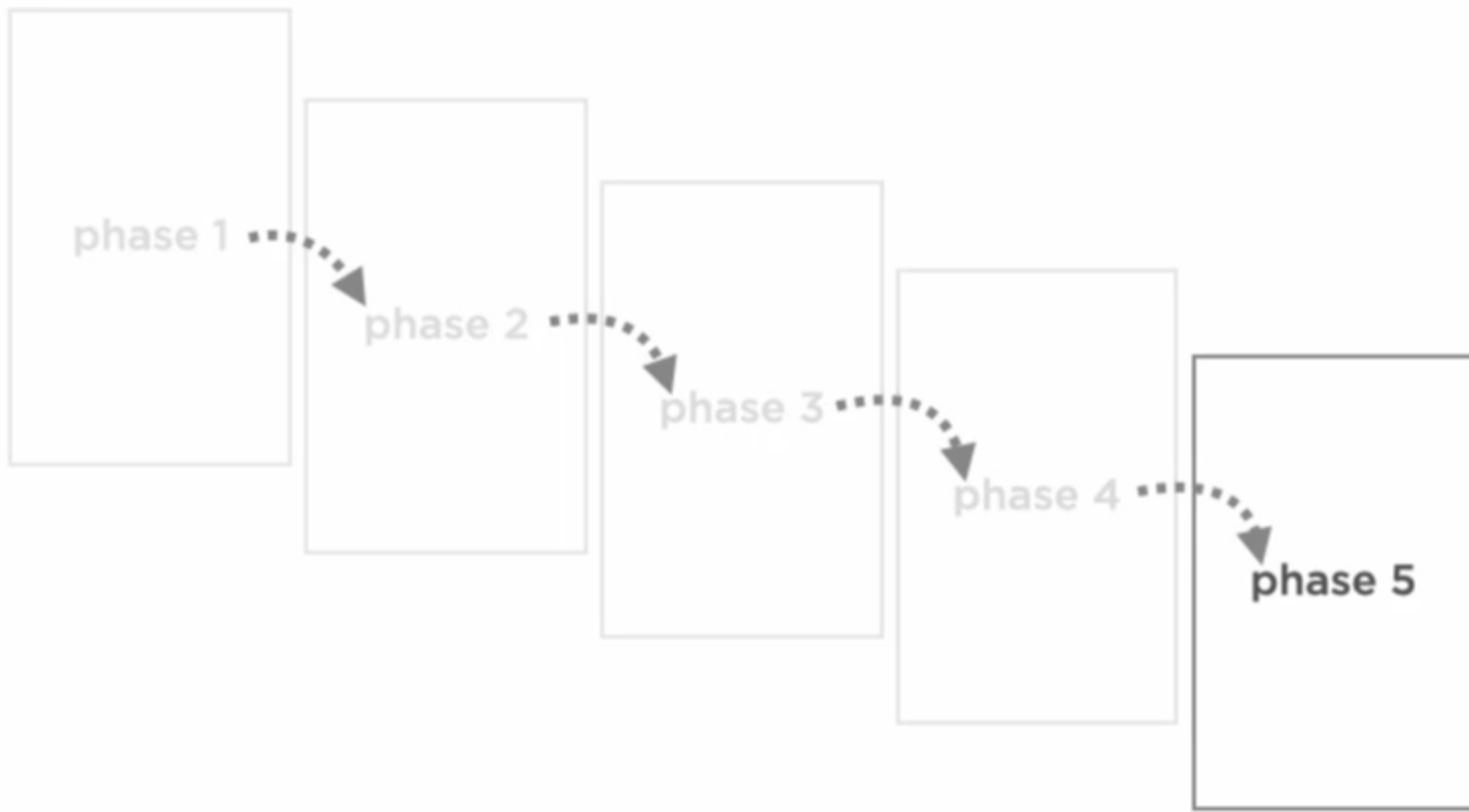








# Waterfall Model / Waterfall Methodology



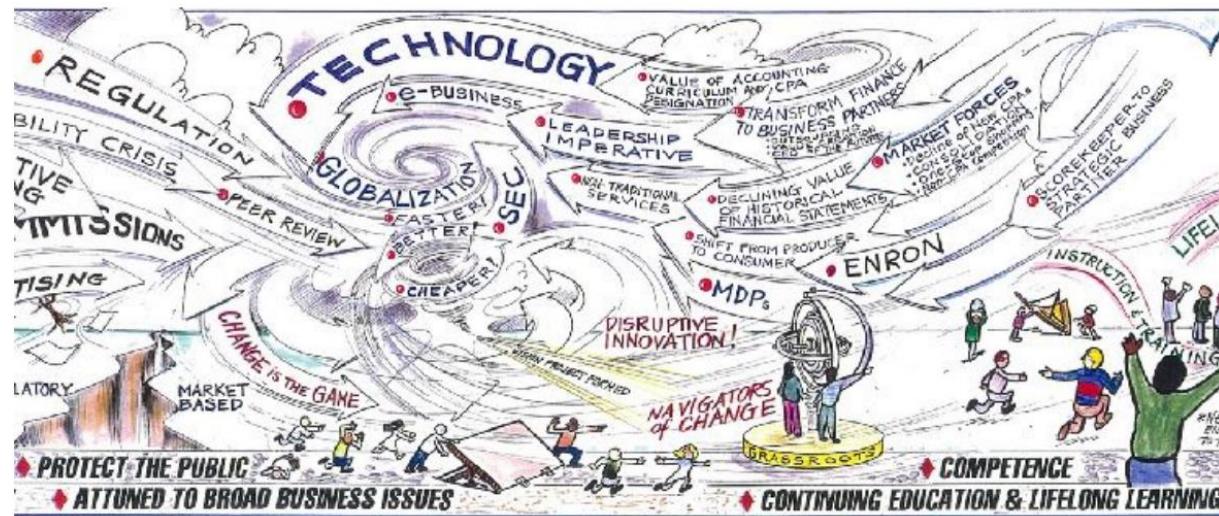


# Agile Development

**“Agile software development is a group of software development methods based on iterative and incremental development, where requirements and solutions evolve through collaboration between self-organizing, cross-functional teams”**

# Why Agile?

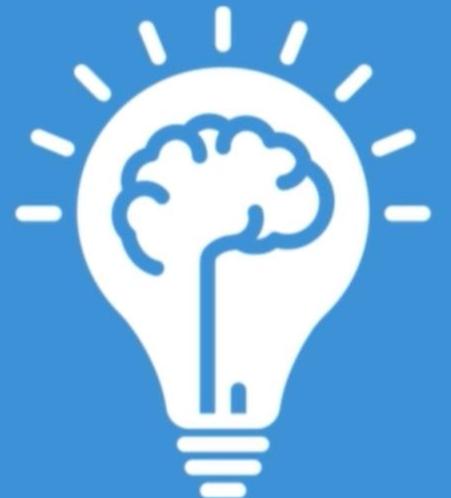
Volatile  
Uncertain  
Complex  
Ambiguous



# QUALITY GUARANTEED?



**Agile** in a mindset or  
a way of thinking  
that guided by 4  
values and 12  
principles



[www.agilemanifesto.org](http://www.agilemanifesto.org)

We are uncovering better ways of developing software by doing it and helping others do it.

Through this work we have come to value:

**Individuals and interactions over processes and tools**

**Working software over comprehensive documentation**

**Customer collaboration over contract negotiation**

**Responding to change over following a plan**

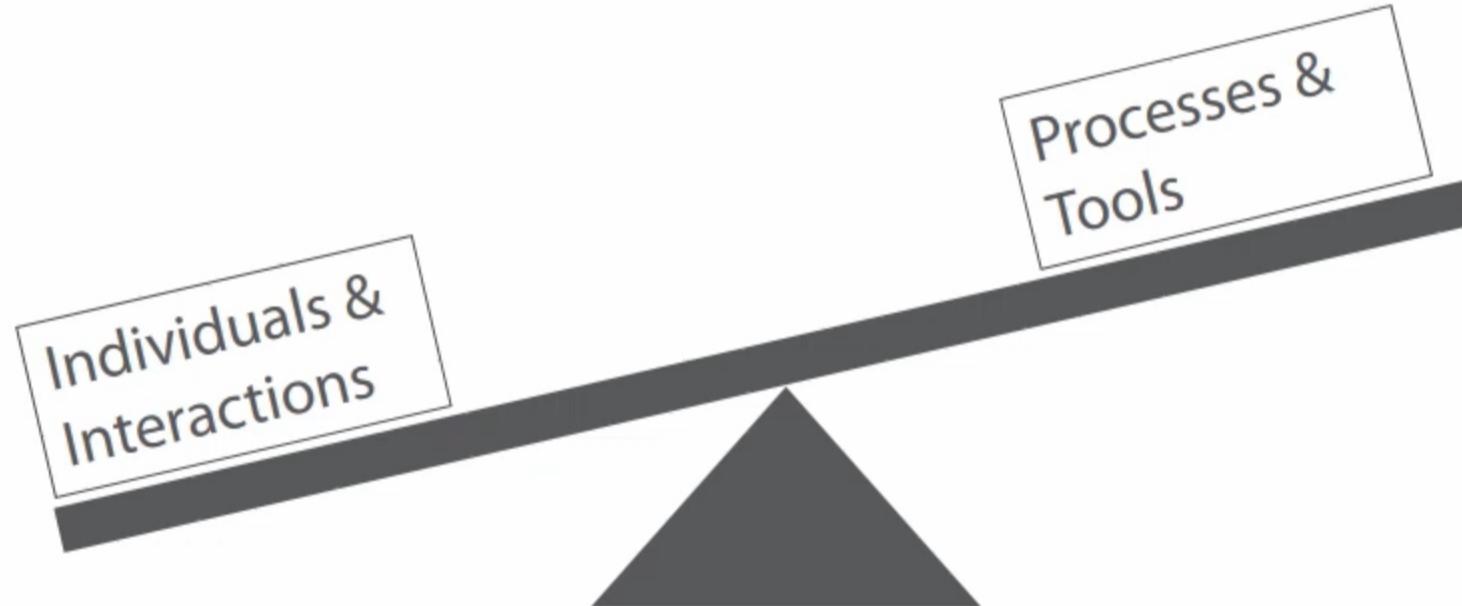
That is, while there is value in the items on the right, we value the items on the left more.

# The Agile Manifesto Values

Individuals and Interactions	Over	Processes and Tools
Working Software	Over	Comprehensive Documentation
Customer Collaboration	Over	Contract Negotiation
Responding to Change	Over	Following a Plan

# The Agile Manifesto Values

These statements are meant to be relative, not absolute. For example:



# The Agile Manifesto Values

**“Individuals And Interactions Over Processes And Tools”**

Does not mean that there are no processes and tools in an agile project



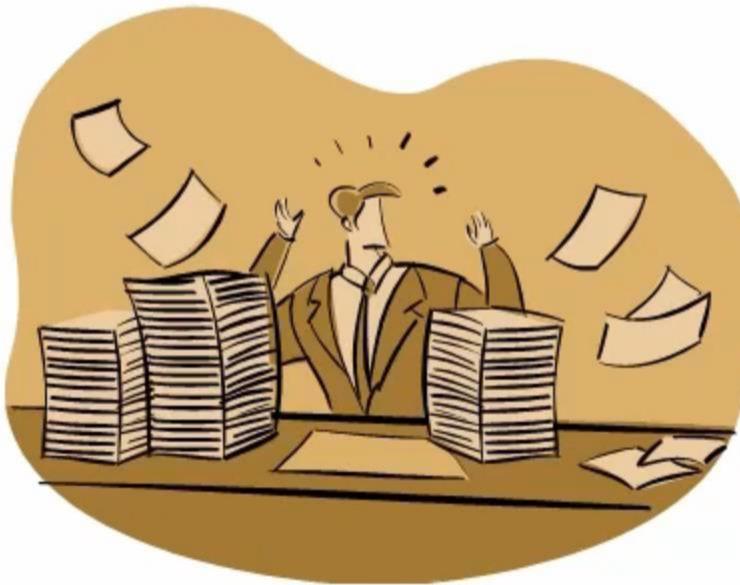
versus



# The Agile Manifesto Values

**“Working Software Over Comprehensive Documentation”**

Does not mean that there is no documentation at all in an agile project



versus



# The Agile Manifesto Values

**“Customer Collaboration Over Contract Negotiation”**

Does not mean that contracts are incompatible with an agile approach



versus



# The Agile Manifesto Values

**“Responding To Change Over Following A Plan”**

Does not mean that agile projects are totally unplanned



versus



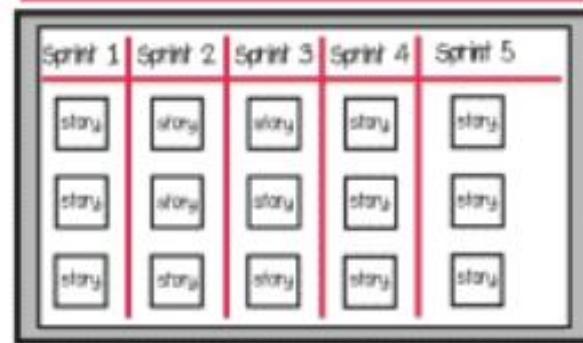
## 1 Satisfy the **customer**



## Welcome **change**



## Deliver **frequently**



## 4 Work **together**



## 5 Trust and **support**



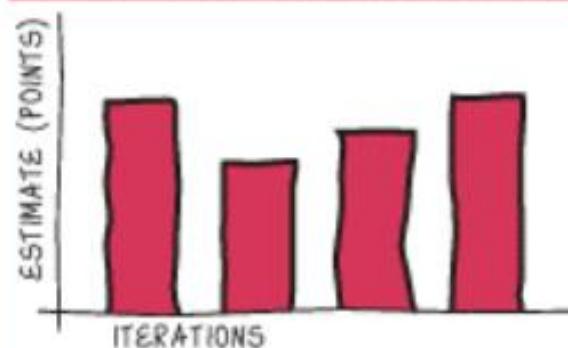
## Face-to-face **conversation**



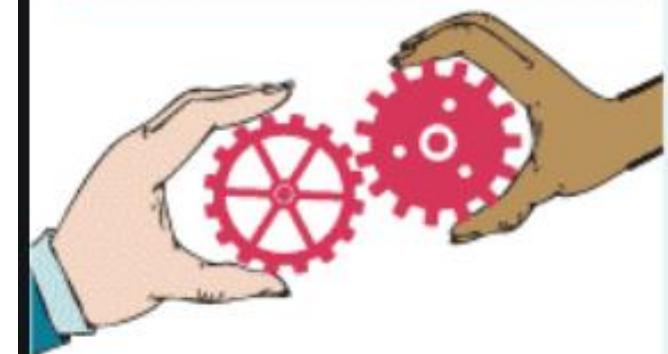
## Working **software**



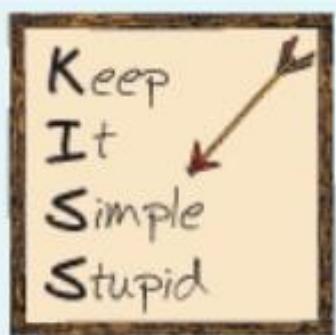
## 8 Sustainable **development**



## 9 Continuous **attention**



## 10 Maintain **simplicity**



## 11 Self-organizing **teams**



## 12 Reflect and **adjust**



# WHAT IS AN AGILE ENVIRONMENT?

## 1: FOCUSED ALIGNMENT

Aligning our vision, values, and strategy, while discovering better ways to organize ourselves to focus on executing against measurable and impactful outcomes.

## 2: INCLUSIVE COLLABORATION

Striving for an environment of high trust, transparency, and safety, while bringing the energy of our best selves towards collective success through fun, collaboration, and shared responsibility.



## 3: CUSTOMER-CENTRICITY

Empathizing with our customers and stakeholders to solve their immediate problems by seeking to deliver quality and timely solutions.

## 4: GROWTH THROUGH LEARNING

Investing the time for personal and professional growth, experimentation towards innovative ideas, and solving our most significant challenges together with the help of teams and leaders.

## 5: RESILIENT TO CHANGE

Changing and evolving who we are as an organization by quickly sensing, responding, and adapting to any threats, risks, opportunities, or needs that will benefit our customers, stakeholders, and business.

# Agile Methodologies

**Kanban**

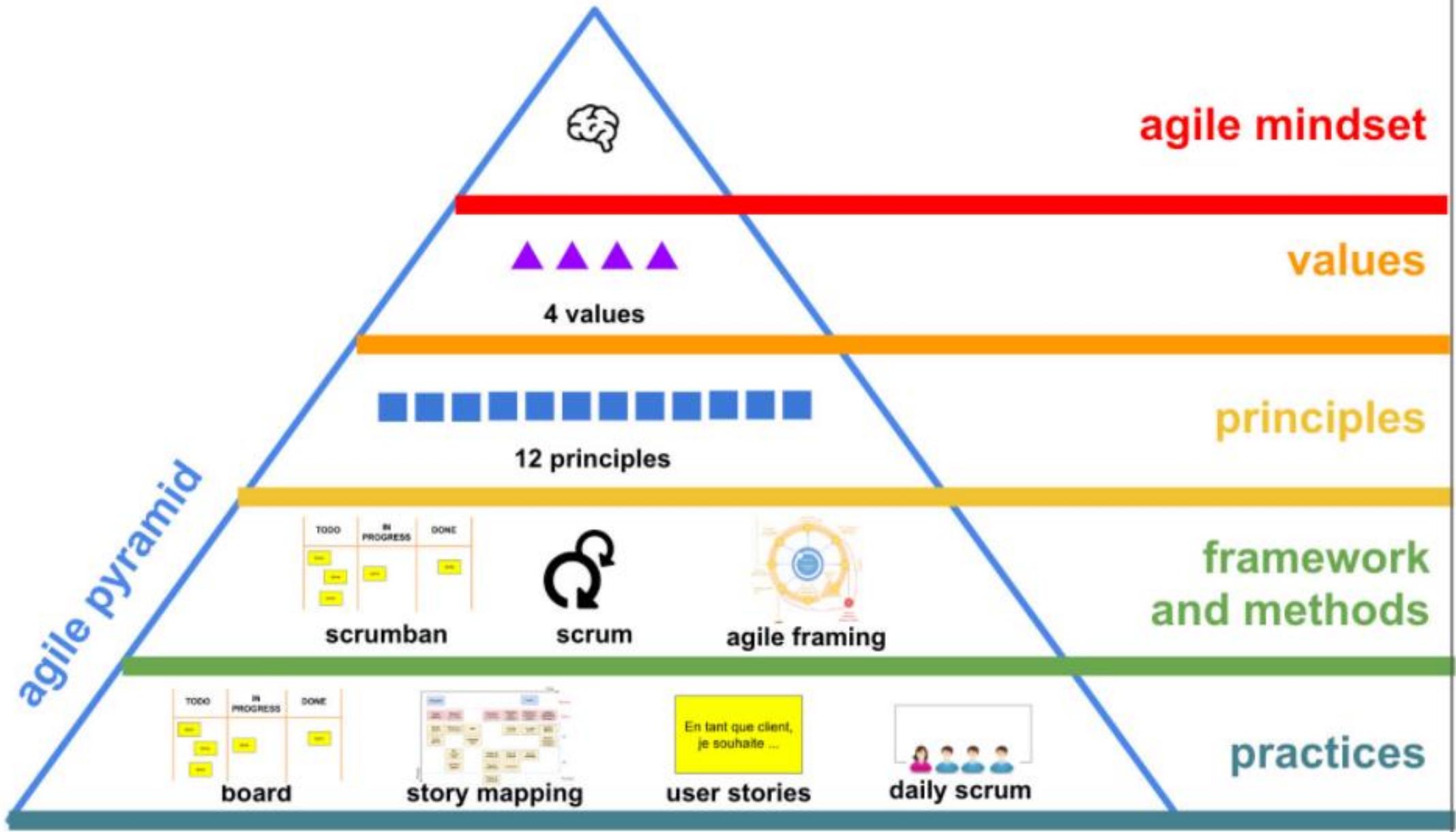
**Acceptance Test Driven Development**

**Agile Modeling**

**Test Driven Development**

**Velocity Tracking**

	Scrum	Kanban
Origin	Software development	Lean manufacturing
Ideology	Learn through experiences, self-organize and prioritize, and reflect on wins and losses to continuously improve.	Use visuals to improve work-in-progress
Cadence	Regular, fixed-length sprints (i.e. two weeks)	Continuous flow
Practices	Sprint planning, sprint, daily scrum, sprint review, sprint retrospective	Visualize the flow of work, limit work-in-progress, manage flow, incorporate feedback loops
Roles	Product owner, scrum master, development team	No required roles



# Benefits of a More Agile Approach

Adaptability

Time-to-market

Reduced costs

Customer  
satisfaction

Organizational  
agility

# Adaptability

An alternative way for companies to manage projects

- Using a “one-size fits all” approach is *not* likely to achieve optimum results
- Agile offers an alternative approach that is particularly well-suited for projects that have high levels of uncertainty



# Time-to-market

The potential to significantly accelerate delivery of valuable functionality

- An Agile approach isn't necessarily always the fastest time-to-market, but that is generally true
- There are many ways to use an Agile approach to accelerate time-to-market



# Reduced Costs

Opportunities to reduce the costs and overhead associated with projects

- There is a lot of opportunity to reduce the costs of documentation and other overhead in a project
- Use Lean thinking and value-stream analysis to identify sources of “waste” to reduce costs



# Customer Satisfaction

Produce higher value solutions that are more well-aligned with user needs

- Engaging customers more directly in the project to provide feedback and inputs as the project progresses rather than:
- Relying heavily on documenting requirements upfront prior to the start of the project



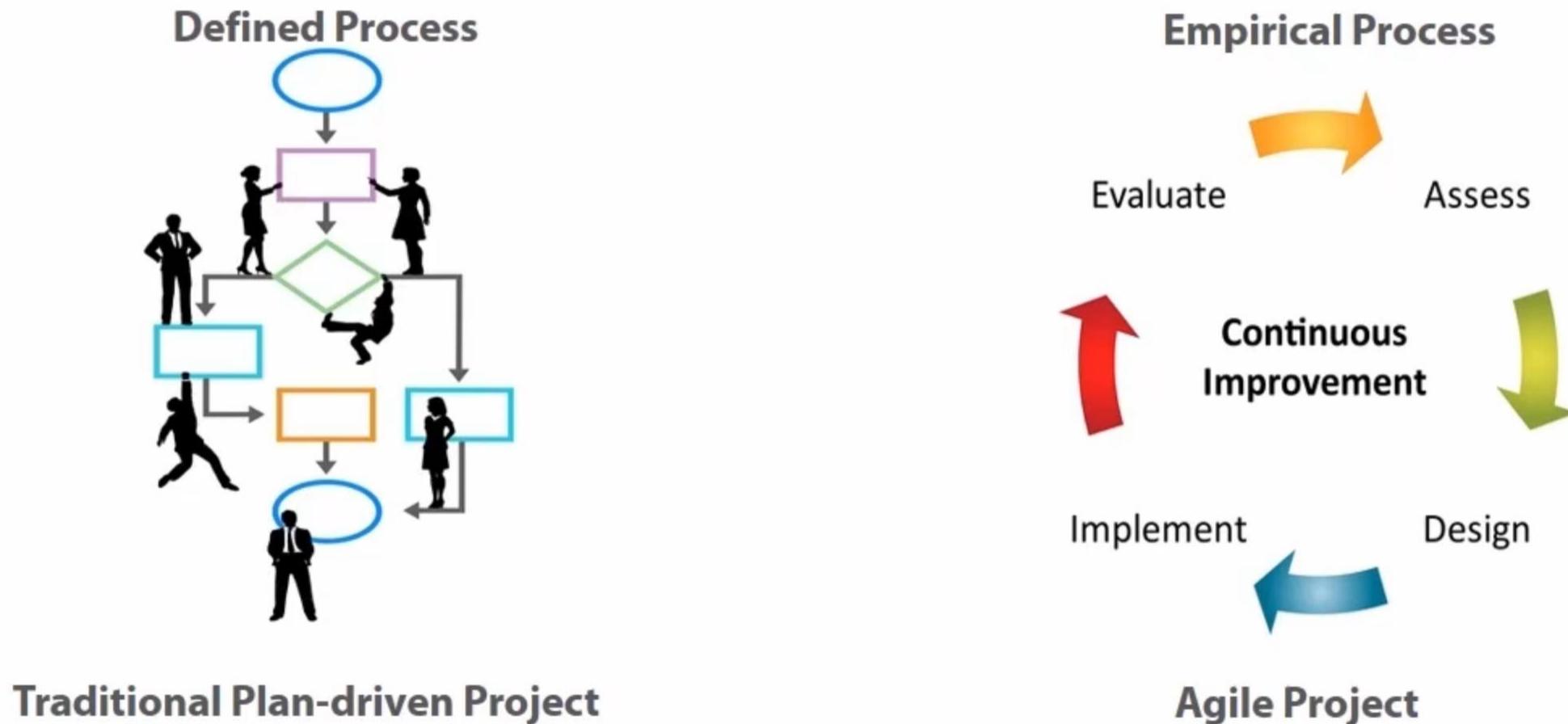
# Organizational Agility

Build much higher levels of collaboration, trust, and shared responsibility

- Break down barriers between organizations
- Develop a spirit of shared ownership and responsibility with the business users



# Why Is Systems Thinking Important?



# Scrum Overview

**1986**

**Takeuchi and Nonaka**

Coined in The New Product  
Development Game

**1993**

**Jeff Sutherland**

First Project Easel Corp

**2002**

Scrum Alliance formed



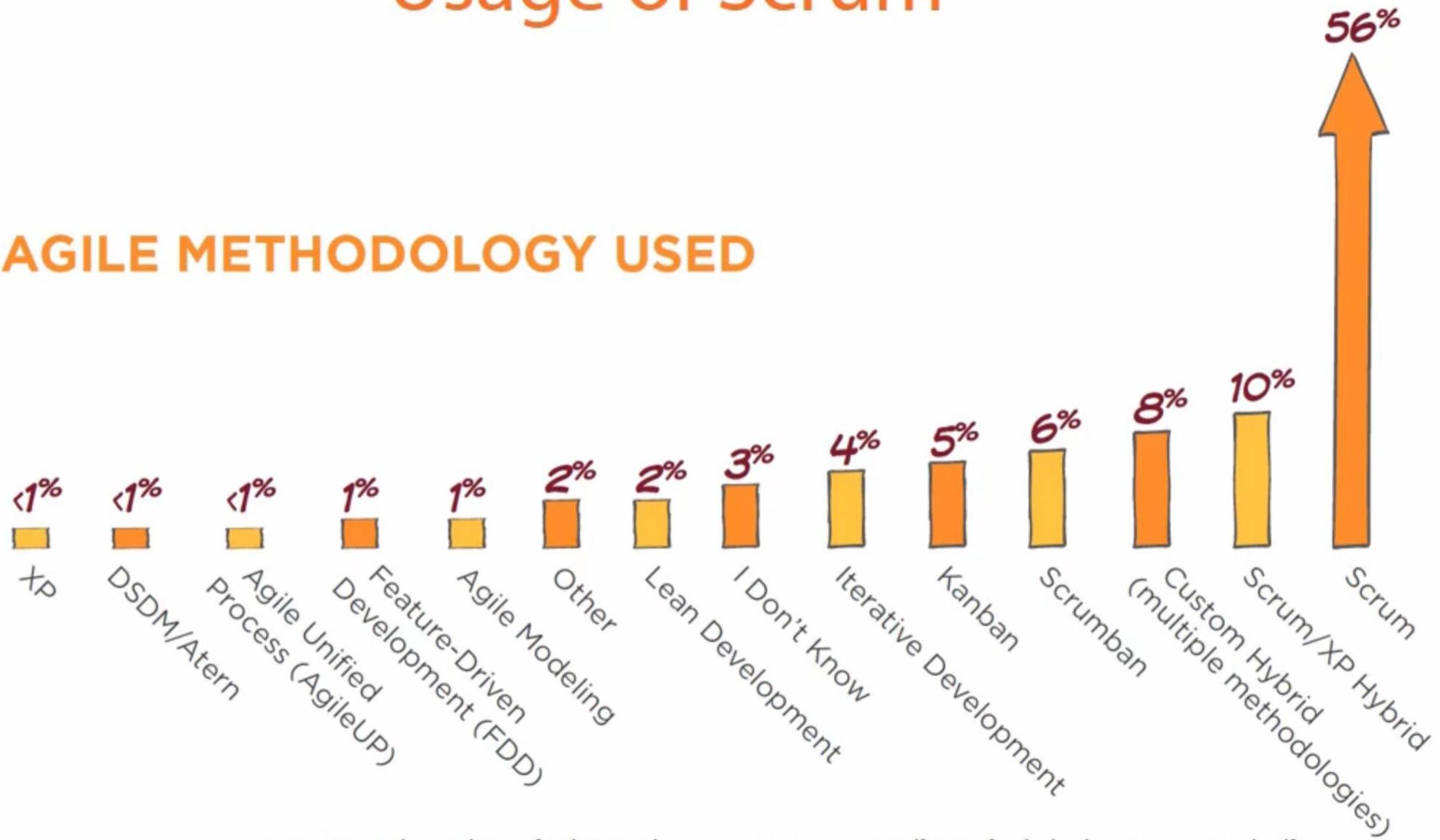
**1995**

**Ken Schwaber and Jeff  
Sutherland**

Formalized First Project Easel Corp

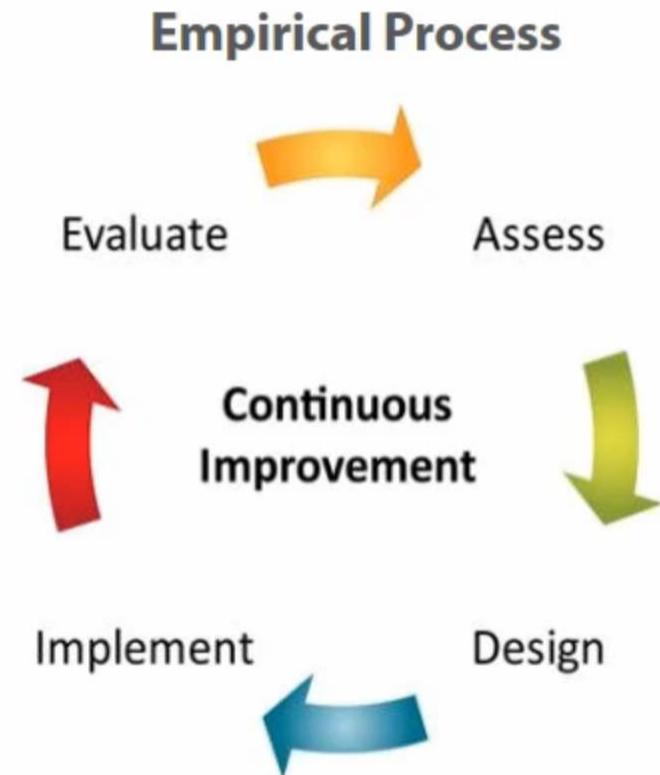
# Usage of Scrum

## AGILE METHODOLOGY USED



# Scrum is an Example of an Empirical Process

- The process is adaptive
- Changing the requirements is encouraged as the project progresses



# Adaptivity in Scrum

Scrum is adaptive in two ways:

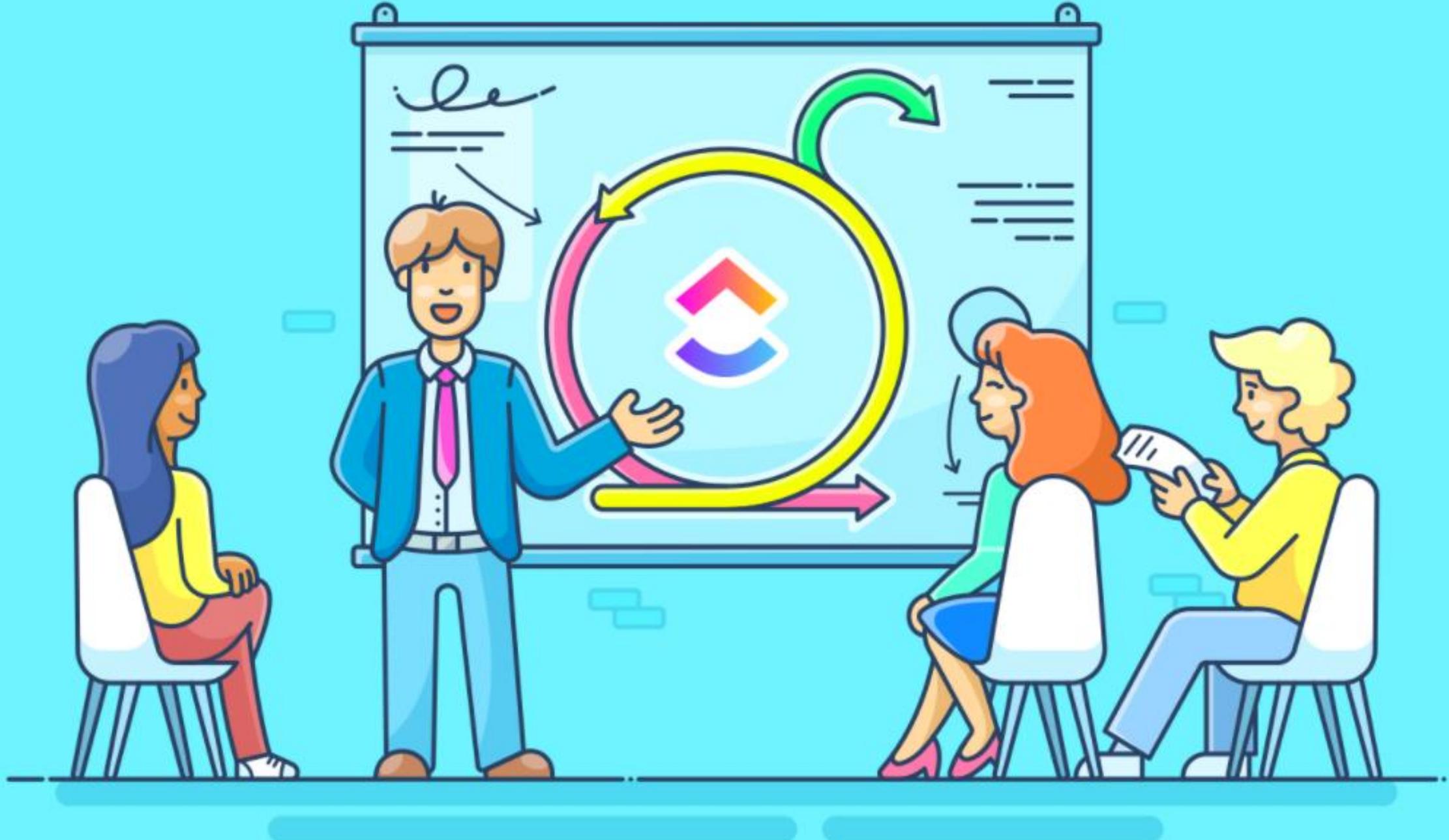
Solution adaptation



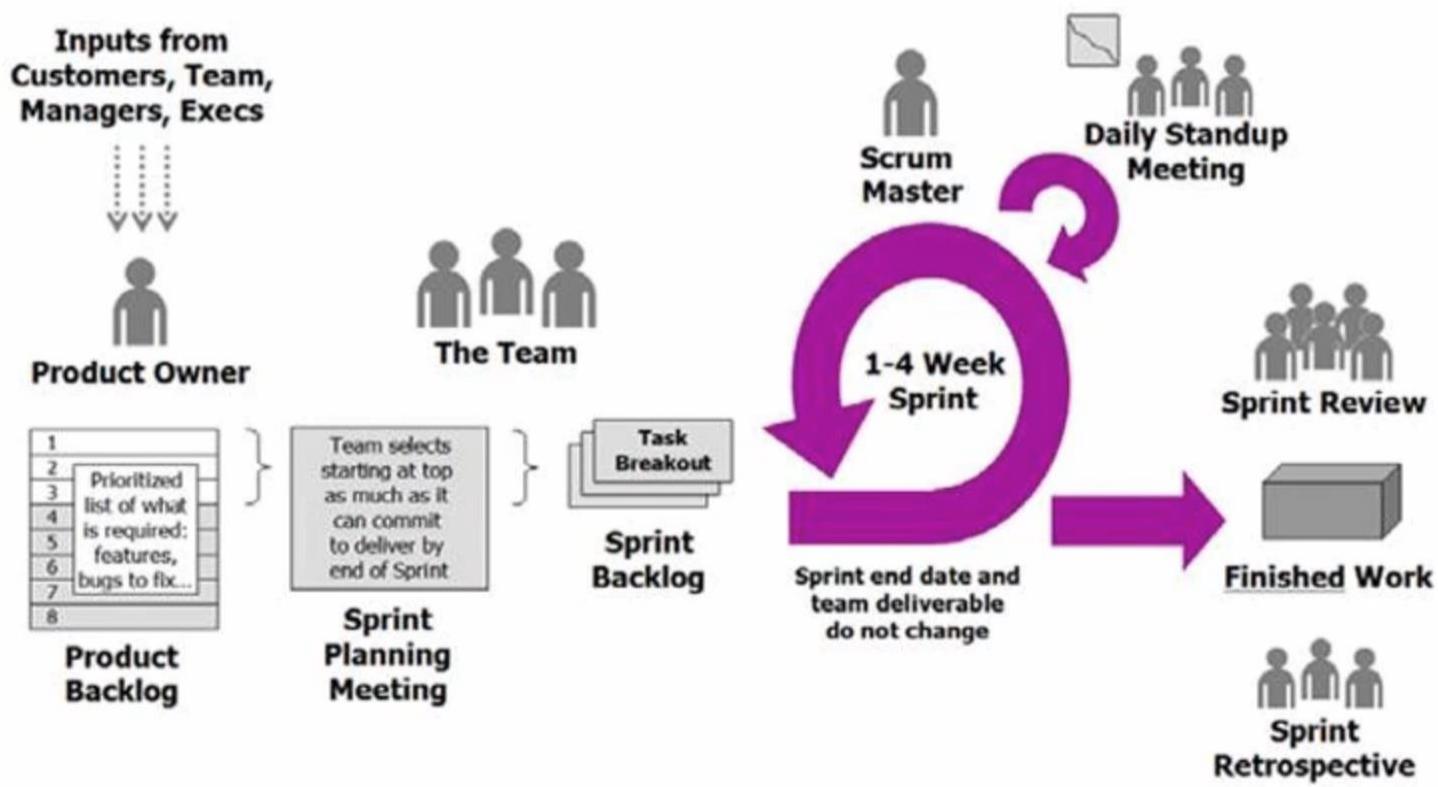
Process adaptation







# Scrum Overview - Sprint



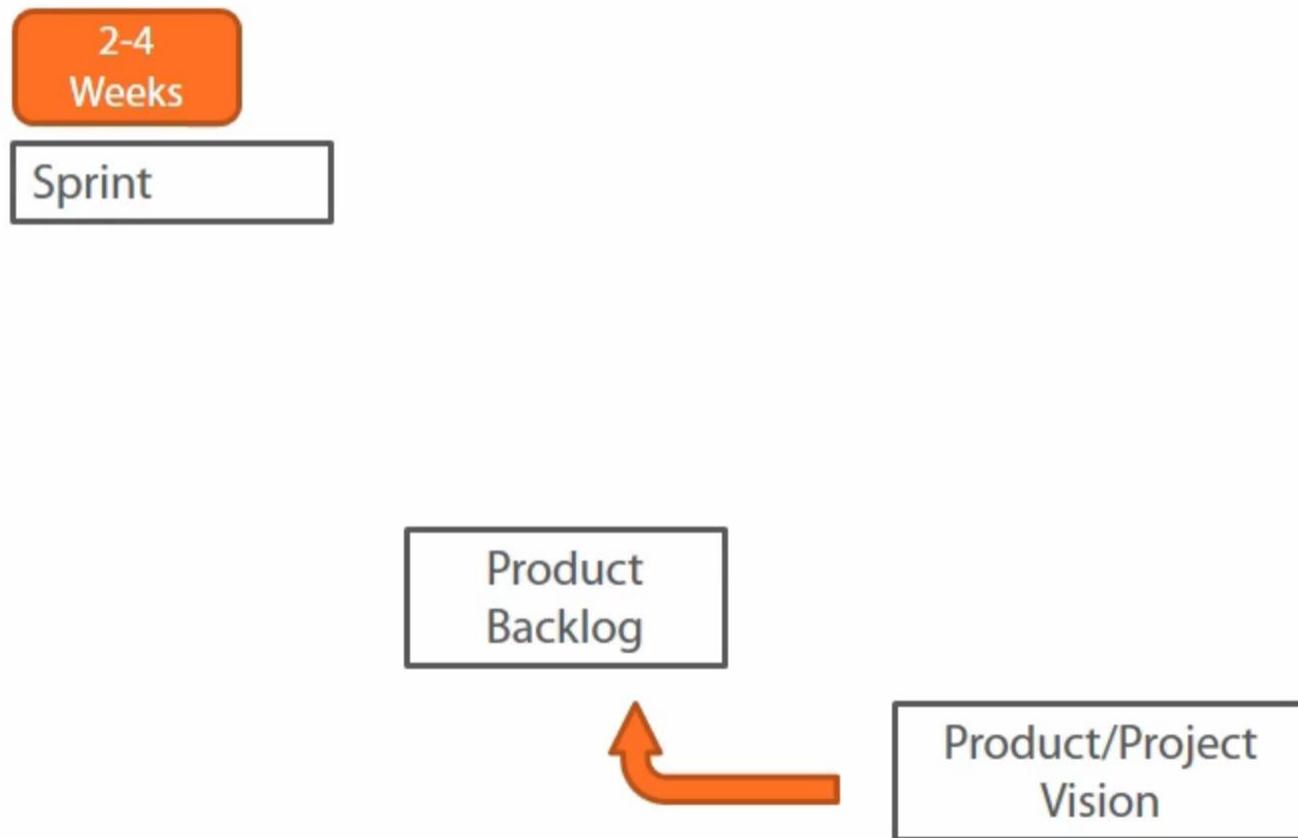
# How the Scrum Process Works

Product/Project  
Vision

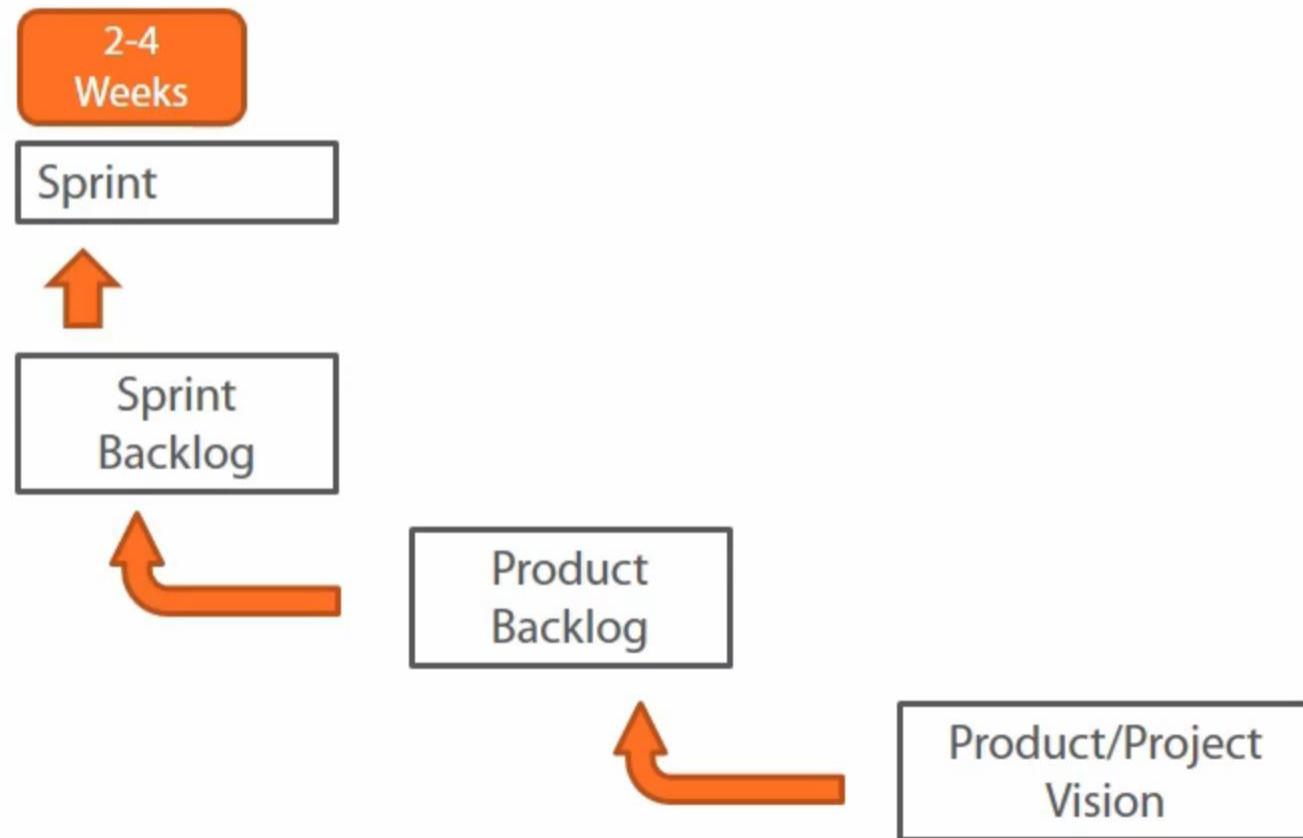
# How the Scrum Process Works



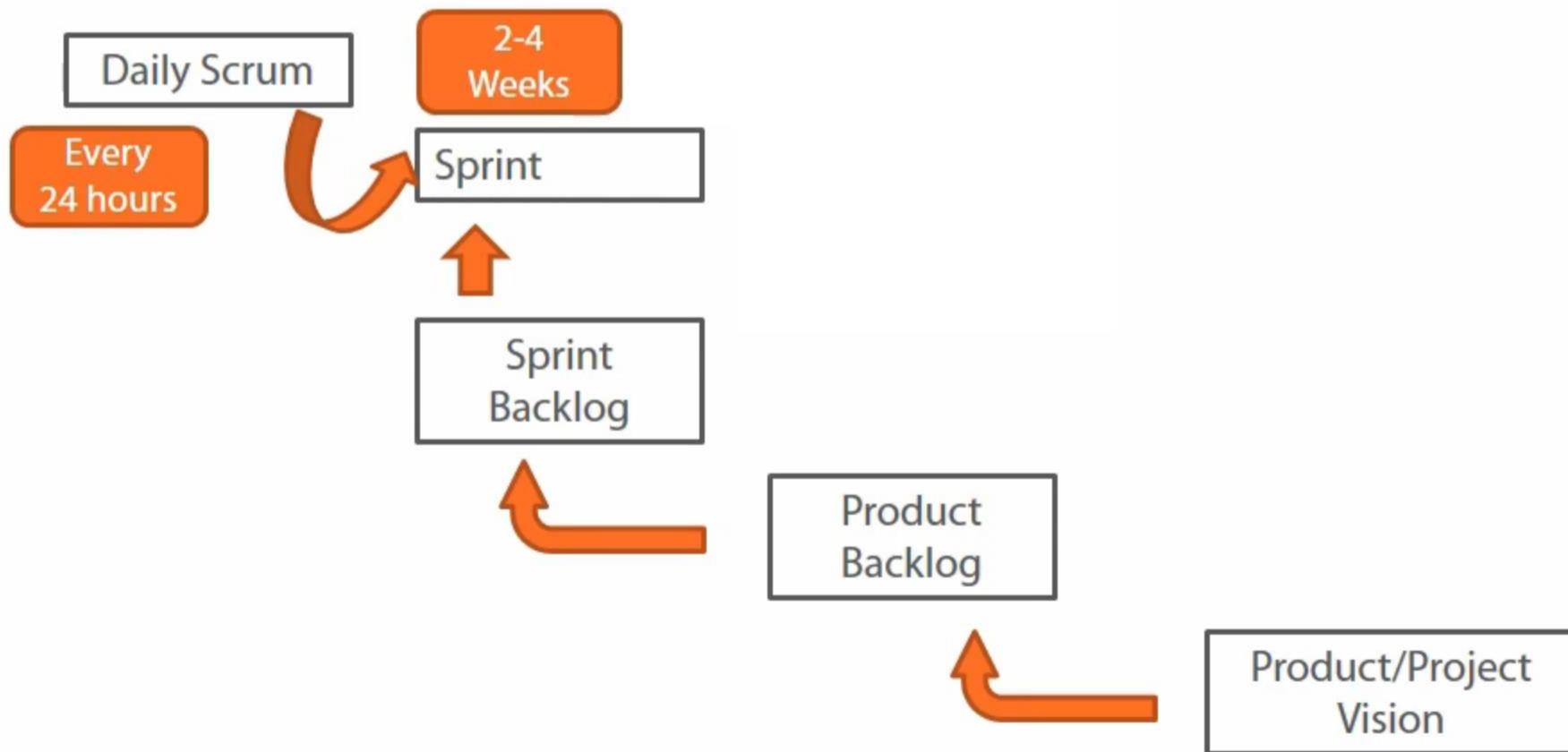
# How the Scrum Process Works



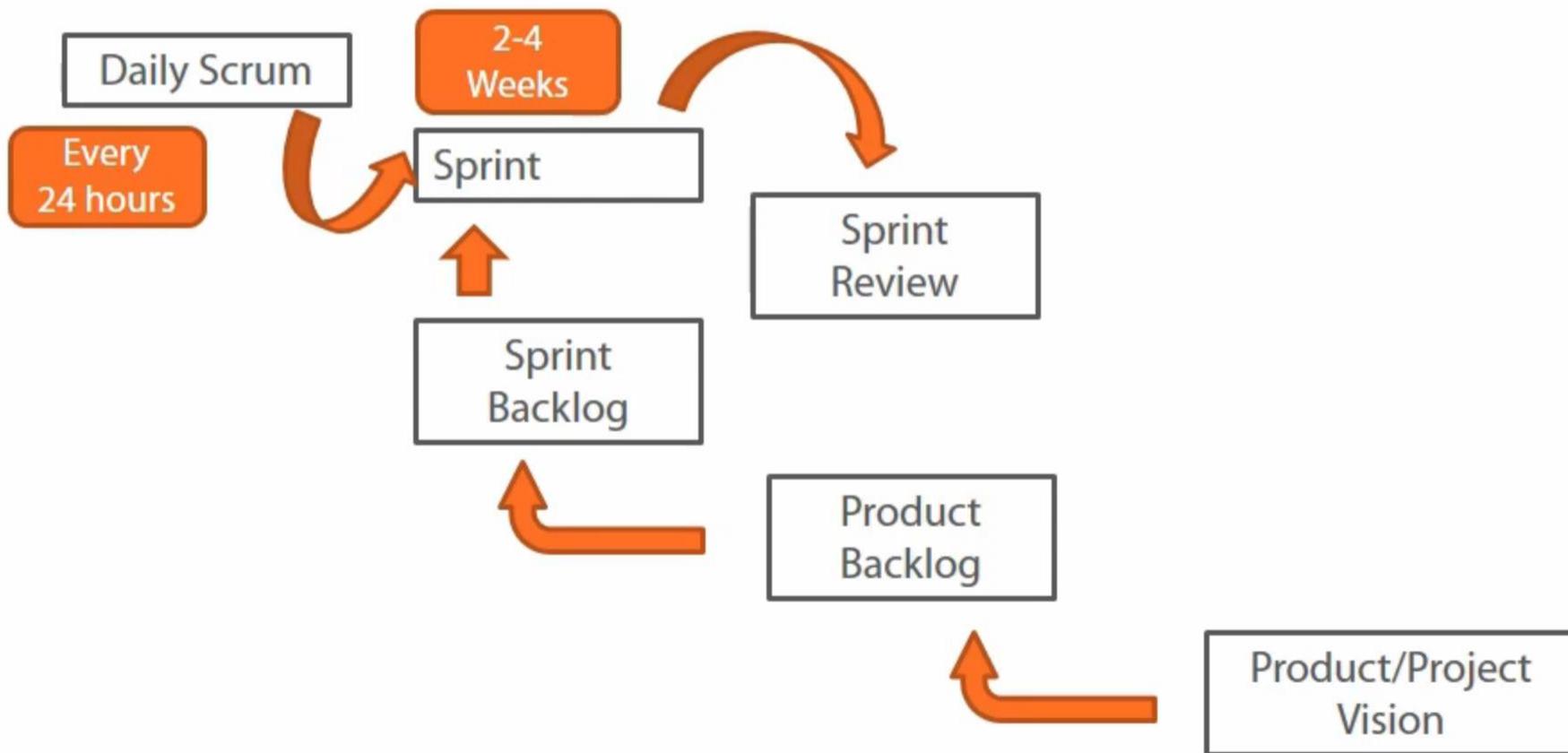
# How the Scrum Process Works



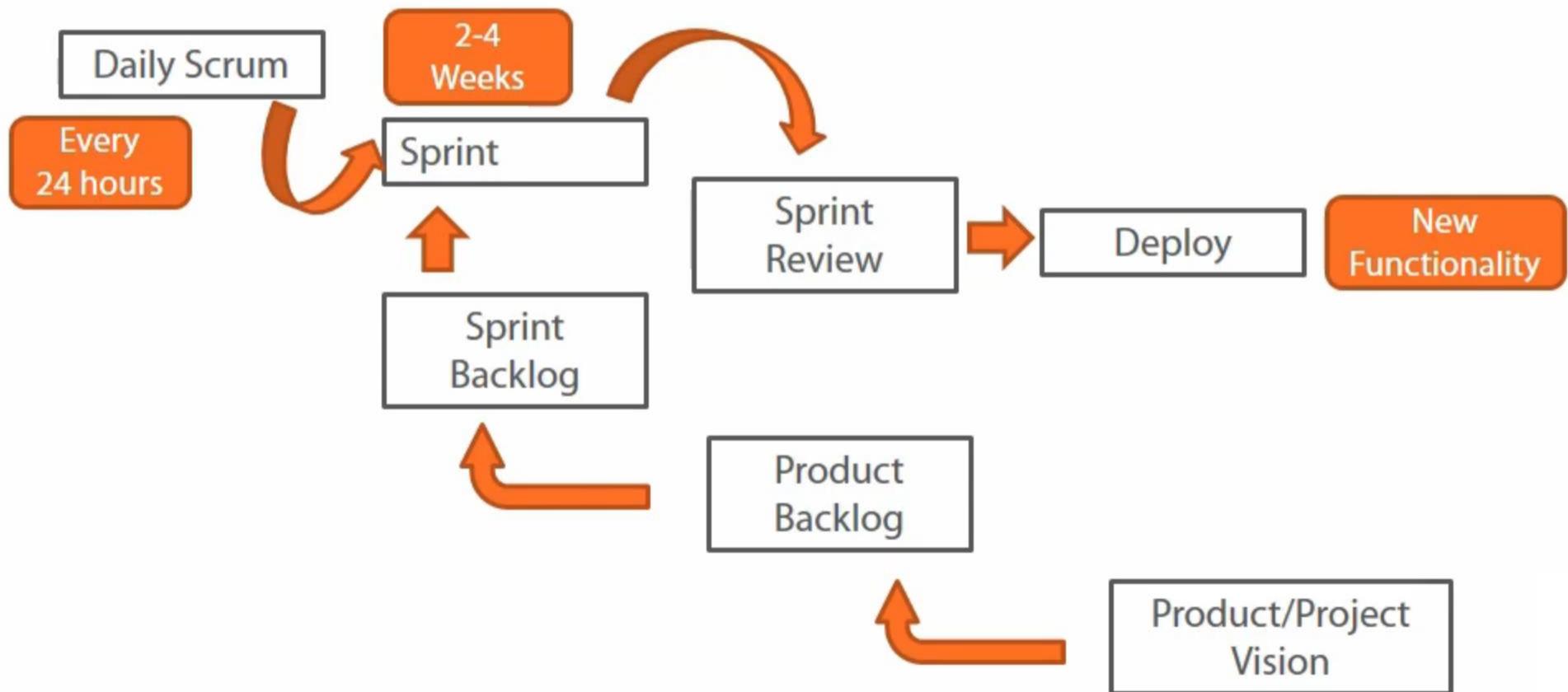
# How the Scrum Process Works

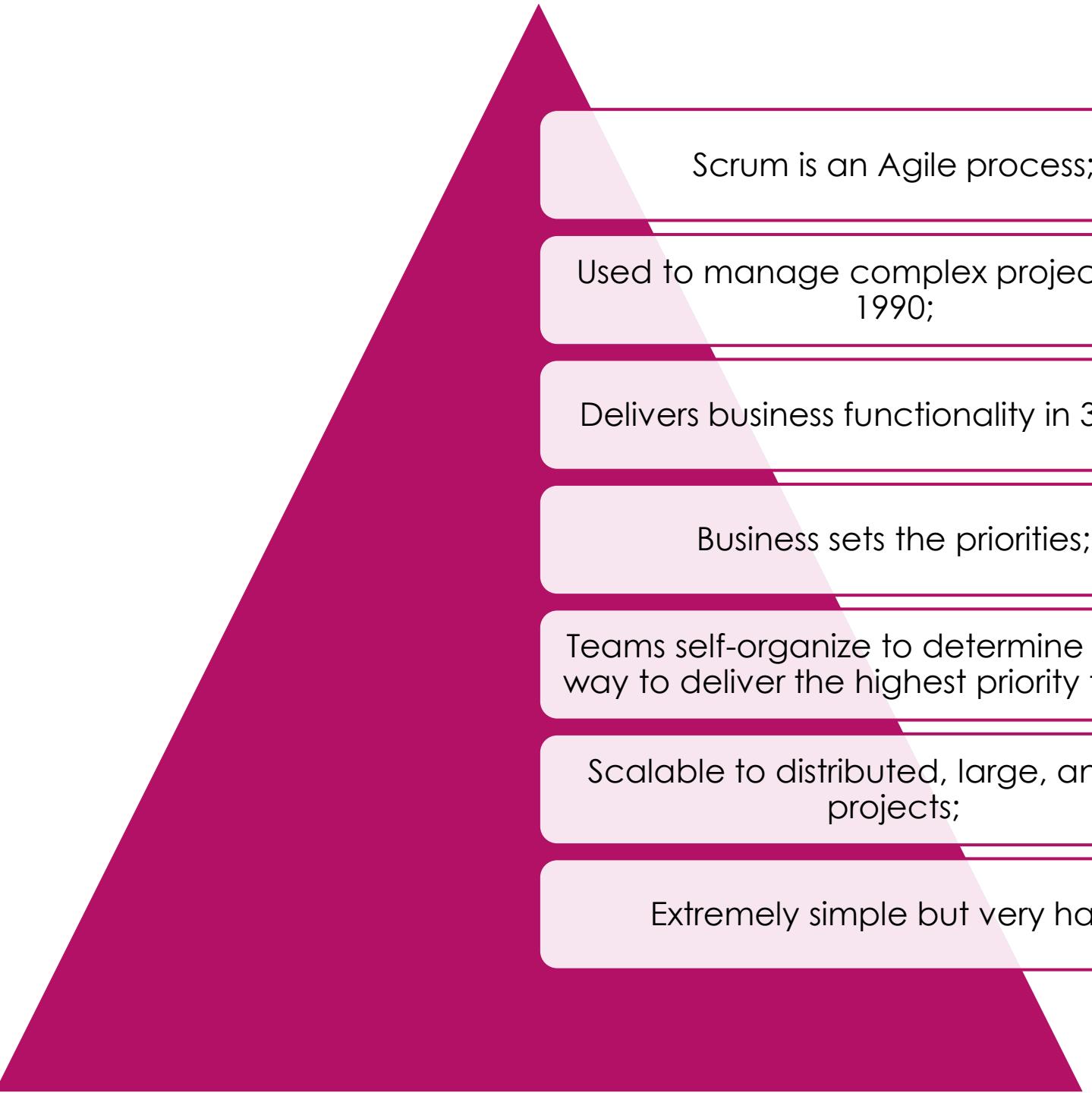


# How the Scrum Process Works



# How the Scrum Process Works





Scrum is an Agile process;

Used to manage complex projects since 1990;

Delivers business functionality in 30 days;

Business sets the priorities;

Teams self-organize to determine the best way to deliver the highest priority features.

Scalable to distributed, large, and long projects;

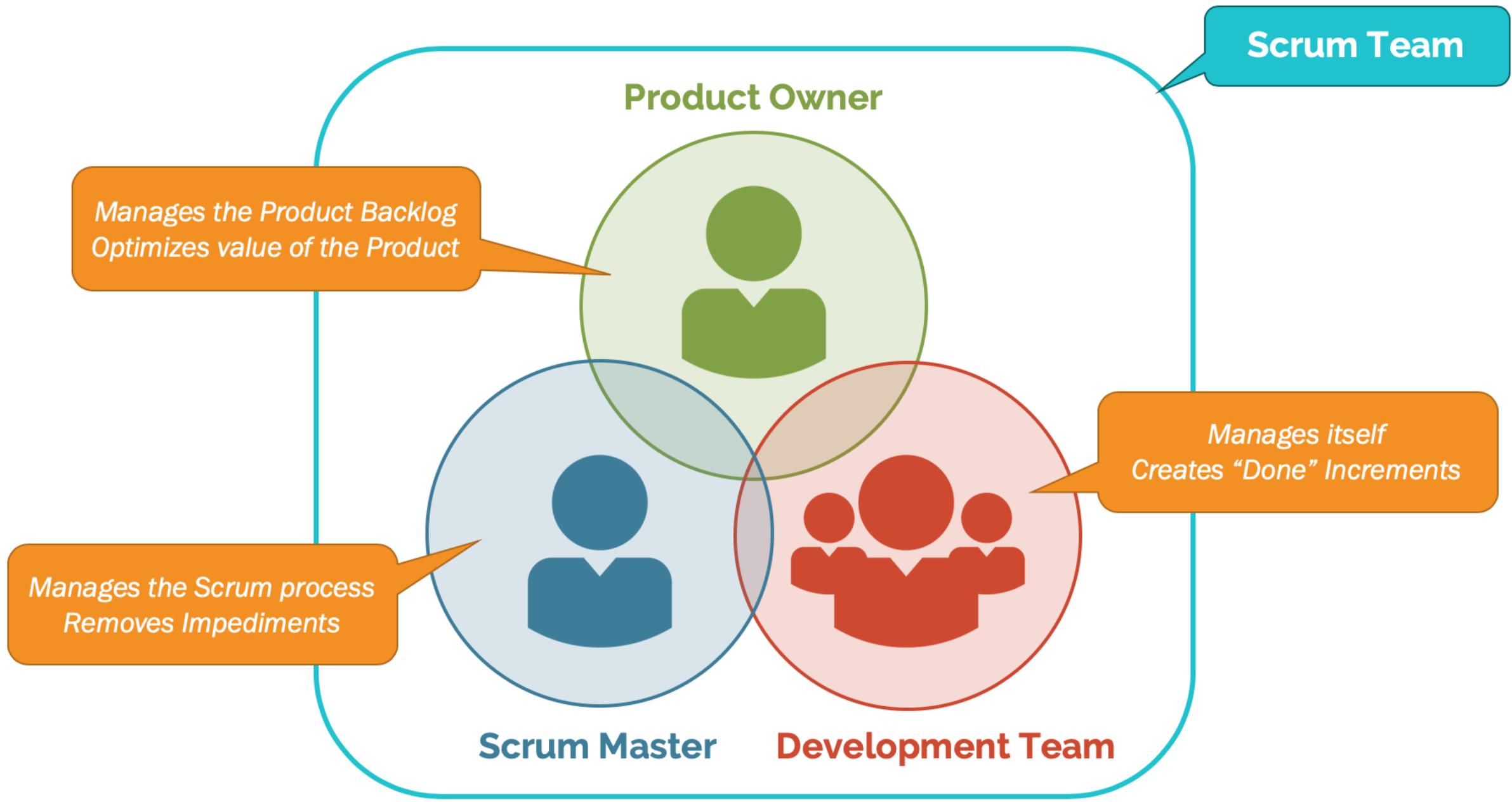
Extremely simple but very hard!



“

# SCRUM ROLES

”



# Product Owner

---

- Talk to the stakeholders and users to understand their needs and vision of the product.



Product Owner writes a simple description of the product feature from an end user's perspective (called user stories)

& prioritize these work items (or user stories)

**As a <End User Role>,**



**I want to <desired action>,**



**so that <desired benefit>.**



# PRODUCT OWNER

Define the features of the product.

Decide on release date and content.

Be responsible for the profitability of the product (ROI).

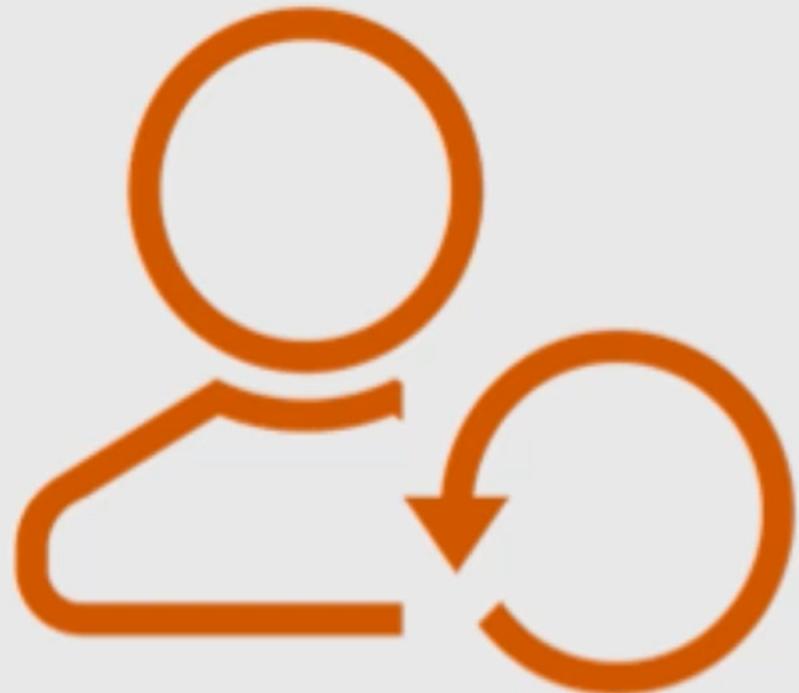
Prioritize features according to market value.

Adjust features and priority every iteration, as needed

Accept or reject work results.

# Scrum Master

---



- Ensures Scrum is understood and used skillfully by Scrum Team.
- Servant Leader
- Models Agile Mindset and Scrum Framework

# SCRUM MASTER

Ensure that the team is fully functional and productive

Enable close cooperation across all roles and functions

Remove barriers

Shield the team from external interferences during the Sprint

Ensure that the process is followed, including issuing invitations to Daily Scrum, Sprint Review and Sprint Planning meetings.

# The Development Team

---



- Build Product Increment
- Dev Team is cross functional
- Self Organizing
- Accountable as a team
- Three to Nine people

# TEAM

Seven (plus/minus two) members

Is cross-functional (Skills in testing, coding, architecture etc.)

Selects the Sprint goal and specifies work results

Has the right to do everything within the boundaries of the project guidelines to reach the Sprint goal

Organizes itself and its work

Demos work results to the Product Owner.

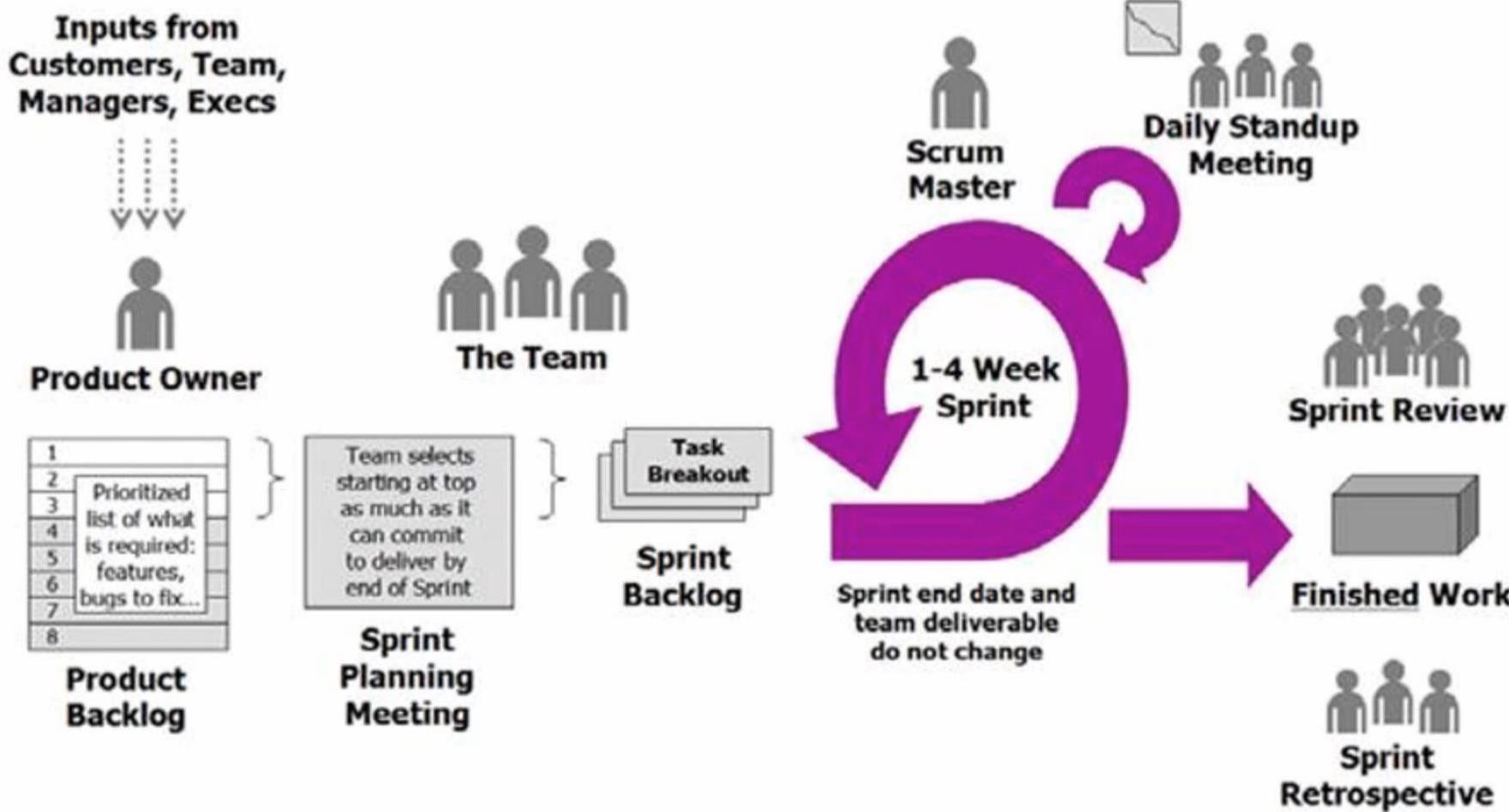
# **Development Team**

A group of professionals who are capable of delivering a potentially releasable increment at the end of the sprint.

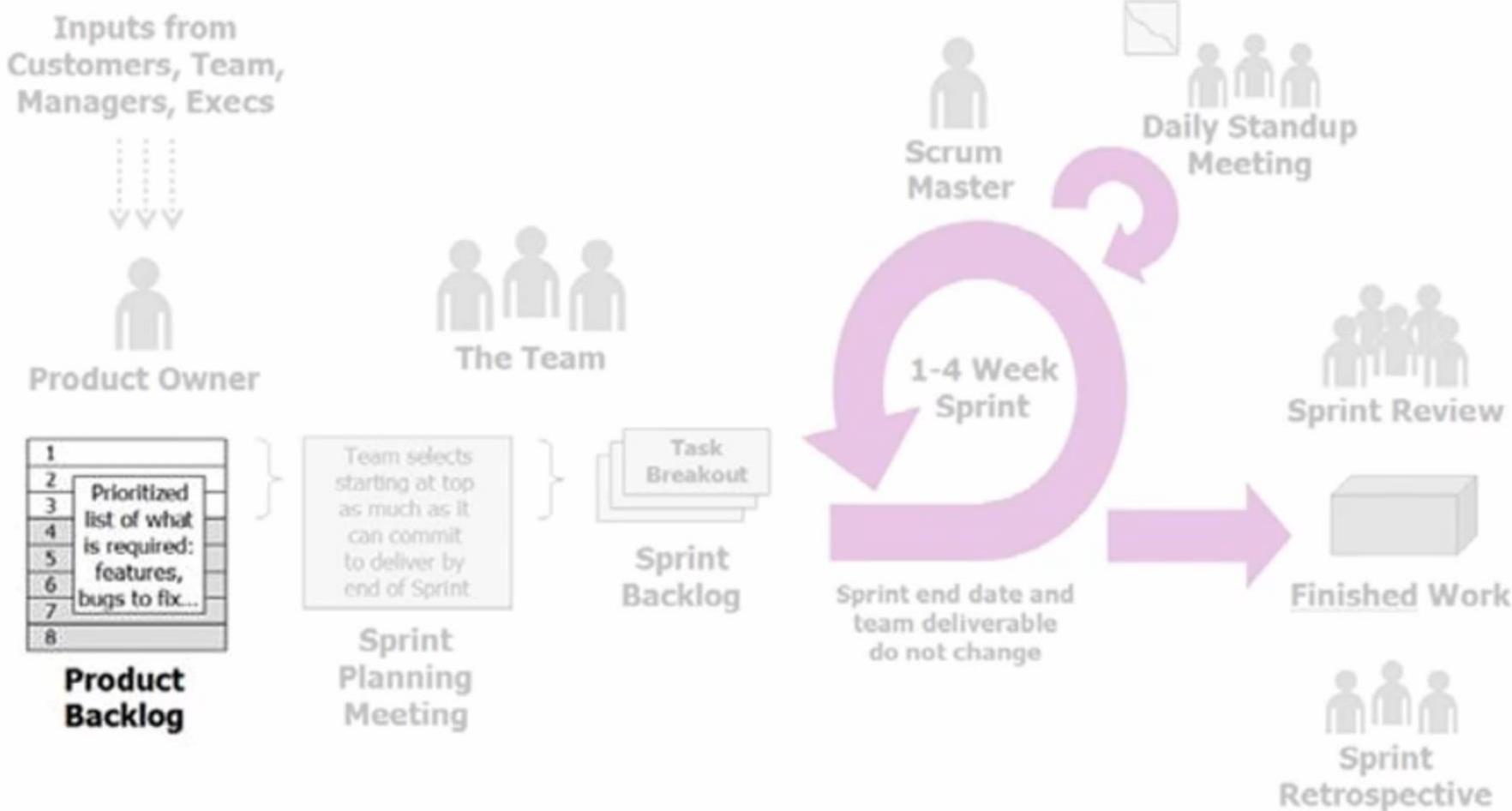
# Sprints

- Fixed-length time-box 2 - 4 weeks in duration
- Development work gets done in the sprint
- Work is divided into small increments small enough to do in one sprint
- The time-boxing approach keeps length of sprint fixed and squeezes as many small increments of work into the sprint as possible

# Scrum Overview – Product Backlog



# Scrum Overview – Product Backlog



# Product Backlog

- Dynamically changes throughout the project
  - Completed work is removed from the backlog
  - New work is added
  - The work is continuously re-prioritized as necessary
- Used to hold all work (including defects) that cannot be resolved in the current sprint



The Product Owner in a Scrum project owns responsibility for defining and maintaining the Product Backlog

The length of the Product Backlog can be limited for a very adaptive project or deeper for a more planned project

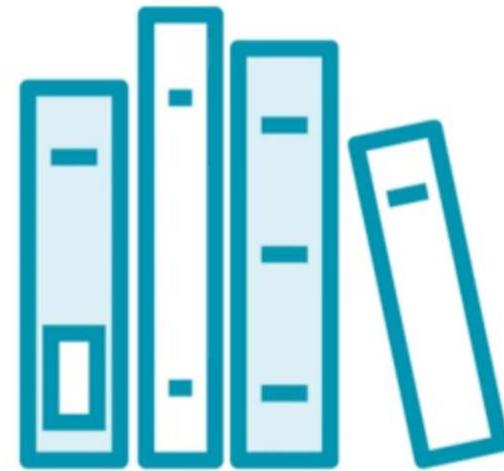
# Product Backlog



**Feature list  
(User stories)**

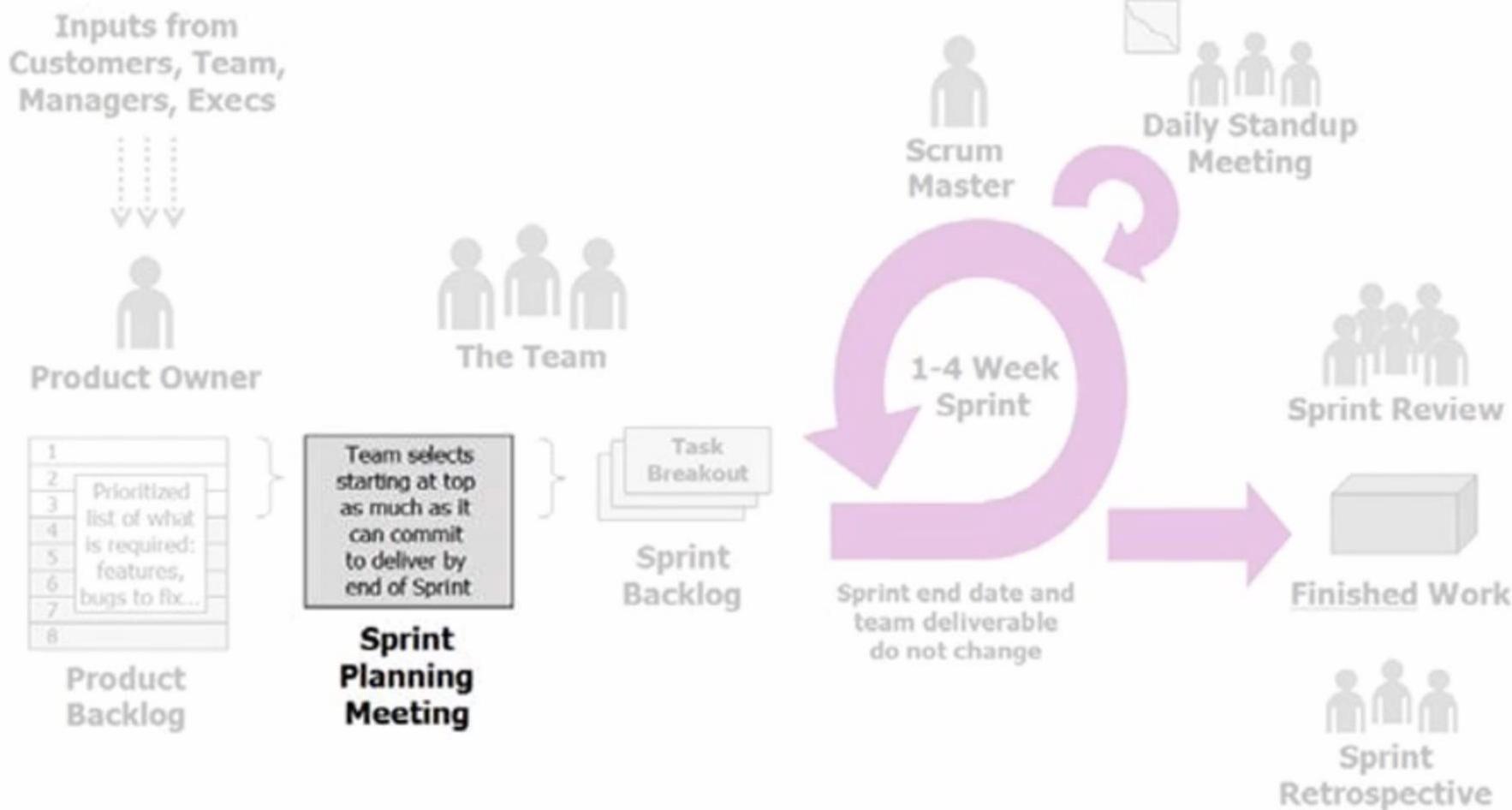


**Features, bugs,  
technical work,  
information...**



**Not required to be  
complete at the  
beginning**

# Scrum Overview – Sprint Planning



# Sprint Planning Meeting

## Part 1

Product Owner and team negotiate which stories will be taken into the sprint and define sprint goals

Product Owner decides which stories are of highest priority

Team can push back and voice concerns

Accepted stories are moved into the Sprint Backlog for development

# Sprint Planning Meeting

## Part 2

The team discusses the work to be done to complete the stories without the product owner and plans development tasks



The Product Backlog should be groomed and prioritized by the Product Owner prior to sprint planning

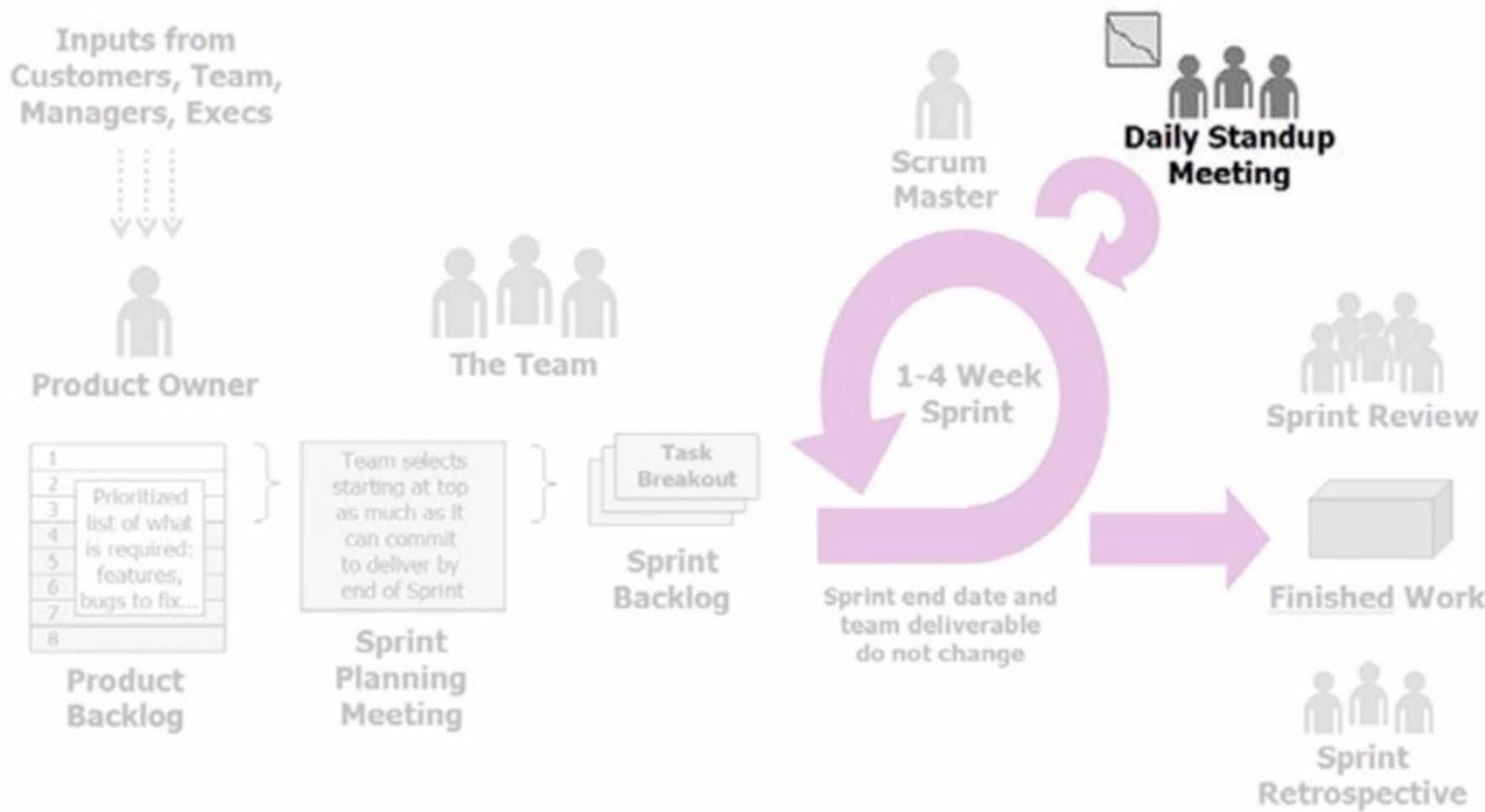
Sprint planning meeting is typically time-boxed to 4 hours

# Sprint Planning Meeting

Goals of sprint planning:

- Product Owner and team set sprint goals
- Product Owner and team negotiate what will be taken into the sprint and those items move into the Sprint Backlog
- The team defines the tasks to be done to successfully complete the sprint (some tasks will be defined as the sprint progresses)

# Scrum Overview – Daily Standup



# Daily Standup Meetings

The Daily Standup is basically a check-in for everyone on the team to coordinate what's going on, monitor progress, and to identify any obstacles that may be inhibiting progress

Each person on the team answers three questions:

**What did you accomplish yesterday?**

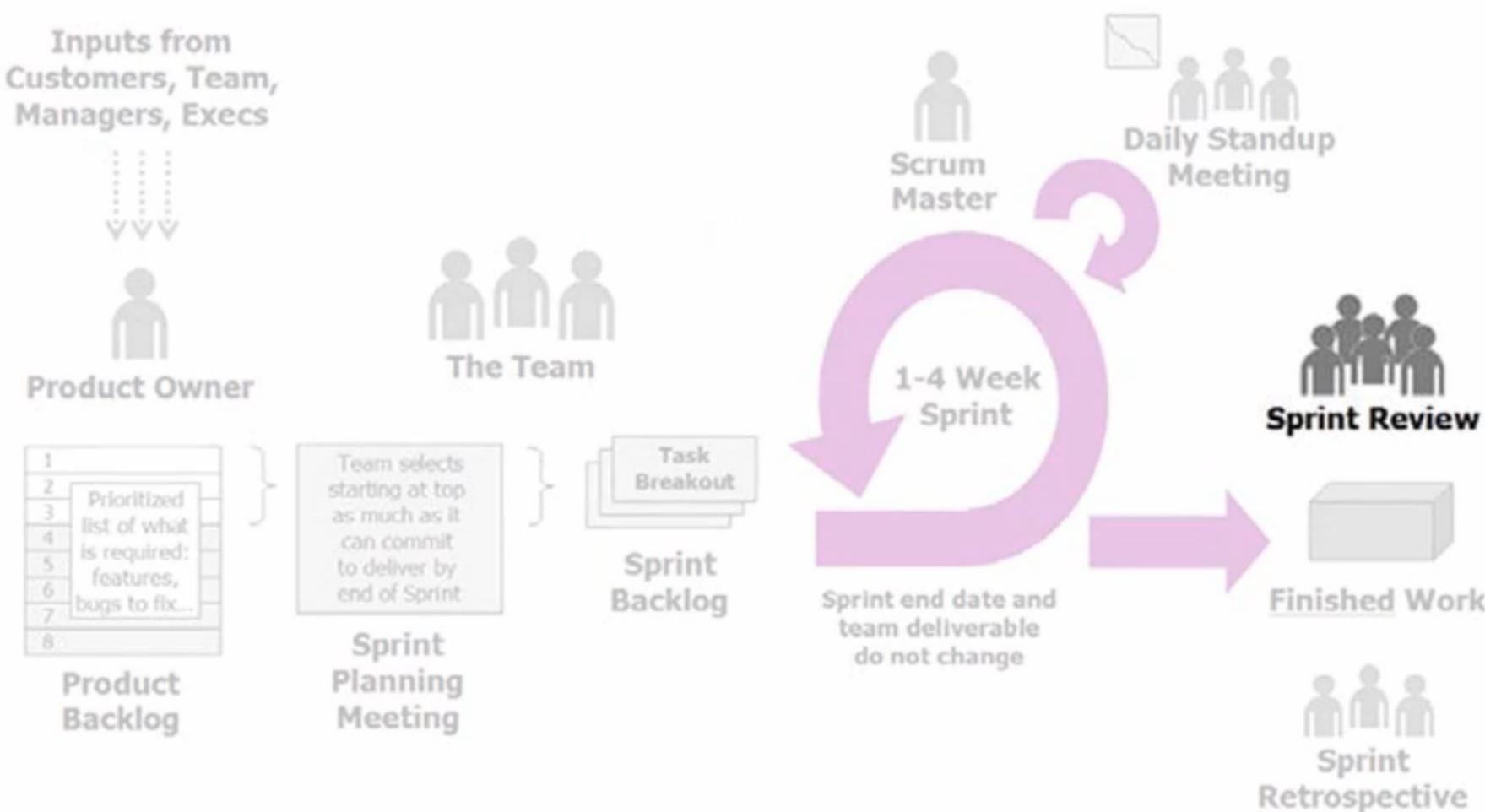
**What are you going to accomplish today?**

**What obstacles are in your way?**

The meeting is facilitated by the Scrum Master

The meeting is typically done in front of an Agile Kanban board

# Scrum Overview – Sprint Review



# Sprint Review Meeting

Takes place at the end of every sprint

Purpose of the Sprint Review is for the product owner to review and accept the results of the sprint

Team presents completed work to the Product Owner for acceptance

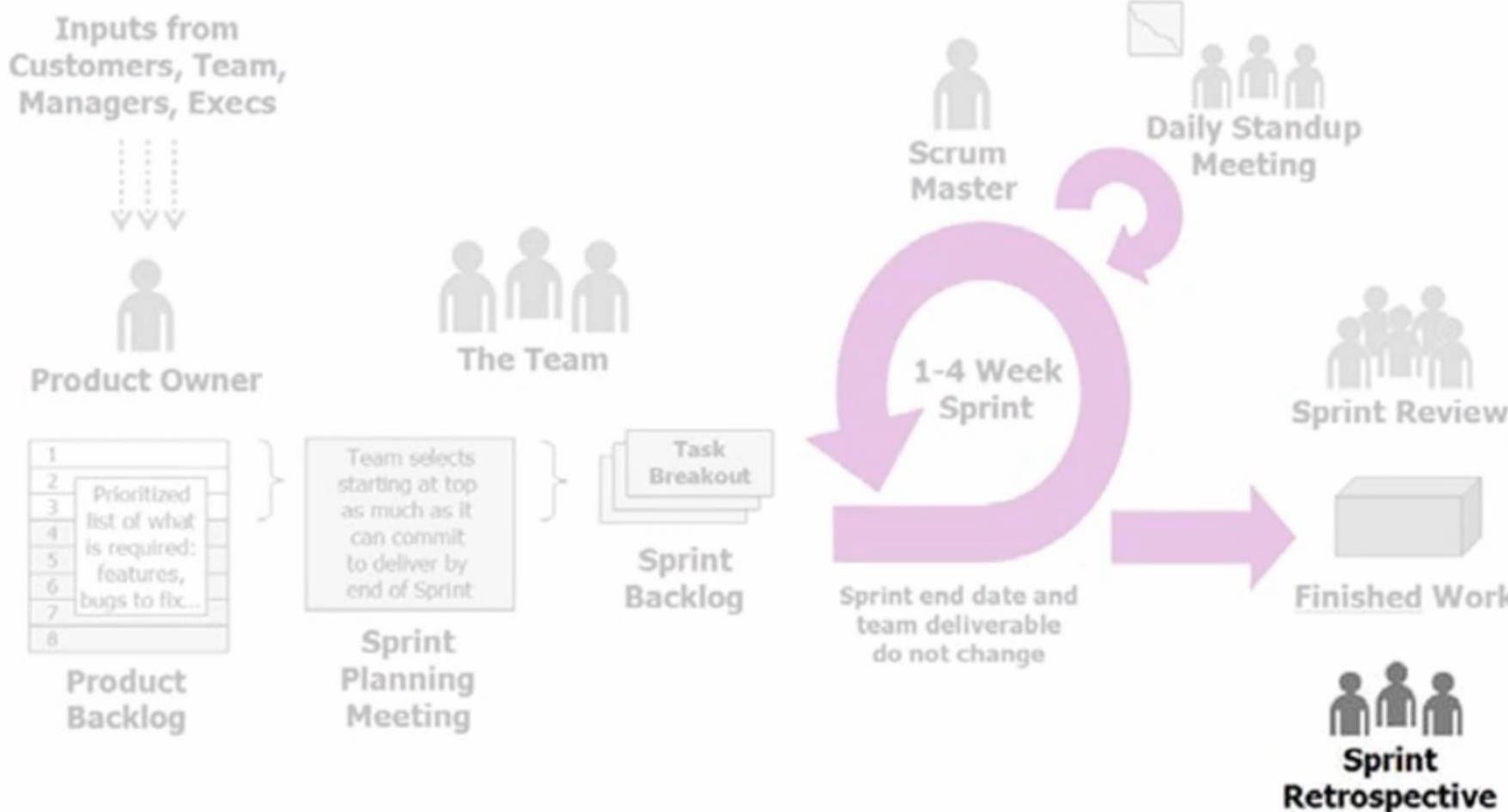
The Product Owner checks the work against the acceptance criteria to determine if the work is satisfactory or not



All defects in the product should typically be resolved prior to the Sprint Review unless the Product Owner has specifically approved deferring the resolution till a later sprint.

If the Product Owner requests significant changes or enhancements in the stories, those will typically be added to the Product Backlog and deferred until a future sprint.

# Scrum Overview – Sprint Retrospective



# Sprint Retrospective Meeting

Takes place at the end of every sprint after the Sprint Review

Purpose of the Sprint Retrospective is for the team and the Product Owner to reflect on:

What went well and what didn't go well in the sprint, and

Identify opportunities for improvement

Sprint Retrospective is essentially a post-mortem to assess the performance of the sprint

Inputs from Executives,  
Team, Stakeholders,  
Customers, Users

# SCRUM



Product Owner



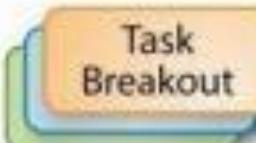
The Team



Product Backlog



Sprint Planning Meeting



Sprint Backlog



Sprint end date and team deliverable do not change



Sprint Review

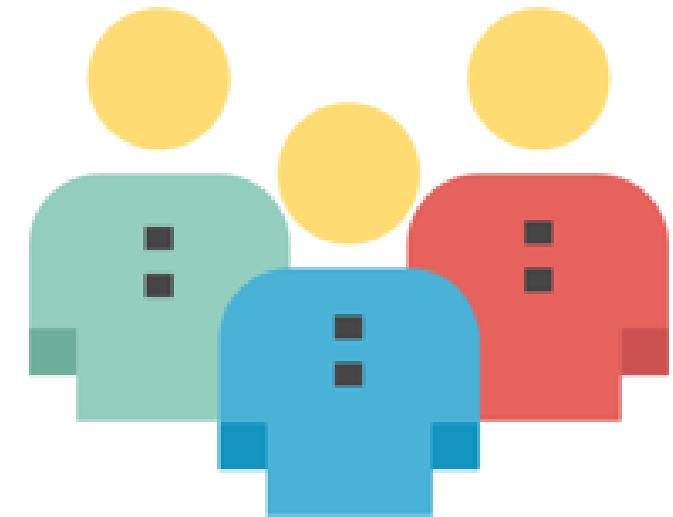
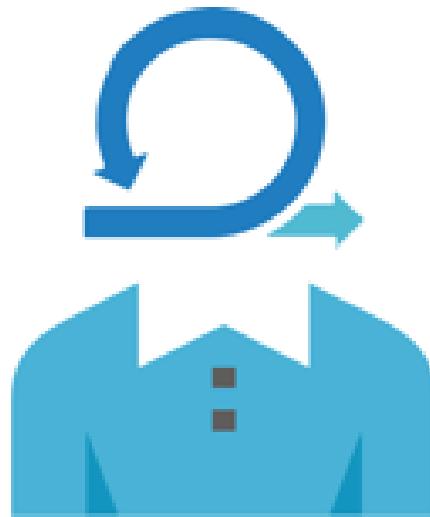
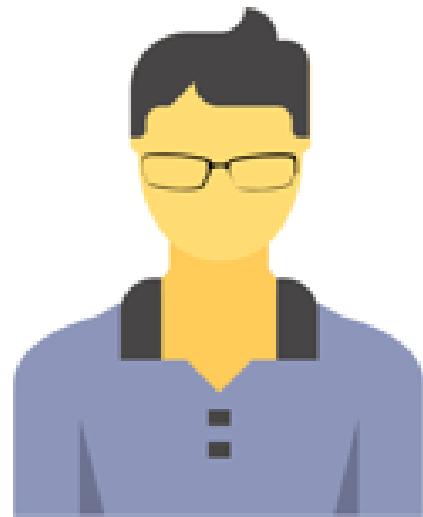


Finished Work



Sprint Retrospective

**Direct communication encouraged**

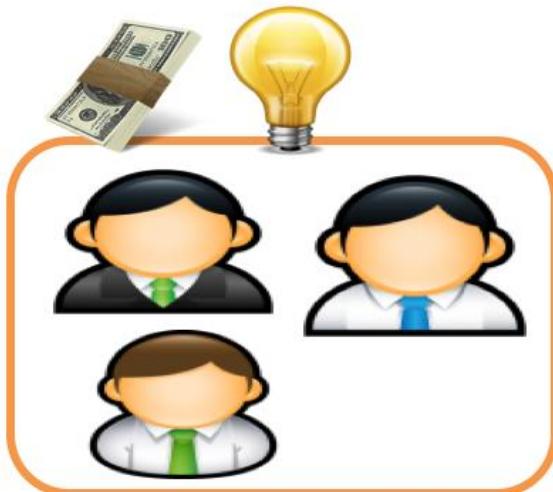


**Product Owner:**  
Owns “what” is desired  
And “why” it’s desired

**Scrum Master:**  
Keeper of Scrum  
Process, facilitator

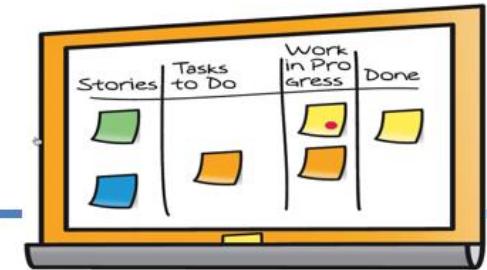
**Scrum Team Members:**  
Owns “how” and “how quickly”  
work is delivered

## Scrum Members:



Product Backlog

## Taskboard



The Scrum Team



Product Owner



Scrum Master



Burndown Chart



Sprint Backlog

The Development Team

3-9 persons

## The Scrum Process:



Sprint Planning



Daily Scrum Meetings  
Max 15 min.

Sprint Review

Product Backlog

Sprint Backlog

Sprint

Working increment of the software

# Potential Benefits of Scrum

More business value sooner

Higher quality

Greater visibility

Improved productivity and discipline

Stronger teams with better morale

Higher efficiency & less waste

# Scrum Challenges

## Requires significant change

- Change in practices and skills
- Change in organization, planning, budgeting, HR
- Change in mindset and culture

## Makes all dysfunction visible

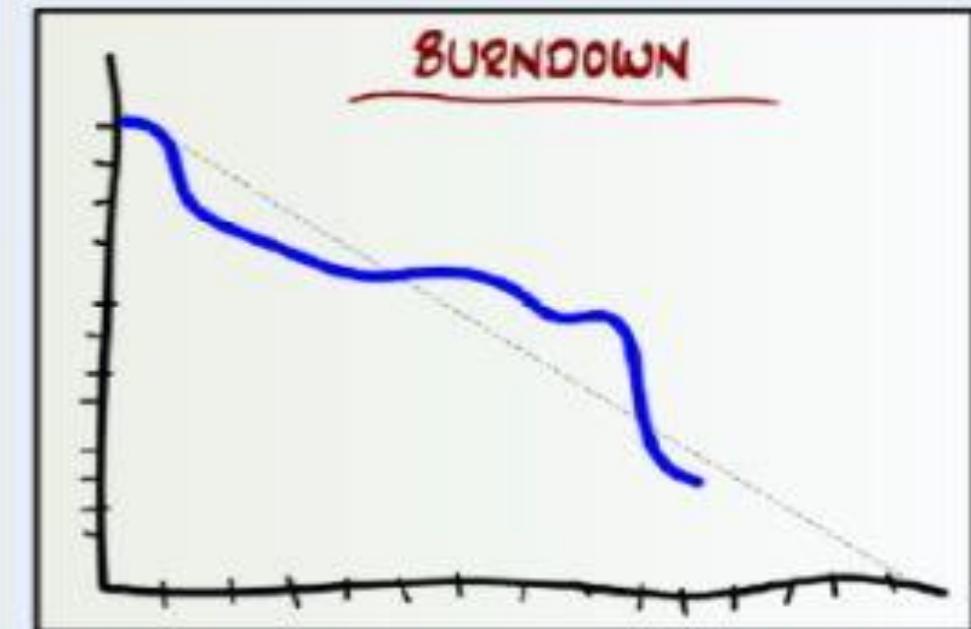
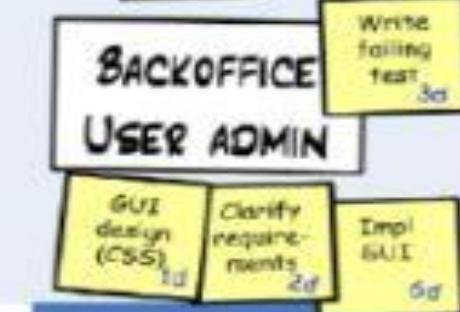
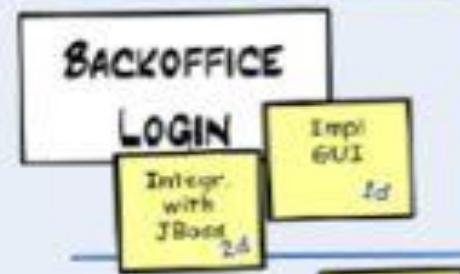
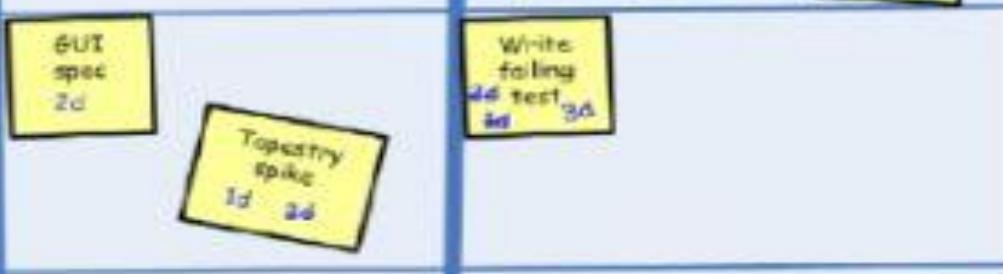
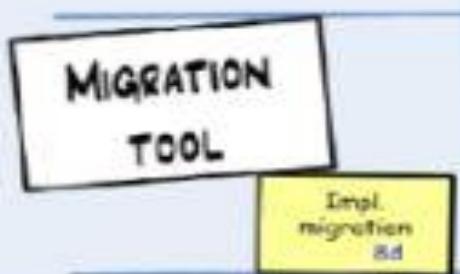
- Doesn't fix anything; we have to do it
- If we don't address the problems, it will be painful
- Bad products will be delivered sooner, and doomed projects will fail faster

**NOT  
CHECKED OUT**

**CHECKED OUT**

**DONE! :)**

**SPRINT GOAL: BETA-READY RELEASE!**



**NEXT**

“

# AGILE CAREER PATH

”

# Are You Confused?



# Who Do You Want To Be?

Agile Tester

Agile Marketer

I want to do my job well!!!

Agile Technologist

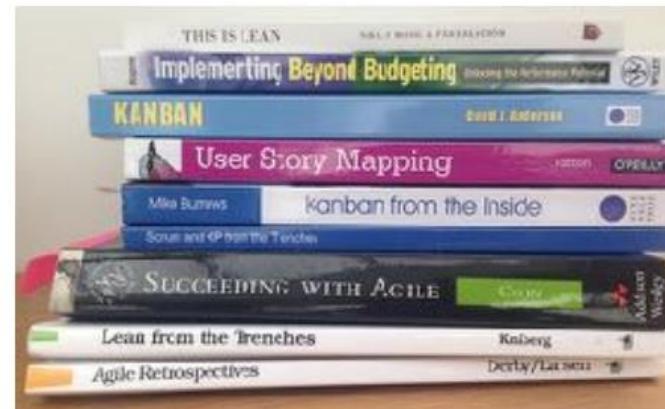
Agile Product Leader

Agile UI/UX Expert

Agile Coach

Agile Leader

# Basic Agile Knowledge



# Path for Agile Coach

Basic Knowledge



Facilitation  
Coaching  
Servant Leadership



Lean  
Building Teams  
Transformations  
Systems Thinking



# Path for Agile Leader

Basic Knowledge



Agile Leader



Personal Leadership



Team Leaders



Organisation Leaders

# Path for Agile Product Leader

Basic Knowledge



Advanced Knowledge



# Path for Agile Project Managers

Basic Knowledge



Leadership Knowledge



# Path for Agile Developers

Basic Knowledge



Agile Development



# Path for Agile Tester

## Basic Knowledge



## Agile Testing



# Path for Agile Business Analyst

Basic Knowledge



Agile Business Analyst

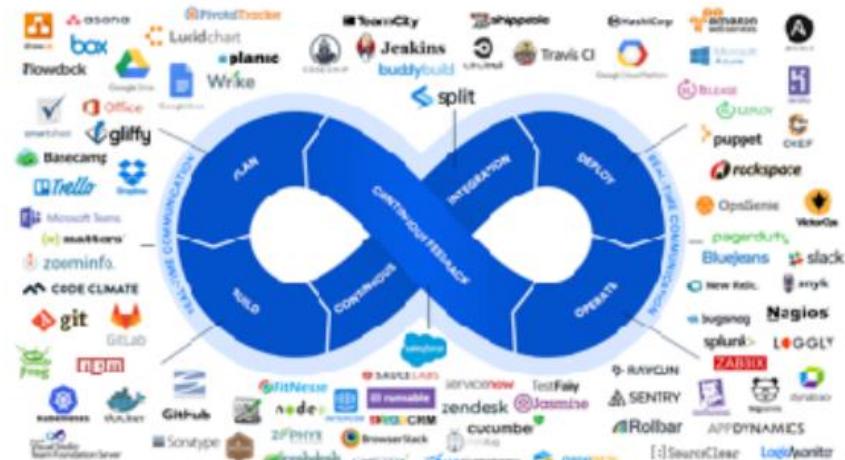


# Path for Agile Operations

## Basic Knowledge

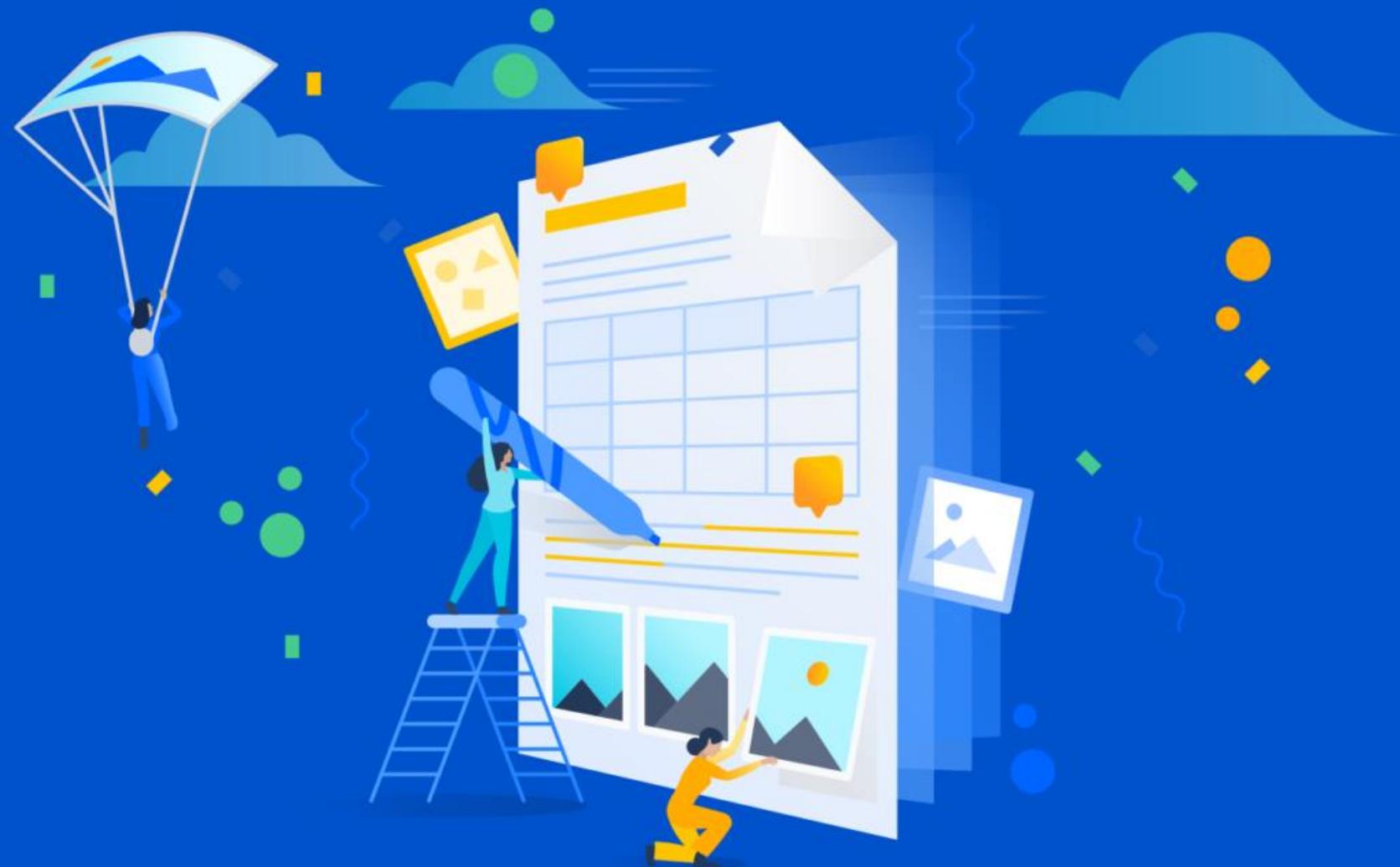


## Agile Ops





Overview



# JIRA for Scrum



**Issue tracker**  
**Extensible platform**  
**It just works!**

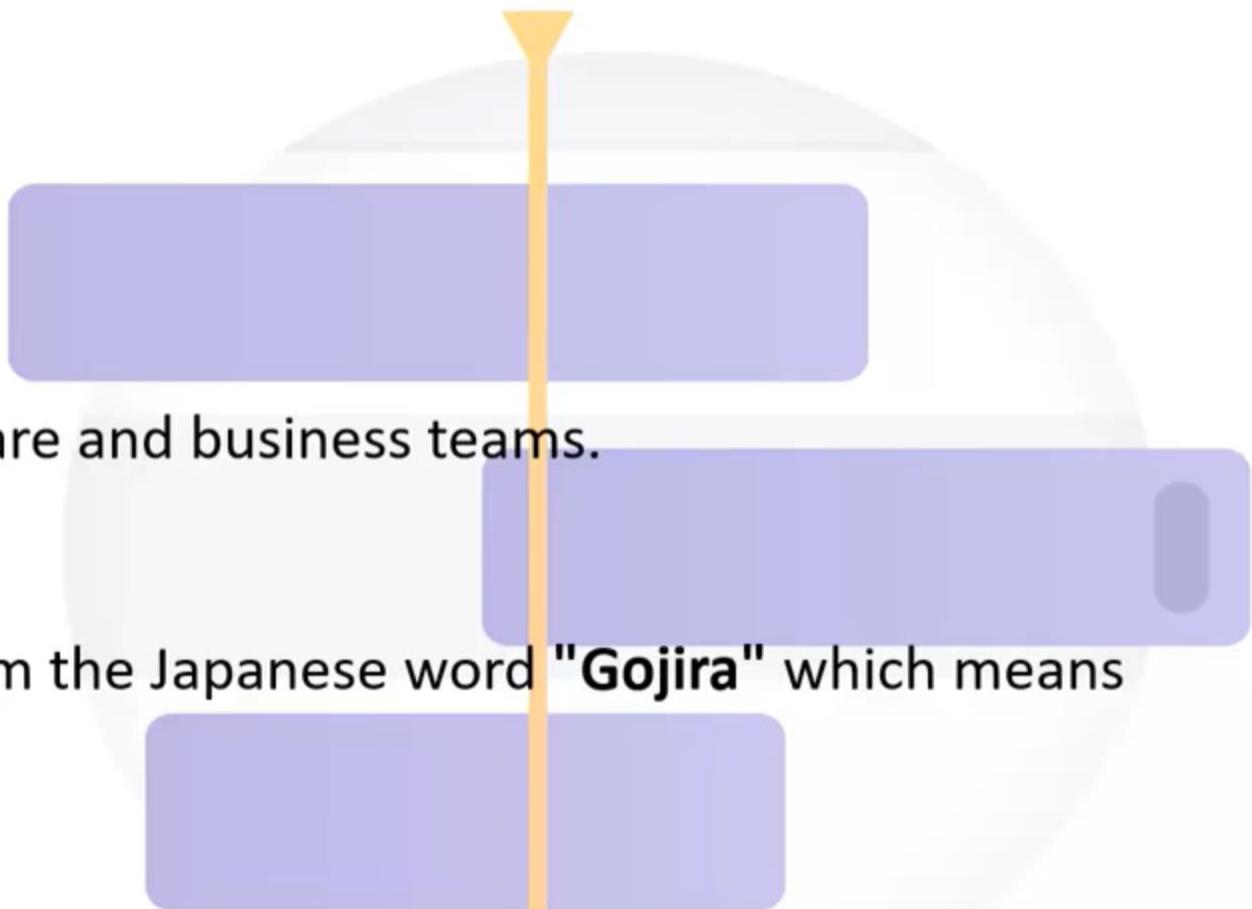
# What is JIRA?

Jira is :

- ✓ Project management
- ✓ Issue-tracking
- ✓ and bug tracking tool - for agile software and business teams.

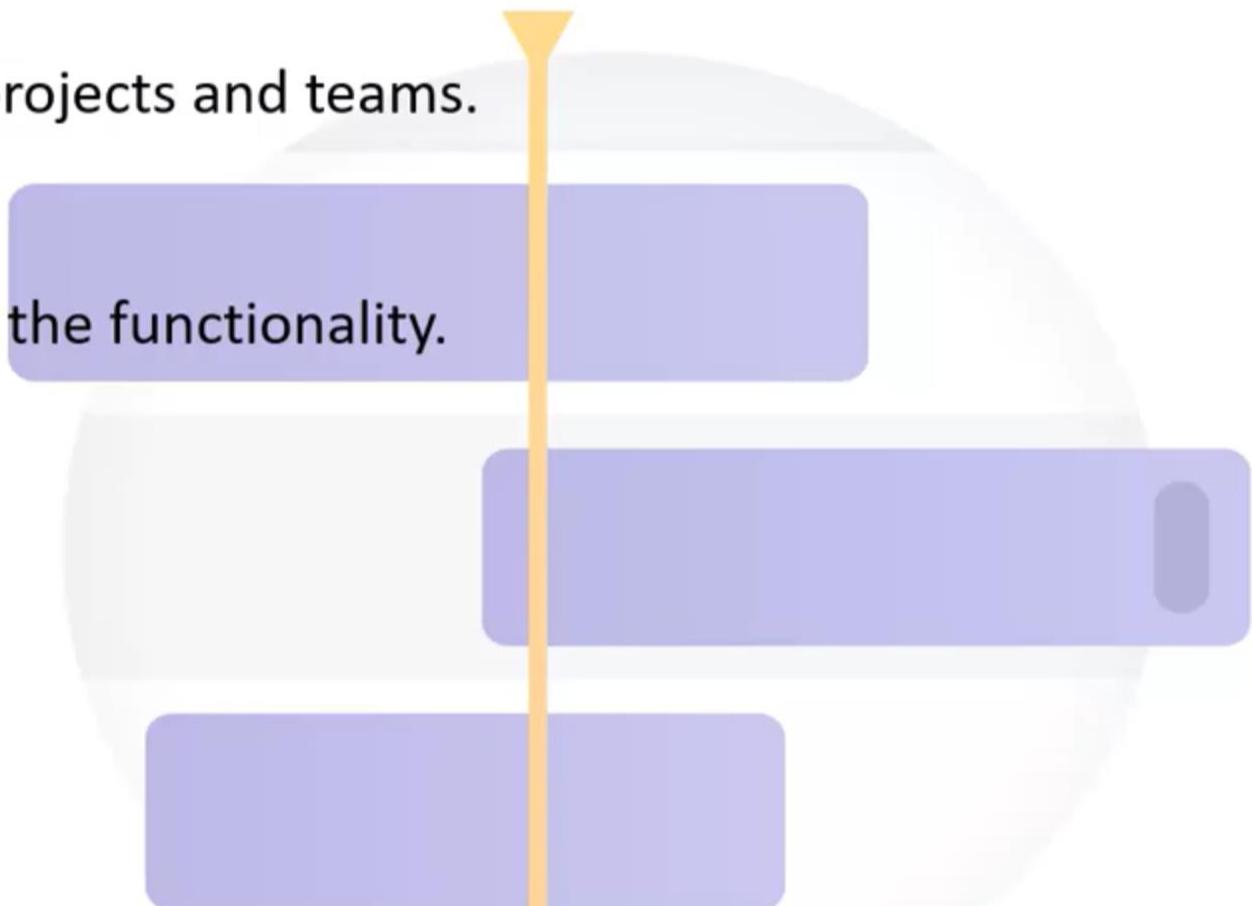
JIRA is made by Atlassian.

The name "**JIRA**" is actually inherited from the Japanese word "**Gojira**" which means "**Godzilla**".



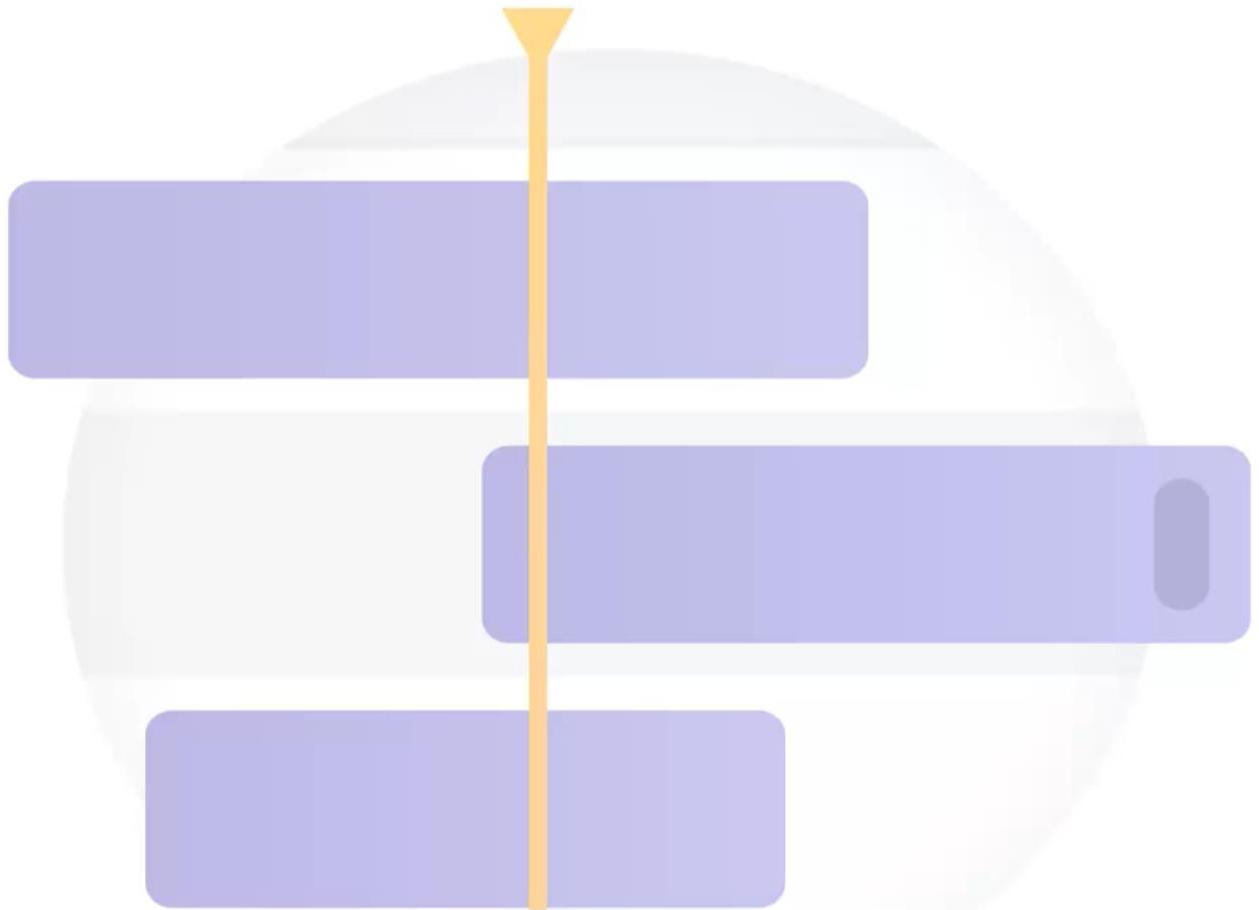
# Why should we use JIRA?

- ✓ Everything that you need to manage projects and teams.
- ✓ Fully Customizable to your needs.
- ✓ Countless add-ons to further enhance the functionality.



# What are the JIRA Products?

- 1 Jira Core
- ◆ Jira Software
- ⚡ Jira Service Desk
- ◆ Jira Ops

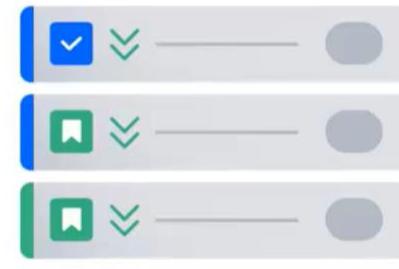


# Which Agile Methodology used in JIRA?

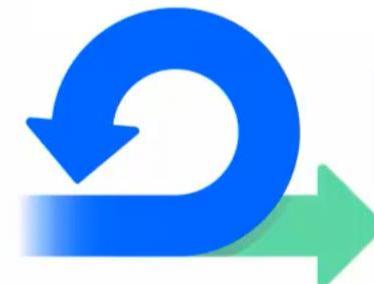
- ✓ Jira Software is an agile project management tool that supports any agile methodology, be it scrum, Kanban, or your own unique flavor.



Scrum



Kanban



Mixed  
Methodologies



Agile Scale

# User Stories, Epics and Themes

Top level objective that spans products and projects

Short description of a functionality (I.N.V.E.S.T.)

Collection of stories in the roadmap

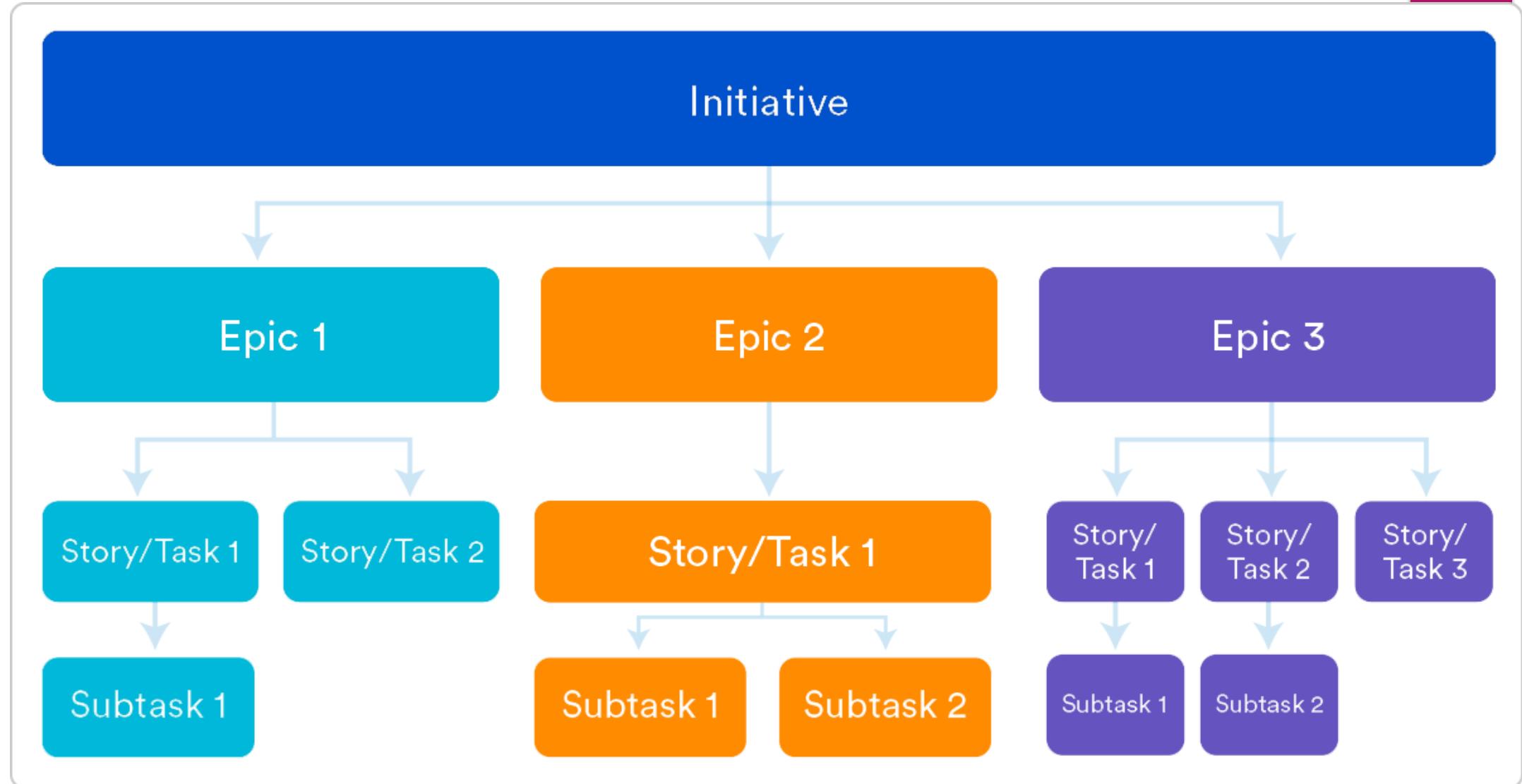
Punctual to do or action item

**Theme**

**User story**

**Epic**

**Task**



# Product Owner, Scrum Master, Team Member



## Product Owner

- Manages the end-user and stakeholder expectation
- Prioritize backlog and provide clear requirements
- Provides clear testable requirements to the team

## User Story Recipe:

As a <role> I want <feature>  
so that <benefit>.

# Some User Stories



As a traveller, I want to reserve a room



As a vacation planner, I want to see pictures of the hotels

# A Note on Roles



Vacationer



Hotel Owner



Travel Agent



Trip Planner



Parent

# Why User Stories Work Well



- They are simple to write and understand
- Software requirements is a communication problem
- They elicit detail in conversation
- Requirements analysis is effective when performed collaboratively
- Full intent can rarely be modeled or represented 100%

# The User Story Conversation

**As a user with a reservation,  
I want to cancel my reservation  
So that I get a refund.**



Does user get full or partial refund?  
Refund to credit card or site credit?

How far ahead must reservation be cancelled?  
Same for all hotels?  
For all site visitors or can frequent travelers  
cancel later?

Confirmation provided to user? How?

# Details as smaller sub-stories

AS A user with a reservation, I WANT to cancel my reservation SO THAT I get a refund



As a premium member, I want to cancel at the last minute with no penalty so that I get a full refund



As a non-premium member, I want to cancel up to 24 hours in advance so that I get a 50% refund



As a site member, I want an email confirmation of my cancelled reservation so that I can have a record of the transaction

# Signs Stories are Working



Focus shifts from writing to talking



Stories are understood by customer and developer



At estimation time, they are the right size



Participative design is occurring



Emphasis is on the user goals, not the system's attributes

# Given/When/Then Criteria

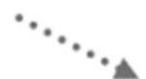
AS A user with a reservation, I WANT to cancel my reservation SO THAT I get a refund



**Given** I am a premium member, **when** I cancel under 24 hours, **then** I incur no penalty.



**Given** I am a non-premium member, **when** I cancel less than 24 hours in advance, **then** I pay a 50% fee.

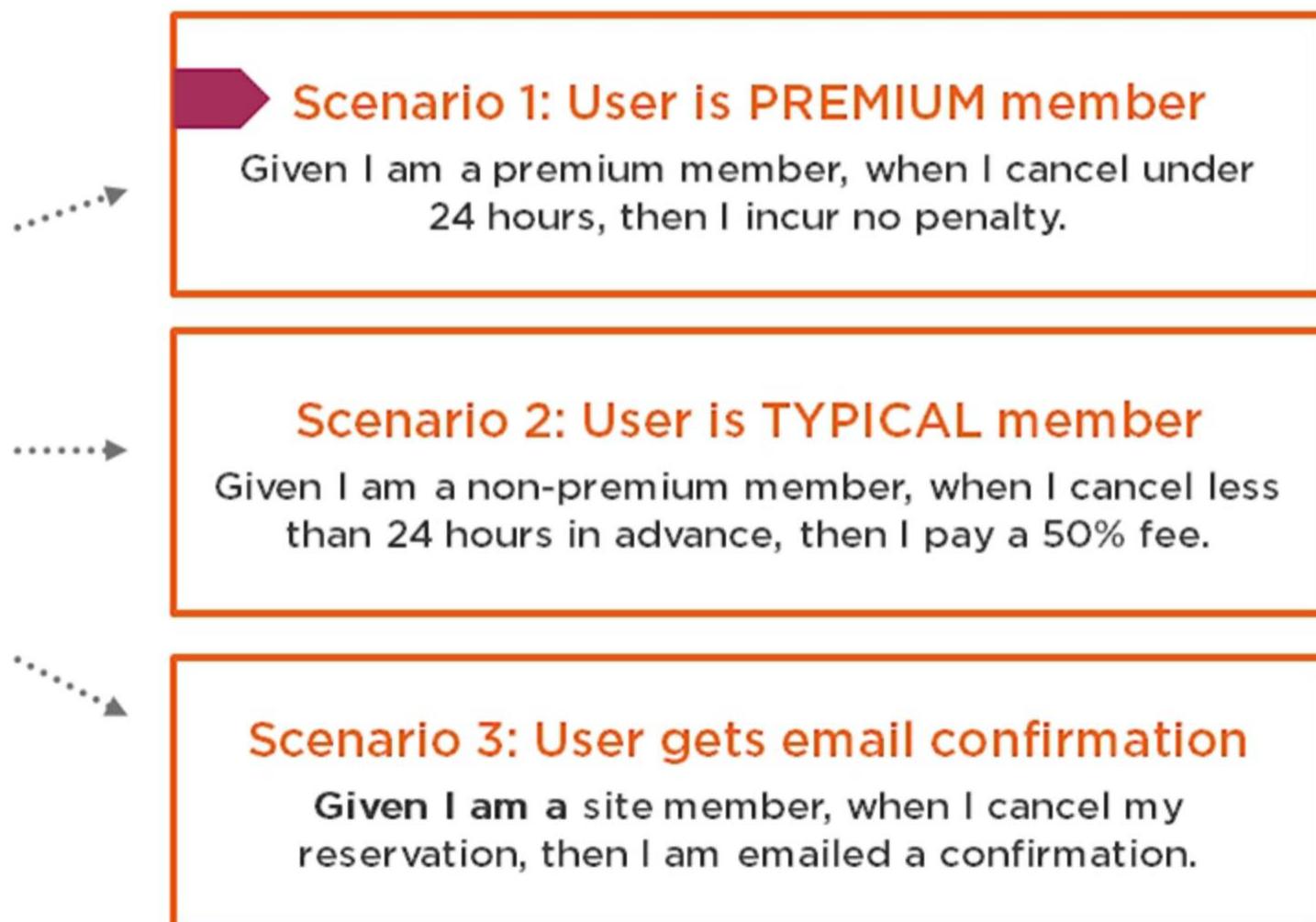


**Given** I am a site member, **when** I cancel my reservation, **then** I am emailed a confirmation.

# Adding Snappy Titles

Title: User Cancels Reservation

**AS A** user with a reservation, **I WANT** to cancel my reservation **SO THAT** I get a refund



# The Whole Story on a Card

**Title:** User cancels reservation

**Description:** As a user with a reservation, I want to cancel my reservation so that I get a refund.

**Success Criteria:**

- Given I am a premium member, when I cancel under 24 hours, then I incur no penalty.
- Given I am a non-premium member, when I cancel less than 24 hours in advance, I pay a 50% fee.
- Given I am a site member, when I cancel my reservation, then I am emailed a confirmation.



**Story Owner:**

Business Value Estimate:

Development Effort Estimate:

ROI Estimate:

# Estimates Are Necessary

To plan and proceed deliberately

To get a feel for costs

To calculate potential ROI

To understand the size of something

To know if work even can be done

To weigh options

# Deadly Estimation Warning Signs

Estimates are given without looking at historical performance.

Someone other than the team is doing the estimation.

Estimates are treated as promises.

Estimates are rejected because they don't fit an already existing plan.



“I just want to know when it will be done.”

“That’s bigger than it should be.”

“That’s smaller than it should be.”

# The Typical Estimation Process

PM: Hey Bill, how long to \_\_\_\_\_?

PM to self: They always say that. So, 2.5 weeks. I'll make it 3.

PM out loud: Thanks Bill. I'll go write the specs now.

Dev to Self: I'm busy, that'll take 2 days I can't afford to lose. What can I say to make him go away?

Dev out loud: About a week.

Dev to self: I can stall those out for weeks.



# How do we measure software work?

Lines of Code

Buckets per day

Cycles Per Month

Mega Jewels per nanosecond

Coffees per day

Rotations Per Minute

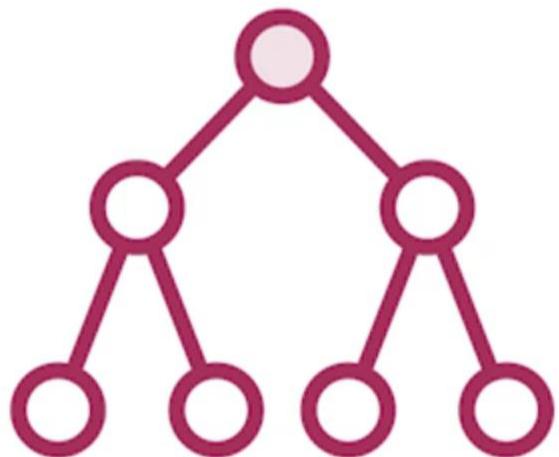
Feature Points

Kilowatts per hour

Hertz

Miles Per Hour

# Story Points



- Very common way to estimate work
- Based on size and complexity, not duration
- Unitless and numerically relative
- Different for each team of estimators
- Points are additive, unlike time
- Based on historical reality
- Easy to use and understand

# Using Story Points



Pile o'  
User Stories



Defect A | Cost: 20

Defect B | Cost: 30

Requirement A | Cost: 100

Requirement B | Cost: 100

Requirement C | Cost: 30

Constraint A | Cost: 20

We can see right away

Which work items cost the most

Total cost of all the work

Total cost to an iteration

# JIRA for Scrum



**Issue tracker**  
**Extensible platform**  
**It just works!**



VS



## Jira Server

Jira Server interface showing the 'Browse projects' page.

Header navigation: Jira, Dashboards, Projects, Issues, Boards, Portfolio, WatchTower, Create, Search, Notifications, User icon.

Left sidebar: PROJECT TYPES (All project types, Software, Service Desk, Business), CATEGORIES (All categories, Recent projects).

Main content: All project types - All categories table.

Project	Key	Project type	Project lead	Project category	URL
Customer Service	CS	Service Desk	Rachel Wright	No category	No URL
DEMO	DEMO	Software	Rachel Wright	No category	No URL
Employee Directory	DIR	Business	Rachel Wright	No category	No URL
IT Service Desk	HELP	Service Desk	Rachel Wright	No category	No URL
Jira Strategy Consulting	JSC	Software	Rachel Wright	No category	No URL
Test	TEST	Business	Rachel Wright	No category	No URL

Footer: Atlassian Jira Project Management Software (v8.7.1#807001-sha103e3702) · About Jira · Report a problem.

Atlassian logo.

## Jira Cloud

Jira Cloud interface showing the 'Projects' page.

Header navigation: Jira Software, Your work, Projects, Filters, Dashboards, People, Apps, Create, Search, Notifications, User icon.

Left sidebar: Create project button.

Main content: Projects table.

Name	Key	Type	Lead	Category
Bucket List	BUCKET	Classic software	Rachel Wright	Rachel Wright
Consulting	CON	Next-gen software	Rachel Wright	Strategy for Jira®
Demo	DEMO	Classic software	Rachel Wright	
Industry Templates	INDT	Classic software	Rachel Wright	Strategy for Jira®
Sales and Marketing	SALES	Classic software	Rachel Wright	Strategy for Jira®
Strategy for Jira®	STRAT	Classic business	Rachel Wright	Strategy for Jira®



## JIRA Core



## JIRA Software



## JIRA Service Desk

### Web Page

<https://www.atlassian.com/software/jira/core>

### Before JIRA 7

#### Use Cases

- General team project collaborations
- Change Requests
- Workflow Approvals
- Task Management
- On-boarding of employees
- Tracking of advertising campaigns

#### Targeted users

- Non technical teams
- Business users
- Legal teams
- HR teams
- Marketing teams
- Finance teams
- Operations teams

#### Keywords

- Tasks
- Approvals
- Requests
- Forms
- Backlogs
- Epics
- Sprints
- Boards
- Software development tool

#### Bundled project templates

- **Business projects**
  - Project Management
  - Process Management
  - Task Management

<https://www.atlassian.com/software/jira>

### JIRA

### JIRA + JIRA Agile add-on

- Bug Tracking
- Product Management
- Basic Software Development
- Kanban Software Development
- Scrum Software Development

<https://www.atlassian.com/software/jira/service-desk>

### JIRA + JIRA Service Desk add-on

- IT Helpdesk
- Helpdesk Ticketing
- Incident Management
- Change Management
- Problem Management

- Customers
- Helpdesk Agents
- Call Centre Managers
- Non Technical users

- Tickets
- Queues
- Service Level Agreements (SLAs)
- Knowledgebase integration

- **Software projects**
  - Scrum software development
  - Kanban software development
  - Basic software development
- **Business projects**
  - Project Management
  - Process Management
  - Task Management

- **Service Desk projects**
  - IT service desk
  - Basic Service Desk
- **Business projects**
  - Project Management
  - Process Management
  - Task Management

	JIRA Core	JIRA Software	JIRA Service Desk
Simple business projects	✓	✓	✓
Workflow editing	✓	✓	✓
Powerful issue search	✓	✓	✓
Dashboards	✓	✓	✓
Basic reporting	✓	✓	✓
Agile boards		✓	
Backlog planning		✓	
Agile reports		✓	
Development tool integration		✓	
Release hub		✓	
Queues			✓
SLAs			✓
Confluence knowledge base integration			✓
Detailed service metrics			✓

## Understand your deployment options

### Cloud

- ✓ Get immediate access to our latest features with automatic upgrades
- ✓ No servers, no storage, no maintenance – we host your site for you
- ✓ Our comprehensive security, compliance, and privacy programs ensure your data is safeguarded
- ✓ Built on best-in-class core technologies and designed for strong performance
- ✓ Extend and customize your workflows with 1,000+ apps and integrations

### Data Center

- ✓ Deploy on-premise or with IaaS vendors, like AWS and Azure, for complete control of your infrastructure and data
- ✓ Built to scale reliably as you grow with active-active clustering and an Atlassian-supported disaster recovery plan
- ✓ Advanced administrative tools and customization
- ✓ Easily manage planned and unplanned downtime with clustering, zero downtime upgrades and read-only mode

### Server

- ✓ Host our products with your internal machines behind your firewall
- ✓ Complete customization and controls for system administrators
- ✓ Deploy the latest version when and where you want
- ✓ Manually implement upgrades when new product versions are released

# References

- ▶ <https://www.atlassian.com/agile/tutorials/how-to-do-scrum-with-jira-software>
- ▶ <https://www.atlassian.com/agile/scrum>
- ▶ <https://www.atlassian.com/agile/kanban>
- ▶ <https://www.atlassian.com/agile/project-management>
- ▶ <https://www.atlassian.com/agile/product-management>



Questions?