

Case Study

Strategic Opportunities Roadmap Jira Product Discovery

Interfuze worked with a government agency to build a 12-month strategic opportunities roadmap in Jira Product Discovery, giving six leaders a single, visual view of milestones and priorities.

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ipaces / Strategic Opportunities Roadmap

All milestones 10 ideas Centralize your milestones

Create Group by Leaders Filter Sort Fields 7

Find an idea in this view

Summary	Milestone Date	Themes	Month	Leaders	Opportunity	Department
Leader 1 2						
Milestone 1	10 Oct 2026	Increase revenue	October	Leader 1 Leader 2 Leader 3	Media statement Media event	Department 1 Department 4
Milestone 9	31 Dec 2026	Increase revenue	December	Leader 1	Social media	Department 2
Leader 2 3						
Leader 3 4						
Leader 4 2						
Milestone 3	20 Nov 2026	Delight users	November	Leader 4	Social media	Department 1 Department 2
Milestone 10	17 Feb 2027	Delight users	February	Leader 2 Leader 4 Leader 6	Media statement	Department 5
Leader 5 3						
Leader 6 3						
Milestone 5						
Milestone 8						
Milestone 10						

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Roadmap - All Leaders 10 ideas Add description

Columns Months Group by Filter Sort Fields 5

Find an idea in this view

August	September	October	November	December
Milestone 10 Themes: Delight users Leaders: Leader 1 Leader 4 Leader 6 Opportunity: Media statement Milestone Date: 18 Aug 2026	Milestone 2 Themes: Win enterprise customers Leaders: Leader 3 Opportunity: Media statement Social media Milestone Date: 5 Sept 2026	Milestone 1 Themes: Increase revenue Leaders: Leader 1 Leader 2 Leader 3 Opportunity: Media statement Media event Milestone Date: 10 Oct 2026	Milestone 5 Themes: Delight users Leaders: Leader 4 Opportunity: Social media Milestone Date: 20 Nov 2026	Milestone 4 Themes: Delight users Leaders: Leader 5 Opportunity: Media event Milestone Date: 18 Dec 2026
Milestone 9 Themes: Increase revenue Leaders: Leader 1 Opportunity: Social media Milestone Date: 31 Aug 2026		Milestone 6 Themes: Expand horizons Leaders: Leader 6 Opportunity: Media statement Milestone Date: 9 Oct 2026	Milestone 6 Themes: Win enterprise customers Leaders: Leader 1 Leader 5 Opportunity: Media statement Awards 2 more Milestone Date: 19 Nov 2026	Milestone 7 Themes: Increase revenue Leaders: Leader 3 Leader 5 Opportunity: Media statement Social media Milestone Date: 7 Dec 2026
		Milestone 8 Themes: Expand horizons Leaders: Leader 2 Leader 6 Opportunity: Awards Milestone Date: 15 Nov 2026		

The Client

The client is the communications team of a government agency responsible for coordinating and communicating the department's key priorities, initiatives and milestones.

Project Overview

- The client needed a 12-month strategic opportunities roadmap to support planning for six leaders.
- Existing tracking relied on multiple manually maintained spreadsheets, with limited visibility of leader involvement and no consolidated roadmap view.
- Duplicate manual data entry led to inconsistencies, and long-term planning was difficult to visualise across the year.
- Interfuze reviewed the requirements and explored several Jira-based options before recommending a configured Jira Product Discovery solution.

The Challenge

The client needed a clear, consolidated view of strategic milestones across the year for six leaders from different areas. Multiple manually maintained spreadsheets meant duplicate data entry, inconsistencies, and limited visibility of leader involvement, government priorities and communications opportunities.

The Approach

- Ran stakeholder workshops and interviews to understand executive reporting needs.
- Explored Jira timelines/plans and Kanban boards, but found both constrained by existing tooling for a monthly executive view.
- Selected Jira Product Discovery for its flexible, custom board views suited to executive-level planning.
- Configured automation to reduce manual maintenance and keep the roadmap current.

The Solution

- Jira Product Discovery board with monthly columns and summarised milestone cards for clear, at-a-glance executive reporting.
- Custom views to group milestones by month, by leader, by government priority and by communications opportunity.
- Automation rule to set the 'Month' field automatically based on the milestone date, removing manual upkeep.
- Guidance and training for end users on maintaining and using the runway.

The Results

- A single, consolidated 12-month strategic roadmap, replacing multiple manually maintained spreadsheets.
- Clear visibility of leader involvement, government priorities and communications opportunities across the year.
- Reduced duplicate data entry and inconsistencies through automation.
- A flexible reporting view suited to executive-level planning, not just day-to-day delivery tracking.

Think we can help solve your problem?

Reach out to Interfuze on

08 6270 2488 or hello@interfuze.com.au

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