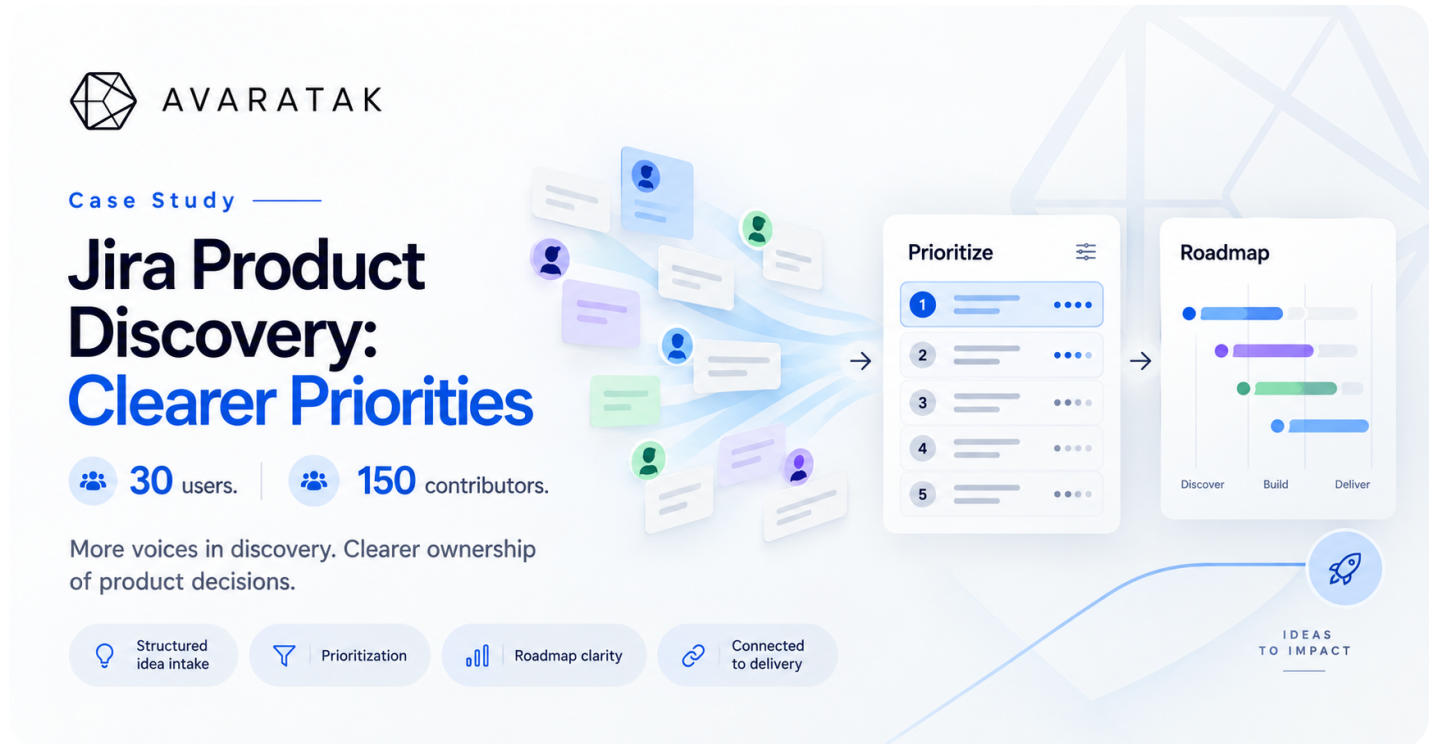


30 USERS · 150 CONTRIBUTORS



More voices in discovery. Clearer ownership of decisions.

A discovery process should make business input more useful, not simply make the backlog longer.

30

 users

150

 contributors

An organization with 30 users and 150 contributors worked with Avaratak to bring structure to Jira Product Discovery. The engagement connected idea intake, supporting evidence, prioritization and delivery, giving people a meaningful way to contribute while keeping responsibility for decisions clear.

The change that mattered. A clearer route from business input to product decisions, with visible reasoning, understandable next steps and accountable ownership.

01 / THE CHALLENGE & OUR APPROACH

Design the decision process before configuring the tool.

Collecting ideas is only the beginning. The harder part is deciding what deserves further attention, and explaining why.

Understand the problem behind the request

The challenge was not a shortage of ideas. It was the need for a consistent way to understand them, compare their value and explain what would happen next. An idea needed more than a title. Reviewers needed to understand the problem, the people affected and the evidence behind the request.

That creates an important distinction: giving people a way to contribute does not mean giving every request a place on the delivery roadmap. The process needed to welcome useful input while making the responsibility for prioritization unmistakable.

For a discovery environment of this scale, the central questions were practical. Who reviews new ideas? What makes an opportunity ready for evaluation? Who can commit delivery capacity? How does a contributor learn that an idea is being explored, deferred or taken forward?

The [Avaratak consulting approach](#) addressed those decisions before configuring the tool. The objective was broader participation without turning prioritization into a popularity contest.

Make contributing easy. Make evaluation consistent. Make ownership explicit.

Make the responsibilities explicit

Design the decision process before configuring the tool.

Avaratak started with responsibilities, evaluation criteria and communication expectations. Jira Product Discovery made those agreements easier to follow rather than replacing them.

Participation and decision-making are different jobs

The 30-user and 150-contributor environment needed to support participation without making every participant responsible for administration or roadmap decisions. Atlassian distinguishes [creators and contributors](#). Contributors can add comments, insights and votes, and can submit ideas when that permission is enabled. The design principle was to give each audience the access its responsibilities required.

The evaluation model began with a small set of shared questions: what problem are we solving, who benefits, what evidence supports it and what trade-off would pursuing it require? The criteria needed to be understandable enough that people could explain a decision without explaining the scoring formula first.

A roadmap is not a promise to build every idea

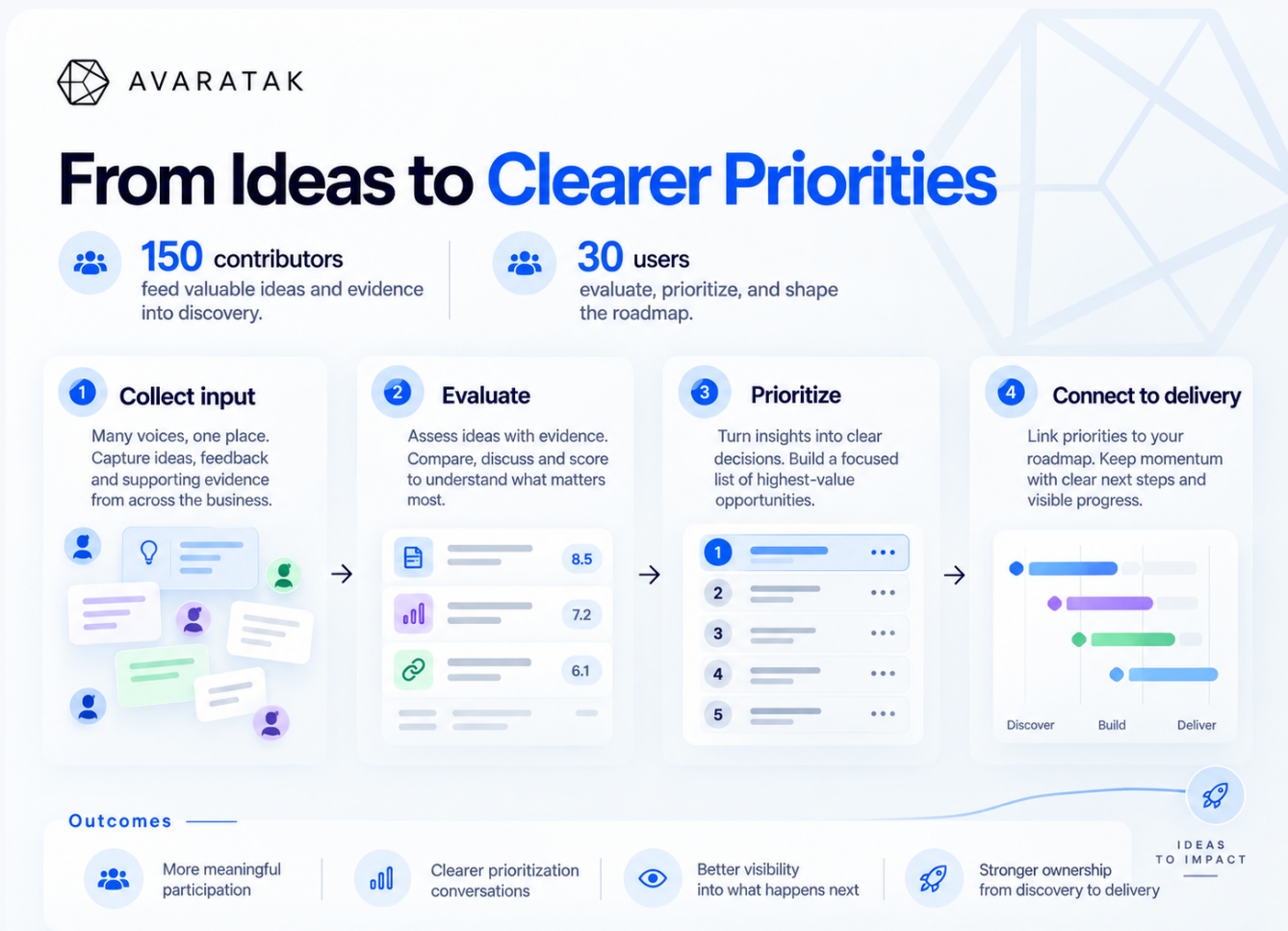
Exploration, prioritization and commitment have different meanings. An opportunity can be worth investigating without being ready for delivery. The model made that distinction visible, alongside an owner and a clear next step.

The same thinking carried through to enablement: contributors needed to understand what makes input useful, reviewers needed consistent evaluation practices, and decision-makers needed to know how to communicate the rationale.

02 / THE DISCOVERY MODEL

From input to a decision people can understand.

Avaratak connected participation, evidence, prioritization and delivery, preserving the reason for the work as it moved forward.



Conceptual illustration of the discovery workflow. Interface elements and sample scores are illustrative, not client screenshots or measured results.

Keep the reason with the idea

Feedback and supporting context belong with the opportunity they inform. Reviewers need to understand the problem behind a request, not just its title.

Keep the next step visible

Exploration, prioritization and commitment mean different things. Making that distinction clear helps contributors and decision-makers understand what happens next.

03 / THE SOLUTION

Six connected elements. One understandable process.

Participation, evidence, prioritization and delivery connected through a clear operating model.

01

Structured idea intake

A consistent starting point covering the problem, affected audience, expected benefit and supporting context. The initial submission stayed straightforward, with deeper analysis added as an opportunity progressed.

02

Evidence alongside the idea

Relevant observations and feedback kept with the opportunity they informed. Jira Product Discovery [insights](#) helped preserve the context behind a request rather than just its title.

03

Clear responsibility for decisions

Defined ownership of intake, clarification, evaluation and roadmap decisions. Broad participation expanded the information available without obscuring who was accountable for the choice.

04

Prioritization people can explain

Shared criteria and recorded rationale for comparing opportunities. Jira Product Discovery's [custom fields](#) support criteria such as impact and effort. The score informed the conversation; it did not replace judgment.

05

Roadmaps with understandable boundaries

Views designed to communicate direction and status, with a deliberate distinction between ideas being explored and work that had been committed. Stakeholders did not need to interpret internal shorthand to understand the plan.

06

A connection to delivery

Ideas [linked to Jira delivery work](#), preserving the reason for the work as it moved toward implementation rather than leaving its business context behind.

04 / THE RESULTS

Not a bigger backlog. A better basis for decisions.

The organization gained a more understandable path from business input to product decisions and delivery.

01 More meaningful participation

Contributors gained a clearer route to bring ideas and supporting context into product planning. Their input became part of the decision process rather than simply another request in a queue.

02 Clearer prioritization conversations

The team gained a shared basis for comparing opportunities and explaining trade-offs. Discussions could focus on agreed criteria and supporting evidence rather than the persistence of the person making the request.

03 Better visibility into what happens next

Stakeholders could distinguish an idea under consideration, an opportunity being explored and work moving toward delivery. The roadmap communicated both the direction and the reasoning behind it.

04 Stronger ownership without closing the door to input

The discovery process welcomed a substantial contributor community while keeping responsibility for evaluation and roadmap decisions clear. Broad participation and disciplined decisions reinforced each other.

THE AVARATAK TAKE

An effective discovery process does not promise that every idea will be delivered. It gives ideas a fair route into consideration, supports consistent evaluation and makes the resulting decision understandable.

The goal is a better basis for deciding what deserves to be built.

05 / IN THEIR WORDS

A clear way to describe the change.

Client-validated comments. Organization and individual names omitted.

VISIBILITY AND RATIONALE

“We have a place to bring customer feedback into the discussion and a clear way to see what happens next. The roadmap is no longer just a list of requests; we can understand the reasoning behind it.”

— VP of IT

PARTICIPATION AND OWNERSHIP

“More people can contribute without leaving everyone responsible for the final decision. We can see the evidence, discuss the trade-offs and keep ownership clear.”

— CTO

Build a roadmap people understand.

Bring us the prioritization decision your team keeps revisiting. Avaratak's Senior-only Atlassian consultants will help you assess the process, clarify ownership and determine where Jira Product Discovery fits.

[Book a 30-minute conversation](#)

Product references

Official Atlassian documentation supports product capabilities, not client outcomes.

[1. Creator and contributor access](#)

[2. Insights and supporting information](#)

[3. Custom fields and comparison criteria](#)

[4. Linking ideas to Jira delivery work](#)

[Related reading: Between the Sticky Note and the Sprint](#) · [Avaratak consulting](#)