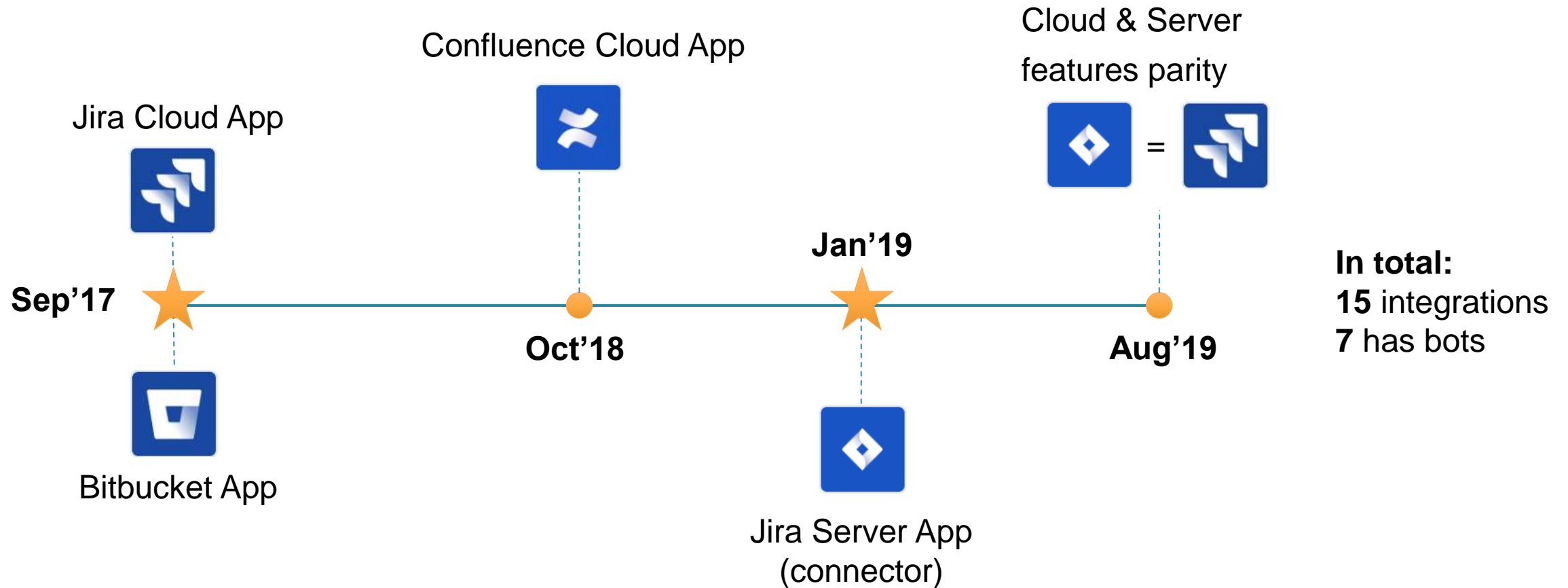


# How to build next level team collaboration for Enterprise world

Globalization  
Digitalization  
Predictive analytics  
Self service

**IT WEEKEND**  
**products**

# #integrate



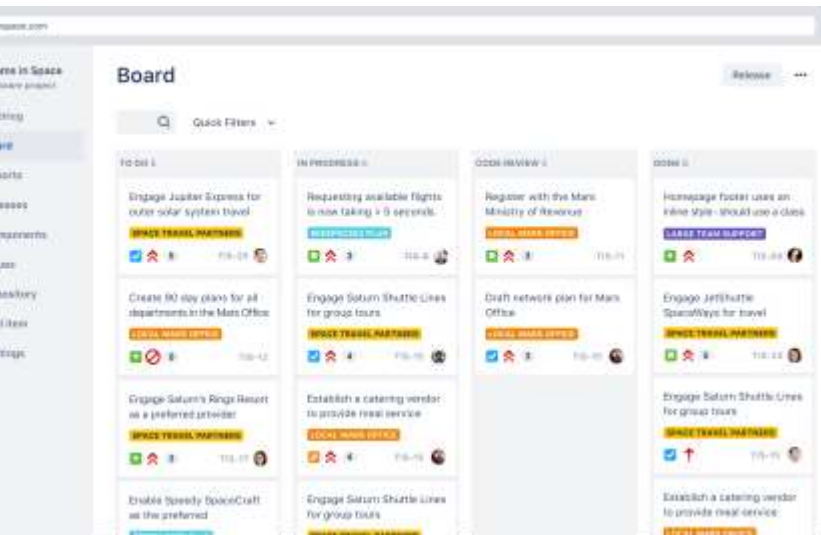


- Project and issue tracking tool.
- Launched in 2002.
- Used by **150 000+** teams.

**Enterprises**  
**Governments**  
**Non-profit**  
**organizations**  
**SMB**



- Hub for teamwork in Office 365.
- Launched on March 2017.
- **500 000+** organizational users.
- **13 000 000+** DAU.



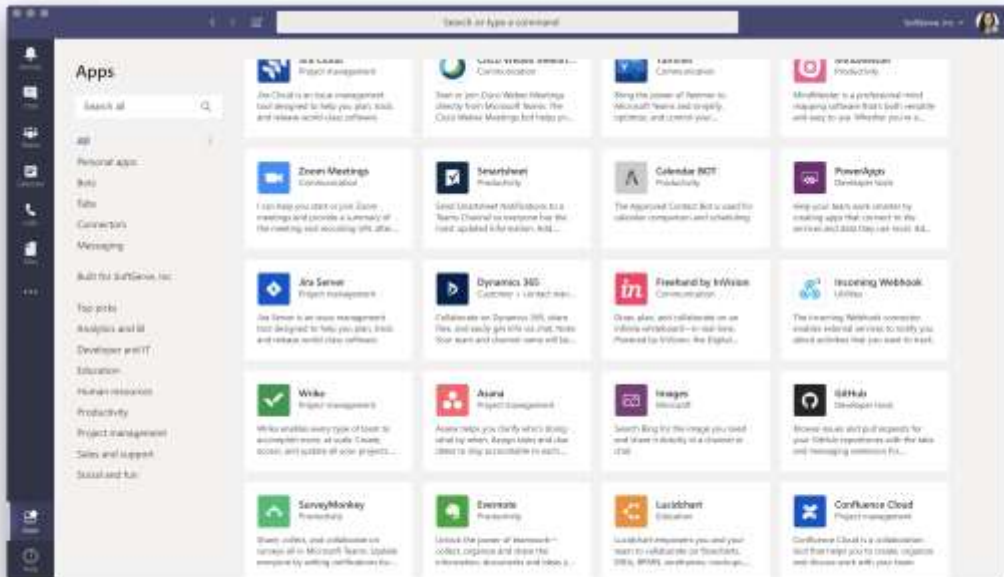
# Goal

- Build Jira integration for Microsoft Teams
- MAU as a key metric!

# Set the scene

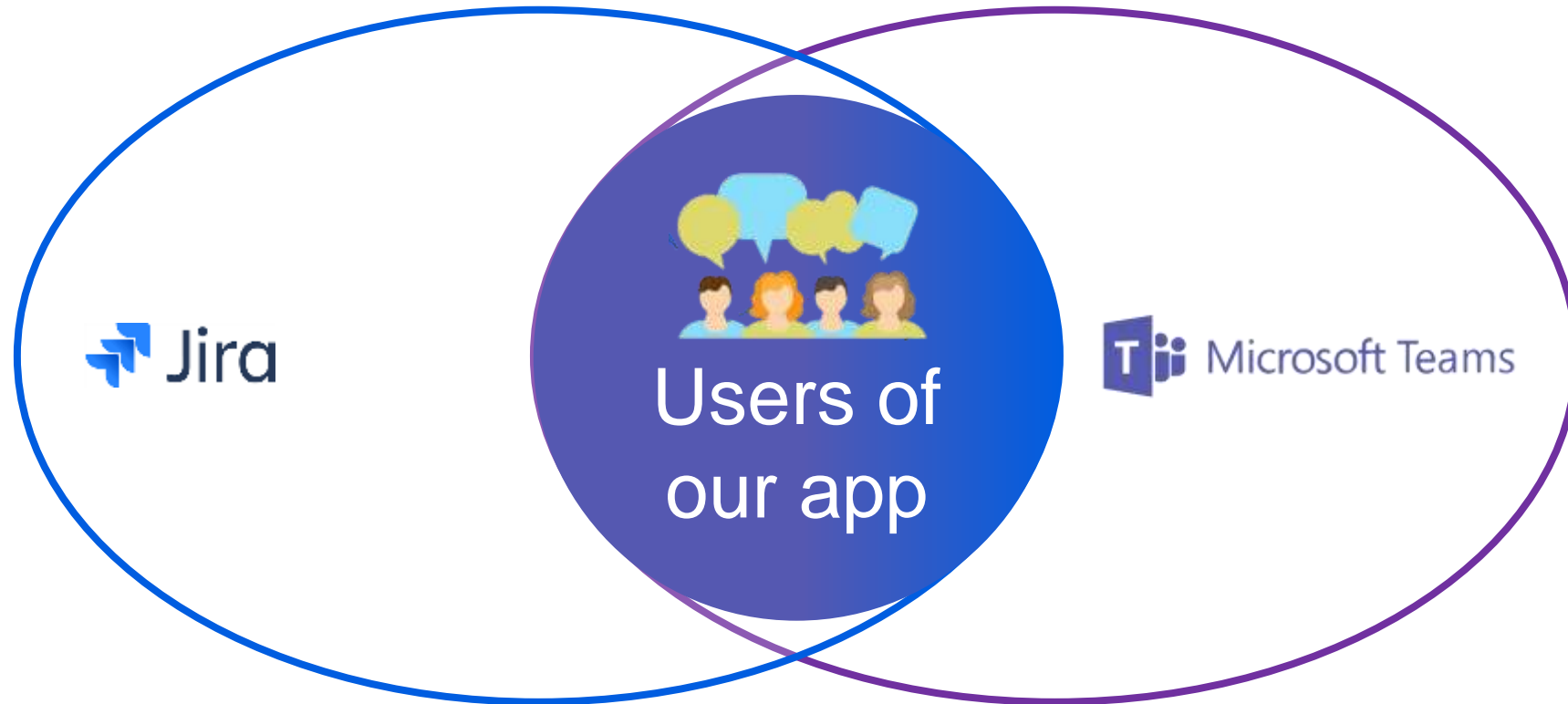
```
2 --url '/rest/api/3/issue' \  
3 --header 'Accept: application/json' \  
4 --header 'Content-Type: application/json' \  
5 --data '{  
6   "fields": {  
7     "summary": "something's wrong",  
8     "issuetype": {  
9       "id": "10000"  
10    },  
11  },  
12  "components": [
```

- Get to know how to use Teams
- Jira positioning and how it integrates with other platforms
- How to integrate to Teams
- APIs



```
25 {  
26   "text": "this is a text field",  
27   "type": "text"  
28 }  
29 ]  
30 }
```

# Who are integration users?



# Users in enterprise world



End-user

Needs to get work done!  
...and hopes your app will  
help!

- ✓ Project manager
- ✓ Product owner
- ✓ Developer
- ✓ QA
- ✓ Helpdesk agent
- ✓ Marketing manager
- ✓ HR
- ✓ ...?



Decision maker  
Buyer

Evaluates & approves  
Pays the check

- ✓ IT Department
- ✓ ...

# End-user



*David, 32 yo  
Software developer  
Seattle, WA*

Very tech savvy.

Works in international  
fintech company.

Ho  
Ru  
  
Re  
re



*Anna, 27 yo  
Marketing manager  
Kyiv, Ukraine*

Works in bank.

Technical expertise:  
moderate.

Responsibilities: mobile  
products positioning  
and PR campaigns  
organization



*Joseph, 28 yo  
Product manager  
Paris, France*

B2B product company.

Tech savvy.

Responsibilities: enabling growth for his  
product, works closely with users and  
development teams.



# End-user as a team member



Collaborates within team, that shares **common goals & objectives.**

Communication as a part of collaboration process to :

- Make decisions;
- Align;
- Share opinions;
- **Take actions!**

# Should we bring everything?

The screenshot shows the Jira Backlog interface for a project named "Space craft". The left sidebar contains navigation options: Space craft (Software project), SC board (Board), Backlog, Active sprints, Reports, Releases, Issues and filters, Pages, Components, Add item, and Project settings. The main content area displays the "Backlog" for "SC board". It includes a search bar, filters for "Only My Issues" and "Recently Updated", and a "Share" button. The backlog is organized into "VERSIONS" and "EPICS". The current version is "SC Sprint 1" with 2 issues, dated from 06/Sep/19 10:19 AM to 20/Sep/19 10:19 AM. Two issues are listed under this version: "Create issue from any message in conversation" (SC-254) and "Add media to bot notifications" (SC-252). Below this, a "Backlog" section shows 6 of 239 issues visible, with a "Clear all filters" link and a "Create sprint" button. The backlog items are: "Cards overlaps with menu in conversation box" (SC-253), "Add conversation message as a comment to Jira issue" (SC-255), "Add ability to log time via bot" (SC-256), "Fix modal padding" (SC-257), "Issue unfurling minimalistic template" (SC-258), and "Add customization settings" (SC-259). Each item has a "Publishing and produc..." label and a priority indicator (up arrow or down arrow).

Projects / Space craft / SC board

## Backlog

Share ...

Search [ ] Only My Issues Recently Updated

VERSIONS

SC Sprint 1 2 issues

06/Sep/19 10:19 AM • 20/Sep/19 10:19 AM

EPICS

- Create issue from any message in conversation Publishing and produc... SC-254 ↑ -
- Add media to bot notifications Publishing and produc... SC-252 ↑ -

Backlog 6 of 239 issues visible Clear all filters Create sprint

- Cards overlaps with menu in conversation box Publishing and produc... SC-253 ↑
- Add conversation message as a comment to Jira issue Publishing and produc... SC-255 ↑ -
- Add ability to log time via bot Publishing and produc... SC-256 ↑ -
- Fix modal padding Publishing and produc... SC-257 ↑
- Issue unfurling minimalistic template Publishing and produc... SC-258 ↑ -
- Add customization settings Publishing and produc... SC-259 ↑ -

+ Create issue


# Plan/Review scope of work

The image shows a screenshot of the Jira Cloud interface. The main view displays a list of issues under the 'Reported by me' filter. The issues are listed in a table with columns for Assignee, Reporter, Priority, Status, Created, and Updated. The issues are all assigned to 'Maryna Imshenetska' and have a status of 'TO DO'. The dates for creation and update are either 9/4/19 or 7/1/19.


Issue Title	Assignee	Reporter	Priority	Status	Created	Updated
customization settings	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
unfurling minimalistic template	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
modal padding	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
ability to log time via bot	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
conversation message as a comment to Jira issue	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
te issue from any message in conversation	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
s overlaps with menu in conversation box	Unassigned	Maryna Imshenetska	↑	TO DO	9/4/19	9/4/19
media to bot notifications	Maryna Imshenetska	Maryna Imshenetska	↑	TO DO	9/4/19	9/5/19
way to create report for GA	Unassigned	Maryna Imshenetska	↑	TO DO	7/1/19	7/1/19
ptive card] If the issue is assigned the "Last modified" line wi...	Unassigned	Maryna Imshenetska	↓	TO DO	6/18/19	6/18/19

An inset window shows the 'Create a custom filter' dialog. It allows users to select the kind of tabs to set up (Choose one of your saved filters or Create a custom filter). Under 'Create a custom filter', users can filter by status (To Do, In Progress, Done), type, and priority (Highest, High, Medium). There is a checkbox for 'Post to the channel about this tab' which is checked. Buttons for 'Back' and 'Save' are visible at the bottom.

# Share updates

 Jira Cloud 10:36 AM

New comment on issue: "Fix modal padding"

 **Maryna Imshenetska**  
9/6/2019 10:36 AM (UTC+02:00)  
Can we have it fixed by tomorrow?



Issue Type: Bug  
Priority: Medium  
Status: To Do  
Issue: SC-257


[View in JIRA](#)


← Reply


August 13, 20


Alex Hryshaiev 8/13 3:38 PM Edited


 **Jira Cloud** 

Search issues 

SC-254: Create issue from any message in conversation  
Unassigned | 9/4/2019  
 ↑ To Do


SC-252: Add media to bot notifications  
Maryna Imshenetska | 9/4/2019  
 ↑ To Do

SC-12: Publishing and product development  
Unassigned | 6/18/2019  
**Publishing and product development**  
 ↑ To Do

SC-259: Add customization settings  
Unassigned | 9/4/2019  
 ↑ To Do

Yesterday

ерверу наша ана



# Take actions

The image shows a Slack channel interface with a Jira Cloud message. The message content is as follows:

- Jira Cloud** 5:51 PM Updated
- Space craft** SC-252 [Watch issue](#)
- Add media to bot notifications
- To Do | Medium | 09/05/2019
- Reporter:** Maryna Imshenetska
- Assignee:** Maryna Imshenetska  
(Assign to me)

Buttons for 'nt' and 'Edit' are visible below the message. A 'More actions' menu is open on the right, listing:

- Save this message
- Edit
- Delete
- Mark as unread
- Copy link
- Immersive Reader
- Turn off notifications
- More actions >

A search menu is open on the left, titled 'What can I do?'. It lists the following actions:

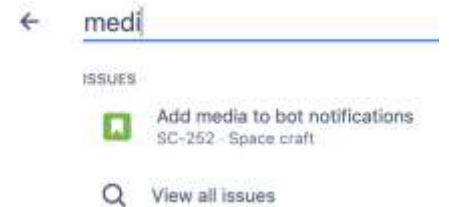
- create Create new issue
- find Find issue
- assign Assign issue to yourself
- vote Vote on issue
- unvote Unvote on issue
- watch Watch issue
- unwatch Unwatch issue
- log Log time spent on issue
- edit Edit issue
- comment Comment issue

At the bottom, there is a search bar with the placeholder text 'Type your questions here' and a row of icons for text, emojis, images, links, and other features.

# “I’ll share the link”



- Not this, hm...
- Oh, new updates ...
- Cool idea...
- Stop! I’m here to share Jira link.



And now try to do it on mobile...

# “I’ll share the link”



Space craft  
SC-252

Add media to bot notifications

To Do | Medium | 09/05/2019

**Reporter:** Maryna Imshenetska

**Assignee:** Maryna Imshenetska

[View in Jira](#)



**SC-252: Add media to bot notifications**

Maryna Imshenetska | 9/4/2019 To Do

[reedemo1.atlassian.net](https://reedemo1.atlassian.net)

← Reply

Start a new conversation. Type @ to mention someone.



1. *Switch from conversation to browser*
2. *<...tabs...>*
3. *Locate Jira (find logo in all tabs, type address...)*
4. *Find story (browse backlog, search by keyword...)*
5. *Copy link*
6. *Switch to Teams*
7. *(Hope you didn't lose conversation where it should be shared)*
8. *Paste link*
9. *Add message*
10. *Hit send!*

Time to complete:  
**1 min – NEVER**

**VS.**

1. *Find issue in messaging extension*
2. *Add message*
3. *Hit send!*

**Time to complete:**  
**10 -15s**

*P.S. Let's assume, our user spends ~30 mins daily to switch between apps, share right screen, log time, find the right link, copy and paste -> approx **10 hours** of time savings monthly.*



# 90% of all support tickets are created by employees of IT departments...



**Lora**  
**Head of IT department**  
Vienna, Austria

Very risk averse, analytical thinker. Often overloaded with concurrent activities. Huge tech background.

Responsibilities:

- \* Manage IT teams
- Eliminate security risks
- Increase users satisfaction
- Maintain operations & systems

95% chance that Lora's team will be your **first users** to evaluate:

- Security risks related to your app
- Compliance to standards
- Efforts required for set-up
- Ease of use
- Benefits it provides (time & costs economy)
- Support quality

Show some love!

# Small challenge

Users mental models - what users believe they know about a UI strongly impacts how they use it... or plan to use it.

- Previous communication tool had way too different flows & patterns
- Not recognizing boundaries of your app and Teams platform
- Different vocabulary
- Expect your app to behave exactly the same as Jira.

## What to do?

Option 1: Conform!

Option 2: Keep it simple, wait and do your best with documentation and onboarding.

**WHO ARE WE?**



**JIRA USERS**



**WHAT DO WE  
NEED IN TEAMS?**



imgflip.com

**CONNECTOR**



# Sum up

1. Being unique on marketplace always helps.
2. There 2 types of enterprise user you always should care about: Decision makers and End-users - your app should demonstrate benefits for both.
3. Don't try to bring every feature, think about conversational context and what user might need there.
4. Think about value you bring for team/organization, not just single individual.
5. Making use of your app easy and smooth for decision makers could be one of your best investment.

# Thank you!



<https://www.linkedin.com/in/imshenetska/>