

Creating Ideas - Jira Product Discovery

Introduction

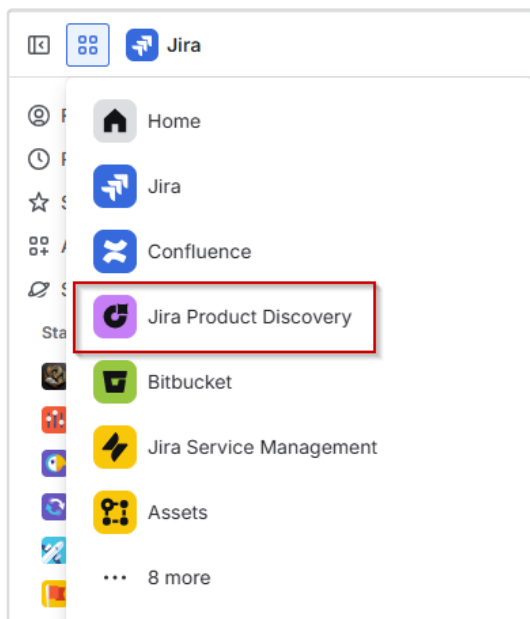
An idea in Jira Product Discovery is a central placeholder for a potential solution or opportunity where you capture insights, define value, and evaluate whether it's worth prioritising for delivery.

Ideas can originate anywhere - from service desk tickets to meeting discussions or casual conversations with the business.

Ideas should be created by Product Owners only.

How to Create an Idea

- Navigate to Jira Product Discovery.



Note: There is one space for all Ideas, we do not have separate spaces for each platform.

- Click '+ Create' OR 'Create'.

Spaces / Ideas

All ideas 8 ideas Centralize your ideas You are in the "All Ideas" view...

Create Group by + Filter Sort Fields 10

☐ Aa Summary	Status	Idea Owner	Reach	Impact	Effort	Confiden...	fx RIC...	Lin...	Reporter
☐ AI Agents in PowerBi	PARKING LOT	Data PO				0		0	Alistair Roylance
☐ Collecting small payments via exhibitor man...	PARKING LOT	Marketing PO				0		0	Dipika Dabasia
☐ Third party tool for data enrichment in Sales...	PARKING LOT	Commercial PO				0		0	Dipika Dabasia
☐ Customer account risk scoring functionality	PARKING LOT	Commercial PO				0		0	Dipika Dabasia
☐ Update Zining to the Enterprise licence	DISCOVERY	Data PO				77	641.7	0	Alistair Roylance
☐ Universal lead retrieval model for all events	PARKING LOT	Event						0	Alistair Roylance
☐ Website CMS standardisation	PARKING LOT	Marketing PO						0	Alistair Roylance
☐ GES Pre-pop process	DISCOVERY	Marketing PO						0	Alistair Roylance

+ Create

- Add Summary and Description.

Note: Status will default to 'Parking Lot'.

- Populate 'Idea Owner' field.

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☐ AI Agents in PowerBi	PARKING LOT	Data PO			0
☐ Collecting small payments via exhibitor man...	PARKING LOT	Marketing PO			0
☐ Third party tool for data enrichment in Sales...	PARKING LOT	Commercial PO			0
☐ Update Zining to the Enterprise licence	DISCOVERY	Data PO			77
☐ Universal lead retrieval model for all events	PARKING LOT	Event			
☐ Website CMS standardisation	PARKING LOT	Marketing PO			
☐ GES Pre-pop process	DISCOVERY	Marketing PO			
☐ Can we add 'Upsell' & 'Downsell' as options...	PARKING LOT				

+ Create

Ideas / MDP-16

Can we add 'Upsell' & 'Downsell' as options to the contract change process

Overview Comments Insights Delivery

Add attachment Link work item

Can we add 'Upsell' & 'Downsell' as options to the contract change process

Pinned fields

Linked items 0

Assignee

Created

Creator

Delivery progress

Delivery status

Idea short description

Project start

Project target

Idea Owner

Fields in this view

- Link Work Item (if applicable).

Spaces / Ideas

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☐ Aa Summary	Status	Idea Owner	Reach	Impact	Effort	
☐ AI Agents in PowerBi	PARKING LOT	Data PO				0
☐ Collecting small payments via exhibitor man...	PARKING LOT	Marketing PO				0
☐ Third party tool for data enrichment in Sales...	PARKING LOT	Commercial PO				0
☐ Update Zinning to the Enterprise licence	DISCOVERY	Data PO				77
☐ Universal lead retrieval model for all events	PARKING LOT	Event				0
☐ Website CMS standardisation	PARKING LOT	Marketing PO				0
☐ GES Pre-pop process	DISCOVERY	Marketing PO				0
☐ Can we add 'Upsell' & 'Downsell' as options...	PARKING LOT	Commercial PO				0

+ Create

Can we add 'Upsell' & 'Downsell' as options to the contract change process

Overview Comments Insights Delivery

Add attachment Link work item Templates

Can we add 'Upsell' & 'Downsell' as options to the contract change process

Linked work items

Link Type

action item from

Search

Search for a work item

You can't search work items with the done status. Copy-paste the URL to link a work item instead.

Cancel Add

Pinned fields

Linked items 0

Assignee 8 Unassigned

Created Mar 11, 2026 11:22 AM

Creator Dipika Dabasia

Delivery progress

The 'All Ideas (Grouped by Platform)' view list all ideas grouped by each platform.

Spaces / Ideas

All Ideas (Grouped by Platform) 8 ideas Centralize your ideas You are in the "All Ideas" view,...

Create Group by Idea Owner Filter Sort Fields 10

Find an idea in this view

☐ Aa Summary	Status	Idea Owner	Reach	Impact	Effort	Confiden...	fx RIC...	Lin...	@ Reporter
☐ Commercial PO 2									
☐ Third party tool for data enrichment in Sales...	PARKING LOT	Commercial PO				0		1	Dipika Dabasia
☐ Can we add 'Upsell' & 'Downsell' as options...	PARKING LOT	Commercial PO				0		0	Dipika Dabasia
☐ Data PO 2									
☐ AI Agents in PowerBi	PARKING LOT	Data PO				0		0	Alistair Roylance
☐ Update Zinning to the Enterprise licence	DISCOVERY	Data PO				77	641.7	0	Alistair Roylance
☐ Event 1									
☐ Universal lead retrieval model for all events	PARKING LOT	Event				0		0	Alistair Roylance
☐ Marketing PO 3									
☐ Collecting small payments via exhibitor man...	PARKING LOT	Marketing PO				0		0	Dipika Dabasia
☐ Website CMS standardisation	PARKING LOT	Marketing PO				0		0	Alistair Roylance
☐ GES Pre-pop process	DISCOVERY	Marketing PO				0		0	Alistair Roylance

Spaces / Ideas

Feedback

All Ideas (Grouped by Platform) 8 ideas Centralize your ideas You are in the "All Ideas" view,...

Create Group by Idea Owner Filter Sort Fields 10

Find an idea in this view

☐ Ad Summary	Status	Idea Owner	Reach	Impact	Effort	Confiden...	fx REC...	Lin...	Reporter	
☐ Commercial PO 2										
☐ Third party tool for data enrichment in Sales...	PARKING LOT	Commercial PO	*****	*****	*****	0		1	Dipika Dabasia	
☐ Can we add 'Upsell' & 'Downsell' as options...	PARKING LOT	Commercial PO	*****	*****	*****			0	Dipika Dabasia	
+ Create										
☐ Data PO 2										
☐ AI Agents in PowerBi	PARKING LOT	Data PO	*****	*****	*****	0		0	Alistair Roylance	
☐ Update Zinng to the Enterprise licence	DISCOVERY	Data PO	*****	*****	*****	77	641.7	0	Alistair Roylance	
+ Create										
☐ Event 1										
☐ Universal lead retrieval model for all events	PARKING LOT	Event	*****	*****	*****			0	Alistair Roylance	
+ Create										
☐ Marketing PO 3										
☐ Collecting small payments via exhibitor man...	PARKING LOT	Marketing PO	*****	*****	*****	0		0	Dipika Dabasia	
☐ Website CMS standardisation	PARKING LOT	Marketing PO	*****	*****	*****			0	Alistair Roylance	
☐ GES Pre-pop process	DISCOVERY	Marketing PO	*****	*****	*****			0	Alistair Roylance	

There are individual views for each platform.

Ideas + ...

All Ideas (Grouped by Platf...

Commercial Platform

Corporate Platform

Data Platform

Event Platform

HR Platform

IT Platform

Marketing Platform

Statuses

Status	Description
Parking Lot	Default status for a newly created idea. Ideas that are not yet prioritized or fully understood. These can be suggestions from team members, customers, or other stakeholders. They are collected and stored for future consideration.

Discovery	Ideas that have been prioritized and are currently being explored by the team. This stage involves research, customer interviews, and validation of the problem or opportunity to ensure the idea is worth pursuing.
Impact	Ideas that have been validated in the Discovery phase and are now being assessed for their potential impact on the business. This stage is where you estimate the value, feasibility, and priority of the idea in relation to your product roadmap and goals.
Ready for Delivery	Ideas that have been prioritized, validated, and assessed for impact are now ready for implementation. This stage is the transition point between discovery and delivery, where the team prepares to move forward with development. At this stage an epic should be created and added to the platform backlog.
Delivery	Ideas in this stage are actively being developed and integrated into the product. This phase includes design, development, testing, and deployment of the solution.
Done	The final stage in the workflow, where ideas have been successfully implemented and launched. This is the point where you can measure the success and effectiveness of the solution, gather feedback, and make any necessary adjustments.