



Optimizing Jira for Agile Product Development

Industry: Technology & Software Development

Challenge

A fast-growing software company was struggling to scale its product development process. As they expanded, inefficiencies in their Jira setup were causing:

- **Inconsistent workflows** across teams, leading to misaligned development efforts.
- **Overloaded backlogs** with hundreds of unprioritized tickets.
- **Lack of real-time visibility** into sprint progress, causing delays in product releases.
- **Poor developer experience**, with excessive manual tasks slowing down productivity.

Without a well-structured Jira setup, their Agile teams were struggling to meet sprint commitments, and product managers had no clear insight into development bottlenecks.

Solution Overview

Avaratak conducted a **full Jira assessment** to analyze their workflows, backlog management, and sprint planning processes. Our solution included:

- 1 Standardizing Jira Workflows
- 2 Backlog Cleanup & Prioritization
- 3 Automation & Smart Workflows
- 4 Enhanced Sprint Visibility & Reporting

Standardizing Jira Workflows

- We worked with product and engineering leaders to define clear, repeatable Jira workflows for different teams (backend, frontend, DevOps).
- Introduced **customized issue types, statuses, and transition rules** to ensure consistency in how features, bugs, and technical debt were managed.

Backlog Cleanup & Prioritization

- Conducted a structured **backlog triage**, archiving outdated tasks and categorizing work using priority labels.
- Implemented **WIP (Work In Progress) limits** and backlog grooming cadences to keep the backlog manageable.

Automation & Smart Workflows

- Eliminated repetitive manual work with **Jira automation rules**, such as auto-assigning tasks based on workload distribution.
- Integrated Jira with Slack for **real-time sprint updates** and automated notifications for blockers.

Enhanced Sprint Visibility & Reporting

- Configured **real-time dashboards** in Jira to track sprint velocity, cycle time, and bottlenecks.
- Introduced a **burn-down chart strategy** to help teams adjust their sprint commitments dynamically.

Results

- ① 30% reduction in cycle time for feature releases, allowing faster innovation.
- ② 40% increase in on-time sprint completion improving predictability.
- ③ Higher developer satisfaction with automation reducing unnecessary manual work.
- ④ Improved stakeholder alignment with real-time insights into project status.

By optimizing their Jira setup, Avaratak enabled the company's development teams to **deliver faster, collaborate better, and maintain product quality** at scale.