

Wie KI die agile Anforderungsanalyse revolutioniert

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10.07.2025



Let's be honest

#1 ...about AI fears & hopes

#2 ...about our AI pilot

#3 ...about results
& lessons learned



3 years at Accenture
Business Agility

**MELISSA
POSSELT**
accenture | ATLASSIAN

Atlassian Consultant

Scrum Master & Agile
Coach

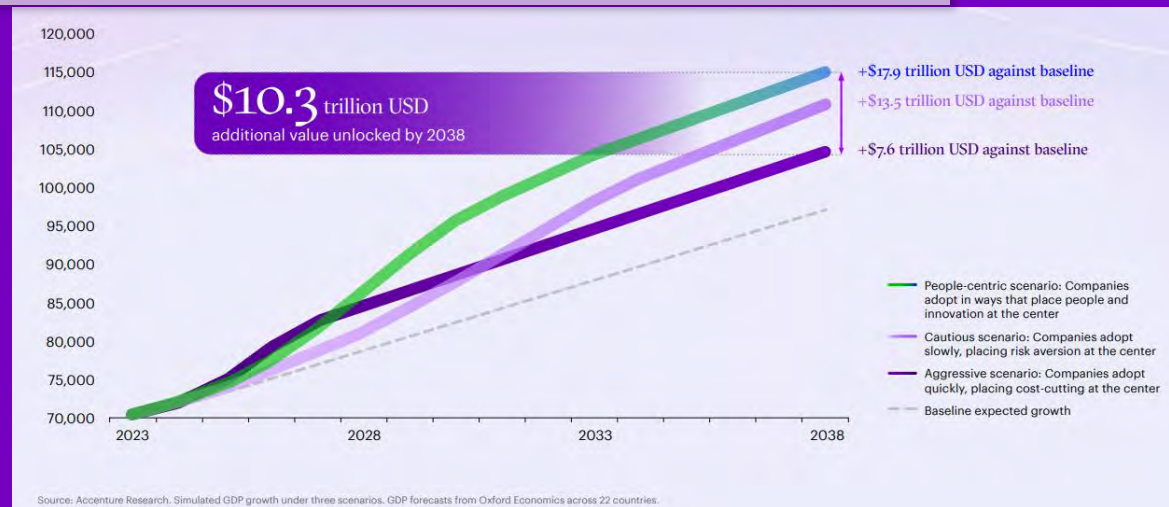
Psychological lense



High Hopes are being placed in AI adoption



In Germany, 46% of work hours can be either automated or augmented by AI



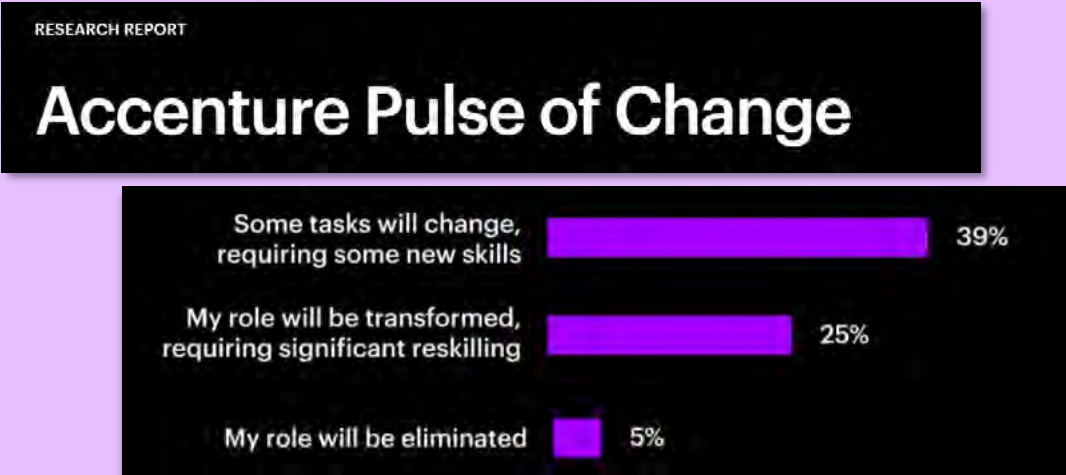
PwC 2025 Global AI Jobs Barometer

AI linked to a fourfold increase in productivity growth and 56% wage premium, while jobs grow even in the most easily automated roles

Press Release | 3 minute read | June 03, 2025



Employees raise valid concerns



Academy of Management Journal, Vol. 67, No. 1 | Articles

When and How Artificial Intelligence Augments Employee Creativity

Nan Jia, Xueming Luo, Zheng Fang and Chengcheng Liao

AI Can Boost Higher-Skilled Employees' Creativity



Enterprise hopes

Increased productivity & efficiency

Increased quality

A slice of the \$17.9 Trillion pie

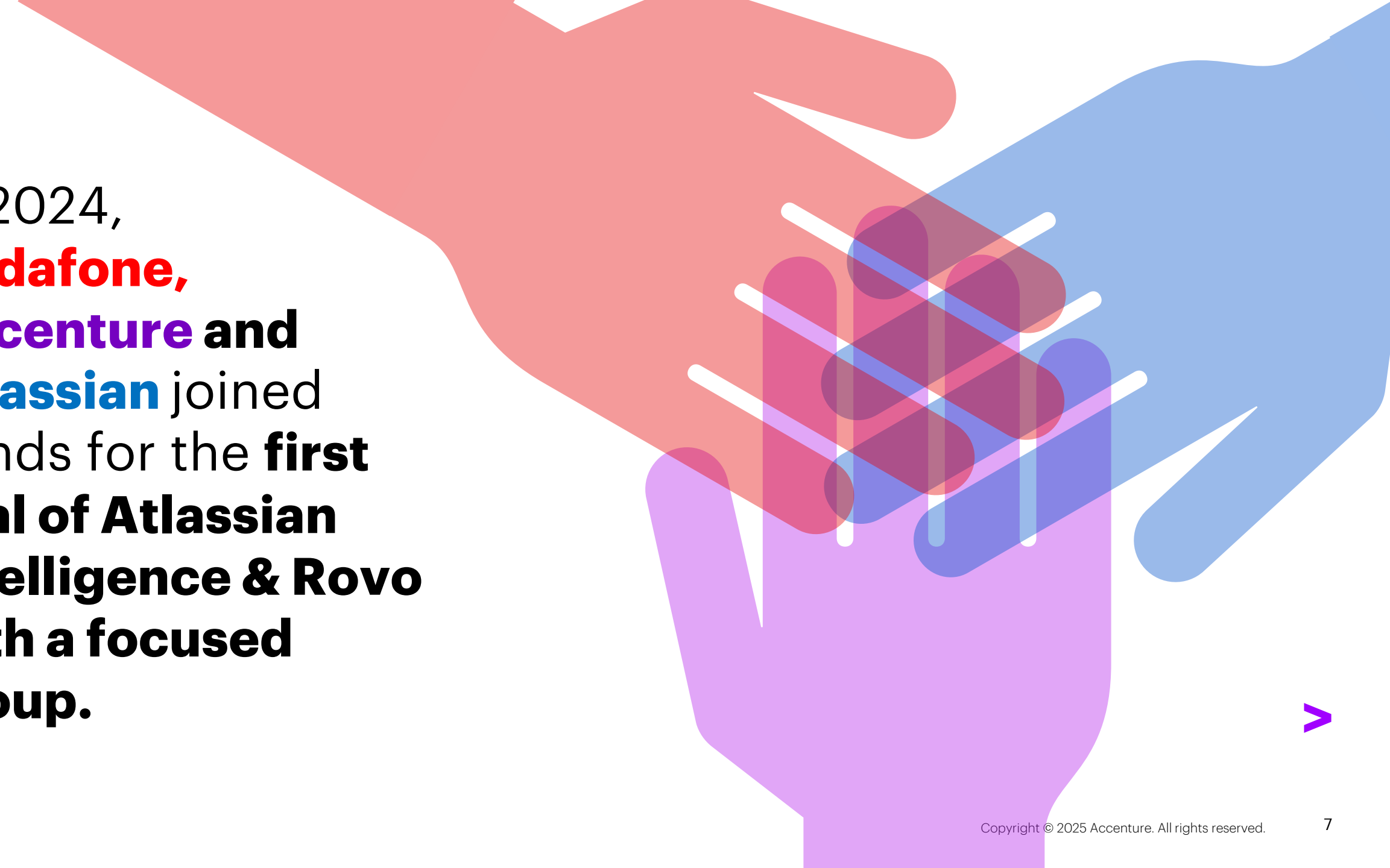
Employee concerns

Increased work-density & stress

Job changes & job insecurity

AI doesn't benefit everyone





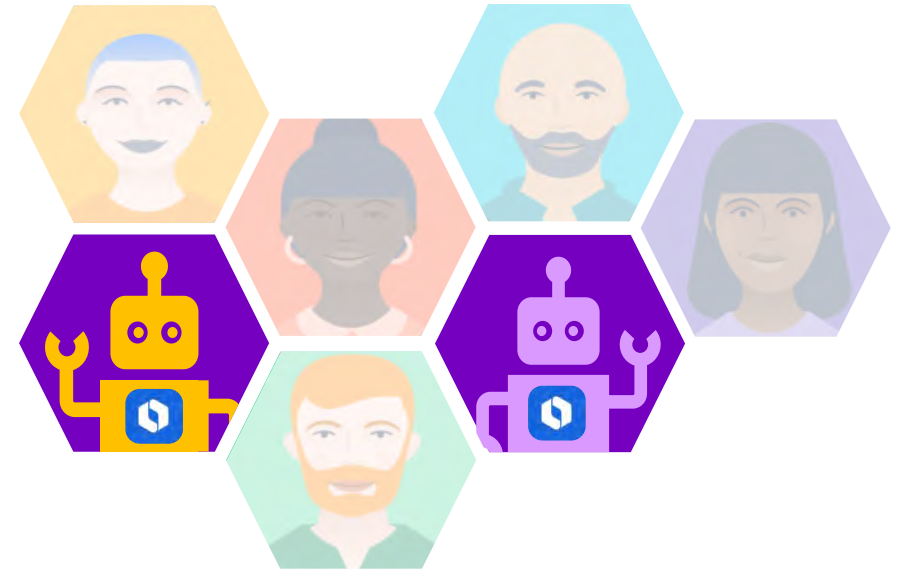
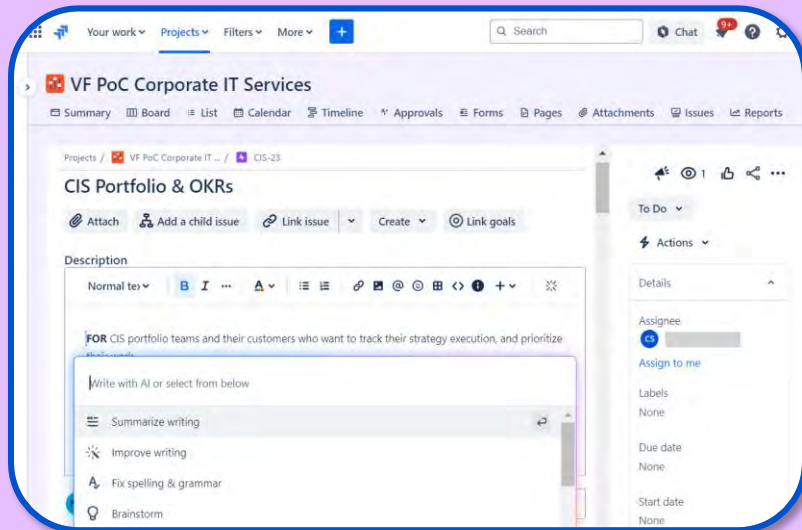
In 2024,
Vodafone,
Accenture and
Atlassian joined
hands for the **first**
trial of Atlassian
Intelligence & Rovo
with a focused
group.

Atlassian Intelligence and Rovo bring powerful AI Features to to your Workforce's Fingertips

Atlassian Intelligence

is an AI Assistant embedded into the Atlassian Tools like **Jira**, **Confluence**, **JSM**, and many more. Among others, it allows you to:

- Use **intelligent search** in natural language for issues and Confluence content.
- Function as a **writing assistant** to draft and edit content, improve writing, and change tone.
- **Define words** and **acronyms**.
- **Summarize** comments, pages, blogs, and Smart Links.
- **Create rules** in natural language.



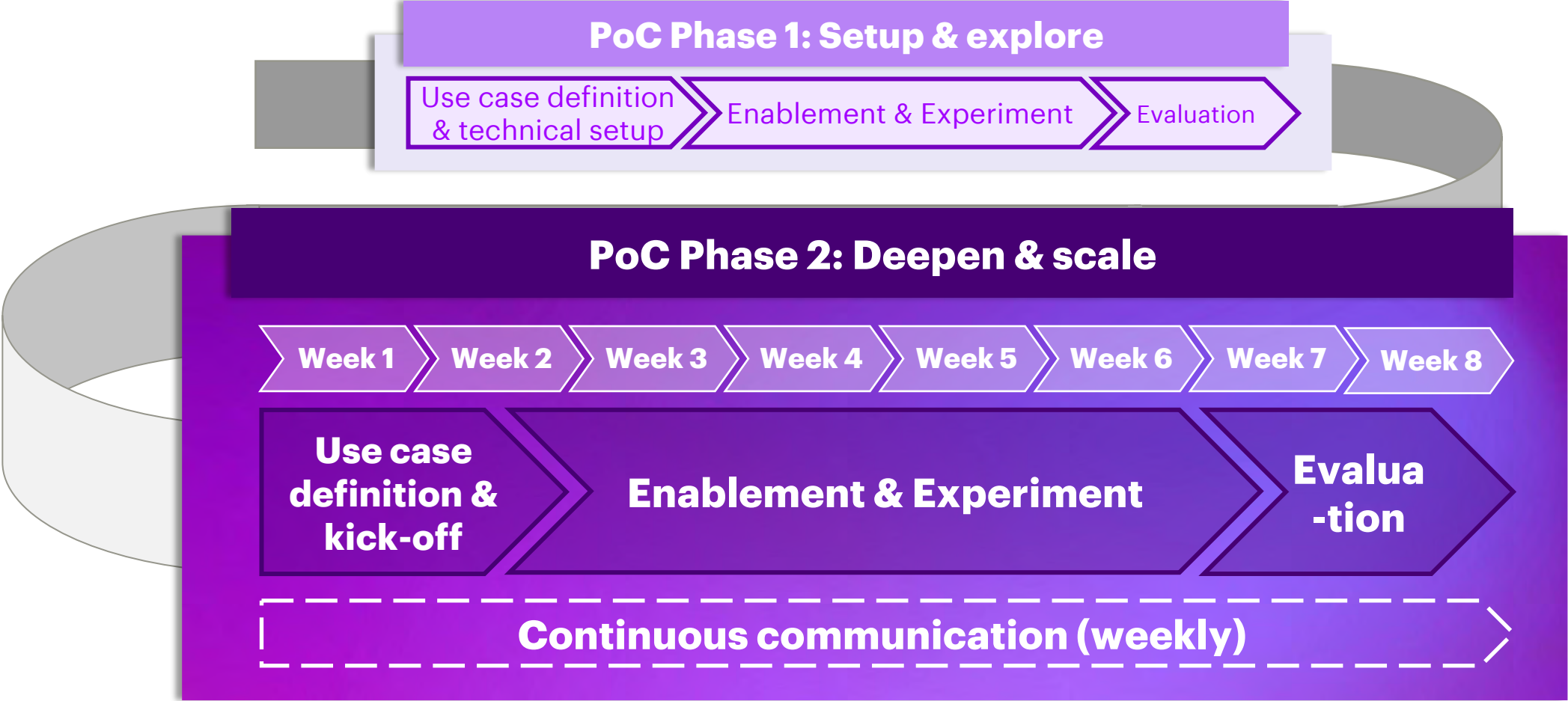
Rovo – your new AI Teammate

is a powerful conversational AI, allowing you to harness and connect your entire enterprises knowledge – beyond just the Atlassian tools.

- Find the right information **across all your connected SaaS apps** quickly, including connected 3rd party apps like Sharepoint, etc.
- Learn the relevant information effortlessly through **Rovo Chat** and intuitive **Knowledge Cards**.
- Supercharge your actions by including **out-of-the-box or custom Agents** into your workflows.




The Pilot in Action: Unleashing Rovo

PoC with 3 different teams with more than 10 participants to evaluate the benefits of adopting GenAI



Targeted Use Cases for Three Key Roles to Maximize Impact

Experiments with a focus on giving a boost to the early stages of product development life cycle

			
	Product Manager	Product Owner	SM / RTE
Business Challenge	Portfolio epics with no standard template. Hour long discussions to get first set of meaningful requirements.	Features with one liner descriptions missing acceptance criteria. Much effort to fix broken issues that go into refinement.	Unstructured long list of items in backlog making it hard to identify the badly written Stories. Also to identify dependencies.
Experiment	Using Atlassian Intelligence/Rovo Chat for Portfolio Backlog Refinement.	Using Intelligent Work Breakdown for faster refinement.	Using Custom agents to get better assistance.



GenAI in Action: Portfolio Backlog Refinement

The screenshot displays a project management interface with a sidebar on the left and a main content area. The sidebar shows a navigation menu with options like 'Your work', 'Projects', 'Filters', 'Dashboards', 'Teams', 'Plans', and 'Apps'. The main content area shows a project titled 'VF PoC Corporate IT Services' with a description: 'Support strategic expansion by enabling activities related to mergers, acquisitions & divestments, including smooth integration and ongoing separation (OIT)'. Below the description is a 'Details' panel with fields for 'Assignee' (Unassigned), 'Labels' (None), 'Due date' (None), and 'Start date'. A video player is visible at the bottom left of the sidebar.

On the right side of the interface, there is a chat window titled 'General Agent'. The chat contains a prompt: 'Please rewrite the description of CIS-8 into a value hypothesis using the FOR - WHO - THE - IS - THAT - UNLIKE - OUR SOLUTION structure'. Below the prompt, the chat shows a status: 'Analyzing: Reviewing your question.' At the bottom of the chat window, there is a text input field with the placeholder 'Write a prompt, @mention someone, or use / for actions' and a plus sign icon. A disclaimer at the bottom of the chat window reads 'Content quality may vary BETA'.

GenAI in Action: Portfolio Backlog Refinement

The screenshot displays a project management application interface. The top navigation bar includes links for 'Your work', 'Projects', 'Filters', 'Dashboards', 'Teams', 'Plans', 'Apps', and a 'Create' button. A search bar and a 'Chat' button are also present. The main content area shows a project card for 'VF PoC Corporate IT Services' with a summary view. The task description reads: 'Support strategic expansion by enabling activities related to mergers, acquisitions & divestments, including smooth integration and ongoing separation (OIT)'. The task is assigned to 'Unassigned' and has a due date of 'None'. A 'Details' sidebar on the right shows the task's metadata. On the right side of the interface, a 'General Agent' chat window is open. It contains a prompt: 'Please rewrite the description of CIS-8 into a value hypothesis using the FOR - WHO - THE - IS - THAT - UNLIKE - OUR SOLUTION structure'. The agent's response, highlighted with a red border, provides a structured value hypothesis: 'FOR companies undergoing strategic expansion WHO need to manage activities related to mergers, acquisitions, and divestments THE CIS-8 initiative'. Below the response is a text input field for further interaction. A video player at the bottom left shows a video titled 'MP' with a duration of 4:53. A purple arrow points to the right on the right side of the slide.

VF PoC Corporate IT Services

Summary Board List Calendar Timeline Approvals Forms Pages Attachments

Projects / VF PoC Corporate IT ... / CIS-8

Support strategic expansion by enabling activities related to mergers, acquisitions & divestments, including smooth integration and ongoing separation (OIT)

Add a comment...

Details

Assignee: Unassigned

Labels: None

Due date: None

Start date:

General Agent

Please rewrite the description of CIS-8 into a value hypothesis using the FOR - WHO - THE - IS - THAT - UNLIKE - OUR SOLUTION structure

Here is the value hypothesis for CIS-8 using the FOR - WHO - THE - IS - THAT - UNLIKE - OUR SOLUTION structure:

FOR companies undergoing strategic expansion

WHO need to manage activities related to mergers, acquisitions, and divestments

THE CIS-8 initiative

Write a prompt, @mention someone, or use / for actions

Content quality may vary BETA

Rovo

GenAI in Action: Intelligent Work Breakdown

The screenshot displays a Jira project board for 'DOKU Sprint 1'. The board is organized into three columns: 'TO DO 3', 'IN PROGRESS 3', and 'DONE 1'. Each column contains task cards with details such as task names, labels, and assignees.

TO DO 3

- NewMobileApp - Billing - Archive Transaction History
Label: NEWMOBILEAPP - BILLING
Assignee: DOKU-5 (2)
- NewMobileApp - Login
Label: DOKU-8 (1)
- NewMobileApp - Billing - Pay a Bill
Label: NEWMOBILEAPP - BILLING
Assignee: DOKU-9 (2)

IN PROGRESS 3

- NewMobileApp - Design Homepage
Label: NEWDOKUAPP - HOMEPAGE
Assignee: DOKU-4 (2)
- NewMobileApp - Billing - Download
Label: NEWMOBILEAPP - BILLING
Assignee: DOKU-6 (1)
- NewMobileApp - Billing - Multi-Currency Support
Label: NEWMOBILEAPP - BILLING
Assignee: DOKU-7 (3)

DONE 1

- NewMobileApp - Billing - View a Bill
Label: NEWMOBILEAPP - BILLING
Assignee: DOKU-3 (2)

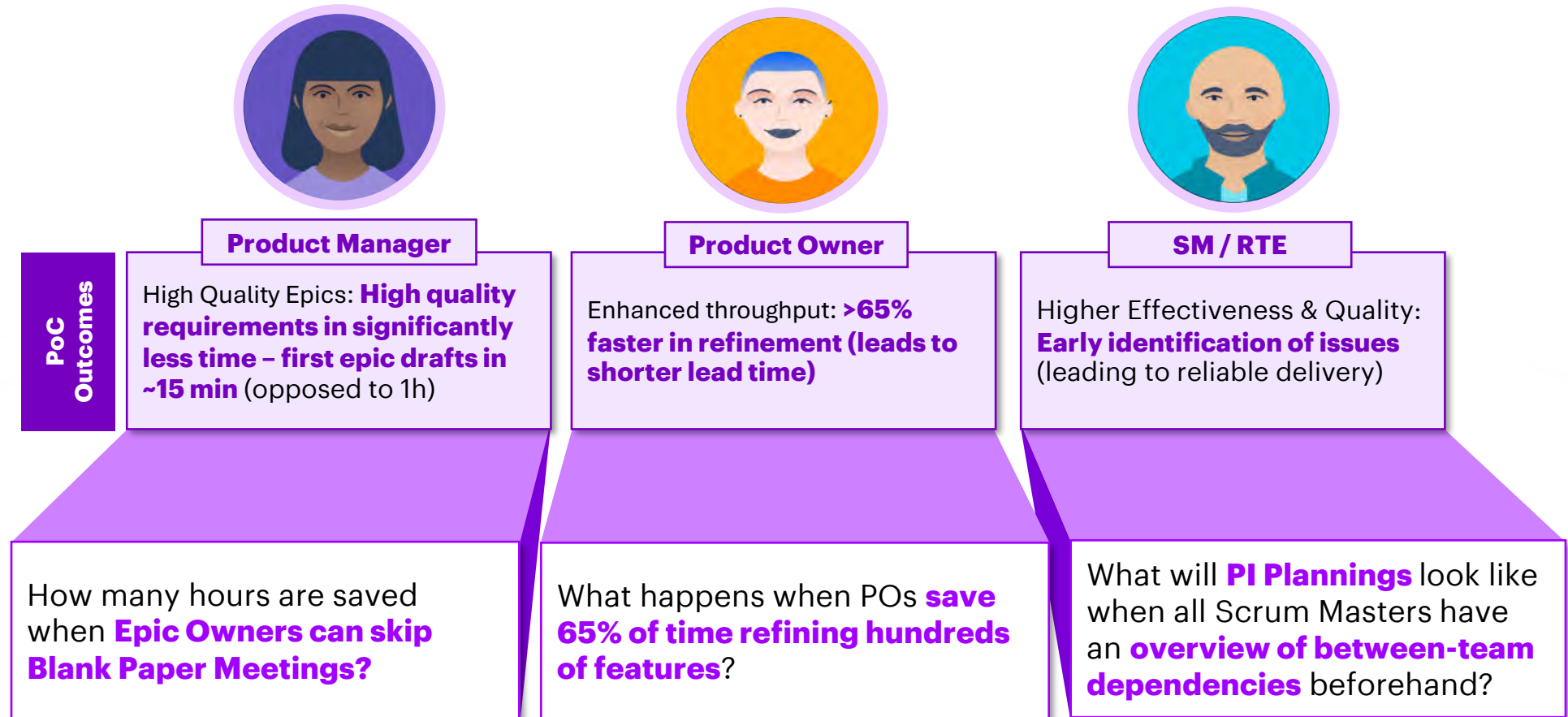
The interface includes a search bar, user avatars, and a 'GROUP BY' dropdown set to 'None'. A purple bar is visible at the bottom of the slide.

Creating Agents without Code: As easy as 123

The image displays a Jira interface for a project named 'Veni Vidi Vici' (Software project). The left sidebar shows the project navigation menu with options like 'VV board', 'Timeline', 'Backlog', 'Active sprints', 'Calendar', 'Reports', 'List', 'Goals', and 'Issues'. The main area shows the 'Backlog' for 'VVV board'. It lists several issues, including 'VVV-2 Develop Backend Logic for Financial Calc...', 'VVV-3 Design Database Schema for Financial D...', 'VVV-4 Create Frontend Components for User In...', 'VVV-5 Integrate Financial Module with Existi...', 'VVV-7 Develop Detailed Reporting and Analytic...', and 'VVV-8 Document Functionalities for Future Refe...'. Each issue has a status of 'TO DO' and a priority level. A 'Complete sprint' button is visible next to the first sprint.

On the right side, there is a 'Chat' interface. It features a large speech bubble icon with the Jira logo inside, labeled 'Chat'. Below the icon, it says 'Get answers, generate new ideas, and accelerate everyday work.' There are three example prompts: 'What issues are unassigned?', 'What issues have been open the longest?', and 'Who has the most tasks?'. A 'Browse Agents' button is also present. At the bottom of the chat interface, there is a text input field with the placeholder 'Write a prompt to get started' and a 'Send' button. A small disclaimer at the bottom left of the chat area states 'Content quality may vary'.

Empowered Roles, Exceptional Results



Enterprise hopes

Increased productivity & efficiency

Increased quality

A slice of the \$17.9 Trillion pie

Employee concerns

Increased work-density & stress

Job changes & job insecurity

AI doesn't benefit everyone



Hurdles along the way

„Sure you can try it out for a pilot. But to get security clearance for a roll-out at scale...”

„I don't have time for this.”

„Sounds great! Can we get it on our DC instances?”



Lessons Learned: Four Success Factors for an Empowering AI Introduction

#1

Work hand in hand with your company's **privacy & security** stakeholders.

#2

Harness the winning combination of AI and moving your platforms to the **Cloud**.

#3

„Build projects around **motivated individuals**.“

- Agile Manifesto, 2001

#4

Identify the **use cases** that will bring real value to your agile team – and how to measure the improvements.



Thank you!



Resources

- Work, Workforce Workers: Accenture research <https://www.accenture.com/content/dam/accenture/final/accenture-com/document-2/Accenture-Work-Can-Become-Era-Generative-AI.pdf#zoom=40>
- The Fearless Future: 2025 Global AI Jobs Barometer: pwc research <https://www.pwc.com/gx/en/issues/artificial-intelligence/job-barometer/2025/report.pdf>
- Accenture Pulse of Change, January 2025: Accenture research <https://www.accenture.com/us-en/insights/pulse-of-change>
- When and How Artificial Intelligence Augments Employee Creativity: Nan Jia, Xueming Luo, Zheng Fang and Chengcheng Liao <https://journals.aom.org/doi/abs/10.5465/amj.2022.0426?journalCode=amj>

