



The content described herein is intended to outline our general product direction for informational purposes only. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described herein remain at the sole discretion of Atlassian and is subject to change.



RIVIAN



Maximizing productivity: Unlock new levels of collaboration using Jira Service Management beyond IT

Explore how Jira Service Management connects
drivers and engineers to build the world's
greenest adventure vehicle





Mike Hayes

Principal Solutions Architect



Mandy Sobel

Senior Solutions Engineer



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Principal Solutions Architect



Mandy Sobel

Senior Solutions Engineer

Agenda



Rivian +
Forever



Goal +
Challenges



Solution



Lessons
Learned



Agenda



Rivian +
Forever



Goal +
Challenges

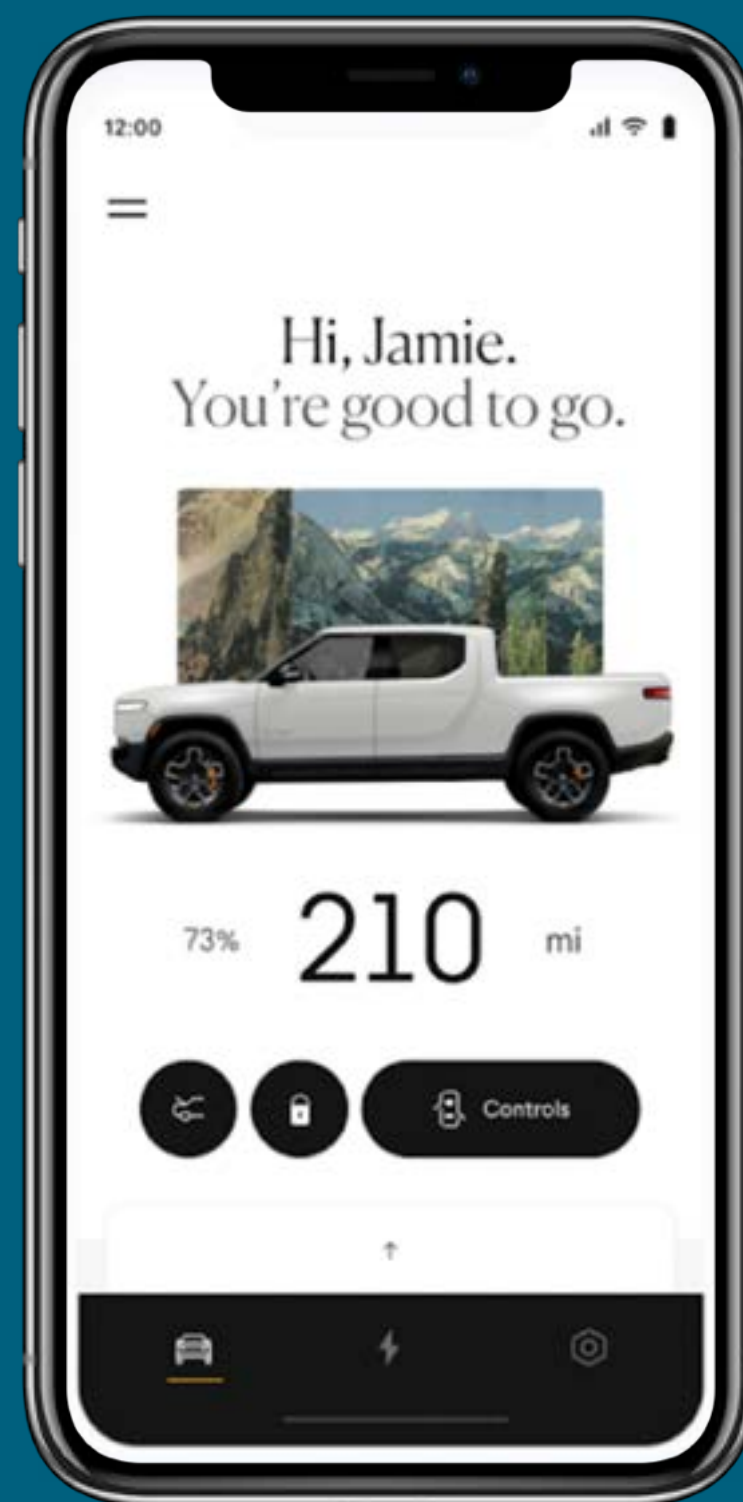


Solution



Lessons
Learned







**KEEP THE
WORLD
ADVENTUROUS
FOREVER**





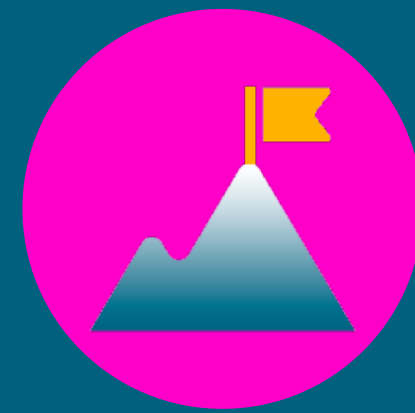
FOREVER STARTS NOW



Agenda



Rivian +
Forever



Goal +
Challenges



Solution



Lessons
Learned



MISSION

Keep the world adventurous
...forever



GOAL

Improve the experience of
owning and driving a Rivian
vehicle



CHALLENGE ONE

Building an electric vehicle is
complicated



IT'S COMPLICATED



Paint Protection

Protect your vehicle from rock chips and scratches with XPEL paint protection film. [Learn more](#)

☐ Front

\$1,500

Select

Wheels and tires

20" and 22" wheels reduce estimated range.



20" All-Terrain

\$2,500



Machined aluminum wheel with painted low gloss anthracite.

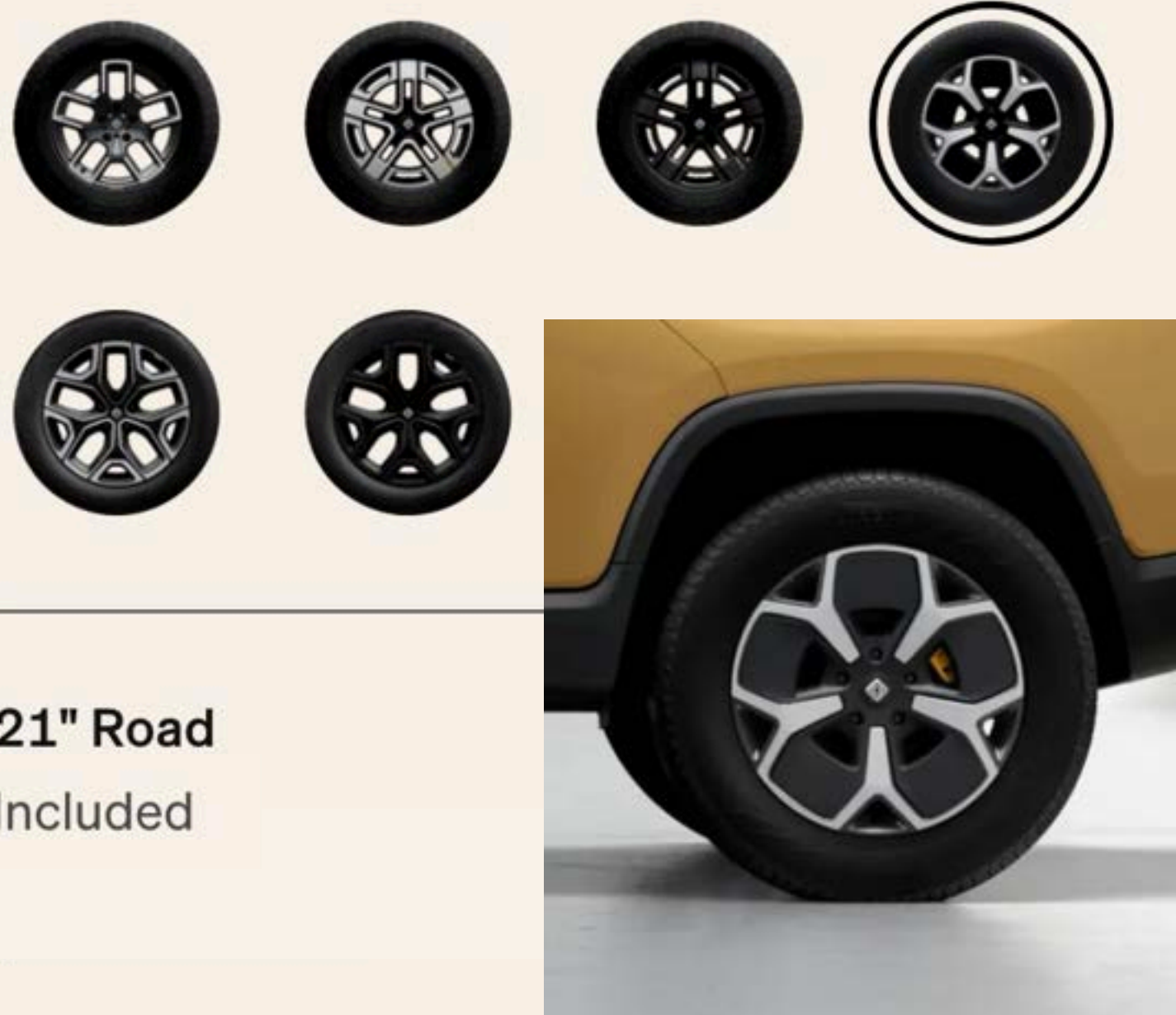

Next - Interior



“

But it's *just* a tire... 🙄

<div><p>20" All-Terrain \$2,500</p></div>	
<div><p>\$92,000ⁱ  <u>Est. payment</u></p></div>	<div><p>289 mi <u>EPA Est. range</u></p></div>

<div><p>21" Road Included</p></div>	
<div><p>\$89,500ⁱ  <u>Est. payment</u></p></div>	<div><p>328 mi <u>EPA Est. range</u></p></div>



“

It's *not* just a tire... 🙋

Tires and wheel size are closely linked

Wheel size

Each tire performs differently in adverse conditions

Traction control

Electronic suspension needs tire profile data to perform it's best

Suspension

Energy management

Different tires use power from the battery differently

Display

Each Rivian highlights a rendering of the truck in cab for the driver

Cost

Tire choice has influence on the total price of the vehicle



CHALLENGE TWO

Understanding the Rivian
driving experience



In order to understand the
experience of driving a Rivian...

...we need feedback



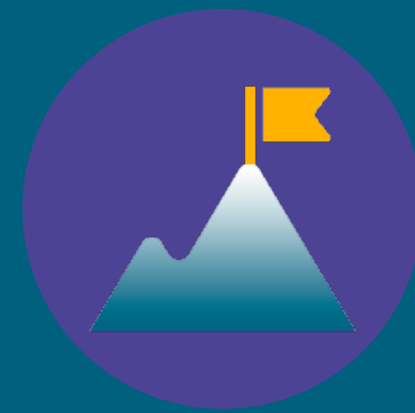
Why is feedback so important?



Agenda



Rivian +
Forever



Goal +
Challenges



Solution



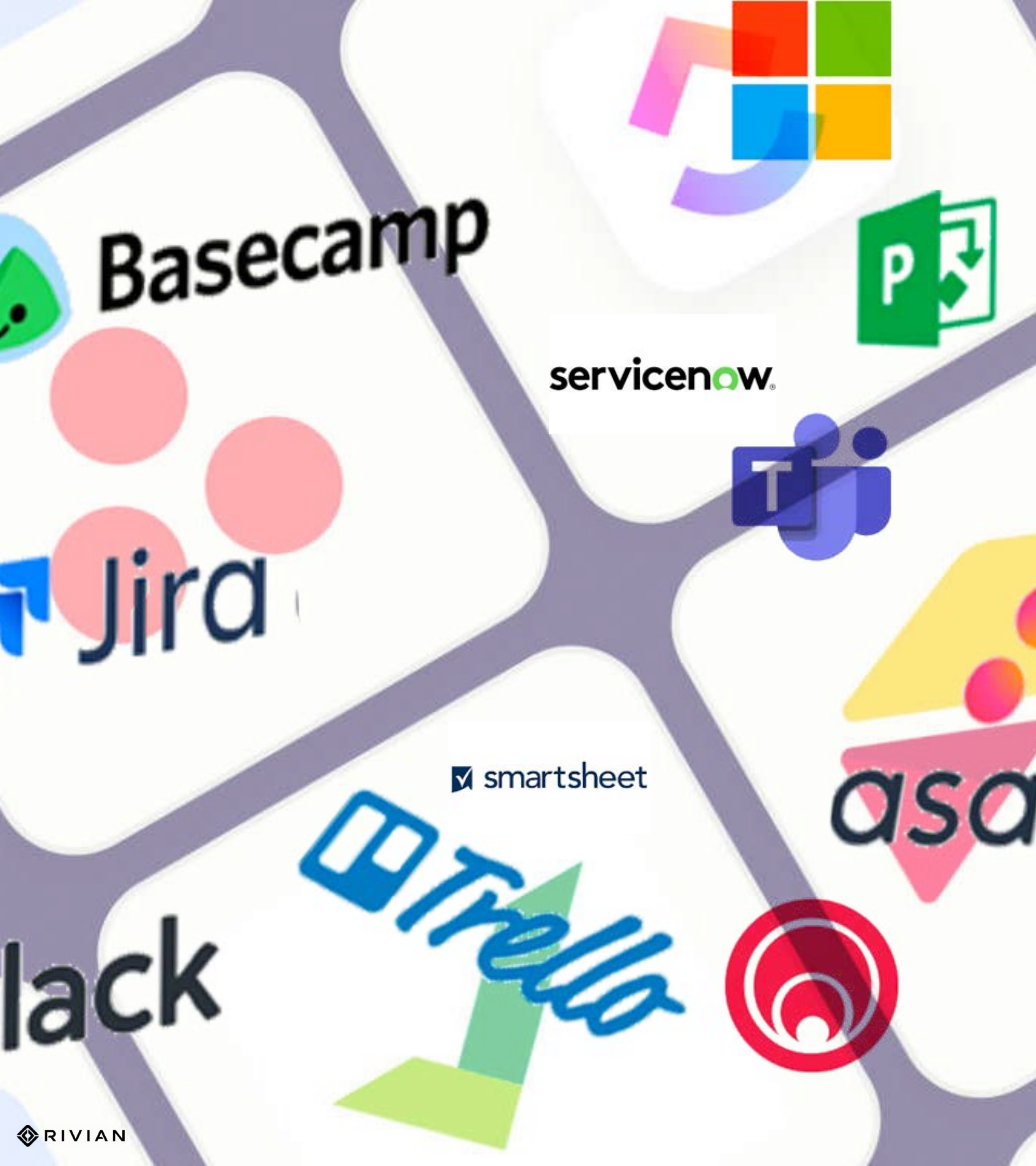
Lessons
Learned



What if we gave internal drivers a
simple way to provide feedback
about their Rivian driving
experience 🤔...

...and then got that feedback to
the right team? 💡





However, we
quickly realized
this was hard





This. Was. Not. Working.



But first...what is feedback?

...and what isn't it?



Feedback and testing aren't the same...



Internal driver feedback

Observations regarding perceived problems, suggestions, or opinions

Validation testing

Formal and extensive testing of performance, safety, reliability, and quality



FRAMEWORK



Engaged users

Eager and willing to participate



Diverse experiences

Different roles, backgrounds, and locations

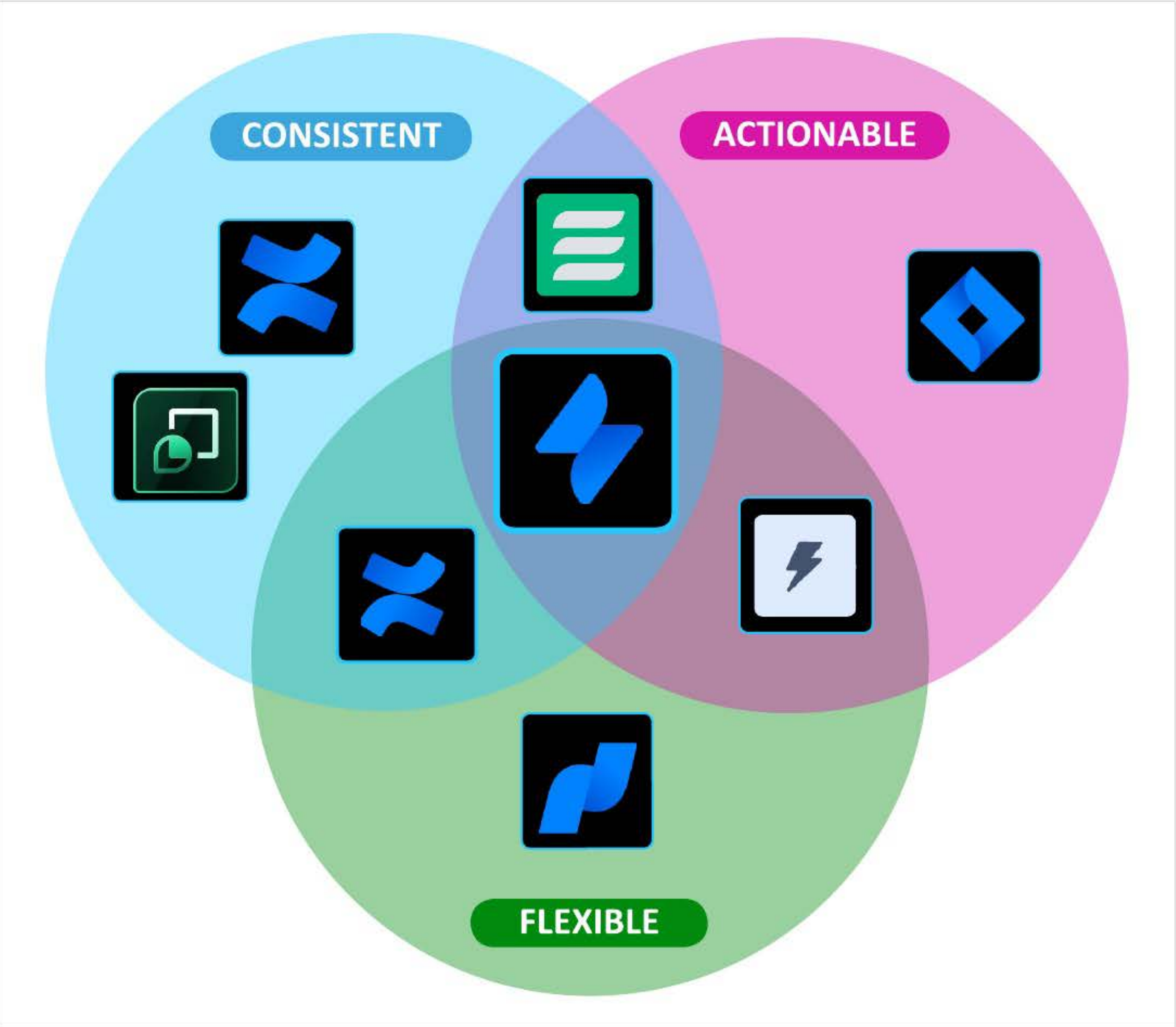










Scaleable architecture

Keep up with growth



SYSTEM ARCHITECTURE



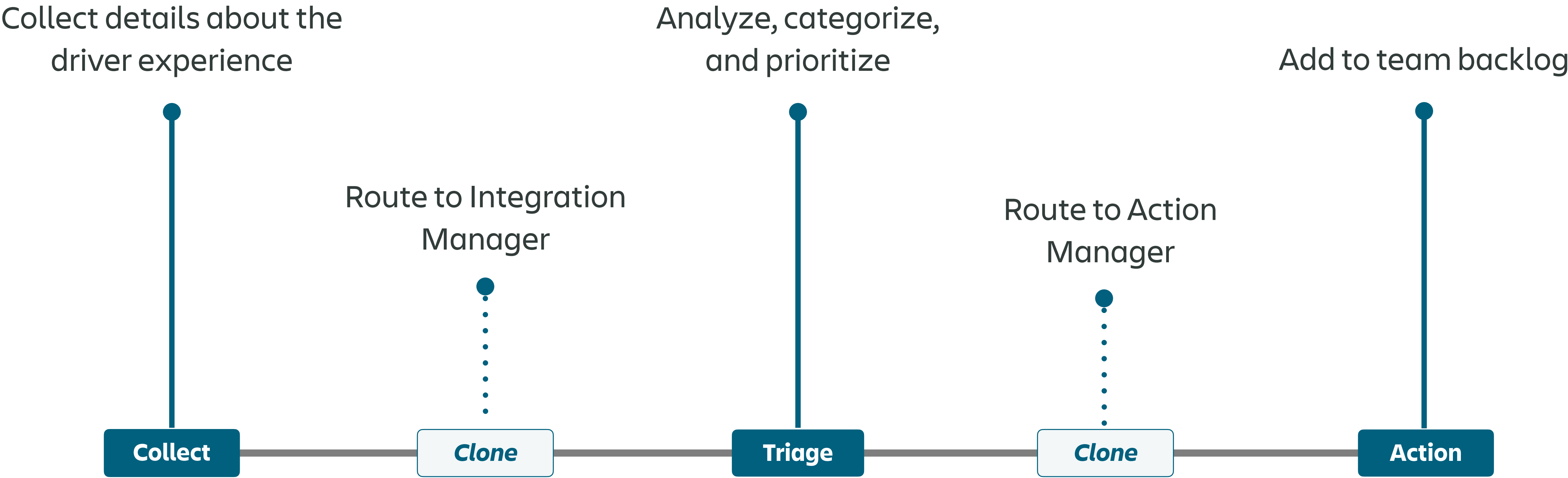
Products	
	Jira Service Management
	Jira Work Management
	Confluence
	Jira Software
Apps	
	JXL Sheets
	Jira Misc. Workflow Ext.
Features	
	Automation for Jira
	Assets



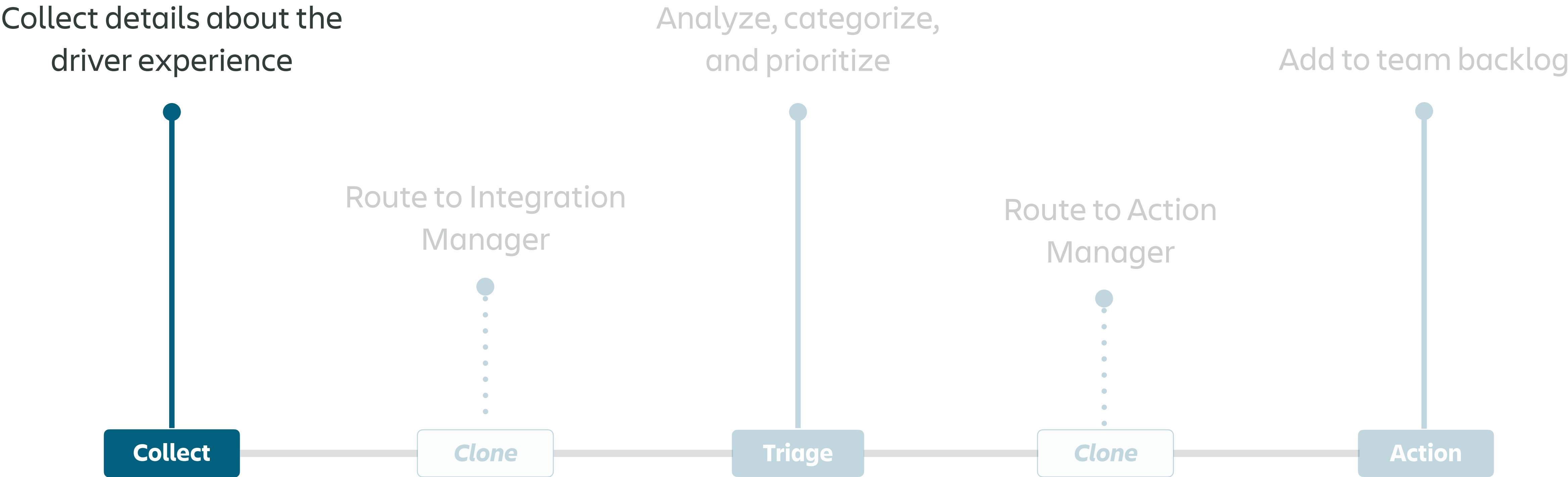
We figured out the architecture 🎉...
...now we just need to nail 🪓 the
process!



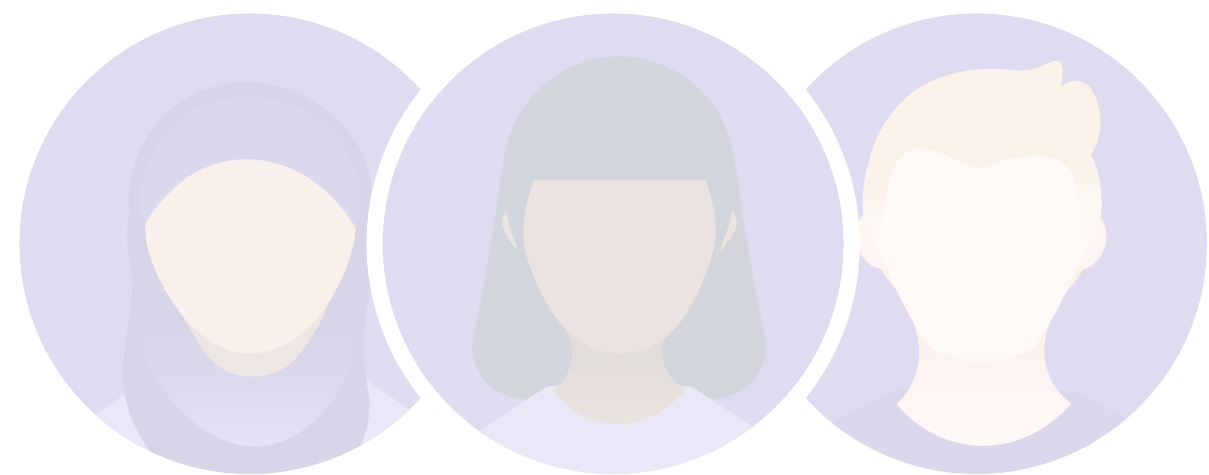
FEEDBACK PROCESS



FEEDBACK PROCESS | COLLECT

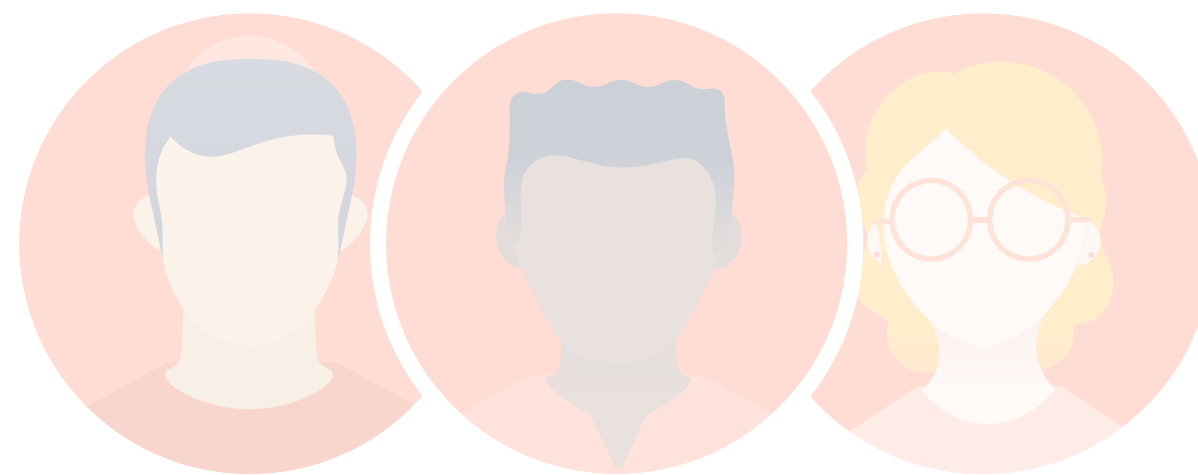


Collect personas



Third-party Testers

Push our vehicles to the limit



Testing & Development

Test vehicles in day-to-day scenarios



Employee Owners

Provide valuable insights from a unique point of view



Collect Personas



Third-party Testers

Push our vehicles to the limit



Ava Martinez Employee Owner Testing & Development

Test vehicles in day-to-day



Employee Owners

Provide valuable insights from a
unique point of view






FEEDBACK PROCESS | COLLECT | SUBMIT



Feedback Type
Different types of feedback for
different scenarios

Rivian Portal / Vehicle Portal


 Vehicle Portal

The Rivian Vehicle Portal is a place to leave feedback, raise a concern, request a vehicle, repair a vehicle, and more.

Contact us about


Vehicle Feedback

What can we help you with?




Provide Employee-owned vehicle feedback

Feedback for employees who own vehicles




Provide Voice of Customer feedback

Feedback for Voice of Customer




Provide internal Rivian feedback


Feedback from internal Rivian stakeholders




Provide internal Software feedback

Advanced software feedback

 RIVIAN

Powered by  Jira Service Management






FEEDBACK PROCESS | COLLECT | SUBMIT



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Feedback for employees who own vehicles

Raise this request on behalf of*


 Mike Hayes (mhayes@rivian.com)

Attachment

Drag and drop files, paste screenshots, or browse

Browse

Employee-owned Vehicle Feedback

 Vehicle Service*

The issue I am reporting does not need service






FEEDBACK PROCESS | COLLECT | SUBMIT



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Advanced Forms
Used conditions to present relevant information






FEEDBACK PROCESS | COLLECT | SUBMIT



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Employee-owned Vehicle Feedback

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The issue I am reporting does not need service

..... Mobile
Remote users

Attachments.....
JSM supports attachments

..... Advanced Forms
Used conditions to present relevant information






FEEDBACK PROCESS | COLLECT | SUBMIT



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The issue I am reporting does not need service

Mobile

Remote users

On behalf of

Represent another user

Advanced Forms

Used conditions to present relevant information

Attachments

JSM supports attachments







Formatted instructions guide user



FEEDBACK PROCESS | COLLECT | SUBMIT

Instructions.....●

Formatted instructions guide user

Employee-owned Vehicle Feedback

✕ Vehicle Service*

The issue I am reporting does not need service

IMPORTANT

Please know that this form is NOT a service request. Contact Service Support Operation Center (SSOC) at 888-RIVIAN1, Option 2 to schedule service or use the Support Section of the Mobile App to submit a service request.

i

When providing feedback, this form will allow up to one feedback per topic.

• Any/all photos, videos, or other attachments can be attached via the 'Attachment' field above.

• Please provide detailed descriptions and fill out all fields.

Feedback Category*

What type of feedback do you have? E.g., "Something seems wrong," "I have a suggestion," or "Positive feedback."

I have a suggestion

Something seems wrong

I have a suggestion

Positive feedback

What are the last four digits of your VIN?

0000000000000000

Affected Vehicle Software

Select...

●..... Feedback Category

Specify the type of feedback





FEEDBACK PROCESS | COLLECT | SUBMIT

Instructions.....●

Formatted instructions guide user

Assets.....●

Vehicles (VIN) are assets

Employee-owned Vehicle Feedback

✕ Vehicle Service*

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FEEDBACK PROCESS | COLLECT | SUBMIT

Instructions.....●

Formatted instructions guide user

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Select...

.....● Feedback Category

Specify the type of feedback







Share field options for data consistency

Rich Formatting



Share field options for data consistency

Rich Formatting



Share field options for data consistency

Rich Formatting



FEEDBACK PROCESS | COLLECT | THANK YOU

THANK YOU

Thank You. Your feedback was submitted successfully. To add more feedback, please submit a new EEAP Feedback form.

Ava Martinez raised this on Today 4:42 PM

Hide details

Viewing Form

Employee-owned Vehicle Feedback Form

Employee-owned Vehicle Feedback

Vehicle Service*

The issue I am reporting does not need service

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I have a suggestion

Summary

Vehicle*

What are the last four digits of your VIN?

0000000000000000

Affected Vehicle Software

When specifying a specific time, you can simply type it (e.g., 8:22pm, 10:03am, etc.)

Timestamp*

What is the specific date and time of your observation?

4/20/2023 4:35 PM

When selecting the Department that you think is most likely to work on your feedback, you can simply compare the issue or suggestion you have with the last part of the department name (e.g., "Squeaky seats" = Engineering - Interior)

Department*

Indicate the department you expect to review your feedback

Engineering-interior

Details

Feedback*

What are the details of your feedback? Please be as specific as possible.

It would be great if the vehicle had the seat-colling feature in the second row!

Activity

Add a comment

Status

NEW

Notifications on

Request type

Provide Employee-owned vehicle feedback

Shared with

Ava Martinez

Share

EEAP Feedback Journey

Submitted

EEAP feedback submitted

Closed

Created

04/10/23 4:42 PM

Updated

04/10/23 4:42 PM

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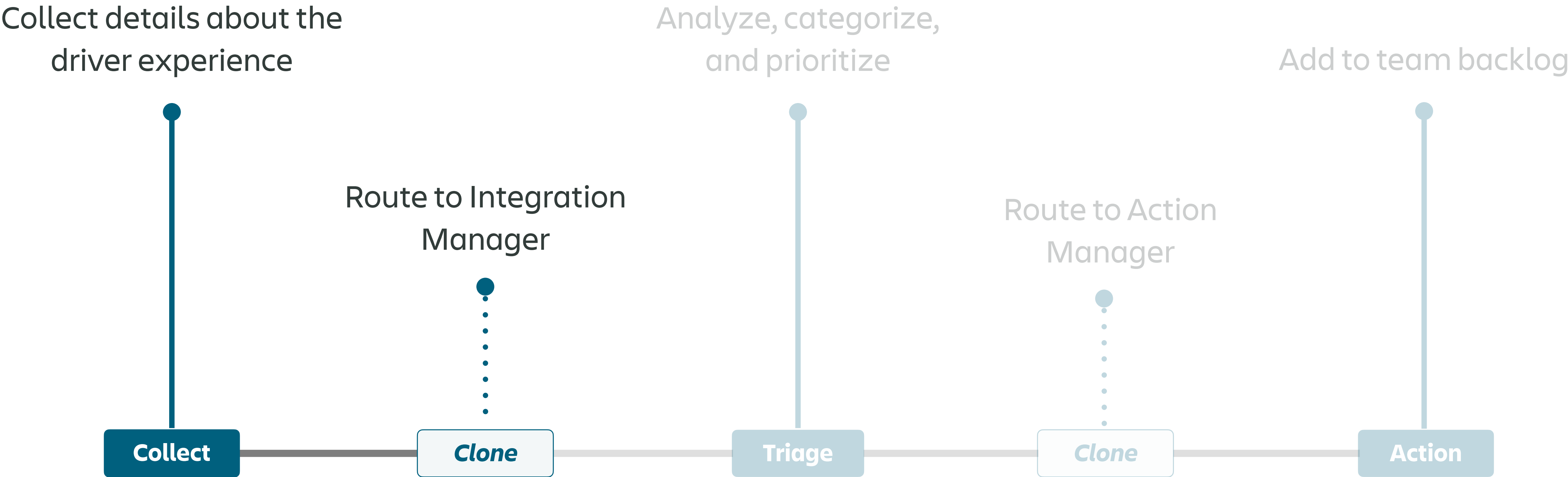
Activity

Add a comment

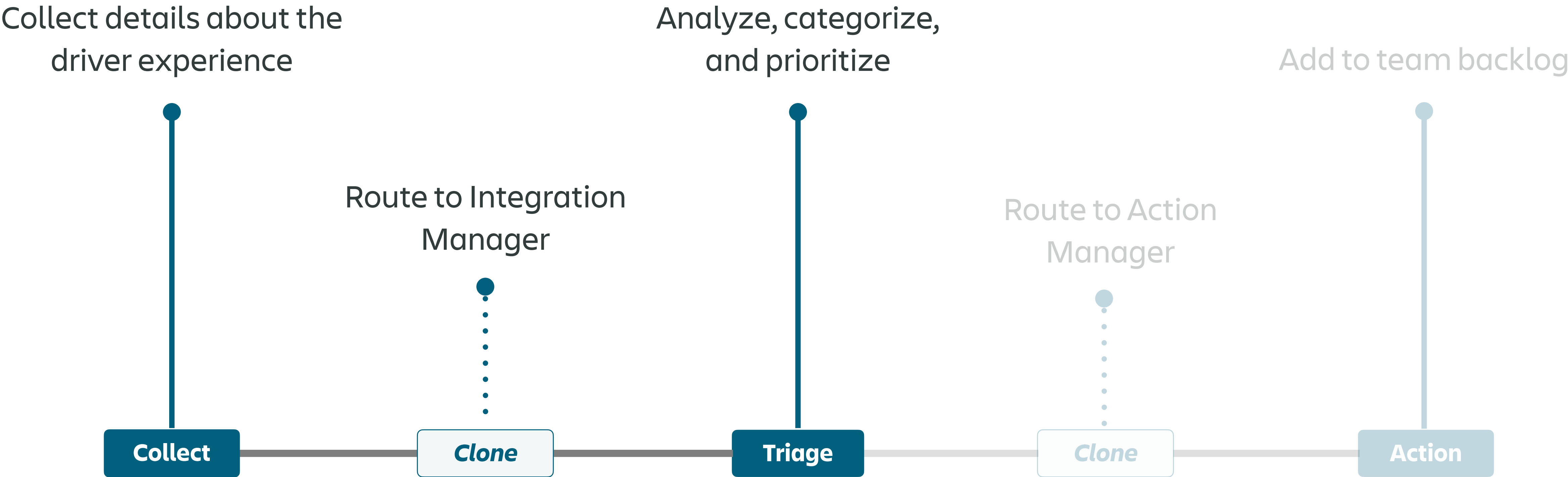
Powered by Jira Service Management

RIVIAN

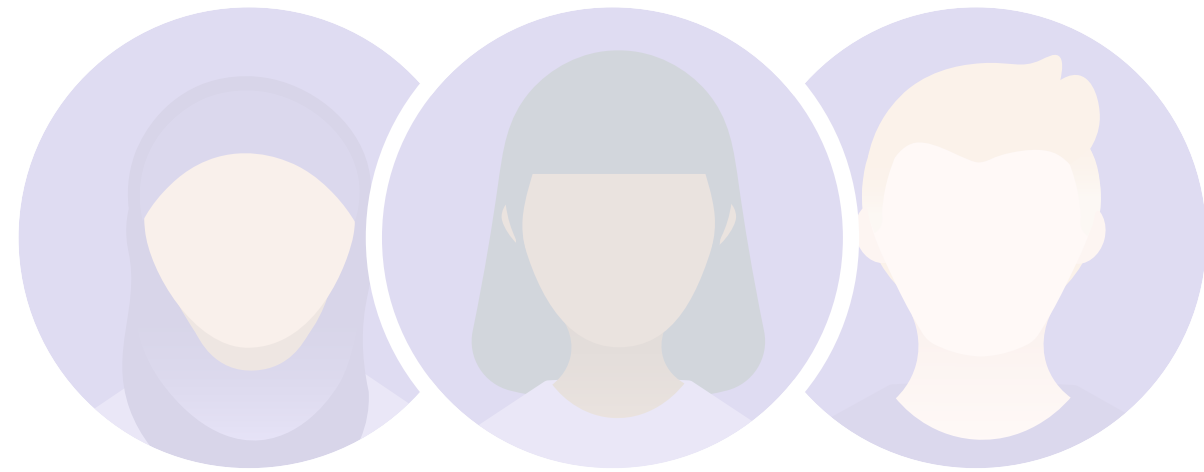
FEEDBACK PROCESS | CLONE



FEEDBACK PROCESS | TRIAGE

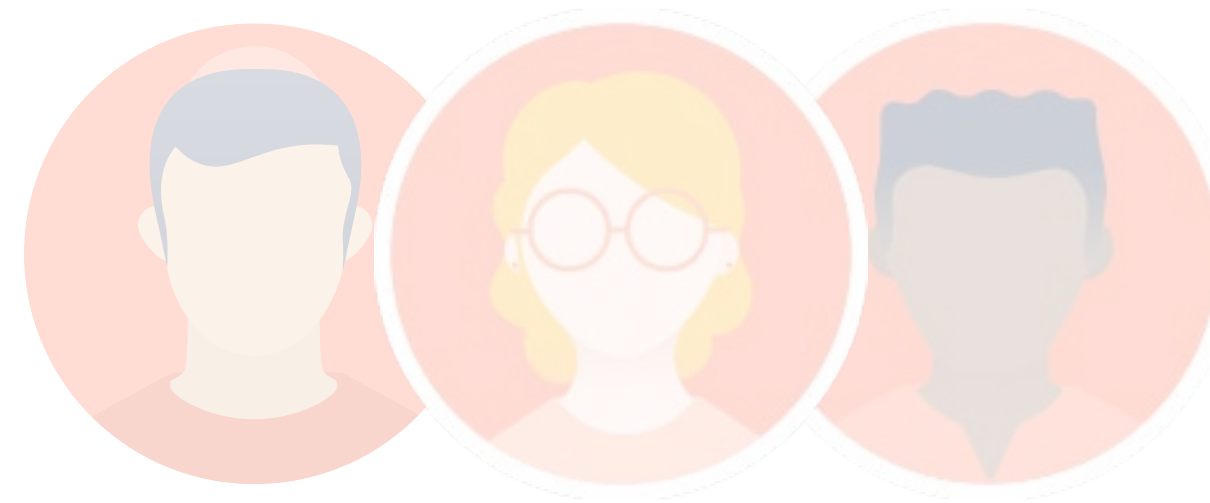


Triage personas



Integration Manager

Integrate systems, processes,
and components



Quality Engineer

Verify products meet quality
standards and specifications



Design Release Engineer

Ensure components are released
in a timely and efficient manner

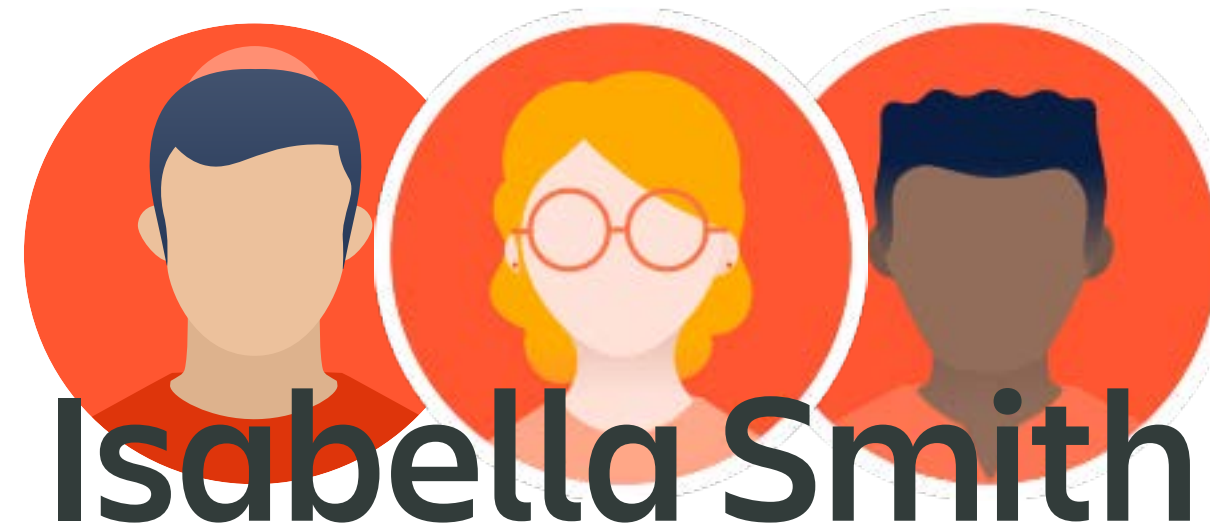


Triage Personas



Integration Manager

Integrate systems, processes,
and components



Isabella Smith

Quality Engineer
Quality Engineer



Design Release Engineer

Ensure components are released
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FEEDBACK PROCESS | TRIAGE | VIEW

Projects / Vehicle Feedback / RIV-1234

Dome light not turning on when door is opened

General [★] Vehicle Identity

Driver Feedback Category

Something seems wrong

Description

Behavior:

- When the door of the vehicle is opened, the dome light, which is supposed to illuminate the interior of the vehicle, does not turn on.
- This issue may occur consistently or intermittently, depending on the specific circumstances.

Steps to reproduce:

- Ensure that the vehicle is parked and turned off.
- Open one of the doors of the vehicle, such as the driver's side door or the passenger's side door.
- Observe whether the dome light turns on as it is supposed to when the door is opened.
- Repeat the process with other doors of the vehicle to see if the issue persists.
- Note the specific door(s) and condition(s) under which the dome light fails to turn on consistently, if applicable.

Customer Impacts

Customer frustration and poor perception of quality.

Attachments (1)

Name

Size

Date added

2023-04-08 2042 - Softw... .pdf

28 KB

10 Apr 2023 7:35pm

Add a comment...

Pro tip: press **M** to comment

New

Actions

Details

Priority

Low

Integration Manager

Mike Hayes

Assignee

Isabella Smith

Assign to me

Reporter

Mandy Sobel

Continuous regression

No

Timestamp

Apr 20, 2023, 4:30 PM

[VIN]

000000000000000000

[Vehicle Software]

1971.00.0

[Severity]

2 - Minor

[Department]

Quality

Tools

Automation

Rule executions

Slack Discussion

Open Slack Discussion

Checklist

Open Checklist

More fields

Connectivity Symptoms, Test Case Num...

Configure



FEEDBACK PROCESS | TRIAGE | VIEW

Feedback Category 
Organizing issues

Projects / Vehicle Feedback / RIV-1234

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FEEDBACK PROCESS | TRIAGE | VIEW

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Connectivity Symptoms, Test Case Num...

Configure

Severity
Level of impact

Department
Responsible team

RIVIAN



FEEDBACK PROCESS | TRIAGE | VIEW

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Projects / Vehicle Feedback / RIV-1234

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More fields

Connectivity Symptoms, Test Case Num...

Configure

Software
At time of drive

Severity
Level of impact

Department
Responsible team

RIVIAN



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Projects / Vehicle Feedback / RIV-1234

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Severity
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RIVIAN



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- Open one of the doors of the vehicle, such as the driver's side door or the passenger's side door.
- Observe whether the dome light turns on as it is supposed to when the door is opened.
- Repeat the process with other doors of the vehicle to see if the issue persists.
- Note the specific door(s) and condition(s) under which the dome light fails to turn on consistently, if applicable.

Customer Impacts

Customer frustration and poor perception of quality.

Attachments (1)

Name	Size	Date added
2023-04-08 2042 - Softw... .pdf	28 KB	10 Apr 2023 7:35pm

Add a comment...

Pro tip: press **M** to comment

New

Actions

Details

Priority

Low

Integration Manager

Mike Hayes

Assignee

Isabella Smith

Assign to me

Reporter

Mandy Sobel

Continuous regression

No

Timestamp

Apr 20, 2023, 4:30 PM

[VIN]

0000000000000000

[Vehicle Software]

1971.00.0

[Severity]

2 - Minor

[Department]

Quality

Tools

Automation

Rule executions

Slack Discussion

Open Slack Discussion

Checklist

Open Checklist

More fields

Connectivity Symptoms, Test Case Num...

Configure

Software
At time of drive

Severity
Level of impact

Department
Responsible team

RIVIAN



FEEDBACK PROCESS | TRIAGE | VIEW

Feedback Category
Organizing issues

Projects / Vehicle Feedback / RIV-1234

Dome light not turning on when door is opened

General

[*] Vehicle Identity

Driver Feedback Category

Something seems wrong

Description

Behavior:

- When the door of the vehicle is opened, the dome light, which is supposed to illuminate the interior of the vehicle, does not turn on.
- This issue may occur consistently or intermittently, depending on the specific circumstances.

Steps to reproduce:

- Ensure that the vehicle is parked and turned off.
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RIVIAN



FEEDBACK PROCESS | TRIAGE | JXL SHEETS

Sorting

Order data based on field values

-
-
-
-
-
-

Filtering

Filter data based on filed data

-
-
-
-
-
-

Groupin

Combine data by field val

Conditional Formatting

Format data based on field values

-

Combine filters, sorts, groupings, etc.

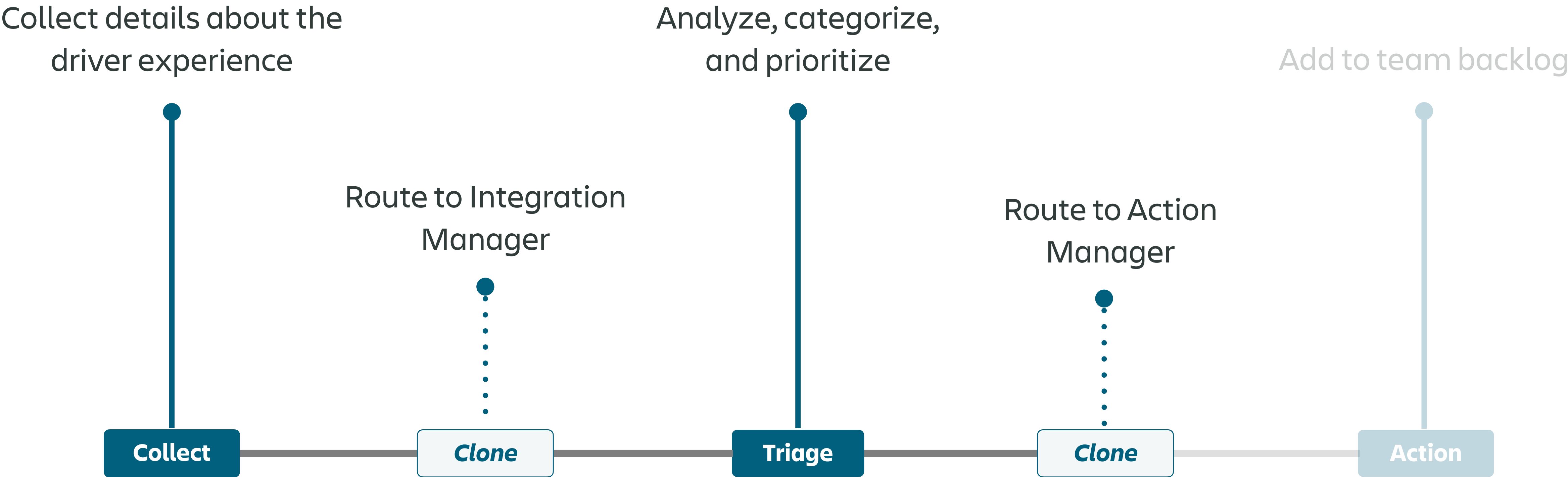
Copy and paste

Bulk update data

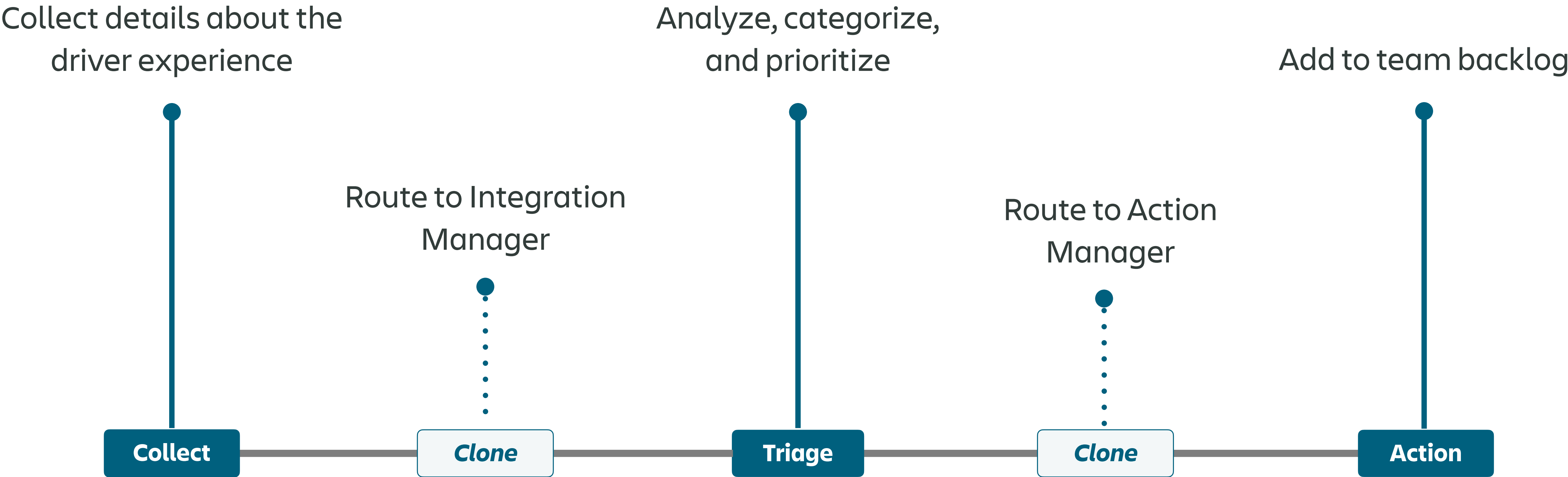
Projects / Vehicle Portal / Sheets						
Vehicle Feedback						
Issue type	Key	Summary	Category	VIN	[Severity]	[Department]
Notes 1G6KU63322G063158 5 issues						
Driver Feedback	V63917	Spotify account not recognized	Something seems wrong	1G6KU63322G063158	3 - Modera...	Engineering-Lighting
Voice of Customer ...	V63931	Objects in the roadway not visible due to low ligh...	Something seems wrong	1G6KU63322G063158	1 - Low	Engineering-Thermal
Voice of Customer ...	V63932	Add more cabin lighting options	I have a suggestion	1G6KU63322G063158	4 - Severe	Engineering-Body-Structur...
EEAP Feedback	V63950	Limited customization options for infotainment di...	I have a suggestion	1G6KU63322G063158	1 - Low	Engineering-Thermal
EEAP Feedback	V63977	Excessive road noise	Something seems wrong	1G6KU63322G063158	2 - Minor	Engineering-Electrical-Har...
Notes 1G6KD57Y37U009920 5 issues						
Voice of Customer ...	V63935	Add cooling to rear seats	Positive feedback	1G6KD57Y37U009920	1 - Low	Engineering-Body-Exterior
Voice of Customer ...	V63944	Rattling from windows	Something seems wrong	1G6KD57Y37U009920	3 - Modera...	Engineering-Chassis
EEAP Feedback	V63956	Wind noise	Something seems wrong	1G6KD57Y37U009920	1 - Low	Engineering-Body-Closures
Software Feedback	V63968	Cabin is very quiet	Positive feedback	1G6KD57Y37U009920	1 - Low	Engineering-Body-Exterior
Software Feedback	V63969	Easy tire changing	Positive feedback	1G6KD57Y37U009920	3 - Modera...	Engineering-Chassis
Notes 1G4HR54K67U379957 10 issues						
Driver Feedback	V63906	Difficulty setting up navigation	I have a suggestion	1G4HR54K67U379957	1 - Low	Engineering-Self Driving
Driver Feedback	V63907	Excellent sound quality from speakers	Positive feedback	1G4HR54K67U379957	3 - Modera...	Vehicle Test and Developm...
Driver Feedback	V63913	Excessive road noise	Something seems wrong	1G4HR54K67U379957	1 - Low	Software-Vehicle Access
Voice of Customer ...	V63925	Reflections from street lights or other vehicles' h...	Something seems wrong	1G4HR54K67U379957	1 - Low	Engineering-Body-Closures
Voice of Customer ...	V63930	Objects in the roadway not visible due to low ligh...	Something seems wrong		3 - Modera...	Engineering-Lighting
EEAP Feedback	V63936	Excessive tire noise	Something seems wrong		1 - Low	Engineering-Vehicle Archit...
EEAP Feedback	V63947	Unpleasant noise from the suspension	Something seems wrong		3 - Modera...	Engineering-Lighting
EEAP Feedback	V63952	Unpleasant cabin noise	Something seems wrong		4 - Severe	Engineering-Body-Structur...
Software Feedback	V63978	Difficulty connecting to Spotify	I have a suggestion		1 - Low	Engineering-Body-Closures
Software Feedback	V63984	Buzzing sound from speakers	Positive feedback		1 - Low	Engineering-Electric Power...
Notes 1G1ZD5E6CF302345 6 issues						
Driver Feedback	V63915	Unpleasant low-frequency hum	Something seems wrong	1G4GF5E38CF976248	1 - Low	Engineering-Stationary En...
Driver Feedback	V63920	Wind noise	Something seems wrong	1G4GF5E38CF976248	4 - Severe	Engineering-Body-Struc...
Software Feedback	V63962	Add more cabin lighting options	I have a suggestion	1G4GF5E38CF976248	1 - Low	Engineering-Thermal
Software Feedback	V63964	Confusing interface for intermittent wipers	Something seems wrong	1G4GF5E38CF976248	4 - Severe	Engineering-Body-Structur...
Software Feedback	V63981	Add cooling to rear seats	I have a suggestion	1G4GF5E38CF976248	1 - Low	Engineering-Vehicle Archit...
Notes 1C3EL45X26N301076 6 issues						
Driver Feedback	V63912	Add cooling to rear seats	I have a suggestion	1G1ZD5E6CF302345	2 - Minor	Vehicle User Experience - ...
Driver Feedback	V63923	Hissing or whining sound	Positive feedback	1G1ZD5E6CF302345	1 - Low	Engineering-Body-Exterior
EEAP Feedback	V63933	Reflections from street lights or other vehicles' h...	Something seems wrong	1G1ZD5E6CF302345	1 - Low	Engineering-Body-Closures
EEAP Feedback	V63945	Power windows not working	Something seems wrong	1G1ZD5E6CF302345	1 - Low	Engineering-Stationary En...
EEAP Feedback	V63954	Glare from the sun reflecting off of a mirror or wi...	Something seems wrong	1G1ZD5E6CF302345	1 - Low	Engineering-Body-Struc...
EEAP Feedback	V63955	Unpleasant steering noise	Something seems wrong	1G1ZD5E6CF302345	3 - Modera...	Engineering-Body-Struc...
Notes 1C3EL45X26N301076 6 issues						
Driver Feedback	V63905	Electronic door locks not working	Something seems wrong	1C3EL45X26N301076	4 - Severe	Engineering-Self Driving
Voice of Customer ...	V63926	Unpleasant air conditioning compressor whine	Something seems wrong	1C3EL45X26N301076	1 - Low	Engineering-Body-Struc...
Voice of Customer ...	V63928	Wind noise	Something seems wrong	1C3EL45X26N301076	1 - Low	Engineering-Electric Power...
Software Feedback	V63961	Electronic door locks not working	Something seems wrong	1C3EL45X26N301076	3 - Modera...	Engineering-Lighting
EEAP Feedback	V63963	Unpleasant body panel resonance	Something seems wrong	1C3EL45X26N301076	1 - Low	Engineering-Vehicle Archit...
Software Feedback	V63982	Spotify account not recognized	Something seems wrong	1C3EL45X26N301076	2 - Minor	Engineering-Electrical-Har...



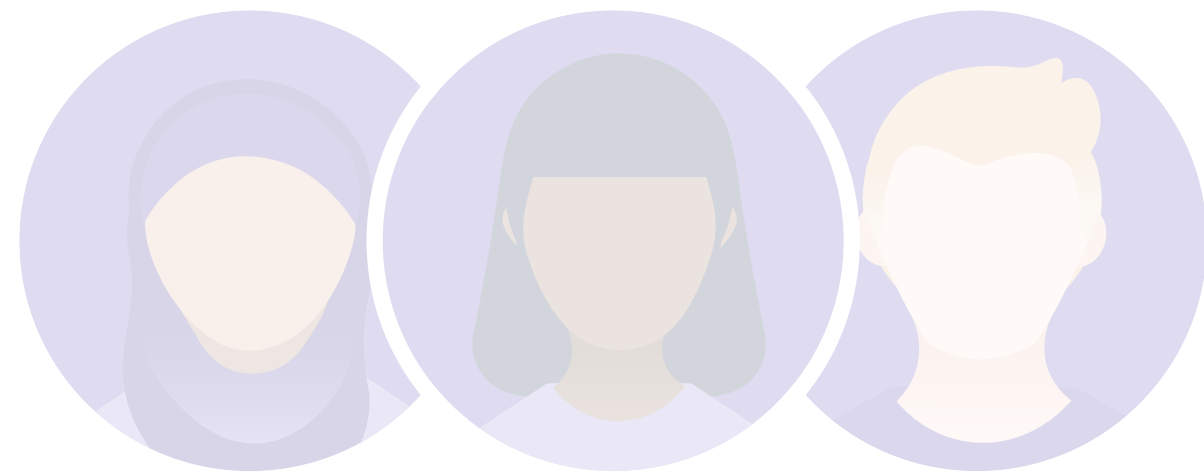
FEEDBACK PROCESS | CLONE



FEEDBACK PROCESS | ACTION

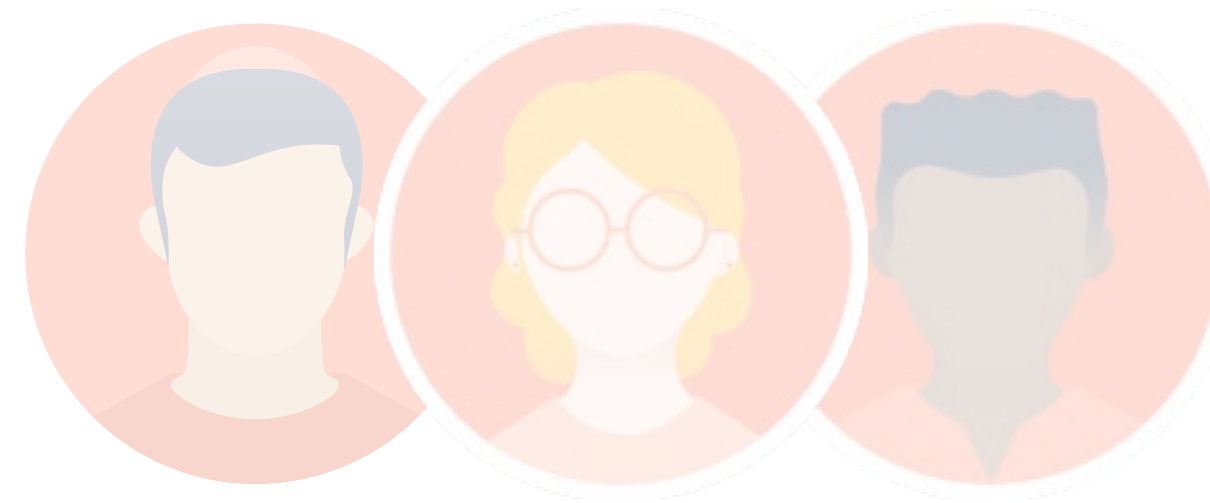


Action personas



Software Project Manager

Manage software development projects for vehicle related systems



Vehicle Program Manager

Manage end-to-end process of developing new vehicles



Technical Program Manager, Body Exteriors

Manage programs related to body exterior components or systems of vehicles



Action Personas



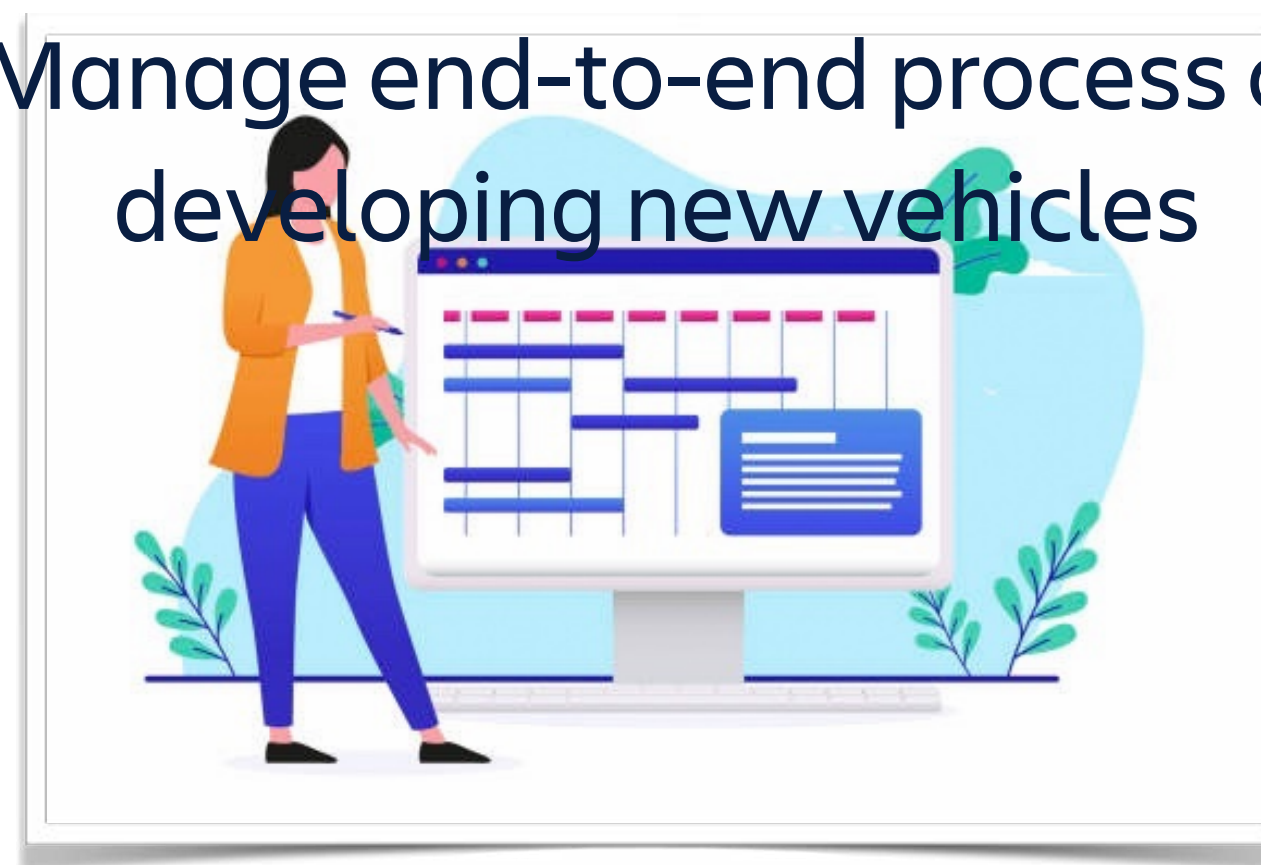
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Agenda



Rivian +
Forever



Goal +
Challenges



Solution



Lessons
Learned





What did
we learn?

16,500



Key learnings

Solid processes can
become standards



ServiceNow and Jira
can co-exist



Jira products are
better together



Collaboration makes
us smarter



Key learnings

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Collaboration makes
us smarter





Charge up!

Here are some tips for you!





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Here are some tips for you!





Questions?

Thank you!