

# Muze Strategy 2025 - WIP

## Vision

Establish Muze as the central, well-maintained design system that drives consistency, efficiency, and innovation across projects. By fostering engagement, establishing clear processes, and integrating AI tools, Muze will become a trusted and integral asset for product teams

[Workplan breakdown](#)

## What problems are we facing towards 2025

- The Muze team isn't involved in daily projects, making it easier to overlook opportunities to enhance or update the design system. This lack of engagement can also lead others to underestimate Muze's importance, resulting in new patterns and components being developed without consulting the Muze team, which risks creating inconsistency within the design system.
- Currently, the Muze team isn't actively promoting specific patterns due to limited resources and a lack of clarity on pattern prioritization.
- The Muze team lacks visibility into each product roadmap, making it difficult to align the Muze roadmap with the company's top priorities, leading to a disconnected design system.

## Objectives

1. **Increase Engagement and Integration:** Involve the Muze team more actively in day-to-day project workflows to prevent overlooked opportunities and unauthorized design variations.
2. **Establish Clear Processes and Prioritization:** Develop transparent, resource-sensitive processes to address the lack of Muze knowledge of the day to day designs
3. **Research and Feedback Mechanisms:** Conduct regular research, surveys, and stakeholder interviews to align Muze's evolution with team needs and industry standards.
4. **Upskill Teams through Training:** Empower designers, PMs, and developers with training sessions, enabling them to work with Muze effectively and minimize deviations.
5. **Leverage AI for Knowledge Sharing:** Use AI tools and chatbots to facilitate easier knowledge dissemination, component discovery, and troubleshooting support.
6. **Metrics and goals:** Continue [pursuing 2024 metrics and goals](#) with developing and enhancing components and also add widgets development as a new goal

# Roadmap

Below will be replaced -  Muze 2025 Roadmap

## Foundation Building and Engagement Q1 ▾ In Progress ▾

1. In-depth Assessment and Surveys
  - Conduct an internal survey with product teams, designers, and developers to identify current gaps, desired features, and pain points with Muze.
  - Run targeted interviews with high-stakes teams to gather qualitative insights on their project needs and expectations from Muze.
  - *Outcome:* A report summarizing findings, with prioritized areas for improvement.
2. Engagement in Project Workflows
  - [Set up a process](#) that requires designers to discuss current projects with the Muze team.
  - Begin a pilot program where a Muze representative is embedded in high-impact projects to provide guidance and feedback (Muze champions)
  - *Outcome:* Increased visibility and integration of Muze within project workflows.
3. Initial AI Exploration
  - Research and select AI-powered tools that can streamline component discovery, pattern recognition, and automation of basic support queries.
  - *Outcome:* A shortlist of potential AI solutions for Muze support.
4. JPD representative
  - Muze ideas needs to be documented in the JPD just like any other product
  - The Muze team needs to be aware on each Q planning for the most important items that are on the roadmap and proterized Muze tasks accordingly
5. Training on Muze and A11Y and component library plan
  - Set a training plan for: designers, PM's, developers, A11Y
  - *Outcome:* Training plan for 2025, [hands-on workshops for designers](#)
6. A11Y plan
  - Set an A11Y plan for the company to follow
  - *Outcome:* A11Y plan for 2025
7. [Off site workshop](#)
  - Get together with all Muze team members to align on goals of 2025
  - Present the management an annual plan
  - *Outcome:* Approval of 2025 plan from the management.

## Process Establishment and Knowledge Enhancement Q 2 ▾

Not Started ▾

1. Define and Document Processes
  - Develop clear guidelines for adding, modifying, and retiring components within Muze.

- Create a prioritization framework for patterns based on feedback and business needs.
- *Outcome*: Published process documents available for all teams.
- 2. Team Training on Muze Best Practices
  - Conduct training workshops for PMs, developers, and designers on how to incorporate Muze in their workflows effectively.
  - Develop a "Muze Starter Kit" with video tutorials, guidelines, and examples.
  - *Outcome*: Teams are more comfortable using Muze, leading to better adoption.
- 3. AI Chatbot Implementation (Phase 1)
  - Implement an AI-powered chatbot to assist teams in discovering components, guidelines, and troubleshooting steps within the design system.
  - *Outcome*: Improved knowledge sharing and reduced manual support load on the Muze team.

## Scaling and Continuous Improvement Q 3 ▾ Not Started ▾

- 1. Pattern Promotion and Component Library Audit
  - Audit the component library to identify underutilized elements and opportunities for consolidation.
  - Start proactively promoting prioritized patterns based on project needs, reducing the chances of unauthorized custom solutions.
  - *Outcome*: Streamlined component library and increased usage of prioritized patterns.
- 2. Ongoing Feedback Mechanisms
  - Establish quarterly feedback surveys and maintain regular engagement sessions with product teams.
  - *Outcome*: Real-time feedback keeps Muze aligned with evolving needs.
- 3. Advanced AI Integration (Phase 2)
  - Integrate more advanced AI capabilities, such as component suggestion engines and pattern-usage analysis, to identify and promote underused components.
  - *Outcome*: Increased efficiency and AI-driven insights for component use.

## Knowledge Consolidation and Future Planning Q 4 ▾ Not Started ▾

- 1. Advanced Training and Documentation Updates
  - Conduct advanced training on new features and patterns introduced during the year.
  - Update documentation to reflect all changes, ensuring up-to-date resources for 2026 and beyond.
  - *Outcome*: Teams are well-prepared, and documentation is current.
- 2. Annual Muze Review and Strategic Planning for 2026
  - Review KPIs, survey results, and AI insights to assess the impact of the 2025 plan.

- Refine processes, identify further needs, and set goals for 2026 based on lessons learned.
  - *Outcome*: A strategic plan for 2026 that builds on the successes of 2025.
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## Budget and Resource Requirements

- **AI Integration**: \$xxx.xx (research, implementation, and training).
- **Training and Workshops**: \$xxx.xx (material, time, and facilitator costs).
- **Feedback and Survey Tools**: \$xxx.xx (platforms and analysis tools).
- **Muze Team Expansion**: Budget for additional resources as needed for project embedding.

## Success Metrics and objectives 2024

[The 2024 objectives](#) remain the Muze team's daily, ongoing priorities and should continue to serve as our guiding benchmarks. In the 2025 plan, we'll need to integrate these 2024 goals with the new 2025 objectives in a cohesive, coordinated approach. We will need to consider these aspects:

- **Prioritize Effectively**: Identify which initiatives can be tackled first to maintain momentum on 2024 goals while pursuing 2025's new objectives.
  - **Assess Resource Needs**: Determine if additional resources—whether staffing, budget, or tool investments—are necessary to meet the expanded scope without sacrificing quality or timelines.
  - **Align with Broader Product Planning**: Consider structuring and tracking our work in Atlassian JPD, as other products do, to create a clear roadmap and facilitate alignment with other teams. This would ensure better visibility, shared accountability, and smoother collaboration.
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- **Adoption Rate**: Increase the usage of Muze components across projects by 30% by end of 2025.
  - **User Satisfaction**: Achieve a satisfaction score of 80%+ in Muze-related surveys.
  - **Component Consistency**: Reduce unauthorized component creation by 50% by Q4 2025.
  - **Training Completion**: Ensure 100% of design, PM, and development teams complete at least one Muze training session.