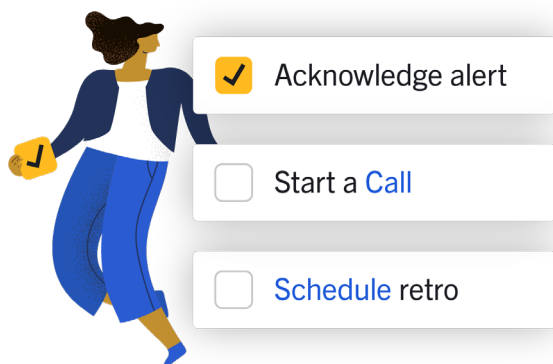


USE CASE

Software Feature Development

Enable developer success with a reliable, repeatable feature release cadence.



For many developer teams, keeping track of the information they need to successfully build a new feature is challenging. Key data can be scattered or siloed across multiple tools and channels, making it hard for the team to understand the context, goals, and process.

Team leads and management can struggle to gain insight into how work is progressing, limiting their ability to address challenges that create bottlenecks in the software development lifecycle.

Keep your team aligned at every stage of feature development

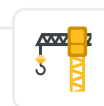
Your team needs a single source of truth to stay aligned. Mattermost ensures that everyone on teams designing and building software has all the information they need to collaborate effectively, from feature roadmaps and release checklists to sprint updates and retrospectives.

Plan



- Draft goals and plans in Boards
- Add links to Jira Epics, UX prototype, technical designs in run summary
- Kick off development with in-app call

Build



- Align teams with task assignments and context, all inside Mattermost
- Track progress with regular status updates
- Assign an owner for every playbook run

Ship



- Coordinate launch activities across teams like docs, QA, and marketing
- Demo updates to team with in-app screenshare
- Adjust triggers, actions, and tasks during the run to adapt to changing needs

Follow Up



- Track follow up tasks to close the loop on measuring adoption
- One-click start a video conference retrospective
- Analyze key performance metrics to identify improvements for the next iteration

How Mattermost helps streamline software development workflows

More than a project checklist – Mattermost helps your team collaborate across every component of the software development lifecycle.



Designed for developer workflows

Features designed specifically for developer workflows help keep your team aligned. Code snippet sharing with syntax highlighting, slash commands, Markdown formatting, and more.



One platform, everything you need

Real-time messaging and calls, project management, and workflow playbooks in a single, unified platform – all the information your team needs to move fast, with no context switching.



Integrates with all the tools in your workflow

Robust integrations with the tools your team relies on every day to design, build, test, and ship software – with everything you need to customize or build your own.



Build your first feature lifecycle playbook

Mattermost comes pre-loaded with flexible playbook templates to help your team capture and execute software development processes faster and more effectively. Use the template to create a Playbook in your Mattermost environment and start customizing it to fit your team's software development workflow.

Read more about [How to Use Mattermost for Software Development »](#)

