

A horizontal decorative bar consisting of a teal segment on the left and an orange segment on the right.

# Pragmatic Product Leader Course

Become a Product Manager with Superpowers



# Lesson 11I

# Prioritization



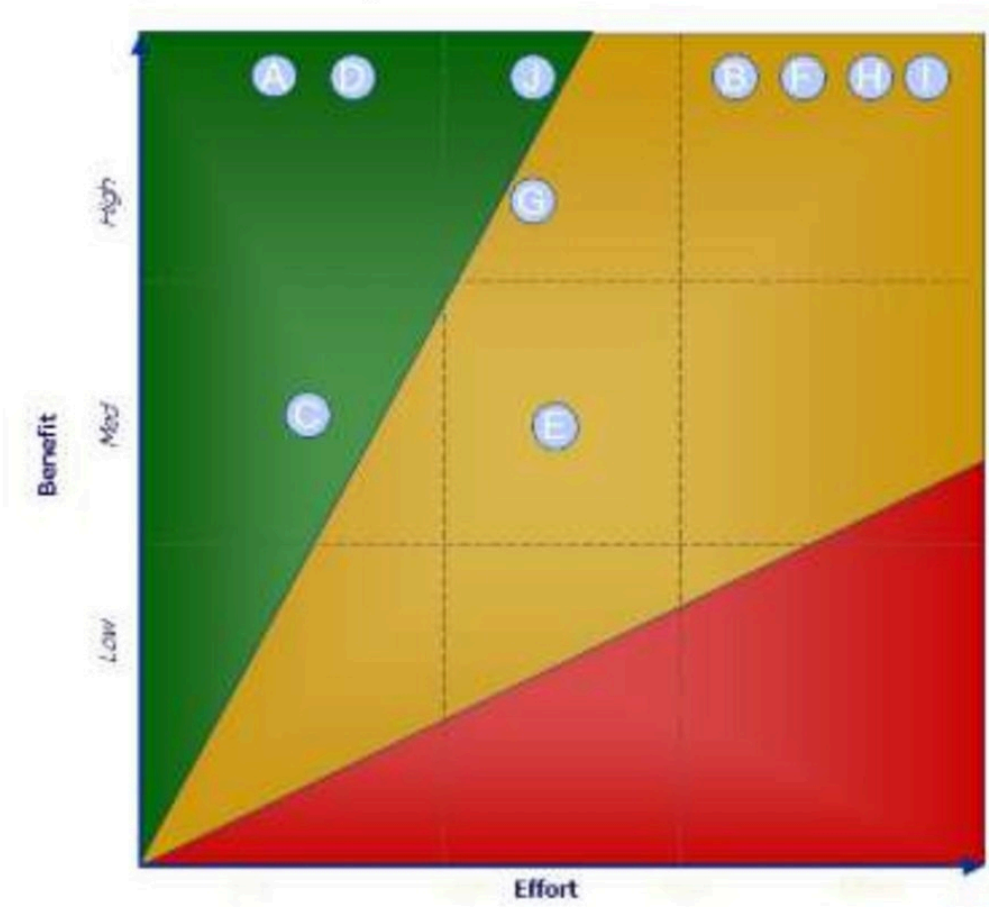
# Prioritization

- Prioritization is the process of ranking tasks, user stories, epics, and themes so that a minimum viable product can be reached
- Method of prioritization:
  - Value vs Complexity Quadrant
  - Kano model
  - Weighted Scoring
  - RICE method

$$\text{RICE score} = \frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}}$$



# Value vs Complexity Quadrant

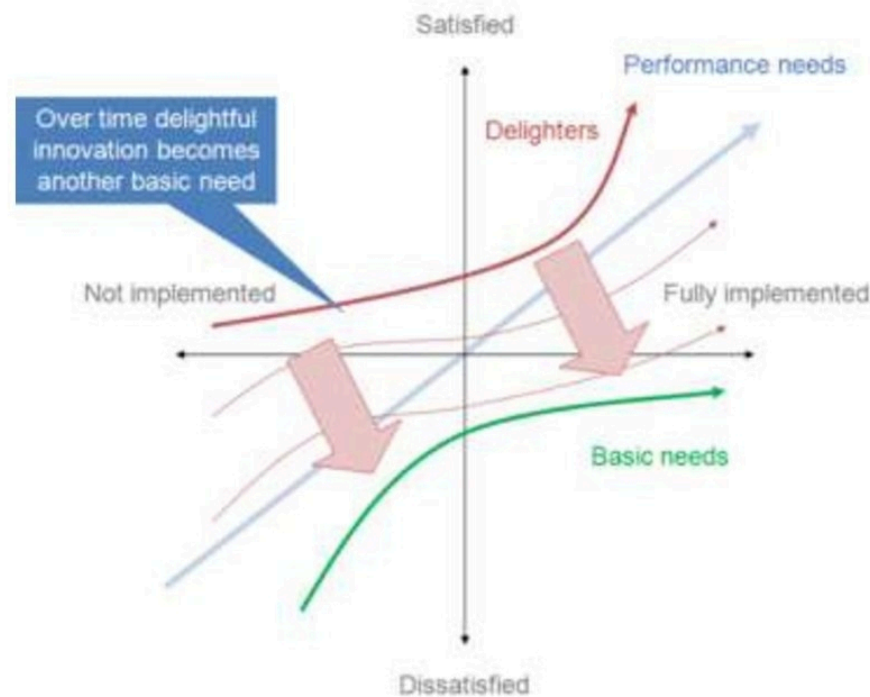




# Kano Model



- Kano chart is a plot of the degree of fulfillment to customer satisfaction
- Product managers look at product features through the lens of delight
- Some basic features the product needs to have . These are the basic features needed to make a MVP
- Satisfiers are the features that provide proportionate increase in customer satisfaction
- Finally there are some features called the delighters , that provide disproportionate increase in customer satisfaction





# Weighted Scoring

Criteria	Customer Engagement	User Experience	Sales Funnel	Operational Efficiency	Total
Weight	20%	10%	30%	40%	100%
Features					
New mobile app	90	90	50	20	50
Monthly Report	20	20	20	100	52
New "One-Click" button	80	75	60	20	49.5



# RICE Method

- R - Reach
  - Number of people/events per time period
  - Example: Customers/quarter; Transactions/day
  - Example: Let's say of every 500 customers who visit the website monthly only 30% of these customers choose to signup, then the Reach = 30% of 500 = 150 customers/month
- I - Impact
  - Ask: How much will this user story/task help to increase the conversion rate when the customer sees it?
  - Use scales: High - Low; 1-10; etc
  - Example: For each customer who encounters the "One-click" payment, the impact score is 9(high)
- C - Confidence
  - Level of confidence about the estimates you have made
  - Measured in percentage
  - Example: Let's say for the "One-click" payment feature, the team knows the reach, has extensive user research details and say you have an engineering estimate for effort, then you can say you are 100% confident about the feature
- E - Effort
  - Total amount of time and resources needed



# RICE - Example

- Let's look at an example:
- Let's say the EPIC is "As a customer, I want to be able to have wishlists so I can come back later and buy the products"
- User Stories:
  - User Story 1: As a customer, I want to be able to save products to a wishlist so that I can come back later and view them
  - User Story 2: As a customer, I want to be able to save products to a wishlist so that I can come back later and purchase them
  - User Story 3: As a customer, I want to be able to save products to a wishlist so that I can share them later with my friends and family

<u>User Stories</u>	<u>Reach</u>	<u>Impact</u>	<u>Confidence</u>	<u>Effort</u>	<u>RICE</u>
User Story 1	800	2	50%	1	800
User Story 2	450	3	100%	2	675
User Story 3	2000	1	80%	4	400

**Rank 1: User Story 1; Rank 2: User Story 2; Rank 3: User Story 3**



# To conclude

A short horizontal bar with a teal-to-orange gradient, positioned above the main text.

# Thank you.

