ONE PAGE SUMMARY

IT & Software › Product Management › Prioritization

Introduction to Prioritization

Mastering prioritization is key to successful product management.

DEFINITION

> Prioritization is the process of determining the importance of tasks or features. It helps teams focus on what matters most for product success.

KEY CONCEPTS

Value vs. Effort

Assessing the potential value of a task against the effort required helps in making informed decisions.

MoSCoW Method

This method categorizes tasks into Must have, Should have, Could have, and Won't have to clarify priorities.

Kano Model

This model helps identify features that will delight customers versus those that are basic expectations.

RICE Scoring

RICE stands for Reach, Impact, Confidence, and Effort, a framework for scoring and prioritizing initiatives.

Stakeholder Input

Gathering feedback from stakeholders ensures that prioritization aligns with business goals and user needs.

EXAMPLES

→ Prioritize bug fixes over new features to improve user satisfaction.

→ Use the MoSCoW method to decide which features to launch in the next sprint.

→ Apply RICE scoring to evaluate which project to tackle first.

MEMORY TIPS

★ Remember 'Value first, then Effort' to guide your prioritization.

★ Use the acronym MoSCoW to recall the prioritization categories.

★ Think of RICE as a recipe: Combine Reach, Impact, Confidence, and Effort for the best results.

COMMON MISTAKES

✗ Focusing too much on low-effort tasks instead of high-value ones.

✗ Neglecting stakeholder feedback when setting priorities.

✗ Failing to regularly reassess priorities as project conditions change.

QUICK RECAP

Prioritization is essential for effective product management, guiding teams to focus on high-impact tasks. Use frameworks like MoSCoW and RICE to make informed decisions and align with stakeholder needs.