



# Product Management Prioritization Frameworks

Product managers face the challenge of prioritizing features and initiatives to deliver the most value. Fortunately, there are several proven prioritization frameworks that organizations can leverage to make informed decisions.



by Sumit Kumar Singh for <https://www.Interviewclub.co>

# RICE (Reach, Impact, Confidence, Effort)

## 1 Reach

## How many users will be impacted?

## 2 Impact

## How much value will it deliver?

### 3 Confidence

How certain are you about the estimates?

## 4 Effort

## How much time and resources are required?

Companies like **Airbnb**, **Intercom**, **Asana**, and **Trello** use the RICE framework to prioritize features based on a data-driven, balanced approach.



# Value vs. Effort Matrix

## High Value, Low Effort

These are the "quick wins" that should be prioritized.

## High Value, High Effort

These strategic initiatives require more planning but can deliver significant impact.

## Low Value, Low Effort

These low-impact tasks can be quickly addressed or deprioritized.

The Value vs. Effort Matrix is used by companies like **Atlassian, Dropbox, Spotify, and Slack** to evaluate and prioritize their product initiatives.



# Kano Model

## Must-Have

Basic features that customers expect.

## Performance

Features that directly impact customer satisfaction.

## Delighters

Features that surprise and delight customers.

## Indifferent

Features that customers don't care about.

The Kano Model is widely used by organizations like **Toyota, Apple, and Microsoft** to prioritize features based on customer needs and expectations.

# Story Mapping

1

## User Goals

Identify the key user goals and tasks.

2

## User Journeys

Map out the user's steps to achieve their goals.

3

## Prioritize Features

Determine which features best support the user journeys.

Story Mapping is a popular framework used by companies like **Amazon**, **Google**, and **Facebook** to prioritize features and create a coherent user experience.

### User-Story Map: Mobile App Feature for Depositing Checks

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#### 1. Activities:

High-level tasks users can do in the digital product

Check account balance

Deposit a check

#### 2. Steps:

Steps users go through to complete the activity above

Log in

Access accounts

Enter mobile deposit details

Sign check

Photograph check

Submit deposit

Confirm deposit

Enter username or email

View account balances

Choose account

Read tips for taking check photos

Enable camera access

Confirm deposit

View confirmation message

#### 3. Details:

Granular, discrete interactions to complete the step above

Enter password

See pending transactions

Enter deposit amount

Turn phone horizontal

Understand amount available

Receive email confirmation

Press login button

Open new account

View transaction limits

Take photo of front & back

Cancel deposit

Initiate forgot password

See legal disclosures

Send check to bank via drone

Autofill numbers

Get instant access to all funds

View deposit in past deposits

Toggle remember me

Get savings advice

View past deposits

Review error messages

Receive text message



# MoSCoW (Must Have, Should Have, Could Have, Won't Have)



## Must Have

Essential features for the minimum viable product.



## Should Have

Important features that should be included if possible.



## Could Have

Nice-to-have features that can be added later.

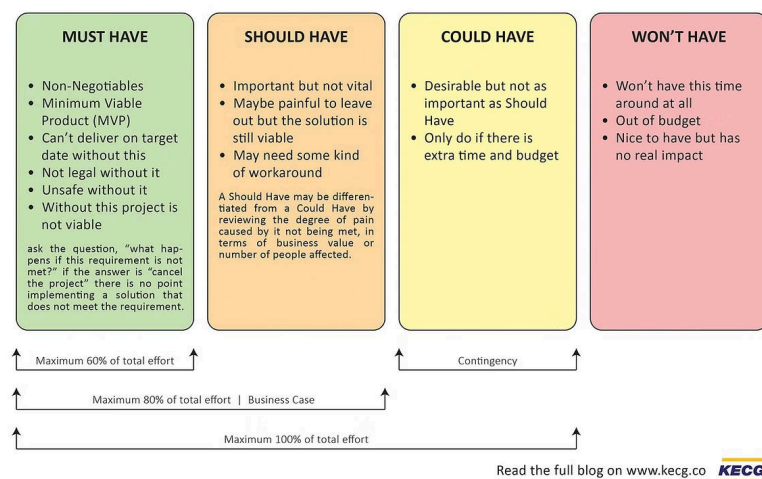


## Won't Have

Features that will not be included in the current release.

The MoSCoW method is widely used by Agile and Scrum teams to prioritize features based on their importance and feasibility.

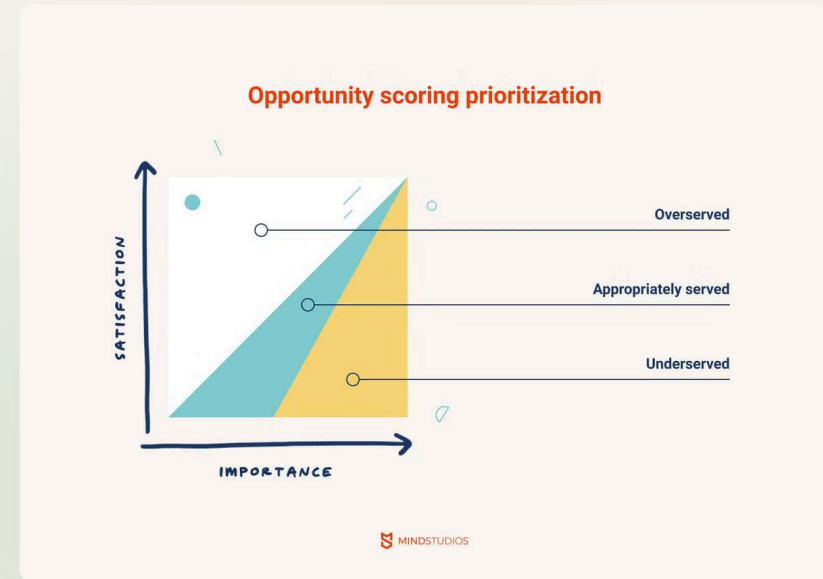
### MoSCoW PRIORITISATION



# Opportunity Scoring

Potential Revenue	Customer Fit	Competitive Advantage	Effort Required
High	High	High	Low
High	High	Low	High
Low	High	High	High
Low	Low	Low	Low

Opportunity Scoring is a framework used by companies like Salesforce, Zendesk, and HubSpot to prioritize initiatives based on their potential impact and resource requirements.





# Cost of Delay

1

## Identify

Determine the financial impact of delaying a feature or initiative.

2

## Quantify

Assign a monetary value to the cost of delaying the feature.

3

## Prioritize

Use the cost of delay to inform prioritization decisions.

The Cost of Delay framework is particularly useful for finance-focused organizations and SaaS companies to prioritize features based on their financial impact.