

Prioritization guide

Pre-requisites: Understand and document what is being prioritized. Each concept should be described in a consistent manner and on the same level of fidelity. Key descriptors may include: goal of the initiative, user needs met, design principles. Leveraging the value proposition might be very useful on this stage.

1 Refer to your KEI/KPI framework (if already developed) to help you to select the most impactful criteria.

For users, it can include: a user POV, impact to the user, uniqueness of the service, breadth of user groups impacted, social value etc.

For the business, it can include: a business POV, revenue/profit impact, ease of implementation, business value, scalability, contribution to brand transformation, etc.

2 Define how you will breakdown your criteria to score the concepts. Break it down to a level that they are measurable.

3 Score your concepts. Based on number of key criteria you can use 2x2 or multi-criteria matrix template. You can also consider using both templates it would be useful in case you have numerous criteria. Choose 2 among them that are the most critical for the project.

4 Map your concepts on selected criteria to see which ones provide which type of impact. You are ready to prioritize.