

Selecting the Right Prioritization Method

Step 1: Define Your Prioritization Goals

Q: Are you trying to maximize impact within a specific time frame?

Q: Do you need to align stakeholders around a clear decision-making process?

Q: Are you dealing with a large backlog of ideas or features?

Q: Do you want a quantitative (data-driven) or qualitative (discussion-based) approach?

- If your goal is to maximize impact: Consider frameworks like RICE or Value vs. Effort Matrix.
- If your goal is stakeholder alignment: Consider frameworks like MoSCoW or Kano Model.
- If you’re dealing with a large backlog: Consider ICE or Weighted Scoring.

Step 2: Assess the Complexity of Your Product:

Q: Is your product simple, with clear features and low dependencies?

Q: Does your product have complex interdependencies between features?

Q: Are you working in a rapidly changing environment (e.g., startups)?

Q: Do you have technical debt or maintenance work to prioritize?

- For simple products: Use Value vs. Effort or MoSCoW.
- For complex products with dependencies: Use RICE or Weighted Scoring.
- For fast-moving environments: Use ICE for quick wins.

Step 3: Identify Your Resources and Constraints:

Q: Do you have access to user data and insights?

Q: How much time can you dedicate to the prioritization process?

Q: Are your stakeholders comfortable with data-driven approaches?

Q: Do you need to communicate the prioritization process clearly to non-technical teams?

- If you have limited time and data: Use ICE or Value vs. Effort Matrix.
- If you have extensive data and want precise prioritization: Use RICE or Weighted Scoring.
- If communication and buy-in are key: Use MoSCoW or Kano Model.

Step 4: Evaluate Decision-Making Dynamics in Your Team

Q: Is there a single decision-maker (e.g., a Product Manager)?

Q: Are decisions made collaboratively across teams?

Q: Are you often dealing with conflicting priorities?

Q: Is there a need to explain decisions to external stakeholders?

- For top-down decision-making: Use ICE or RICE.
- For collaborative decision-making: Use Weighted Scoring or Kano Model.
- For explaining decisions to external stakeholders: Use Value vs. Effort Matrix.

Step 5: Select the Best Prioritization Method

Prioritization Method	Best For	Complexity Level	Key Pros	Key Cons
RICE	Impact-focused prioritization	Medium	Data-driven, scalable	Requires extensive data
ICE	Quick wins and rapid prioritization	Low	Fast and simple	Less precise
MoSCoW	Stakeholder alignment	Low	Easy to communicate	Can be subjective
Value vs. Effort Matrix	Simple prioritization	Low	Easy to implement	Lacks precision
Weighted Scoring	Complex products with dependencies	High	Highly customizable	Time-consuming
Kano Model	Understanding customer delight	Medium	Focuses on customer satisfaction	Requires customer feedback

Final Checklist: Quick Framework Selector

Question	Yes/No	Recommended Method
Do you need quick, actionable results?		ICE
Do you have access to extensive user data?		RICE
Do you need to align multiple stakeholders?		MoSCoW
Are you focused on customer satisfaction?		Kano Model
Is your product highly complex?		Weighted Scoring