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# FEATURE PRIORITISATION

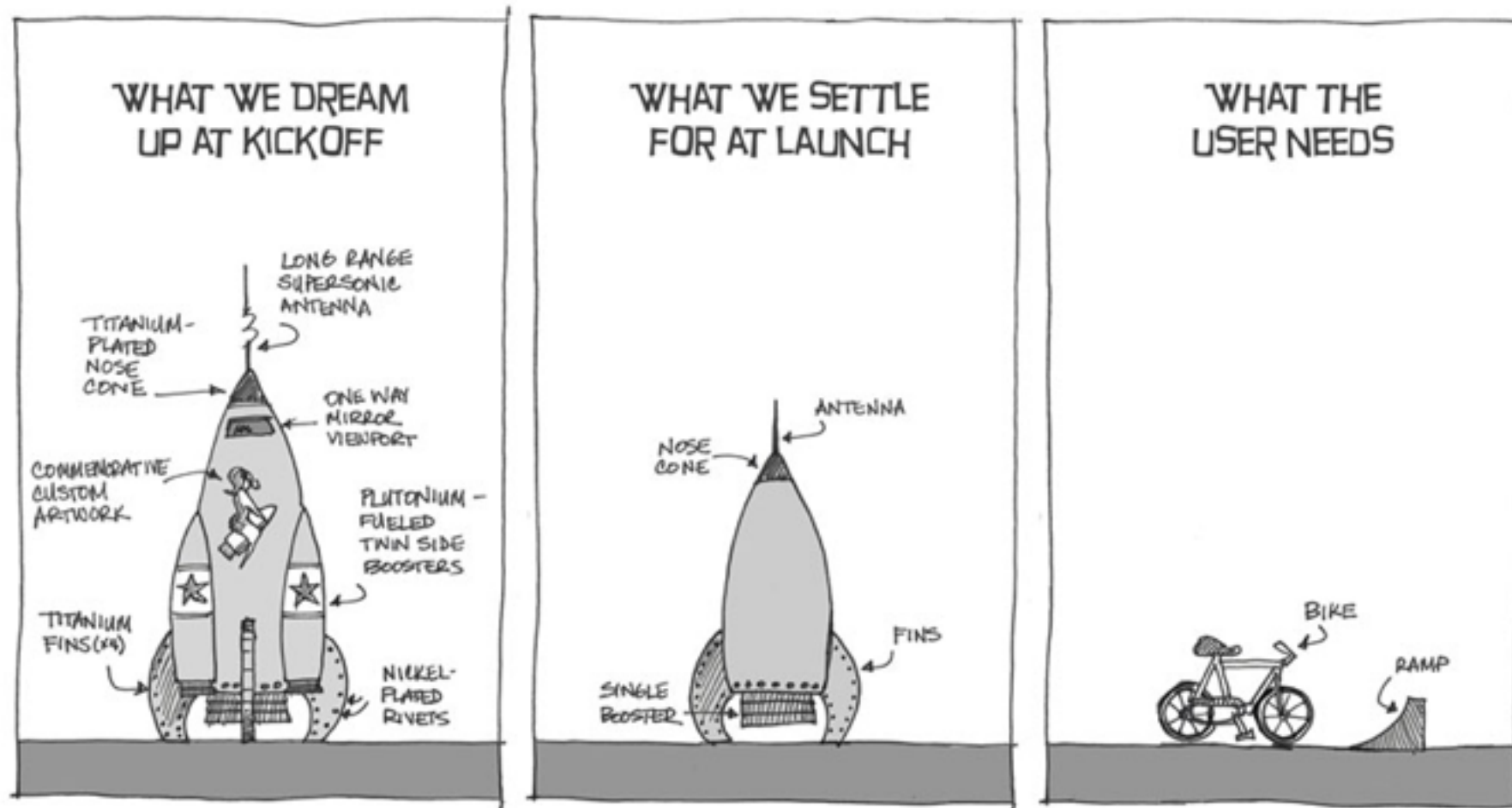
# WHY IS IT IMPORTANT TO PRIORITISE?

- Focus on what adds value to the user's experience.
- Remember, it's much easier to extend existing behaviours than to force people into a completely new way of doing something.
- Focusing on what the majority of users are trying to do is important. Don't get distracted by people who say you have to meet every single edge case... because you don't.
- [The 80/20 Rule Applied to Web Design \[Webdesigner Depot\]](#)
- [Before You Plan Your Product Roadmap \[Intercom\]](#)

## FEATURE PRIORITISATION

# FINDING A BALANCE IS REALLY HARD

### THE UX DESIGNER PARADOX



BONUS 2015

Source:  
Boston  
Interactive

# FEATURE PRIORITISATION

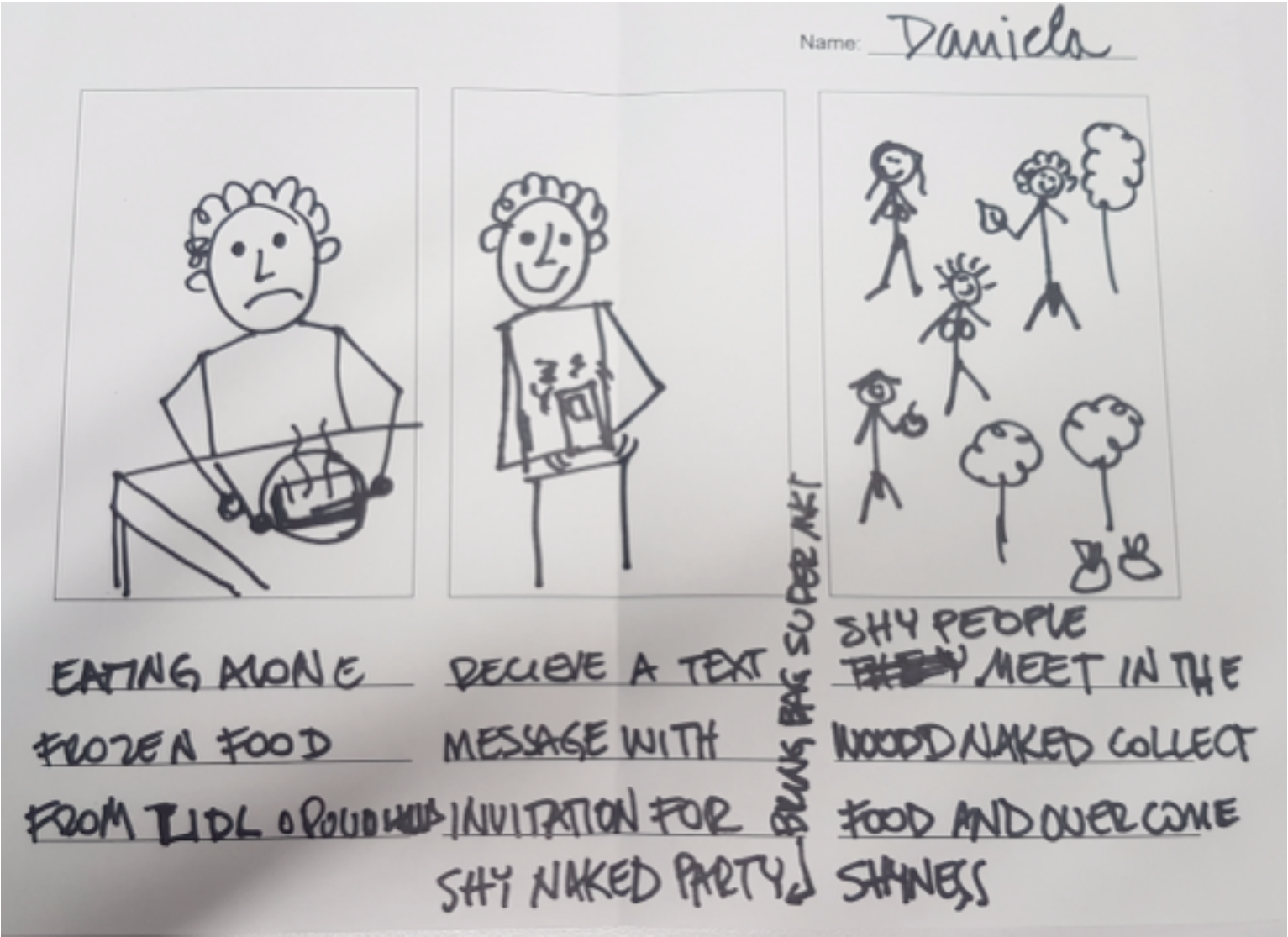
## WHAT ARE PEOPLE TRYING TO DO MOST FREQUENTLY?



# ACTIVITY

## DO NOW

List out all the possible features on post-its that could support the user goals that exist in this project concept.

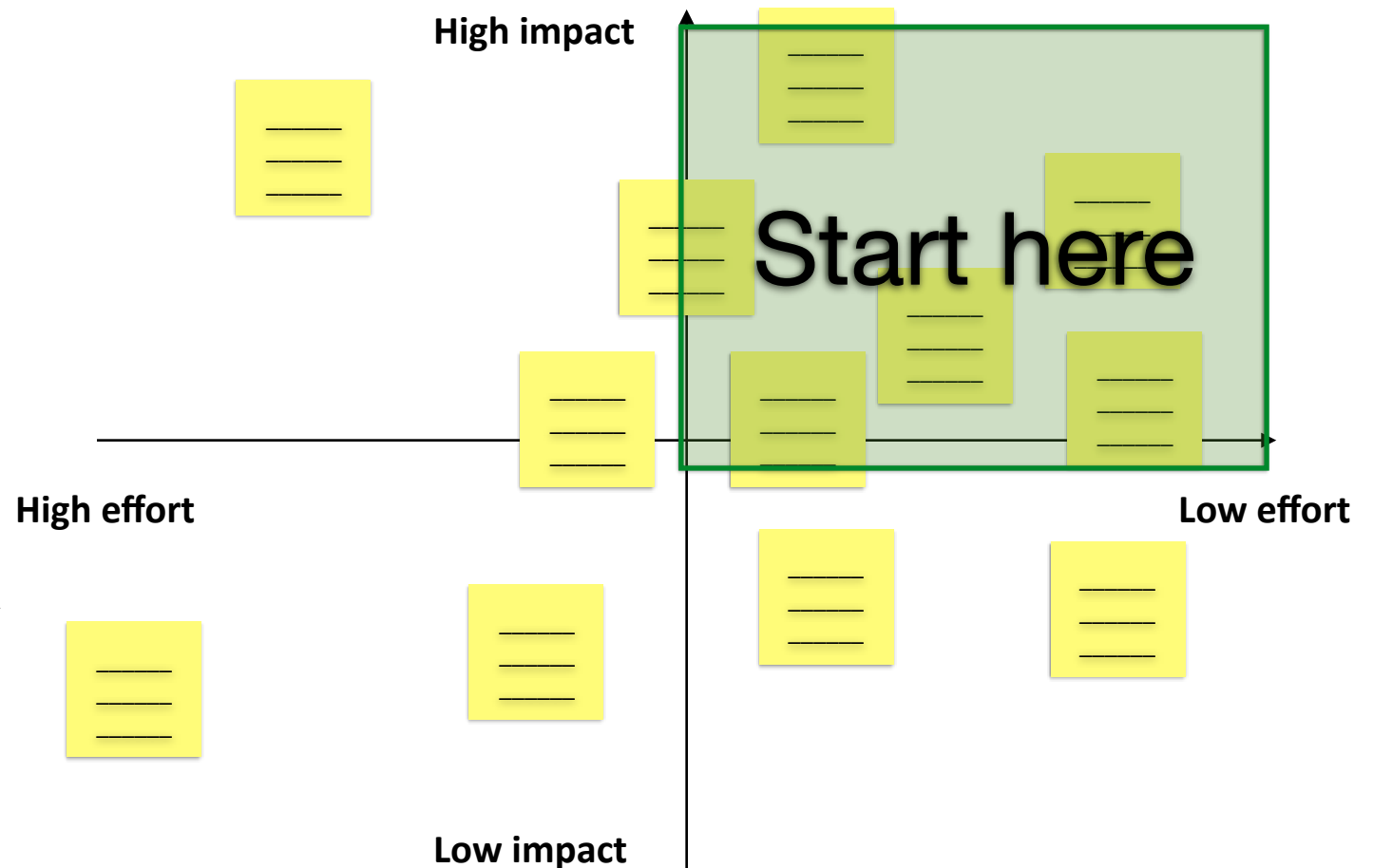


EXERCISE

## FEATURE PRIORITISATION

# PRIORITISATION METHOD 1: 2X2 MATRIX

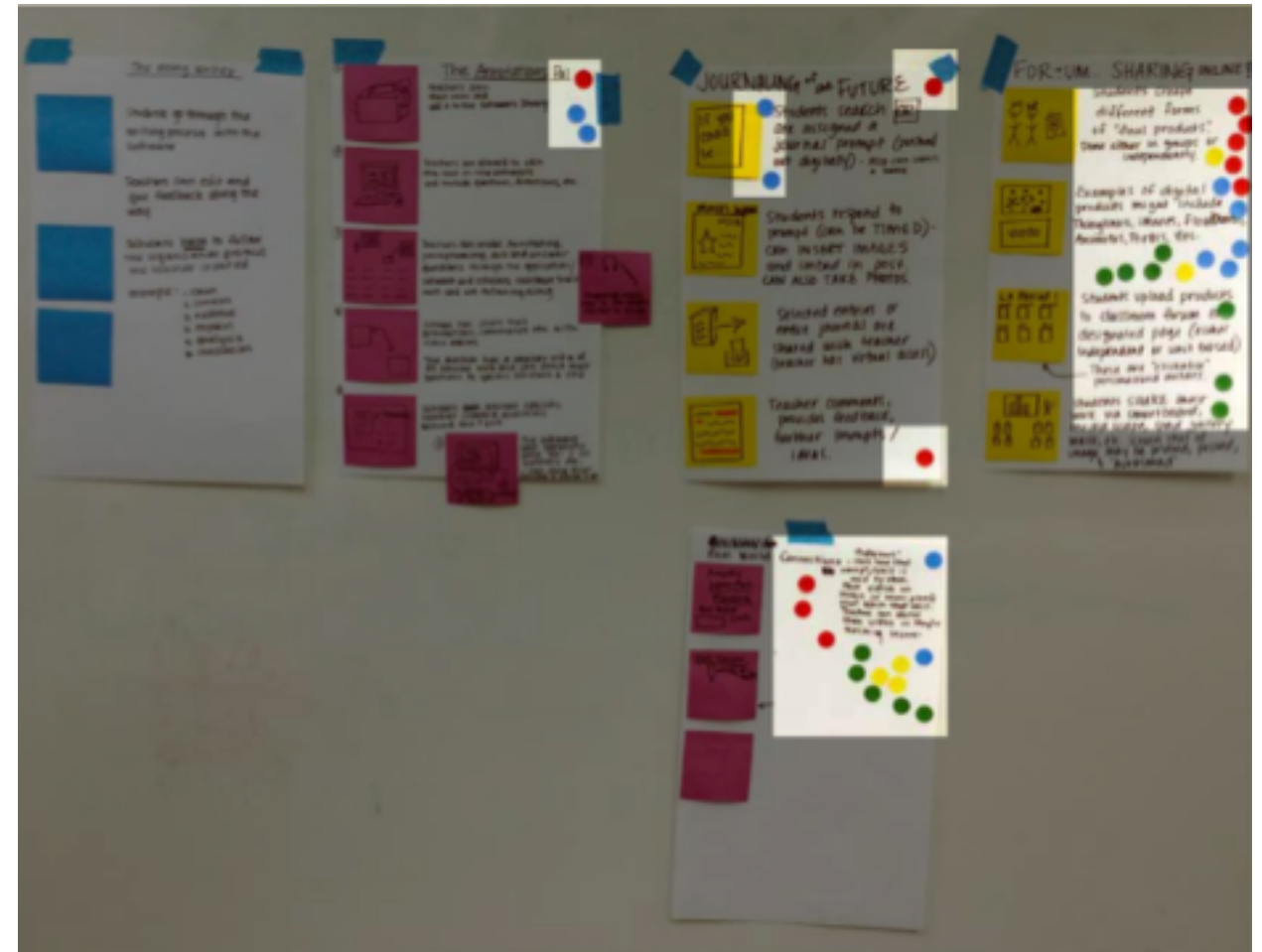
- Most common type of feature Prioritisation.
  - (Also related: scatterplot charts, SWOT analysis)
- Choose your sorting criteria carefully.
  - Some options: effort vs. impact, bang vs. buck, ux value vs. tech value, meets user goals vs. meets biz goals, desirability vs. feasibility, expected vs. unexpected



## FEATURE PRIORITISATION

# PRIORITISATION METHOD 2: DOT VOTING

- ▶ Ask people to vote based on how well the ideas address the problem statement.
- ▶ Creates a heatmap of a group's concerns and priorities.
- ▶ Can be a popularity contest if voters aren't aligned on the problem.





## FEATURE PRIORITISATION

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# PRIORITISATION METHOD 3: MoSCoW

- M: Must have this requirement to meet the business needs
- S: Should have this requirement if possible, but project success does not rely on it
- C: Could have this requirement if it does not affect anything else in the project
- W: Would like to have this requirement later, but it Won't be delivered this time

**MUST**

• \_\_\_\_\_  
• \_\_\_\_\_

**SHOULD**

• \_\_\_\_\_  
• \_\_\_\_\_  
• \_\_\_\_\_

**COULD**

• \_\_\_\_\_

**WON'T**

• \_\_\_\_\_  
• \_\_\_\_\_  
• \_\_\_\_\_



# FEATURE PRIORITISATION

## PRIORITISATION METHOD 4: NOW NEXT LATER

- A great way to lull stakeholders into a sense of security that they will get their features.
- Forces the team to Prioritise in relation to goals.

NOW	NEXT	LATER
<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>

#now, #next, #later: Roadmaps without the Drudgery [Medium]