

Prioritization Techniques

REQUIREMENT ENGINEERING | Engenharia de Requisitos

2023/24

E-commerce website - Context

We have an e-commerce websites that sells motos and we want to prioritize the next developments.

95% of our traffic is from desktop devices.

Renting is less than 1% of our sales.

Equipement are requested 80% of the orders placed.

We got the following feedback from stakeholders:

E-commerce website

SEO Manager

“We are not getting enough traffic on our website, we should improve our rank on the search engines. According to the SEO specialist we are ranked badly because of this main reason:

1. The content on our pages is not good enough
2. There are no clear distinction on the content (h1, h2, text)
3. The performance of our site on google lighthouse is very low
4. The mobile score is very low”

E-commerce website

Country Manager

“Our customers can only see motos selling. We also can provide them extra-products attached to the sale like customized helmets. It is mandatory to have this attached to the sales”

E-commerce website

Marketing department

“Our website does not allow us to have performant landing pages, we basically can only replicate a page and change the text. We need to be able to add listing and vehicle information dinamically into the landing pages. Also we cannot track the amount of people that are landing and to which page they go”

E-commerce website

CTO

“Our website goes down on the beginning of Spring, when we have the biggest reach on the website. We cannot find the root cause! It is critical to fix it.”

E-commerce website

Professional Services

“Everytime that product teams make a change to the website the integrations with external systems break. This is unacceptable, customer cease to have access to the renting solutions”

E-commerce website

Head of Design

“It is unacceptable that we are on 2023 and our website is not even mobile-friendly. We need to invest on this topic ASAP!”

Exercise

What did we identified?

Developments identified

1. [MKT] Track customer behaviour on landing pages
2. [MKT] Add lists of vehicles to landing pages
3. [MKT] Add vehicle details to a landing page
4. [MKT] Improve landing page maintenance
5. [SEO] The content on our pages is not good enough
6. [SEO] There are no clear distinction on the content (h1, h2, text)
7. [SEO] The performance of our site on google lighthouse is very low
8. [SEO] The mobile score is very low
9. [HoD] Create the mobile viewport
10. [CTO] Increase product scalability
11. [PS] Scale integrations
12. [CM] Attach extra-products to the sales opportunity

Developments identified

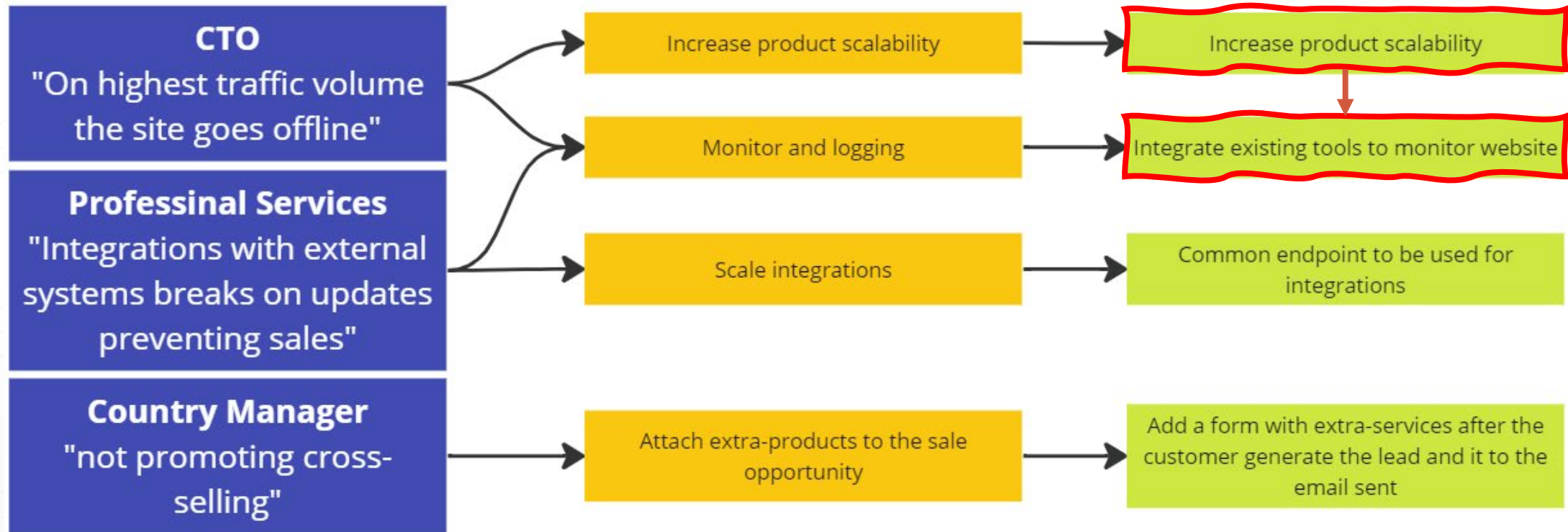
- Let's prioritize – buy a feature

Buy a feature

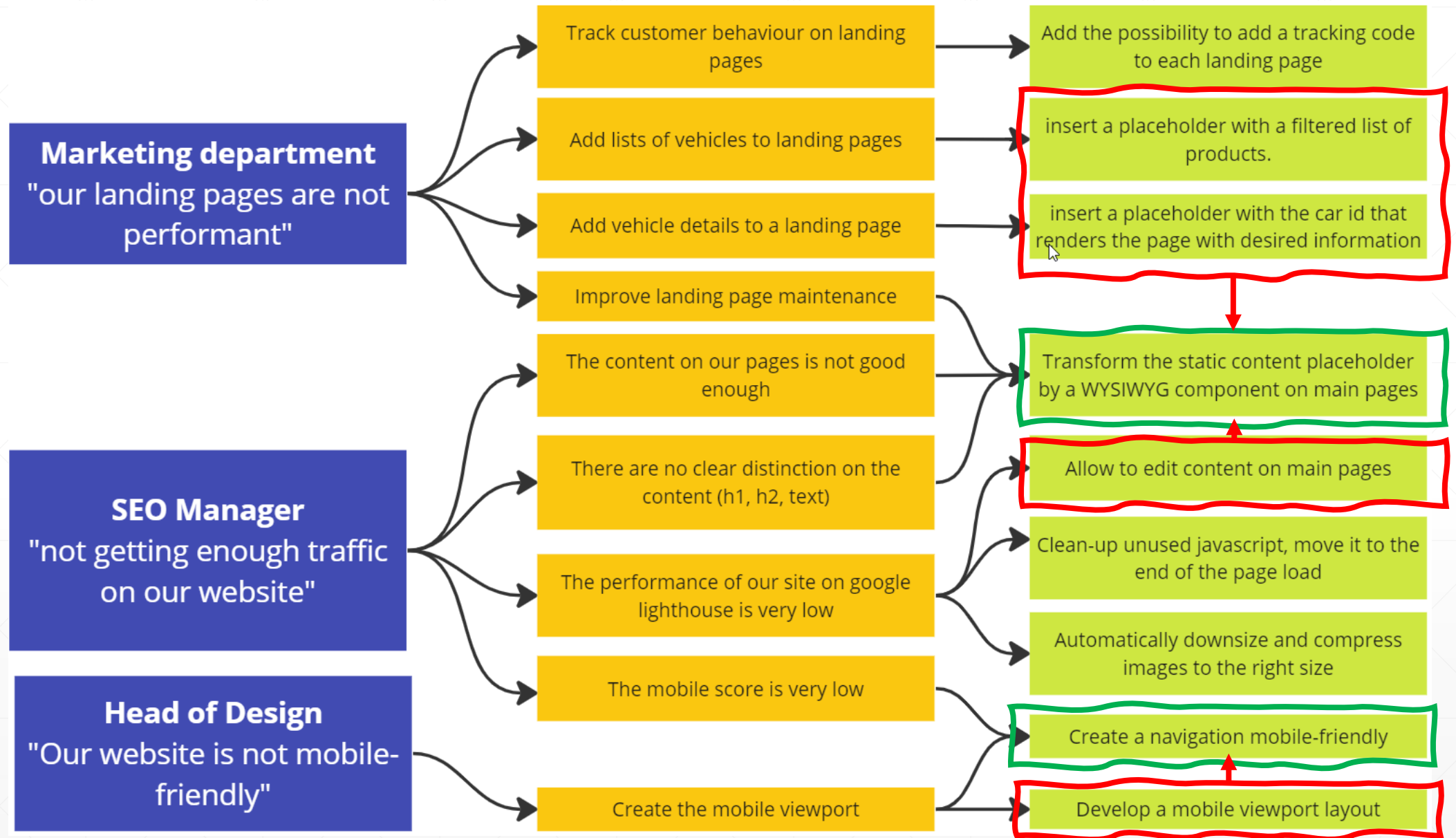
Developments identified

- Is this list enough and clear?
- Will people understand it?
- Will we achieve the right results?
- What if, we refine a bit more?

Map the insights into actionable and present them so everyone can understand



You can find dependencies!



You can find common ground for the feedback!

Developments identified

- Let's repeat the prioritization – buy a feature

Rice Framework

Developments identified

- What if we have a product strategy already defined for the next quarter?

Main goal for the next quarter: *“Increase the amount of organic traffic that comes to our website”*