Return of Investment (ROI) – Determine a Value

Prioritize User Stories based on customer value considerations

1 New revenue – new customers

2 Retained revenue – retained customers

3 Incremental revenue – Customers buying new or additional products or services

4 Operational efficiency – Reducing the cost of operations or improving its efficiency

Three Models – Prioritization

VALUE BASED PRIORITIZATION

- ✔ High Risk High Value
- ✔ Low Risk High Value
- ✔ Low Risk Low Value
- ✔ High Risk Low Value

KENO MODEL

- ✔ Threshold/Must haves
- ✔ Performance Requirements
- ✔ Exciters and Delighters
- ✔ Indifferent

RELATIVE WEIGHTING

- ✔ Priority=Value/(Cost + Cost Benefit + Risk + Risk Benefit)
- ✔ Calculate Value = Benefit + Penalty