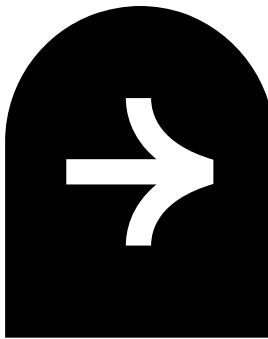


AGILE

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG



7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

01 **MOSCOW**

Classify each item as:

- **Must have** – Essential for the next release.
- **Should have** – Important but not critical.
- **Could have** – Nice to have, if time permits.
- **Won't have** – Not in scope for now.

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

02

VALUE VS. EFFORT

Plot features on a 2x2 matrix:

- **High Value, Low Effort** = Prioritize first.
- **High Effort, Low Value** = Consider dropping or delaying.

This helps identify **high-impact, quick-win items**.

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

03 WSJF (WEIGHTED SHORTEST JOB FIRST)

Calculate using the formula:

- **WSJF = Cost of Delay / Job Duration (size)**
- **Cost of Delay** = Business Value + Time Criticality + Risk Reduction/Opportunity Enablement
- **Higher WSJF = Higher priority**

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

04 KANO MODEL

Categorize features into:

- **Basic Needs** – Without these, the product is unusable.
- **Performance Needs** – The more you deliver, the better.
- **Delighters** – Unexpected features that excite users.

Focus on **basic** and **performance** needs early on.

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

05

STAKEHOLDER INPUT

- Regularly gather input from business **stakeholders, customers, and end users.**
- Use **feedback** loops (reviews, demos) to adjust priorities.

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

06

RISK & DEPENDENCIES

- Prioritize items with **high risk early** to learn and adapt quickly.
- Address **blocking dependencies early** to unblock future work.

7 WAYS TO PRIORITIZE ITEMS IN A PRODUCT BACKLOG

07

TEAM CAPACITY & VELOCITY

- Balance priorities with what the team can **realistically deliver** in a sprint.
- **Don't overload** with only large or complex items.

