Prioritization

Covered in this lecture:

Prioritization methods that
you can use as a PM

► As a product manager, prioritizing things is a major part
of your role

Prioritization methods:

► **1. Assumption testing**

- prioritizing by the assumptions
- try the riskiest assumptions first

>> Take your assumptions and assign them a value
between 1-10 (10 = riskiest)
>> Rate the importance of doing that thing (10 = very
important)
>> Add these two values and sort the assumptions based
on that

► **2. The BUC method**

- Business benefits
- User benefits
- Cost

>> Score these dimensions 1-10
>> Add the score of the benefits and subtract the cost to get the final score
>> Prioritize your tasks based on these scores, with the highest at the top

► **3. The MOSCOW method**

>> Organize your tasks into these categories:
　　　Must - things you absolutely have to build
　　　Could
　　　Should
　　　Would
>> First do the things that MUST be done

See you next lecture!