

Bull's-eye Diagraming

A way of ranking items in order of importance using a target diagram

When working on a project, it is natural to think that all ideas, tasks, or features are of equal importance. But to truly hit the bull's-eye and make sure you are focused on the most critical items, you have to decide what's most important. This method helps you prioritize so you can focus on what deserves attention first and leave the rest for later. By design, a Bull's-eye Diagram limits how much you can place in the center, which forces your team to deliberate about priorities before producing anything.

Benefits

Helps you determine what is most important Facilitates productive discussion Builds consensus
Helps your team develop a plan of action

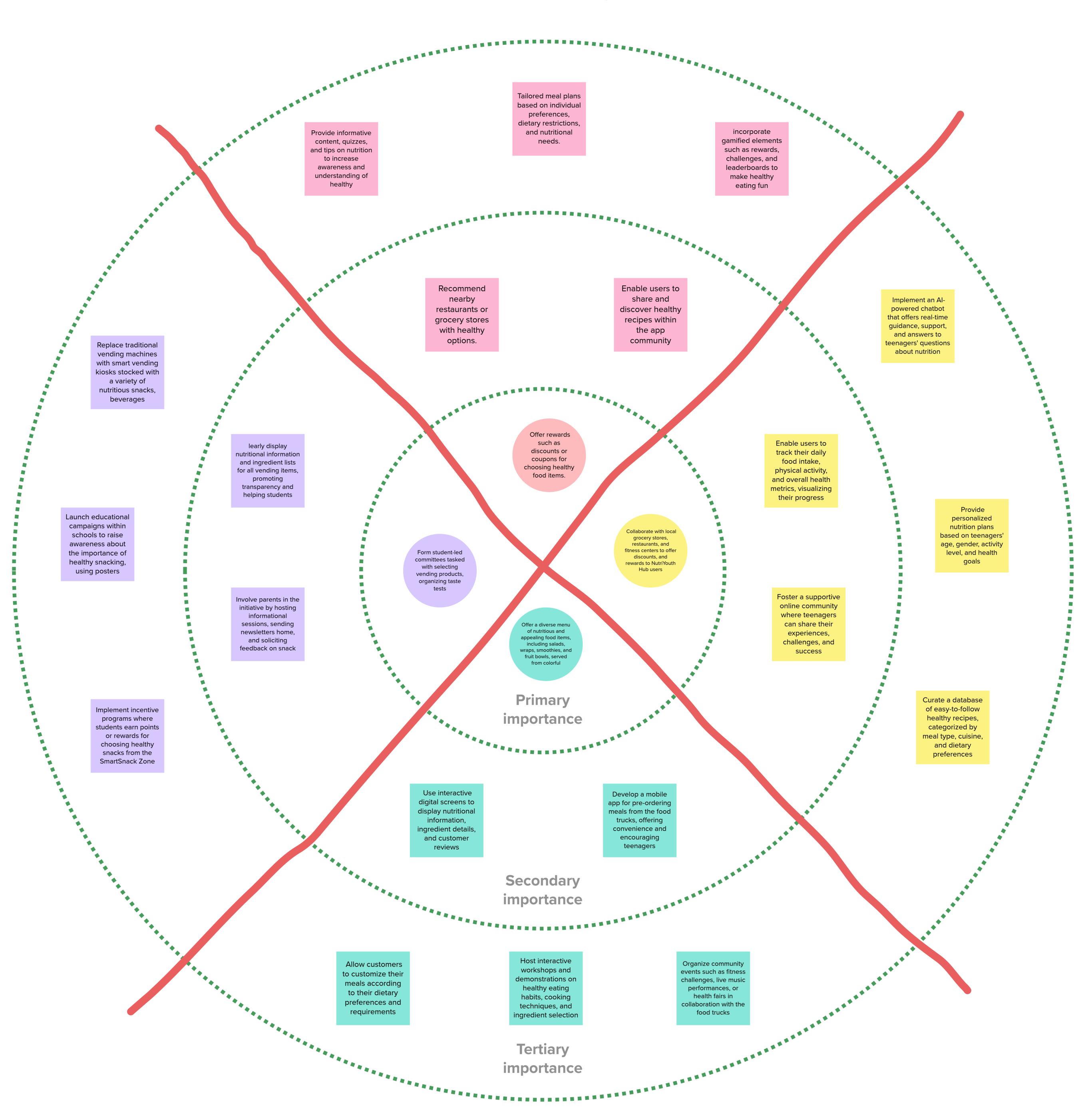
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Preparation

Gather the information that needs to be prioritized
Add data using onto the properly sized stickies provided
Determine the criteria for prioritization
Assemble a team of collaborators

Helpful hints

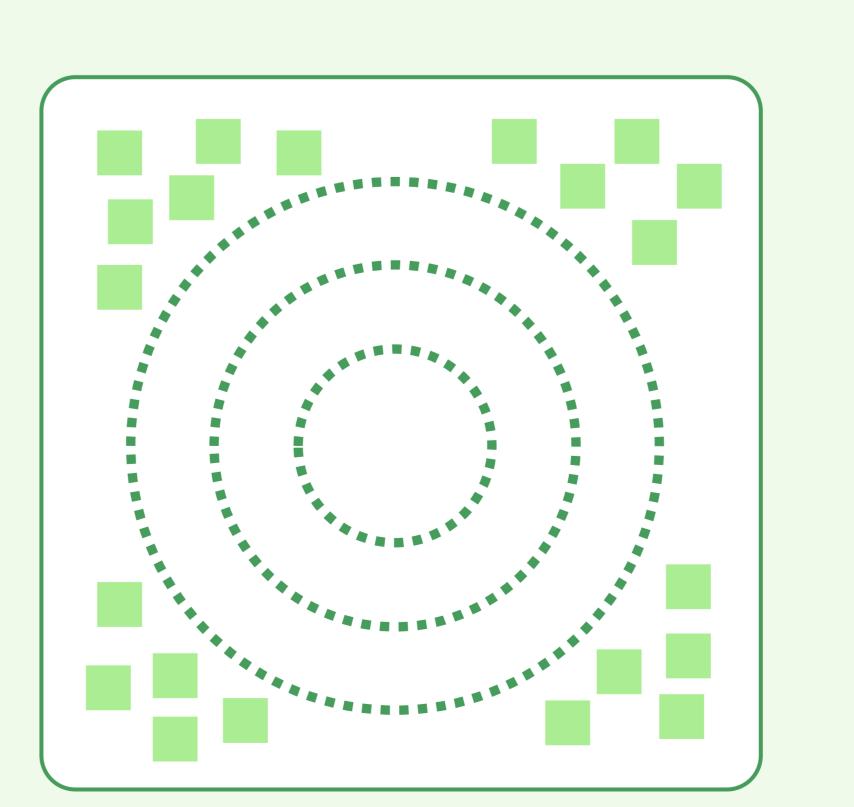
Gather data to prioritize asynchronously

Don't shrink the stickies so more fit in the center

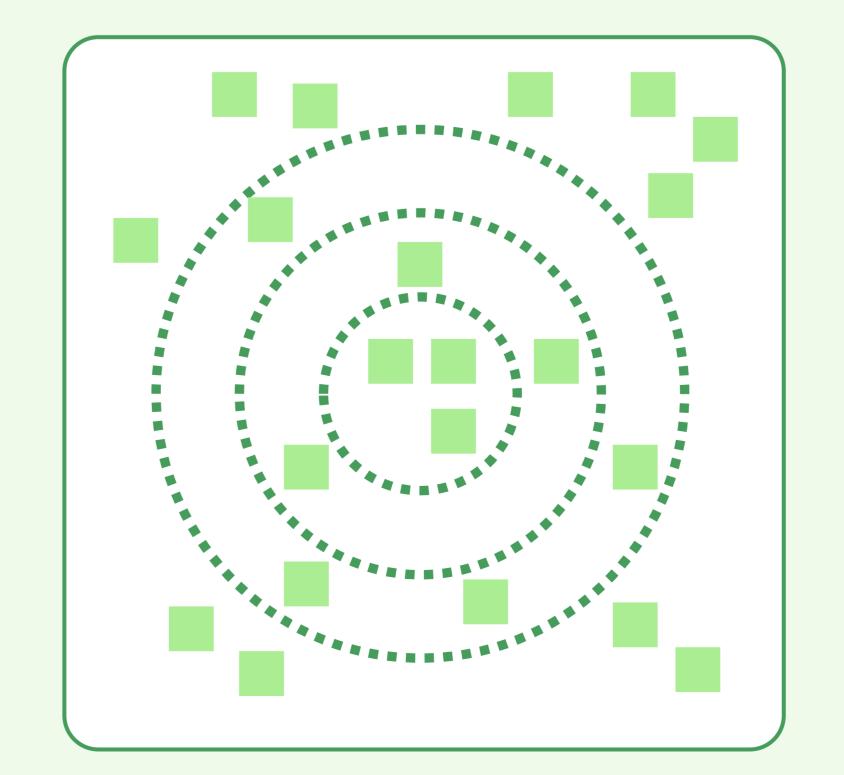
Remember that tertiary doesn't mean irrelevant



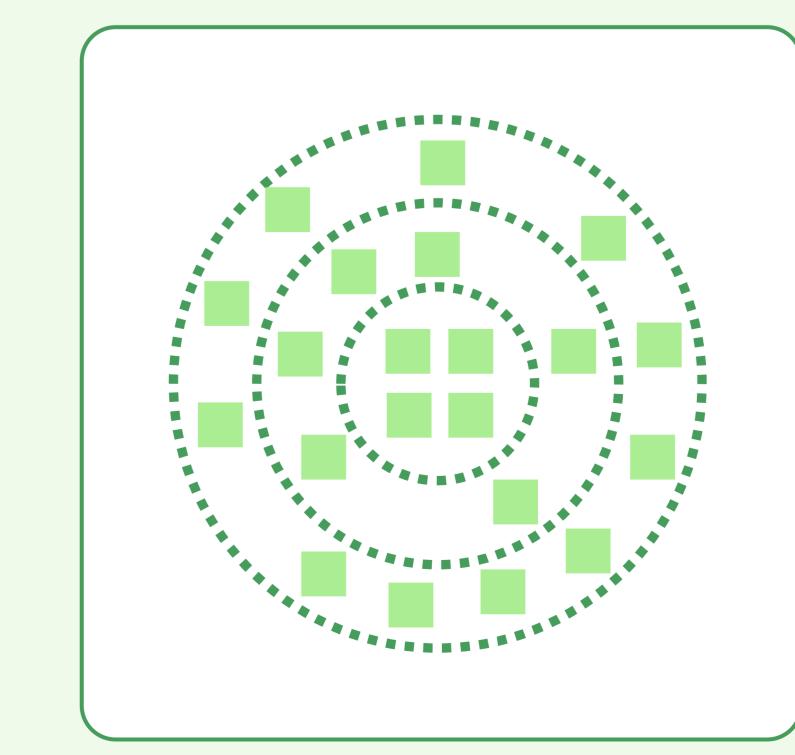
Activity step-by-step



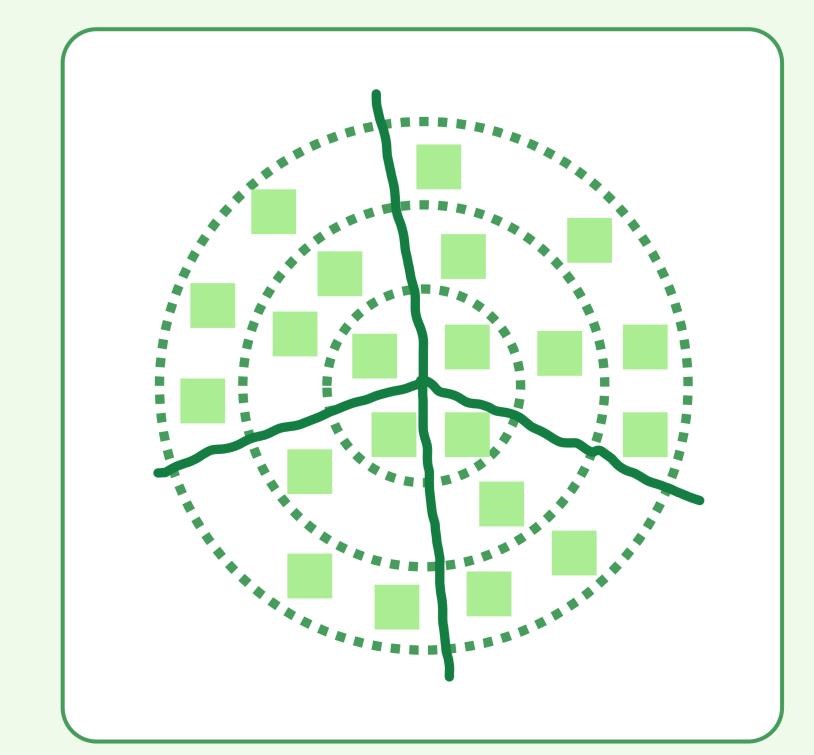
Gather or generate items outside the rings (e.g., issues, features, etc.).



Debate the importance of each item. Primary items go in the center.



Secondary items in the second ring. Tertiary in the third ring.



Adjust and label natural groupings. Use this to prioritize your work.



