Choose a frame work you'd select product selected in the last topic?

Value vs. Complexity (or Effort) Quadrant

✓ **Value** is the benefit your customers and your business get out of the feature. Is the feature going to alleviate any customers' pains, improve their day-to-day workflow,

✓ **Complexity (or Effort)** is what it takes for your organization to deliver this feature. **Value/Complexity = Priority**

When aligned together, the criteria makes up several groups (or quadrants) that objectively show which set of features to build first, which to do next, and which to not do at all.
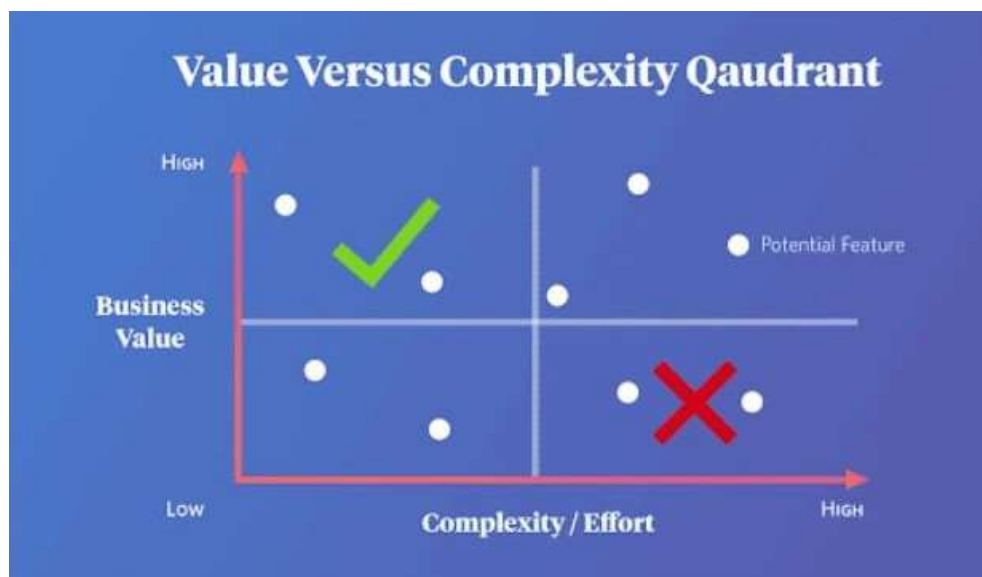
The quadrants created by this matrix are:

1. **Quick Wins (upper-left).** Due to their high value and low complexity, these features are the low-hanging-fruit opportunities in our business that we must execute with top priority.
2. **Major Projects, Big Bets, or Potential Features (upper-right).** The initiatives that fall into this block are the big project releases that we know are valuable but are too risky to take on because of the resources and costs involved with them.
3. **Fill-Ins or Maybes (lower-left).** In this quadrant are usually positioned the "nice to have" features. Things like small improvements to the interface and one day, maybe ideas.

4. **Time Sink Features (lower-right).** Time sinks are the initiatives that we never want our team to be working on.

The Value vs. Complexity Quadrant is an excellent framework to use for Electric Car product.