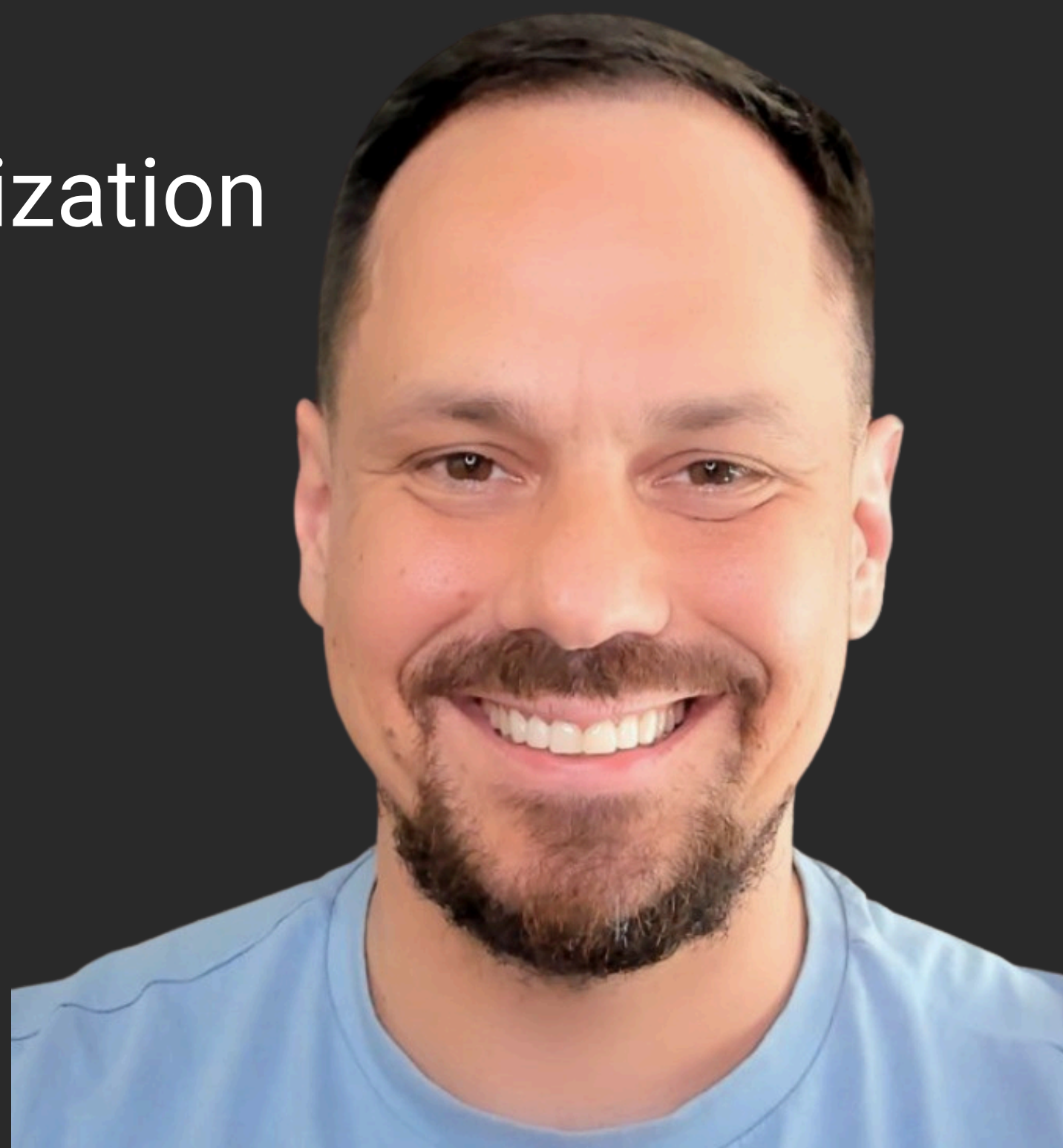# 8 Prioritization Frameworks

1. Eisenhower Matrix
2. Opportunity Score
3. Impact vs. Effort (2x2)
4. Risk vs. Reward
5. Kano Model
6. Weighted Decision
7. (R)ICE Framework
8. Assumption Prioritization

SWIPE

Eisenhower Matrix

	Urgent	Not urgent
Important	**DO IT** Focus on those tasks first	**SCHEDULE** Decide a time to get it done
Less important	**DELEGATE** Find someone else or push back	**ELIMINATE IT** You can forget about it

Useful for: prioritizing tasks

Impact vs. Effort

	Low effort	High effort
High impact	QUICK WINS	MAJOR PROJECTS
Low impact	FILL-INNS	THANKLESS TASKS

Useful for: prioritizing tasks, initiatives

Risk vs. Reward

Risk (vertical axis)

Reward (horizontal axis)

AVOID

PURSUE
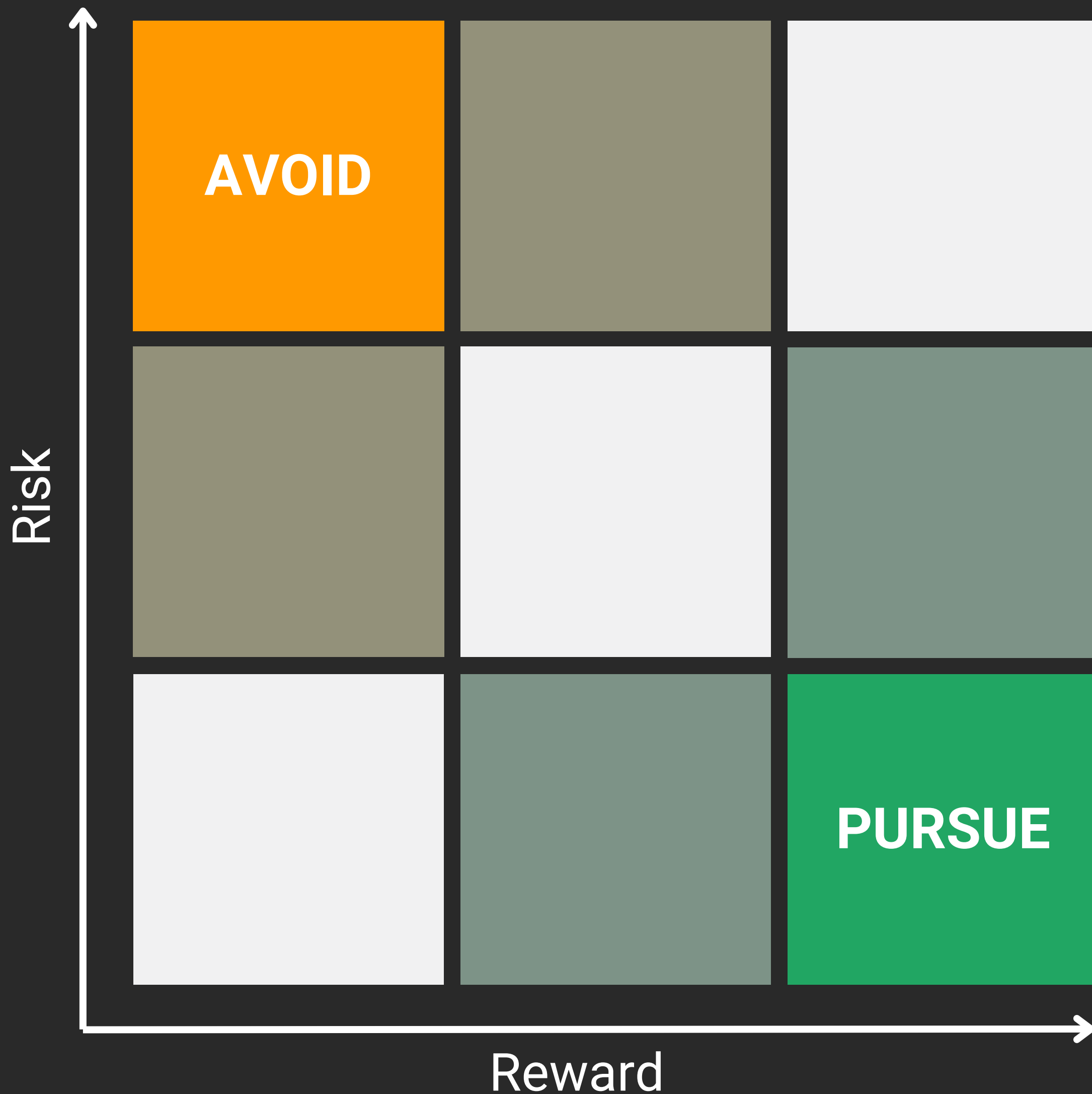
Useful for: prioritizing initiatives

Kano Model

Customer emotions

Delighters

Performance

Need not met

Need fully met

Must-haves
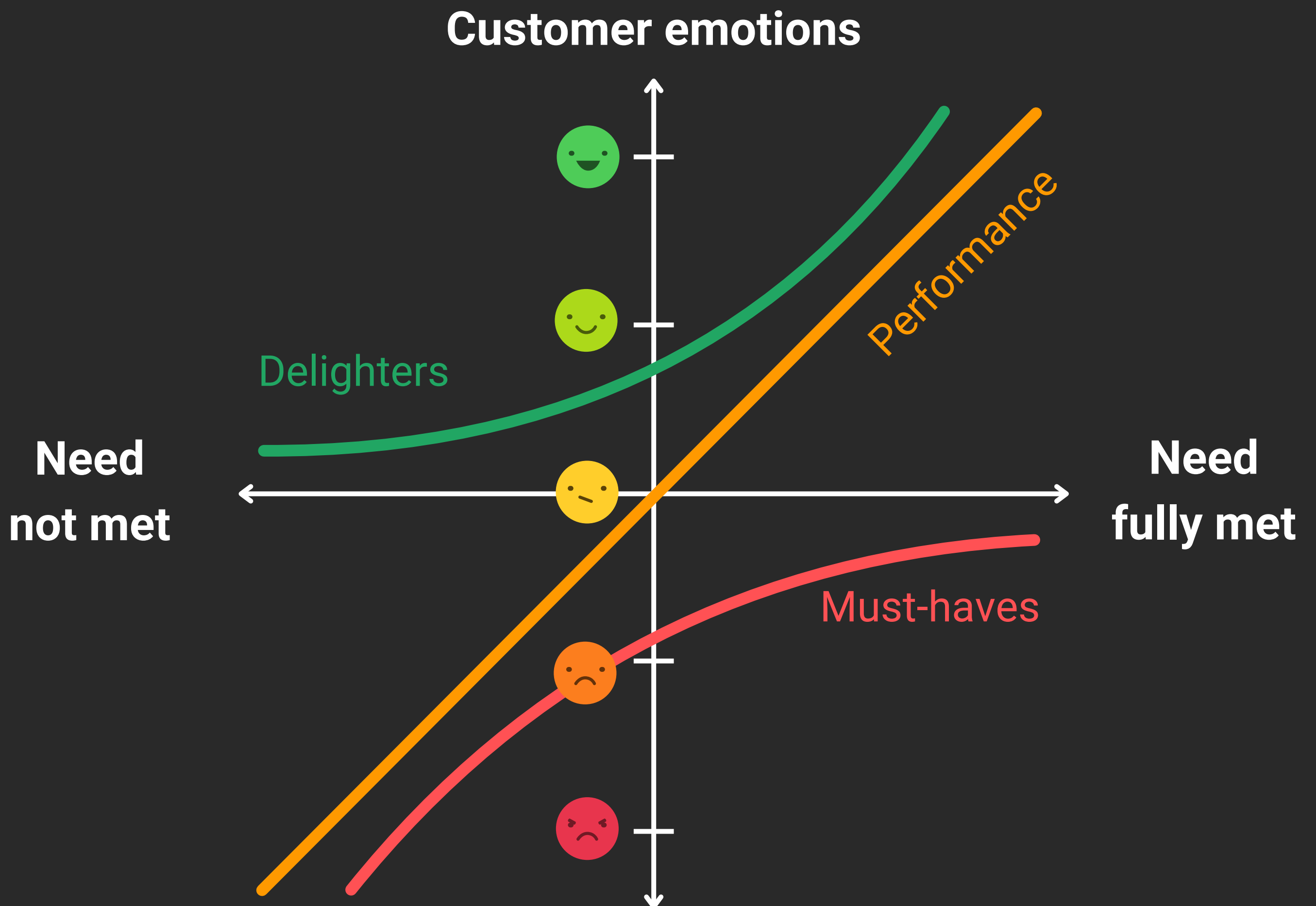
Useful for: originally developed to prioritize features. Remember to prioritize problems, not solutions.

Weighted Decision

Criteria	Weight	Notion (1-5)	Miro (1-5)	Mural (1-5)
Price	3	4 3*4 = 12	3 3 *3 = 9	4 3*4 = 12
UX	5	5 5*5 = 25	5 5*5 = 25	2 5*2 = 10
Capabilities	4	5 4*5 = 20	5 4*5 = 20	3 4*3 = 12
Total		57	54	34

Useful for: prioritizing any kind of decision when there are many factors to consider. Each factor has an assigned weight.
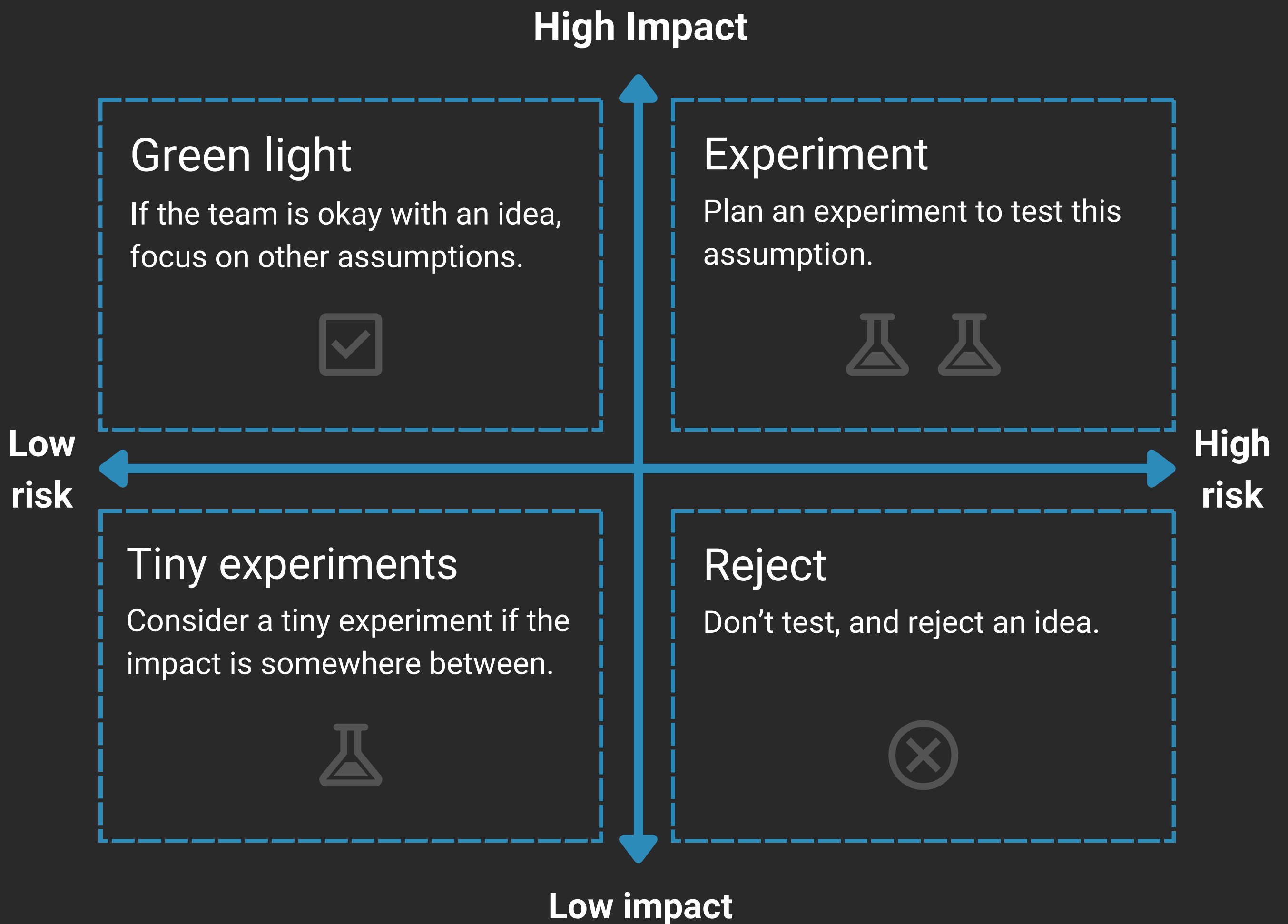
(R)ICE Framework

Idea	Impact (1-5)	Confidence (1-5)	Ease (1-5)	Total (I*C*E)
Integration with Stripe	4	4	3	48
Custom avatars	1	5	5	25
Data analytics	5	3	5	75

Useful for: prioritizing initiatives and ideas considering not only the value but also economic and risk factors.

In RICE, Impact is split into Impact and Reach.

Assumption Prioritization

High Impact

Green light
If the team is okay with an idea, focus on other assumptions.

Experiment
Plan an experiment to test this assumption.

Low risk

High risk

Tiny experiments
Consider a tiny experiment if the impact is somewhere between.

Reject
Don't test, and reject an idea.

Low impact

Impact = Value * # customers, Risk = (1 - Confidence) * Effort
Useful for: deciding which assumptions to test

Adapted from Hypothesis Prioritization Canvas by Jeff Gothelf and 2x2 Canvas by David Bland

That's a wrap!

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Take care,
Paweł Huryn