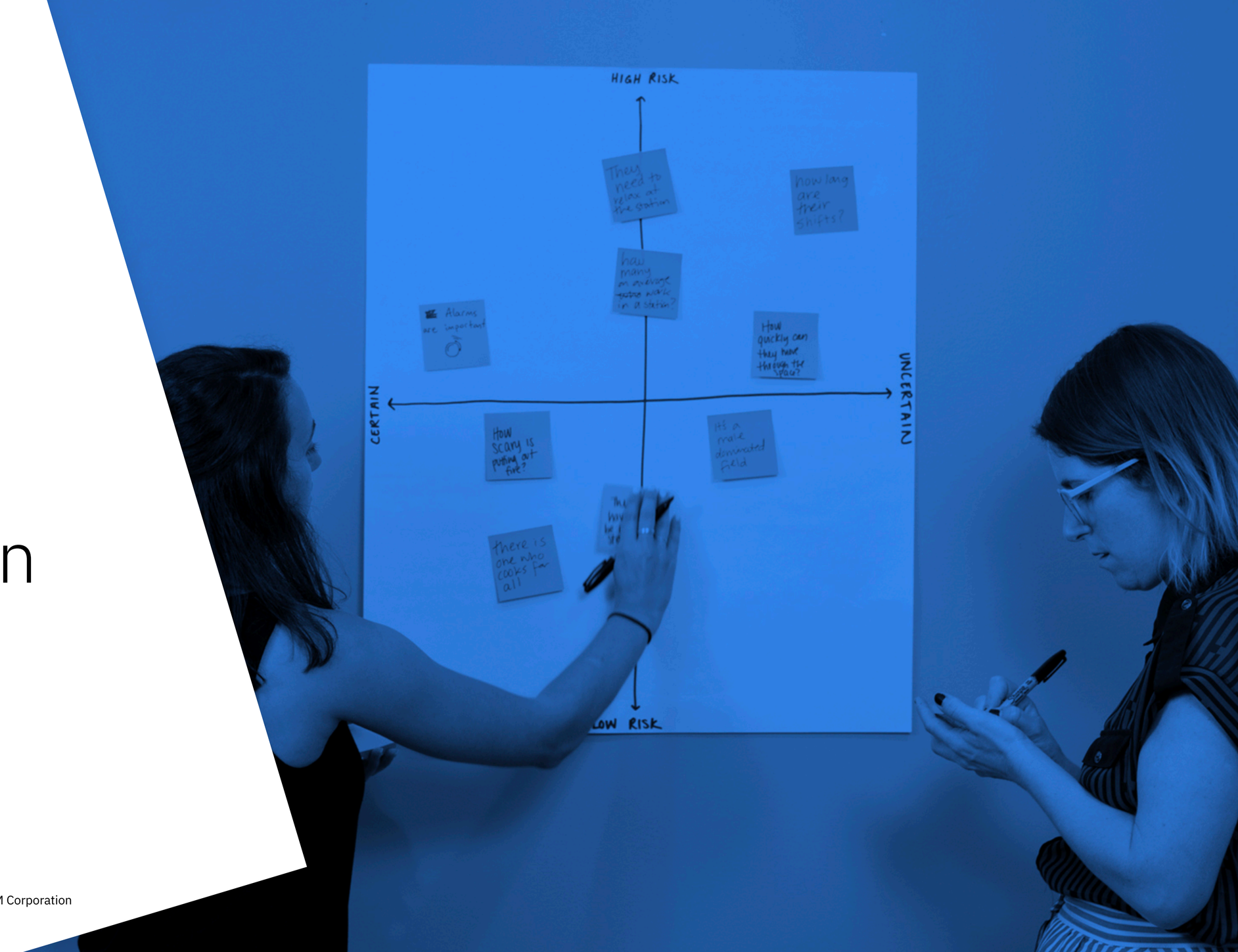
Enterprise Design Thinking
by IBM

TOOLKIT

Prioritization Grid



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Why use this activity?

Reflect by evaluating possible ideas through the lenses of user value, feasibility, or business value to inform decision-making.

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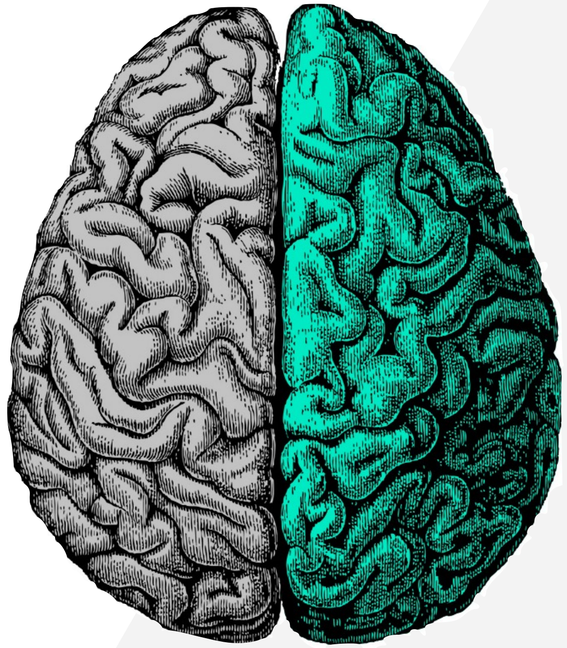
Most people evaluate too soon and too often, and therefore create less.

Create first, then use a Prioritization Grid to evaluate after that.



It’s nearly impossible for our brains to **evaluate** and **create** at the same time.

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HIGH RISK
They need to relax at the station
how long are their shifts?
how many on average work in a station?
Alarms are important
How quickly can they move through the space?
CERTAIN
UNCERTAIN
How scary is putting out fire?
it's a male dominated field
there is one who cooks for all
LOW RISK

INTRODUCTION

We suggest **30 minutes** for this activity. How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes before talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a "parking lot" to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

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Ready, set, go!

BIG IDEAS

Prioritization is only as valuable as the ideas you bring to the table, so make sure you have a strong set of ideas to prioritize.

- **Example idea sources:** Big-Idea Vignettes activity or User Stories in your backlog

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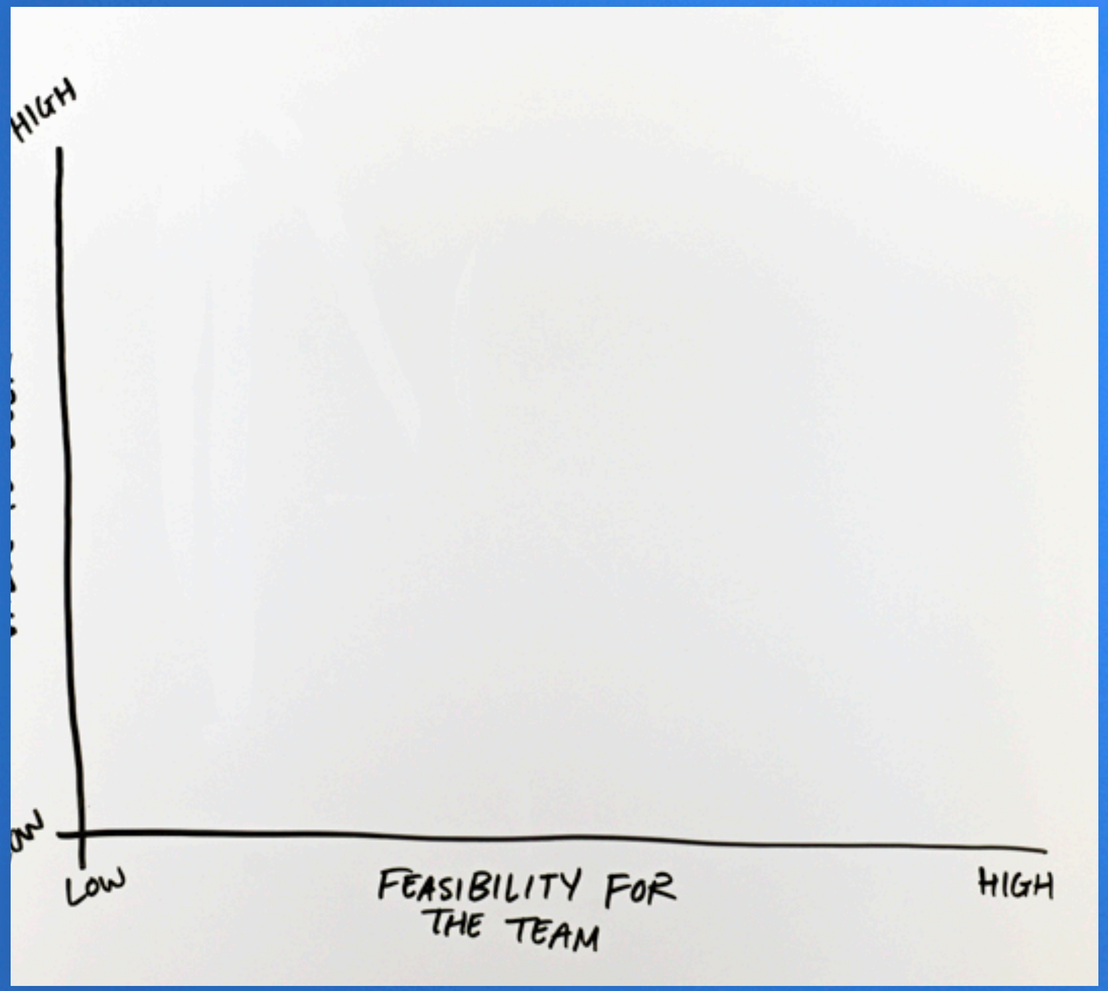
SET UP

Draw two axes: *Importance to the user* (low to high) and ***Feasibility for the team*** (difficult to easy).

- Alternatively you can prioritize against *Business value.*



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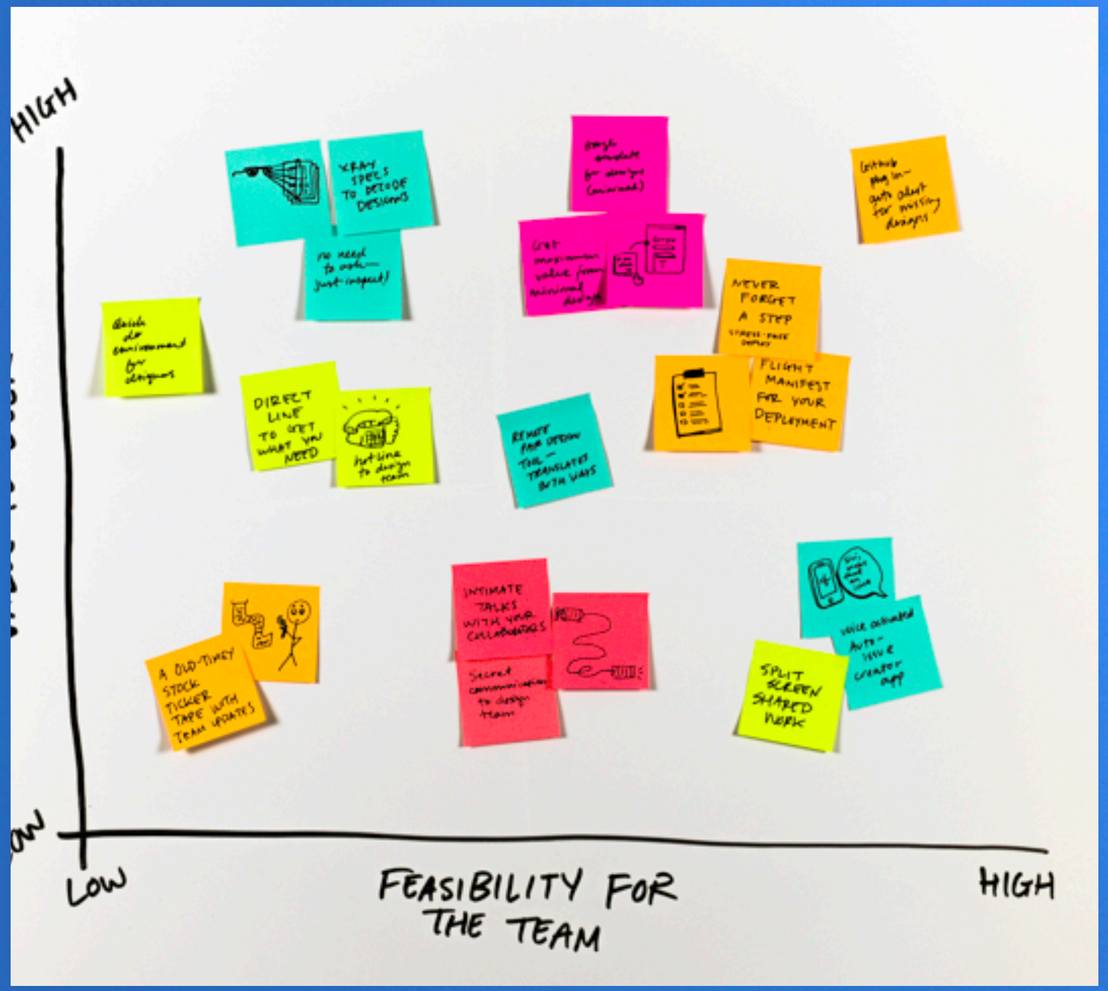
EVALUATE IDEAS

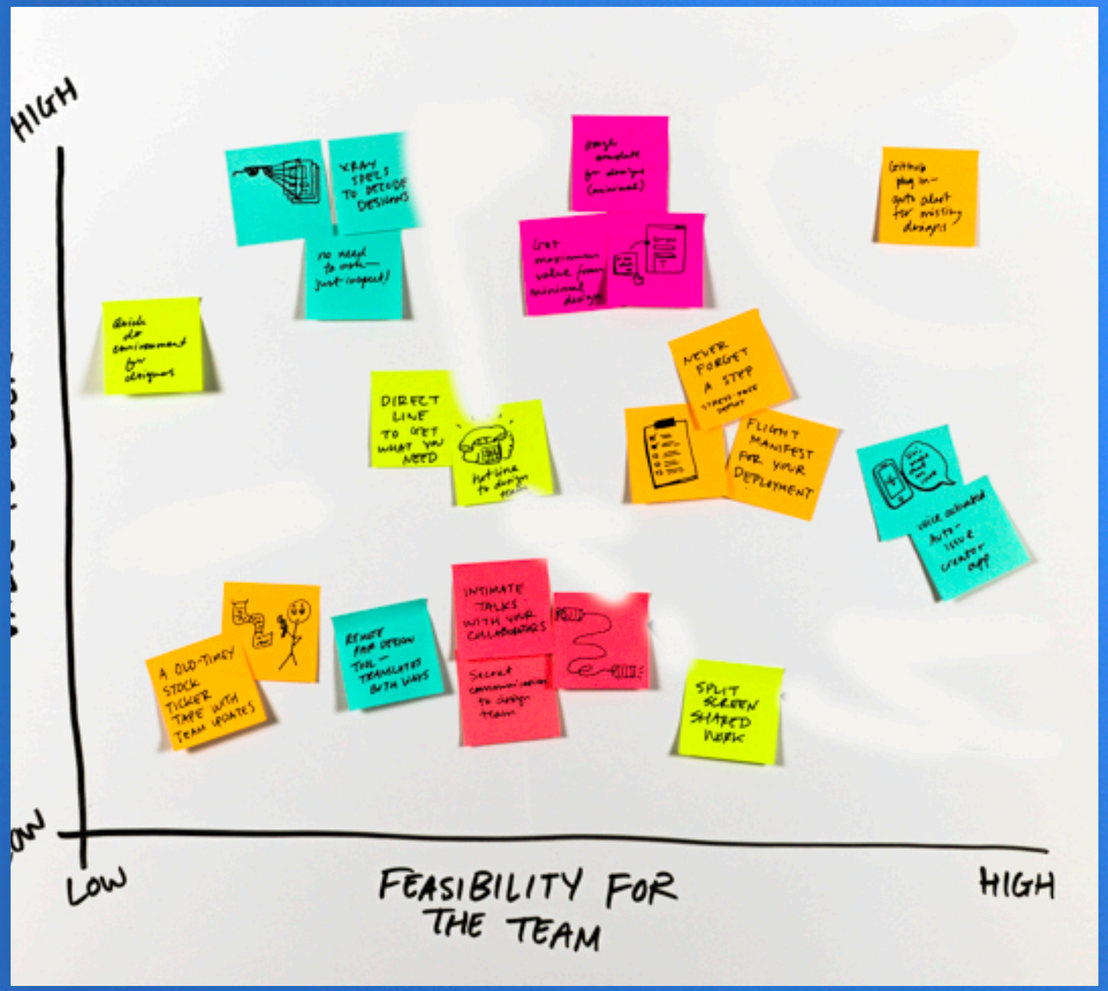
Quickly evaluate ideas **individually** that aim to help your user reach their goal, and roughly plot them on the grid where they make sense.



EVALUATE IDEAS

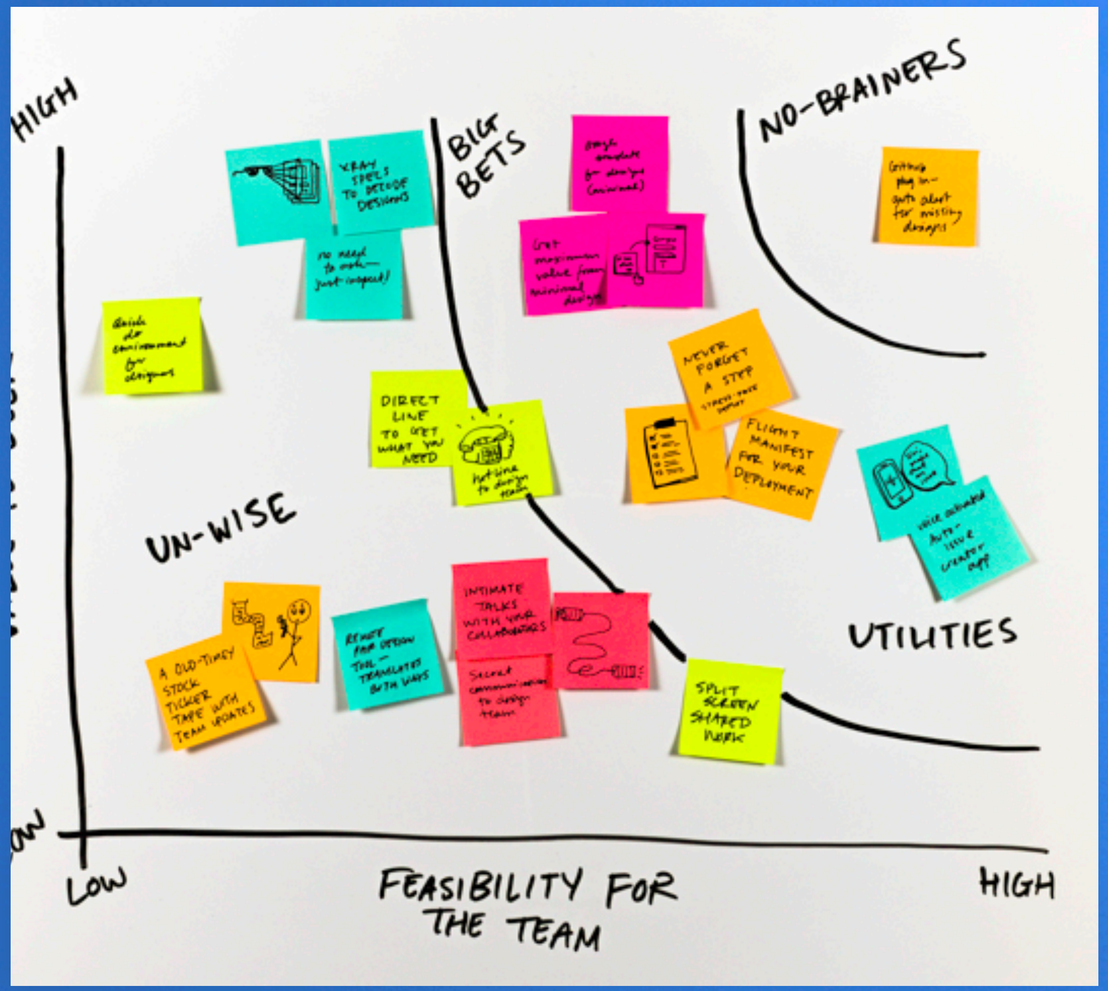
Discuss with your teammates and reposition the sticky notes in relation to each other.

- When deciding on importance, focus on *value delivered to the user by the idea.*



FOCUS CONVERSATIONS

Draw rough sections across the map radiating out from the upper left. Label them *No brainers, utilities, Big bets,* and *Unwise.*



PLAYBACK

Focus the discussion around *Big bets*—mid-feasibility, high-importance ideas that reflect significant investments with potentially big payouts.

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