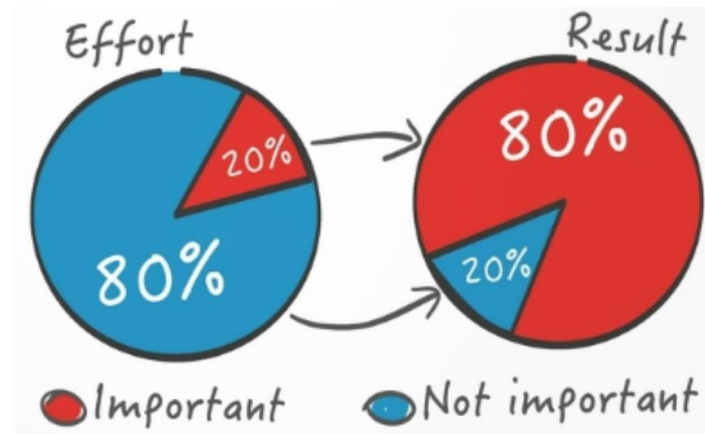


Requirements prioritisation

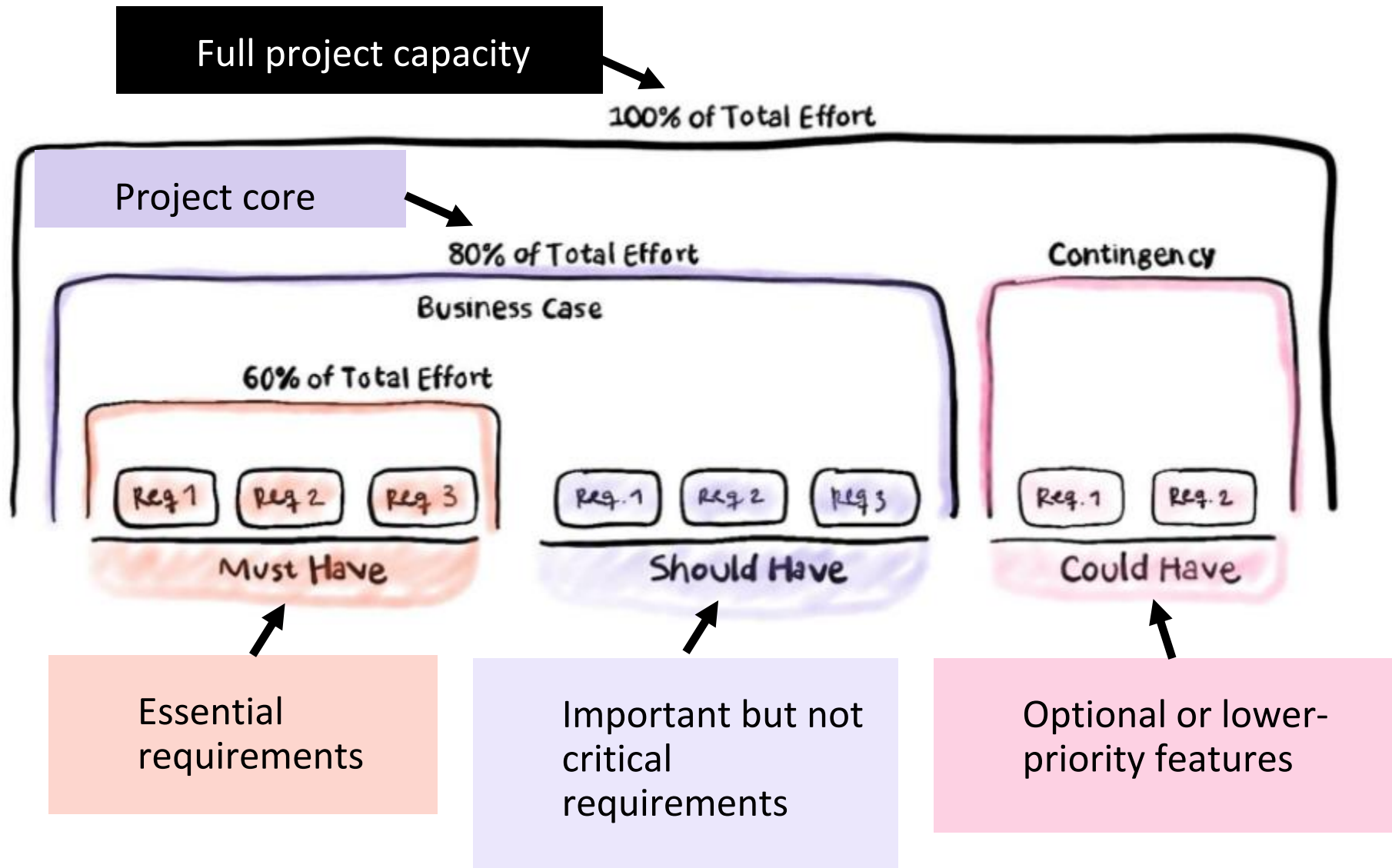
Basis: Pareto principle (80 / 20 rule)

80% of the effort is spent on **unimportant** things, while only **20%** is focused on what's **important**



80% of the results come from **the 20% of important** effort, and only **20%** of the results come from the **80% of unimportant** effort

Conclusion: A small portion of focused, important effort generates the majority of the results. **It's a reminder to prioritize effectively**



Let's get to work!

We will study the following requirements prioritisation techniques through an example:

1. List classification
2. Story Points
3. Urgency
4. MoSCoW
5. KANO

Example - Shopping cart

The shopping cart is a virtual space where users temporarily store the products they intend to purchase. It allows users to:

- View selected items with details like price, quantity, and total cost.
- Modify the cart by adding or removing products.
- Proceed to checkout to complete their order.

It acts as a bridge between product selection and payment, making it a central part of the e-commerce experience.



VISION

Is a practical solution **for** small online retailers **who have to** offer a seamless shopping experience and encourage customer loyalty. **It is called** "ShopEase" **and is an** application designed to help users **that** want to purchase products. **Unlike** generic e-commerce sites that focus only on functionality, our solution empowers both customers and business owners by providing security, intuitive design, and user engagement tools.



TARGET GROUP

Registered users who want a smooth and secure shopping experience

Owner of the business, Head of finance and Head of marketing all of whom seek to grow the business through loyalty, fraud prevention, usability, and product visibility



NEEDS

Registered User

Problem: Hard to complete purchases due to confusing process or insecure payments.

Owner of the Business

Problem: Visitors can't explore site freely, limiting visibility.

Head of Finance

Problem: Risk of fraud with insecure payments.

Head of Marketing

Problem: Poor product discovery and cart usability.



PRODUCT

01: Add products to cart

02: Browse site without registration

03: Restrict purchases to no-registered users

04: Secure credit card payments

05: Checkout process for order completion

06: Intuitive and simple cart interaction

07: Product search functionality

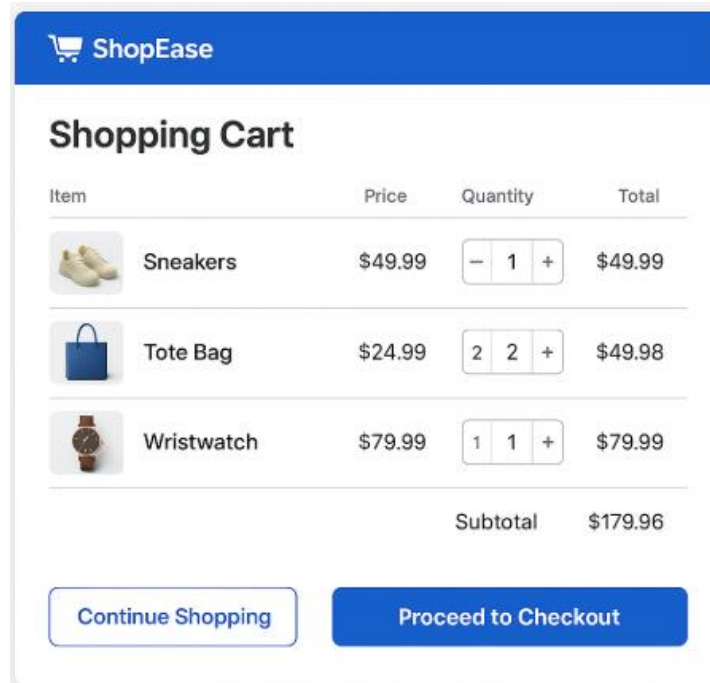


BUSINESS GOALS




- Build customer loyalty through a secure and user-friendly shopping experience.
- Increase site visibility and engagement by allowing open navigation and intuitive product discovery.
- Strengthen internal alignment by addressing key needs from marketing, finance, and business leadership.

Example - Shopping cart

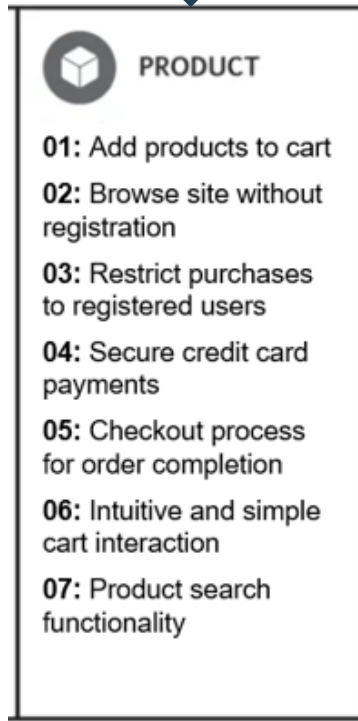
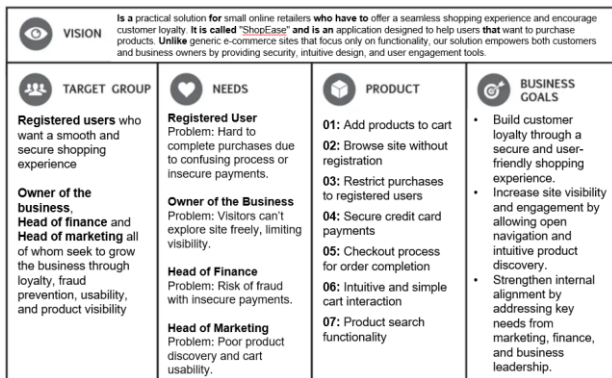
For prioritization, we can use the initial version of product features (from Product Vision Board) or define the product in terms of user stories or requirements.



The screenshot shows a shopping cart interface for 'ShopEase'. It features a blue header with the ShopEase logo. Below the header, the title 'Shopping Cart' is displayed. The cart contains three items: Sneakers, Tote Bag, and Wristwatch. Each item row includes an image, the item name, the price, a quantity selector (with minus, plus, and current value buttons), and the total price for that item. At the bottom of the cart, there is a subtotal row and two buttons: 'Continue Shopping' and 'Proceed to Checkout'.

Item	Price	Quantity	Total
 Sneakers	\$49.99	- 1 +	\$49.99
 Tote Bag	\$24.99	2 2 +	\$49.98
 Wristwatch	\$79.99	1 1 +	\$79.99
Subtotal			\$179.96

[Continue Shopping](#) [Proceed to Checkout](#)



US-01. As a registered user, I want to **add items to the shopping cart** to build my order.

US-02. As the owner of the business, I want people to be able to **navigate the site without being registered** to facilitate its visibility.

US-03. As the owner of the business, I want only registered users to be able to **make purchases** to achieve loyalty.

US-04. As the head of finance, I want **credit card payments** to be secure to prevent fraud.

US-05. As a registered user, I want to **check out the shopping cart** to complete my order.

US-06. As the head of marketing, I want it to **be easy and intuitive** to add products to the cart so that users find the page attractive.

US-07. As the head of marketing, I want users to be able to **perform searches** so that they can find the products they want.

1. Technique - List classification

- Give each US an order of priority, starting with 1, then 2, 3, and continuing to n , which is the total number of US.
- Do not require any training or preparation
- Requires knowledge of all the US defined and a great effort by the team, to place each of the US in the right position.

Example - Shopping cart

Let's
prioritize

Priority	US
	US-01. As a registered user, I want to add items to the shopping cart to build my order
	US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility
	US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty
	US-04. As the head of finance, I want credit card payments to be secure to prevent fraud
	US-05. As a registered user, I want to check out the shopping cart to complete my order
	US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive
	US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want

Example - Shopping cart

Priority	US	Reason
1	US-01. As a registered user, I want to add items to the shopping cart to build my order	Essential functionality for creating and managing orders
2	US-05. As a registered user, I want to check out the shopping cart to complete my order	Critical for finalizing transactions and completing the purchase process
3	US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	Security is crucial for protecting user data and preventing fraud
4	US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	Important for building user loyalty and maintaining a business model
5	US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	Enhances user experience by helping users find products more easily
6	US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	Improves user experience but is not as critical as core functionalities
7	US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	Not essential for initial functionality or transaction completion

2. Technique - Story Points

- A **story point** is a way to estimate how much effort is needed to complete a task. It measures things like complexity and difficulty rather than time. It uses a relative scale such as the Fibonacci sequence (1, 2, 3, 5, 8, 13).
- **Business value** is a measure of how much benefit a particular action, project, or decision brings to a company.
- Calculate the quotient between business value and story points. Select **the highest values**.

Example - Shopping cart

Let's prioritize

US	Business Value	Story Points	Quotient
US-01. As a registered user, I want to add items to the shopping cart to build my order	8	1	8
US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	4	5	0,8
US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	7	5	1,4
US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	10	8	1,25
US-05. As a registered user, I want to check out the shopping cart to complete my order	12	3	4
US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	8	5	1,6
US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	6	8	0,75

Example - Shopping cart

US	Business Value	Story Points	Quotient
US-01. As a registered user, I want to add items to the shopping cart to build my order	8	1	8
US-05. As a registered user, I want to check out the shopping cart to complete my order	12	3	4
US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	8	5	1,6
US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	7	5	1,4
US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	10	8	1,25
US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	4	5	0,8
US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	6	8	0,75

3. Technique - Urgency

- The values for urgency relate to immediate impact, dependency of other stories, and timeliness of delivery.
- A story with an urgency of **1** might have no time constraint and very little impact.
- A story with an urgency of **5** might be extremely time constrained, have many dependencies, and must be completed immediately to have any meaningful impact.

3. Technique - Urgency

Business Value	5	5	10	15	20	25
	4	4	8	12	16	20
	3	3	6	9	12	15
	2	2	4	6	8	10
	1	1	2	3	4	5
		1	2	3	4	5
		Urgency				

25	Critical Must done immediately Requires approval
15 - 20	Important Include in next sprint
6 - 12	Moderately important Schedule two or three sprints out
1 - 5	Nice to have Low priority Schedule not important

Example - Shopping cart

Let's prioritize

US	Business Value	Urgency	Sector
US-01. As a registered user, I want to add items to the shopping cart to build my order	5	4	
US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	3	4	
US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	3	2	
US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	4	3	
US-05. As a registered user, I want to check out the shopping cart to complete my order	4	4	
US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	5	4	
US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	3	2	

Example - Shopping cart

US	Business Value	Urgency	Sector
US-01. As a registered user, I want to add items to the shopping cart to build my order	5	4	Orange
US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	3	4	Yellow
US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	3	2	Yellow
US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	4	3	Yellow
US-05. As a registered user, I want to check out the shopping cart to complete my order	4	4	Orange
US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	5	4	Orange
US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	3	2	Yellow

4. Technique - MoSCoW

Helps teams and stakeholders quickly categorize and prioritize requirements based on their impact on the project's success.

M - Must have

S - Should have

C - Could have

W - Won't have



Example - Shopping cart

Let's
prioritize

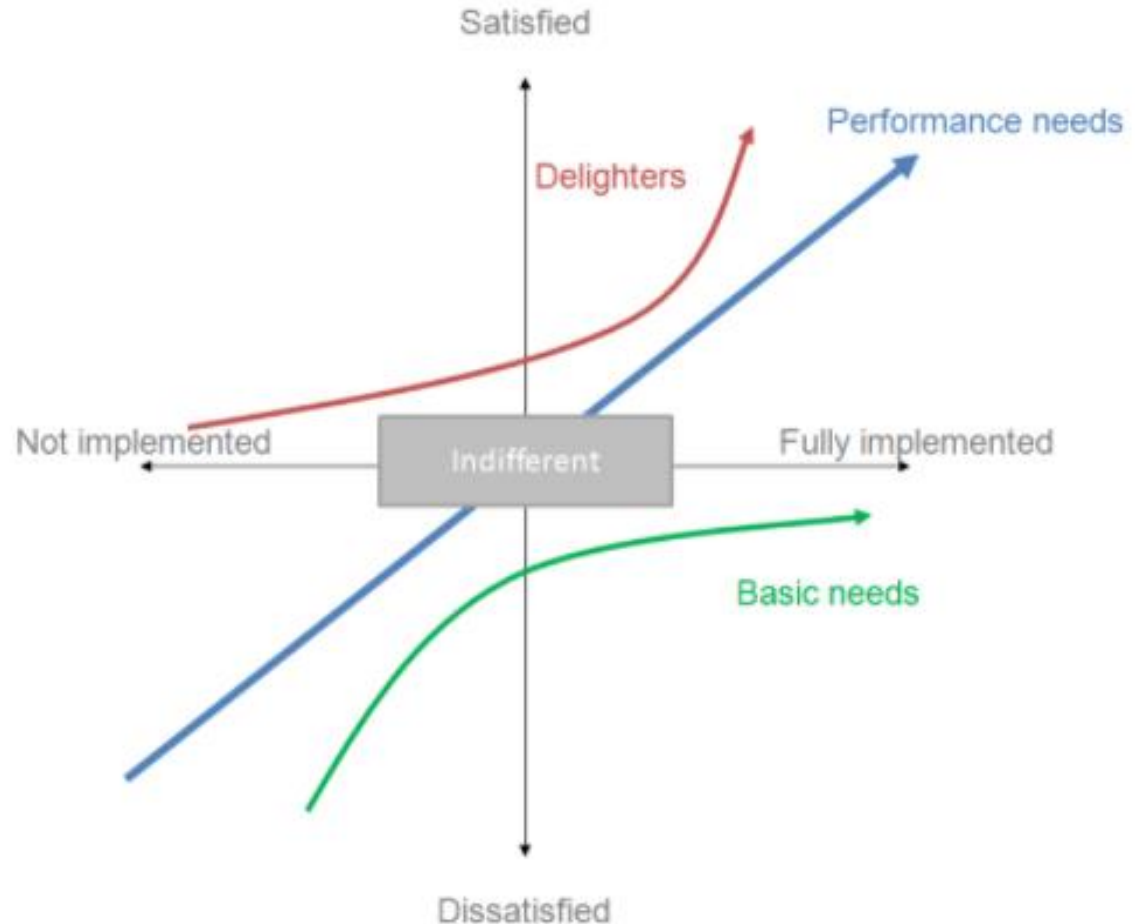
Priority	US
	US-01. As a registered user, I want to add items to the shopping cart to build my order
	US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility
	US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty
	US-04. As the head of finance, I want credit card payments to be secure to prevent fraud
	US-05. As a registered user, I want to check out the shopping cart to complete my order
	US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive
	US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want

Example - Shopping cart

Priority	US
M	US-01. As a registered user, I want to add items to the shopping cart to build my order
M	US-05. As a registered user, I want to check out the shopping cart to complete my order
M	US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty
M	US-04. As the head of finance, I want credit card payments to be secure to prevent fraud
S	US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want
S	US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive
C	US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility

5. Technique - KANO

Provides a structured approach to understanding customer preferences



Example - Shopping cart

Let's
prioritize

Priority	US
	US-01. As a registered user, I want to add items to the shopping cart to build my order
	US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility
	US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty
	US-04. As the head of finance, I want credit card payments to be secure to prevent fraud
	US-05. As a registered user, I want to check out the shopping cart to complete my order
	US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive
	US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want

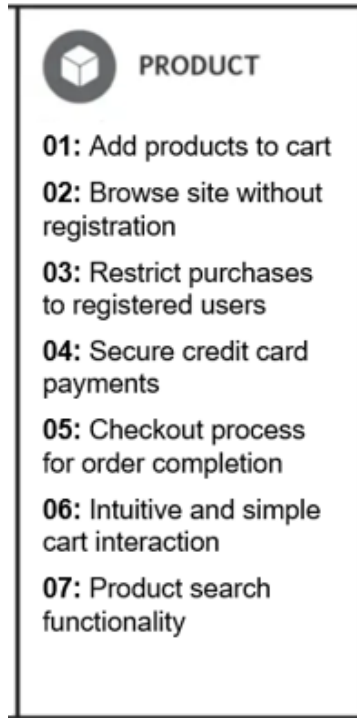
Example - Shopping cart

Priority	US	Reason
Basic need	US-01. As a registered user, I want to add items to the shopping cart to build my order	Basic expectations for any e-commerce platform. If they are missing or poorly implemented, customers will be dissatisfied
Basic need	US-05. As a registered user, I want to check out the shopping cart to complete my order	
Performance needs	US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	Secure payment options and user registration for purchases are expected to be robust and reliable
Performance needs	US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	
Delighter	US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	Can surprise and delight users if implemented excellently. Intuitive product adding and effective search capabilities can differentiate your platform and enhance user experience
Delighter	US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	
Indifferent	US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	Not essential for initial functionality or transaction completion

Comparison

US	List	Points	Urgency	MoSCoW	KANO
US-01. As a registered user, I want to add items to the shopping cart to build my order	1	1	1	1	1
US-02. As the owner of the business, I want people to be able to navigate the site without being registered to facilitate its visibility	7	6	6	7	7
US-03. As the owner of the business, I want only registered users to be able to make purchases to achieve loyalty	4	4	4	4	4
US-04. As the head of finance, I want credit card payments to be secure to prevent fraud	3	5	5	3	3
US-05. As a registered user, I want to check out the shopping cart to complete my order	2	2	2	2	2
US-06. As the head of marketing, I want it to be easy and intuitive to add products to the cart so that users find the page attractive	6	3	3	6	6
US-07. As the head of marketing, I want users to be able to perform searches so that they can find the products they want	5	7	7	5	5

Conclusion



- 01, 05 y 03 has the highest priority. This indicates it is considered the most **valuable, urgent, and desirable** feature, likely because it enhances accessibility and can attract more users.
- The criteria used show consistency and help clearly prioritise functionalities focused on **facilitating access, improving search experience, and encouraging conversions**. Basic cart functionalities are assumed to be in place, while **ease of use and accessibility** are seen as competitive advantages.

Activity



- Select a requirements prioritization technique. It is suggested to use MoSCoW.
- Use the information from the product vision board and other collected data from the week to validate the problem.
- Apply the requirements prioritisation technique to select the 20 most relevant requirements.
- In the Wiki (Activities or Homeworks page), add the result of the prioritisation, specifying the technique used.

Thanks!!!!