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User Experience Prioritisation Techniques

Prioritisation in UX ensures focus on high-impact user needs, streamlines resources, aligns teams, and boosts user satisfaction, delivering better products faster.



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Value vs Effort Matrix

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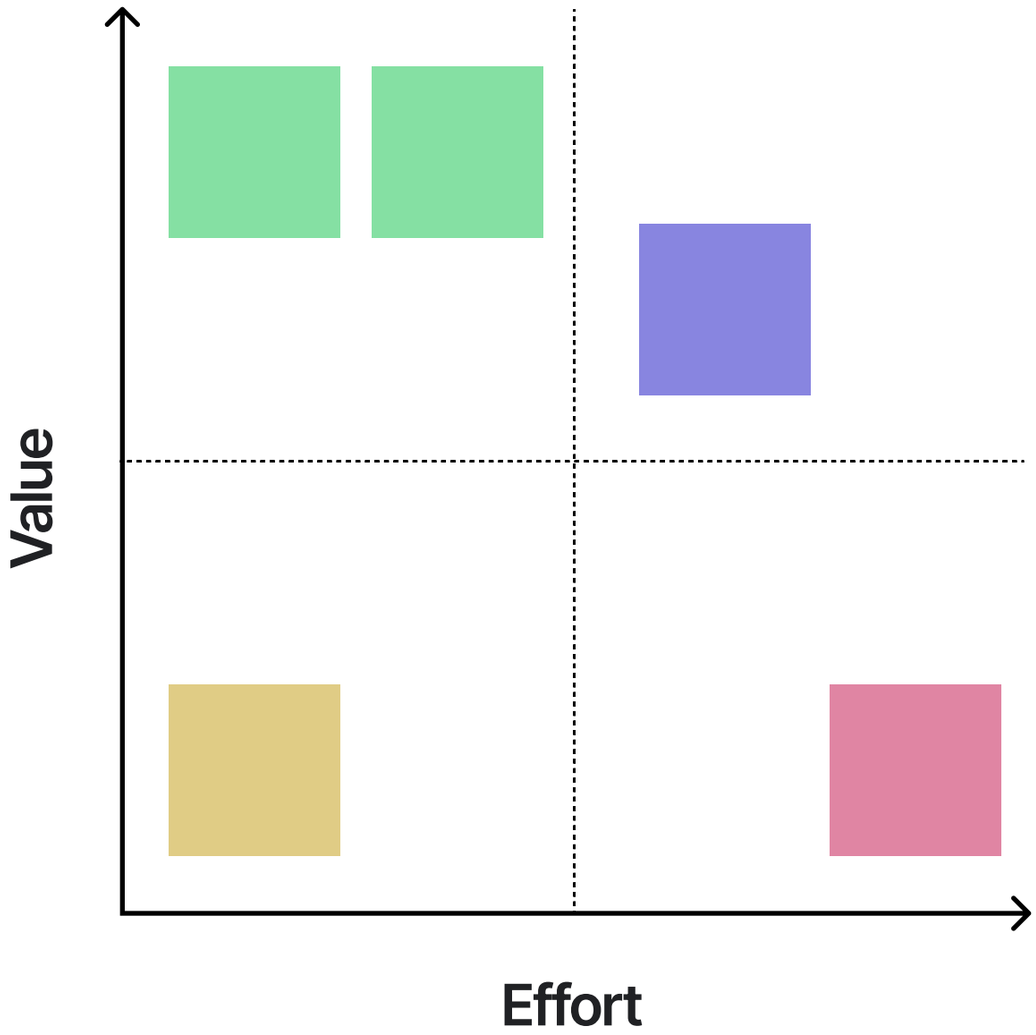

When should the Value vs. Effort Matrix Method be used?

During sprint planning or resource allocation.

Where should the Value vs. Effort Matrix Method be applied?

In brainstorming sessions or retrospectives.

How should the Value vs. Effort Matrix Method be implemented?

Map features by Value and effort, focusing on high-value, low-effort ones.

MoSoW Effect

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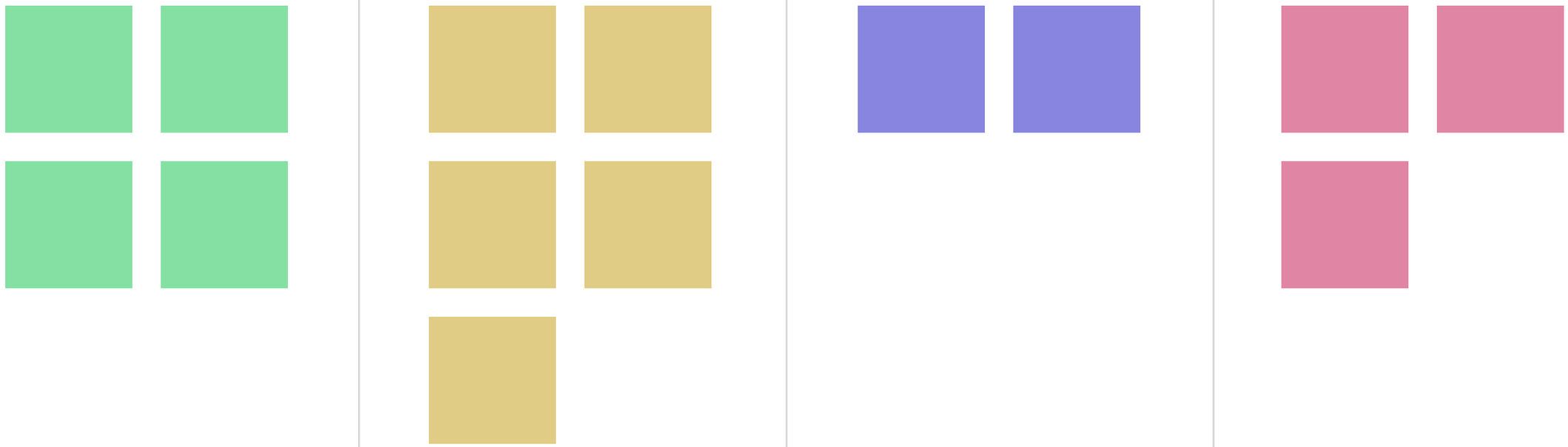


Mo: Must Have **S: Should Have** **Co: Could Have** **W Won’t Have**

When should the MoSCoW Effect be used?

At the start of a project to define core requirements.

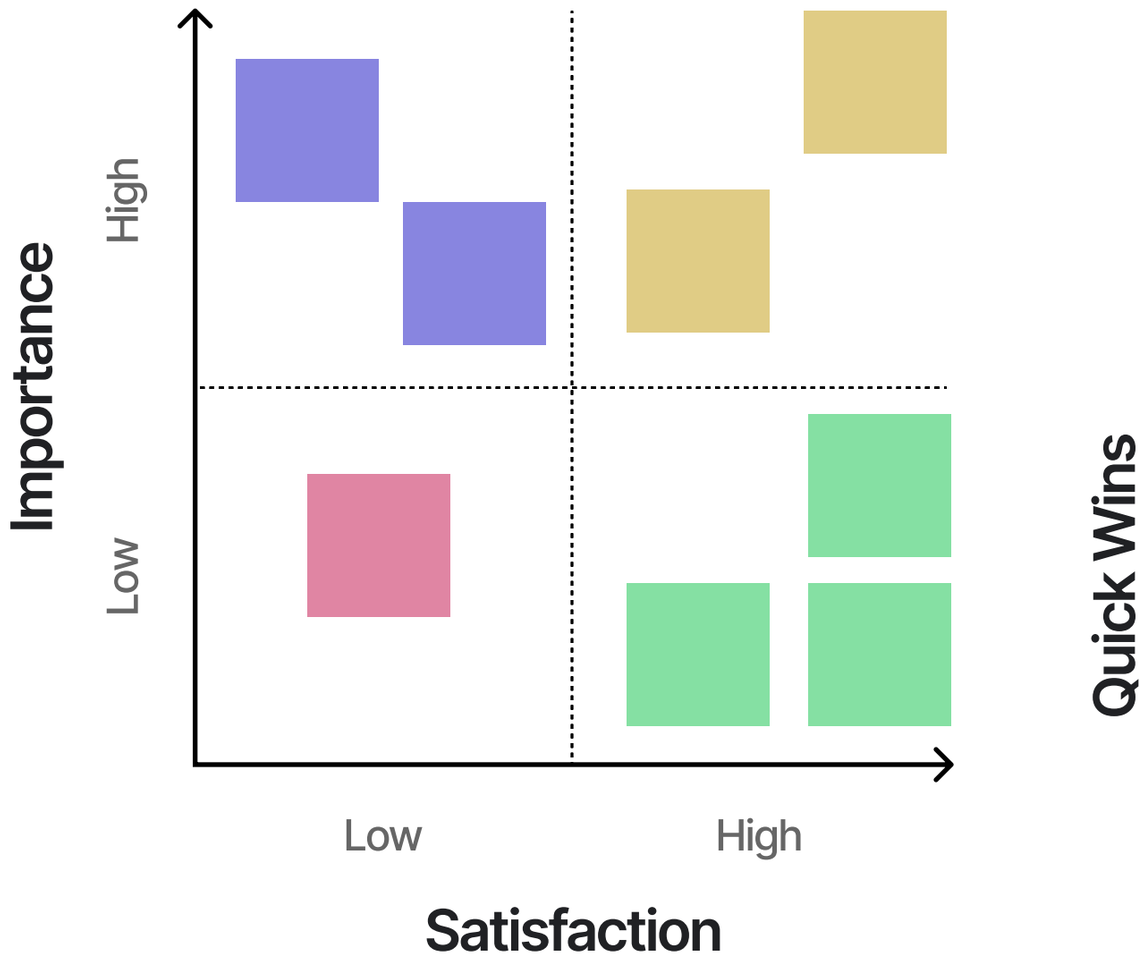
Where should the MoSCoW Effect Method be applied?

In roadmap discussions or feature scoping meetings.

How should the MoSCoW Effect Method be implemented?

Categorise tasks as Must-have, Should-have, Could-have, and Won’t-have.

Opportunity Score



When should the Opportunity Score be used?

During product planning, feature evaluation, or ideation sessions.

Where should the Opportunity Score be applied?

In strategy meetings, roadmap planning, and stakeholder discussions.

How should the Opportunity Score be implemented?

Rate opportunities to prioritise high-impact, feasible ones.

Risk vs Rewards

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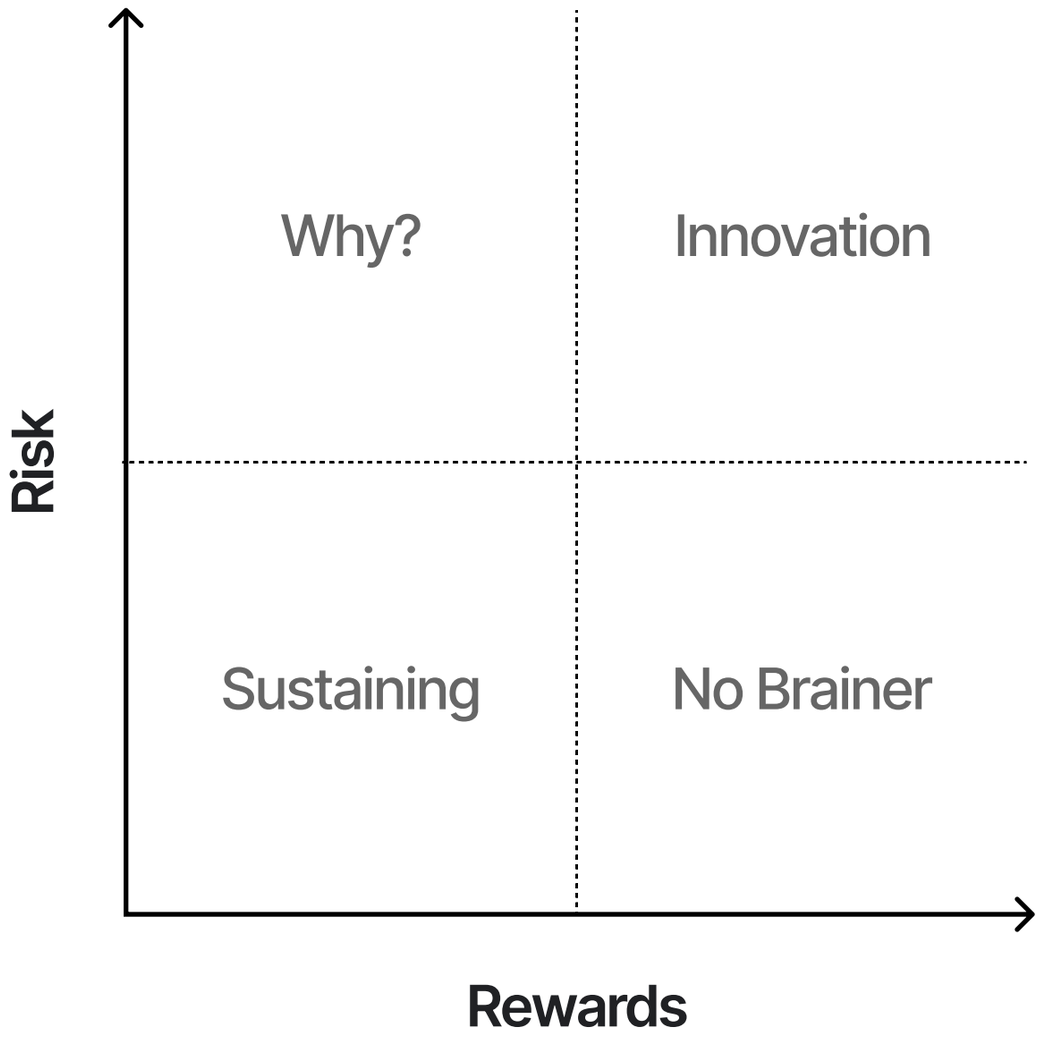

When should Risk vs. Reward be used?

During product planning, feature evaluation, or ideation sessions.

Where should Risk vs. Reward be applied?

In team meetings, strategy sessions, or stakeholder reviews.

How should Risk vs. Reward be implemented?

Assess rewards vs. risks, test to minimise uncertainty, and prioritise high-value, low-risk opportunities.

Rice Scoring

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$$\frac{\text{Reach} + \text{Impact} + \text{Confidence}}{\text{Effort}} = \text{RICE}$$

When should the RICE Scoring Method be used?

For product roadmap planning or prioritising large backlogs.

Where should the RICE Scoring Method be applied?

During team discussions or strategy meetings.

How should the RICE Scoring Method be implemented?

Score tasks using Reach, Impact, Confidence, and Effort, then rank accordingly.

Kano Model

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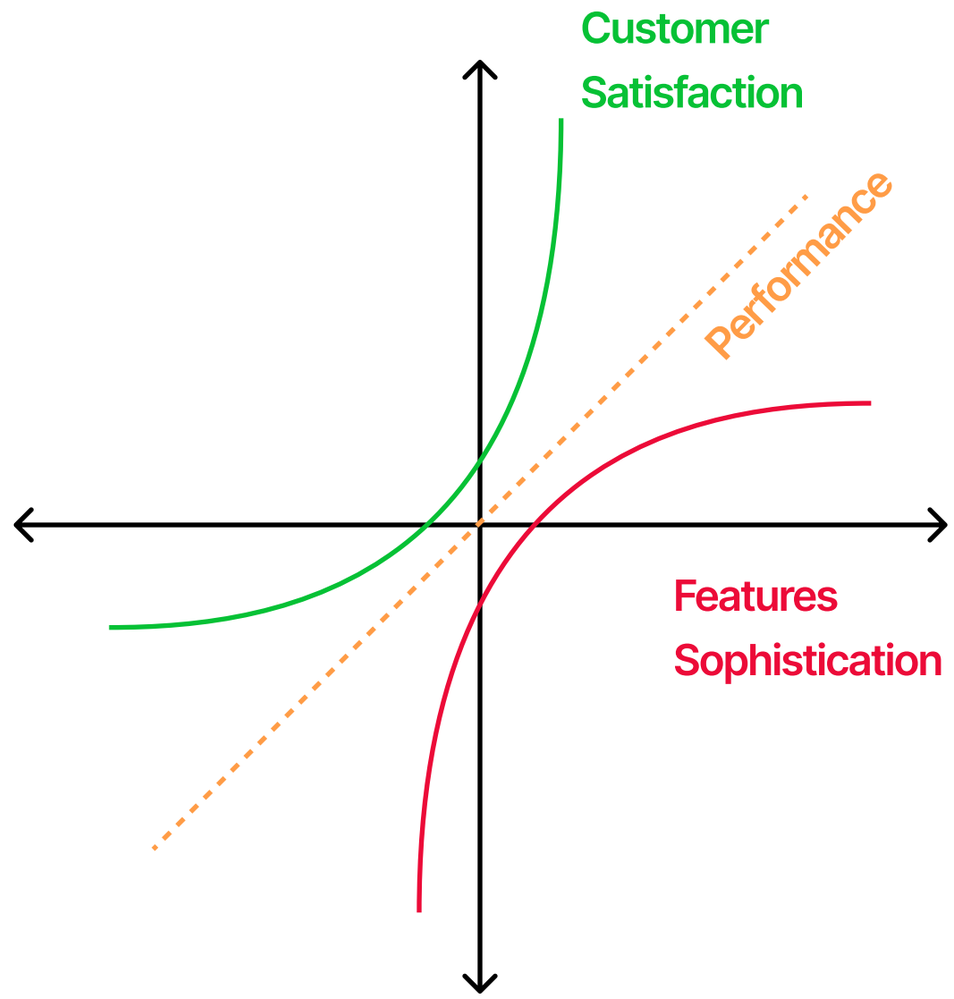

When should the Kano Model be used?

While identifying features to enhance user satisfaction.

Where should the Kano Model be applied?

During user interviews or feedback analysis.

How should the Kano Model be implemented?

Categorise features into Basic Needs, Performance Needs, and Delighter's.