



IDEATING & TESTING

Prioritization Matrices

Three ways to decide what to do first

Use this when	Choosing what to build or fix next
Time needed	45-90 minutes
Who's involved	Decision-makers and the team
You'll end up with	A ranked, defensible to-do order

How to use these

Three ways to decide what to do first. Use Impact-Effort for a fast gut-check, RICE when you need a defensible score, and MoSCoW when you're agreeing scope with stakeholders. Pick one — you don't need all three.

1 • Impact-Effort

Rate each item on the value it delivers and the effort it takes, then place it in the grid.

Item	Impact (H/M/L)	Effort (H/M/L)	Where it lands

High impact · Low effort <i>Quick wins — do first</i>	High impact · High effort <i>Big bets — plan carefully</i>
Low impact · Low effort <i>Fill-ins — if time allows</i>	Low impact · High effort <i>Time sinks — avoid</i>

2 · RICE

A weighted score. Higher is better. $RICE = (Reach \times Impact \times Confidence) \div Effort$.

- **Reach** — how many people this affects in a given period.
- **Impact** — how much it moves the needle per person — score 0.25 (minimal) to 3 (massive).
- **Confidence** — how sure you are of your estimates, as a percentage.
- **Effort** — total work, e.g. in person-weeks.

Initiative	Reach	Impact	Confidence	Effort	RICE score

3 · MoSCoW

Sort everything into four buckets to agree scope. Be strict — if everything is a Must, nothing is.

Must have <i>Non-negotiable; it fails without these</i>	Should have <i>Important but not vital right now</i>
Could have <i>Nice if it's cheap and easy</i>	Won't have (this time) <i>Explicitly out of scope for now</i>