

# 10 Tips for Product Prioritization

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Product for Product Podcast Co-Host





Everything you need to know  
[u10.me/pco](http://u10.me/pco)

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# Identify the product vision

- Long term >5 years
- Think big!
- Inspiring
- Derived from company's vision
- The users are the focus



1

# Identify the product vision



The Product Vision Board is a structured template for defining a product vision. It is divided into four main sections: **VISION** (top), **TARGET GROUP** (left), **NEEDS** (middle-left), **PRODUCT** (middle-right), and **GOALS** (right). Each section contains specific prompts and checkboxes to guide the user in articulating their vision and requirements.

## Product Vision Board

Roman Pichler

[romanpichler.com/tools/product-vision-board/](https://romanpichler.com/tools/product-vision-board/)



The Vision Worksheet is a template for defining a product vision. It features a header with a red dot and the title "VISION WORKSHEET". Below the header, there are several horizontal lines for writing, with pink rectangular markers on the left side to indicate where to place specific information.

## THE RADICAL PRODUCT TOOLKIT

Radhika Dutt

[radicalproduct.com/toolkit](https://radicalproduct.com/toolkit)

1

# Define the strategy

- How do you get to your vision?
- Multiple strategies



Marty Cagan · 1st


Partner at Silicon Valley Product Group

Saratoga, California, United States · 500+ connections ·

[Contact info](#)

[svpg.com/product-strategy-overview/](https://svpg.com/product-strategy-overview/)



Gibson Biddle · 2nd 

Former VP/CPO at Netflix/Chegg. Now an advisor, teacher, speaker & workshop host.

San Francisco Bay Area · 500+ connections · [Contact info](#)

[linkedin.com/pulse/how-define-your-product-strategy-gibson-biddle/](https://linkedin.com/pulse/how-define-your-product-strategy-gibson-biddle/)

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# Look at quantitative data

Lots of data:

- System data
- Users data - surveys, NPS, users activity
- KPIs
  - Access the data if you can
  - Partner with BI
  - Use tools like Pendo/Amplitude/Heap/Mixpanel

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# Look at qualitative data

Comments from people:

- User interviews
- Surveys using open questions
- Usability testing done in person
- Feedback via customer support/  
success calls/sales calls



4

- Collect
- Systemize
- Drive insights



# Get stakeholder's buy-in

- Socialize with them outside of work meetings
- Keep them in the loop regularly
- Show them the data!
- Show them how product decisions align with the organization's vision and strategy

5



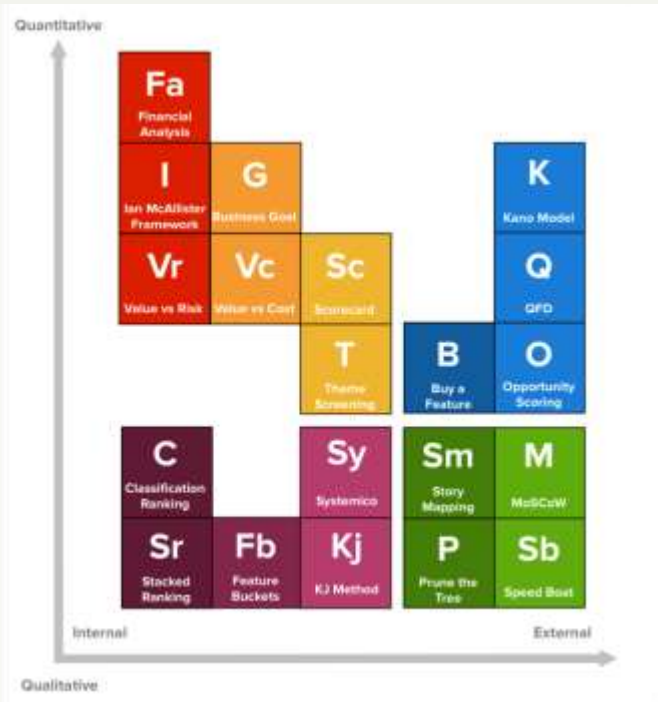
# Learn different ways to prioritize

- The Kano Model
- Opportunity Scoring (ODI)
- Buy a Feature
- Story Mapping
- MoSCoW
- Value vs. Risk
- Value vs. Cost

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# Learn different ways to prioritize



## The Periodic Table of Product Prioritization Techniques

Daniel Zacarias

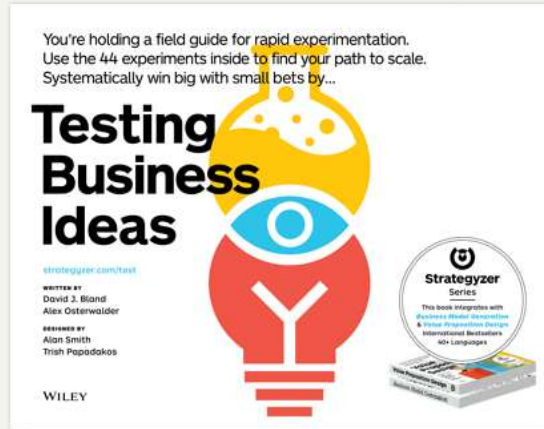
Career.pm (aka Folding Burritos)

[career.pm/briefings/product-prioritization-techniques](https://career.pm/briefings/product-prioritization-techniques)

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# Experiment

- Prioritization techniques
- Product ideas
- Product solutions



Strategyzer

David Bland and  
Alexander Osterwalder

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# Keep a balanced product

- Metrics Movers
- Customer Requests
- Delighters

**Adam Nash**

**Former VP of Product & Growth at  
Dropbox**

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# Think Product-Led

Product is in the centre of everything!

- Product sells itself
- Buyers make buying decisions
- Users sell it for you
- Free full trial
- Self-served
- Onboarding
- Superb UX/UI

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[productled.com](https://productled.com)

# Prioritize all the time

- Our daily activities
- The features and requests coming in
- The long term roadmap
- When things don't work - Pivot



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What would be your  
tip?

11

An abstract geometric design on the right side of the slide. It features a large black circle containing the white number '11'. Below this circle is a solid orange vertical bar. To the right of the orange bar is a large orange circle. The background on the right is composed of various geometric shapes in orange, black, and white, including triangles and polygons.



# Thank you

Lets connect:



[linkedin.com/in/mikanovsky/](https://www.linkedin.com/in/mikanovsky/)



[mikanovsky.com](https://mikanovsky.com)



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