



Prioritization Matrix

0 =low
5= high

The company in this example has weighted the criteria towards delighting the user (removing pain points) and retaining existing customers as their highest priorities.

If new business was more important, or if the financial buyer was not the end user, then the company might have emphasized Key Product Differentiator and competitive necessity higher. Changing the weightings would yield different priorities.

It is important to understand your priorities and get buy-in across all stakeholders.

			Weight ¹		15		15		0		0		Total points
Application/Major Feature/Service	Details	Requestor	Pain for User ² (0 - 5)	% of customers impacted ³ (0 - 5)	Upsell revenue from existing customers ⁴ (0 - 5)	Revenue from new customers (0 - 5)	Key product differentiator (0 - 5)	Competitive necessity (0 - 5)	<add your own criteria here> (0 - 5)	<add your own criteria here> (0 - 5)	TOTAL SCORE		
1	Launch performance	Customers, Tech support	5	5	0	0	0	5	0	0	55		
2	Auto-entry for signup	Customers	3	5	2	1	0	4	0	0	58		
3	Integration with SF.com	Sales, Customers	4	2	0	0	5	0	0	0	43		
4	IE 7.0 support	Customers, Management	4	3	2	5	0	5	0	0	63		
5											0		
6											0		
7											0		
8											0		
9											0		
10											0		
11											0		
12											0		
13											0		
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15											0		
16											0		
17											0		
18											0		
19											0		
20											0		
21											0		
22											0		
23											0		
24											0		
25											0		

¹ weights should total 100
² consider how difficult a feature is to use and how frequently that feature is used in assessing pain
³ must take into account % of customers impacted and their importance
⁴ You should count retaining customer who would otherwise leave as \$

Sample from Product Management Lifecycle Toolkit

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