10 Tips for Product Prioritization

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Product for Product Podcast Co-Host

Everything you need to know
u10.me/pco

Who am I? 4 quick facts
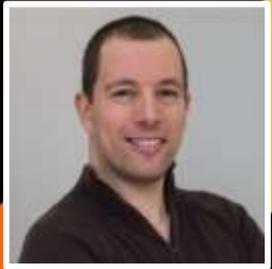
Identify the product vision

- Long term >5 years

- Think big!

- Inspiring

- Derived from company's vision

- The users are the focus

1

Identify the product vision

Product Vision Board

Roman Pichler

`romanpichler.com/tools/product-vision-board/`
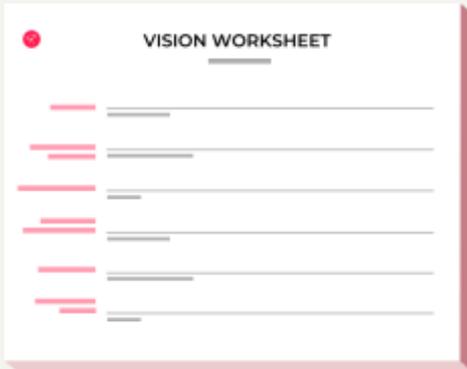
THE RADICAL PRODUCT TOOLKIT

Radhika Dutt

`radicalproduct.com/toolkit`

1

Define the strategy

- How do you get to your vision?

- Multiple strategies

svpg.com/product-strategy-overview/

linkedin.com/pulse/how-define-your-product-strategy-gibson-biddle/

2

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

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

6
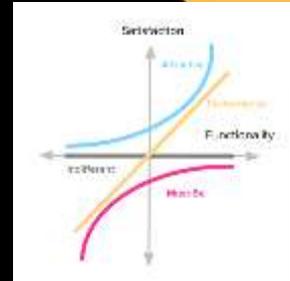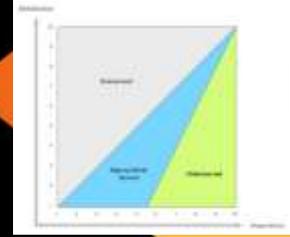
Learn different ways to prioritize
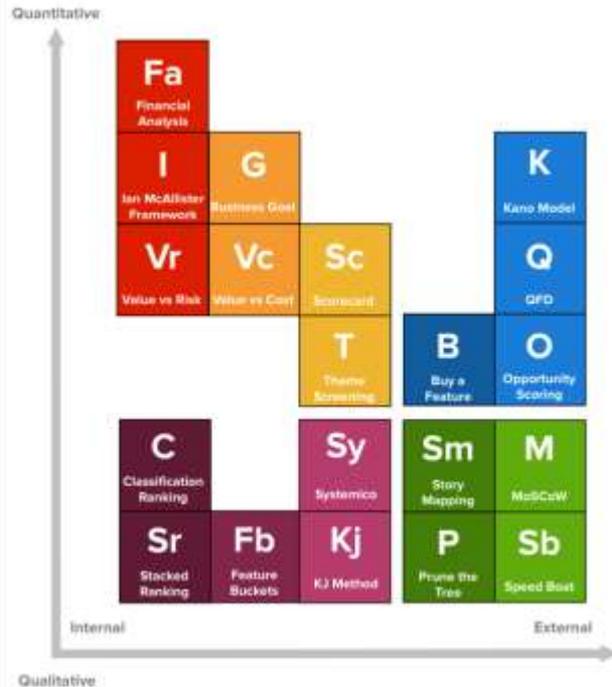
The Periodic Table of Product Prioritization Techniques

Daniel Zacarias

Career.pm (aka Folding Burritos)

`career.pm/briefings/product-prioritization-techniques`

6

Experiment

- Prioritization techniques

- Product ideas

- Product solutions

7
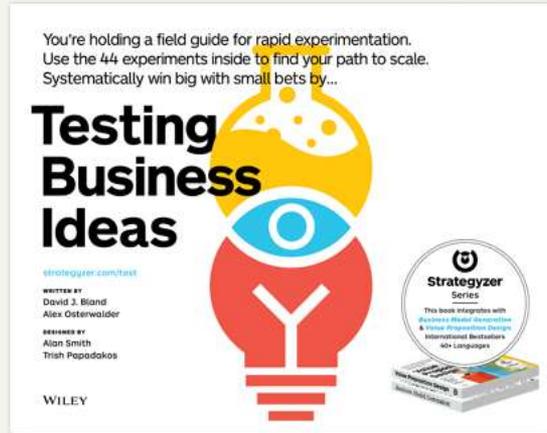
Strategyzer

**David Bland and
Alexander Osterwalder**

Keep a balanced product

- Metrics Movers

- Customer Requests

- Delighters

Adam Nash

Former VP of Product & Growth at Dropbox

8

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

9

ProductLed.™

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

10

What would be your tip?

11

Thank you

Lets connect:

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mikanovsky.com

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PRODUCT FOR PRODUCT

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