The Product Backlog Prioritization Cheat Sheet

Factors for Effective Product Backlog Prioritization

CUSTOMER VALUE FIRST

- ✓ What solves the biggest user problem?
- ✓ What feature delights customers most?

EFFORT vs. IMPACT

- ✓ High impact, low effort = quick wins
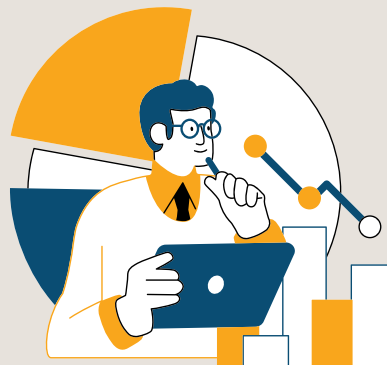- ✓ Avoid spending too long on low-value tasks

RISK & UNCERTAINTY

- ✓ Address risky or unknown items early
- ✓ Reduce surprises later in development

DEPENDENCIES & SEQUENCING

- ✓ Order work logically (e.g., socks before shoes!)
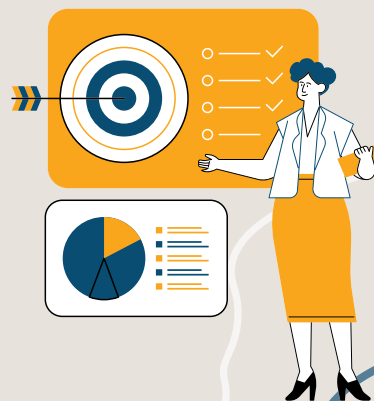- ✓ Avoid blocking other tasks

STACKEHOLDER INPUT

- ✓ Balance voices from users, business, and team
- ✓ Avoid prioritizing just the loudest opinions

VISION & STRATEGY

- ✓ Balance voices from users, business, and team
- ✓ Avoid prioritizing just the loudest opinions

BONUS TIP

USE PRIORETIZATION TOOLS

- ✓ **MoSCoW**: Must have, Should have, Could have, Won't have
- ✓ **RICE**: Reach, Impact, Confidence, Effort
- ✓ **Kano Model**: Basic needs vs. performance vs. delight features
- ✓ **Dot Voting**: Team votes to decide priorities