

Value Prioritisation

□ What is it

- Discovery activity will surface a number of problem/opportunity statements, and associated assumptions. For each statement and assumption a hypothesis statement should be defined and an experiment identified and defined
- Typically the effort required to run all the defined experiments outstrip the planned capacity of the resource available. Additionally some experiments may be nullified by other hypotheses being proven/disproven.
- A prioritisation activity should be taken near the end of discovery to sequence which experiments should be targeted first during the Validation phase.
- The most valuable outcomes in validation are focused on learning. Prioritisation should focus on addressing the riskiest and most impactful assumptions as early as possible in this phase, to gain the most valuable learnings, with the smallest effort expended. The product manager and service designer creates the prioritised list of experiments, and works with technology and architecture to assess feasibility and effort to execute such experiments successfully.
- This may result in some resequencing of the initial priorities to balance speed and effort of delivery with learning value.

□□ Key Benefits / Why is this important

- Without this practice, the speed and cost to address the riskiest assumptions is increased, as the team and stakeholders fill the void of what are the best next steps with subjective opinion.
- The rigour of this practice provides a strong foundation from which to more effectively mobilise the right resources to kick off Validation

□□ Techniques supporting this practice

- Assumption / Impact Quadrant matrix

Revision #3

Created 21 September 2023 10:58:31 by James Hall

Updated 22 September 2023 13:33:49 by James Hall