

Effort/Value Matrix (2*2)

Prioritisation

□ What is it

- It is used to help quickly prioritize a backlog of work associated to a service or product based on relative prioritisation. Each of the items are assessed against two criteria: the value that is realised from delivering it, and the effort required to complete it.
- It is the recommended prioritisation approach for backlogs with a large number of items(>20) for teams with little previous experience or competency in this activity.
- The key benefits for this technique are: Quick to understand and use for team members new to the service/initiative/product; strong visualisation to engender further discussion; highly productive in processing large backlog volumes in a short space of time; inherently enables high granularity of ordering; clear recommended next actions for each quadrant

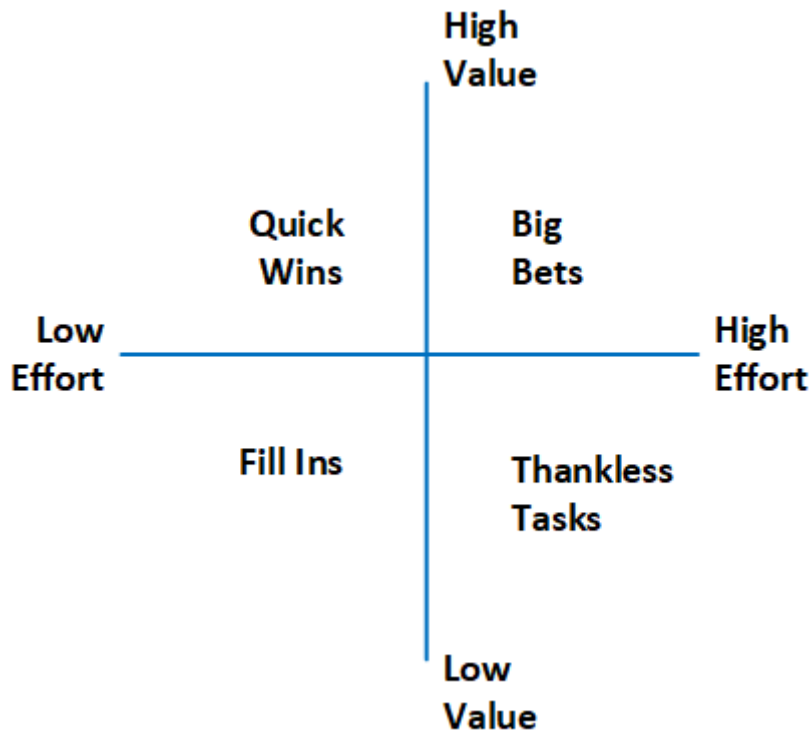
□□ Who

- Lead by the product manager, this technique only works well with a cross functional team and service SMEs working in a collaborative environment, with presence of at least one architect or developer

□□ Running the technique

- Find a backlog item that to use as the anchor: find a previously delivered item on the backlog with a clear purpose, and effort taken and value expected would roughly enable it to sit in the middle of the matrix.
- Agree as a team to how value is defined to ensure consistency throughout the exercise
- Assess one item at a time, one person facilitates selecting and sharing details. Discuss and agree where to place it relative to the anchor item.
- Start with two or three more straightforward items (helps build confidence and understanding)

- Once completed, next recommend actions are Big bets (top right) should be further broken down to identify and derisk the large effort estimate. Quick wins (top left) should be grouped against top level objectives and requalified.
- Agree sequencing of the items in the top left and top right segments.



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