



Modern Tribe


Buy-A-Feature Prioritization

This methodology of prioritization and phasing is best used when there are a lot of features or a lot of stakeholders or both and alignment is needed to determine value, timeline, and establish long-term goals. The outcome of this exercise is a democratized, defined, prioritized list of features that can be shared as an artifact and from which a roadmap can be developed.

Definition: "[it] is a product prioritization technique used when a product is under development to quantifiably estimate how valuable a feature or an idea is. To do so, a product team will work directly with customers and key stakeholders to solicit feedback and prioritize enhancements or features which the participants want or value most." - [Medium.com](#)

Feature generation

Time limit

 3 min

Objective: As a group, identify and define features for the project.

Feature review

Objective: Finalize the list and assign a cost for each feature.

Description: Copy the post-its from the previous exercise; Go through the various features and combine any duplicates; Assign T-shirt sizes and prices to each feature, based on LOE; Unify post-it colors for all features

Notes

Adding prices to the features is optional, but by assigning value, based on LOE, it adds a dimension to the exercise: no individual has enough resources to fund a large project by themselves and therefore some collaboration is REQUIRED in order to enable the completion of any large project; Conversely, if any of the smaller projects were very high on someone's list, they have the power to fully fund that project themselves.

It also makes it very clear from the beginning to all participants that not all of the features will be completed because the resources are limited.

Budget assignment and shopping

Time limit



Objective: Determine business value of features for the purpose of feature development prioritization.

Description: Copy the post-its from the previous exercise; Based on the total value (N) of all features, provide each participant with an equal budget, totaling 60% of N value and have them assign dollars to each feature ($N \times 0.6$ / participants). The feature must meet its minimum value to be considered for development.

Notes

This step can be completed as a group or as individuals, depending on the chemistry of the stakeholders.

$\$575 / 4 = 143.75 (\times .6) = \sim \85

Observation

During this step in the exercise, discussion and collaboration is critical. It also becomes clear that some projects WILL NOT have enough funding to enable them to move forward and the stakeholders can then re-allocate funds to projects with certainty for success in order to boost their priority.

Final prioritization review

Objective: Review feature list with dollars bid and rank the list, based on highest dollar value.

Description: Copy the post-its and dollars bid from the previous exercise; Add up the combined dollar totals; Organize the prioritized list, based on values bid.

Graveyard