



# Filters not Buckets: Prioritization for product people

Kent J. McDonald

<https://insideproduct.co/prioritization/>

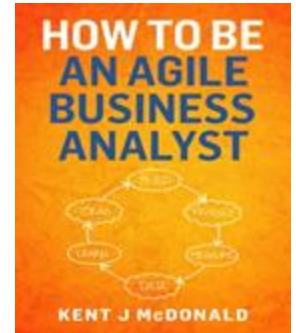
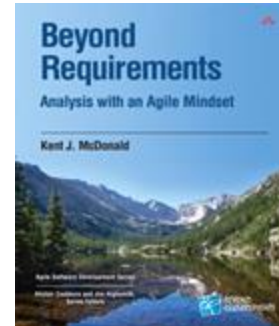
# A little bit about me

Product Manager  
(building internal products)

Writer/Advisor  
(helping others build internal products)



POWERED BY GRANGER MOTORS



Prioritization is  
deciding what you will  
(and will not) do

Priority is the most  
important thing

Filters not buckets

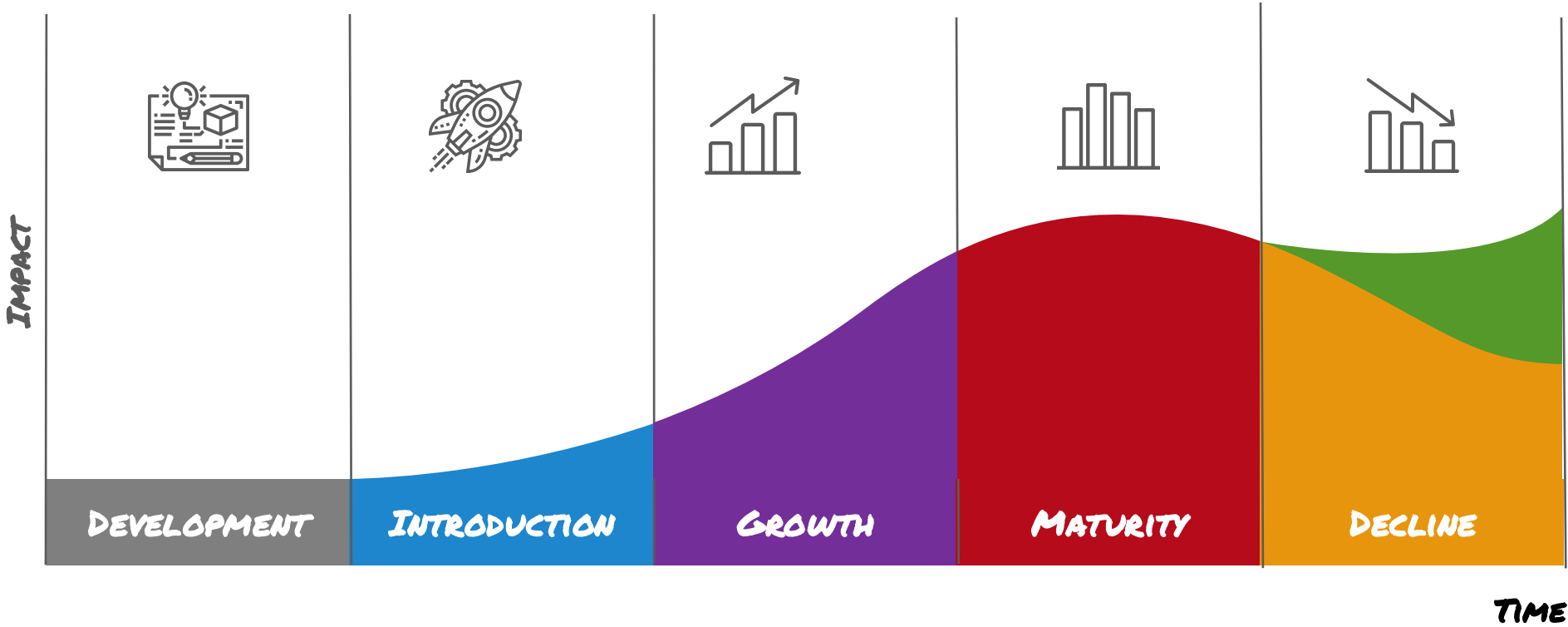
Prioritization is not  
sequencing

Start with an  
outcome,  
not a list

You probably don't  
need a framework

How to prioritize  
without framework?  
It depends

# The (Internal) Product Lifecycle





# Development stage

**FROM CONCEPT TO  
SOLUTION**

**Starts:** Assigned to solve a problem

**Ends:** Initial version of solution for feedback

- Discovery to understand the needs of internal stakeholders
- Craft a valuable, viable, usable, and feasible solution

<b>Adoption</b>	None
<b>Investment</b>	Significant
<b>Impact</b>	Minimum



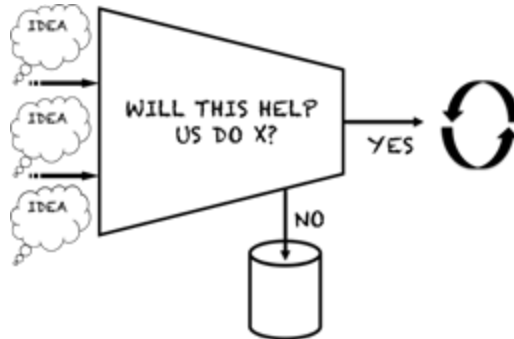
# Prioritization in the development stage

**STEP 1:  
IDENTIFY YOUR  
OUTCOME**

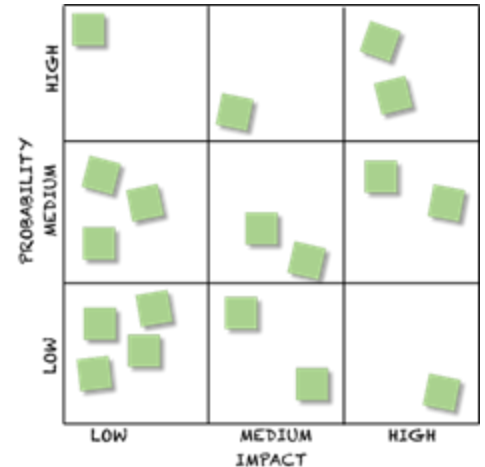


**PRODUCE ACCURATE,  
LOCATION BASED SEED PRICES**

**STEP 2:  
IDENTIFY ITEMS  
THAT HELP YOU  
ACCOMPLISH IT**



**STEP 3:  
DECIDE WHAT YOU  
NEED FEEDBACK ON  
FIRST**





# Introduction stage

**INITIAL  
DEPLOYMENT AND  
ADOPTION**

**Starts:** Deploy initial version of product

**Ends:** Product reaches internal product-market fit

- Complete development of initial functionality
- Train and onboard users
- Encourage adoption
- Measure impact

<b>Adoption</b>	Low
<b>Investment</b>	Maximum
<b>Impact</b>	Minimum



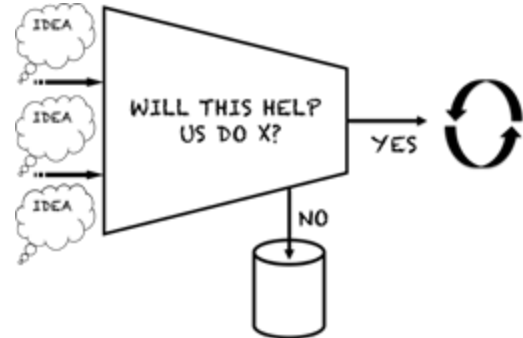
# Prioritization in the introduction stage

**STEP 1:  
CLARIFY YOUR  
INITIAL USERS +  
USE CASE**



**NORTH AMERICA PRICING  
ANALYSTS - SET PRICES**

**STEP 2:  
IDENTIFY  
FUNCTIONALITY  
FOR A VIABLE  
SOLUTION**





# Growth stage

## **EXPANSION AND ENHANCEMENT**

**Starts:** Product reaches internal product-market fit

**Ends:** All relevant departments have product, main use cases covered

- Scale the solution across organization
- Integrate with other tools
- Implement features enhancements to increase adoption

<b>Adoption</b>	Increasing
<b>Investment</b>	High
<b>Impact</b>	Increasing



# Prioritization in the growth stage

**STEP 1:  
IDENTIFY  
ADDITIONAL USERS  
+ USE CASES**

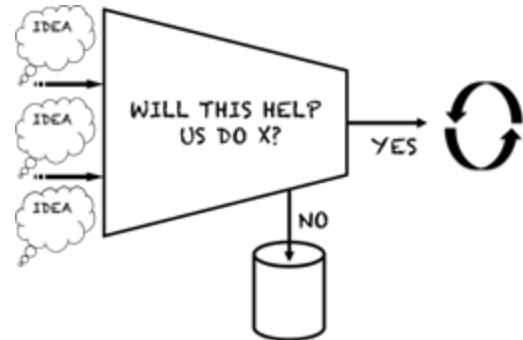
**STEP 2:  
IDENTIFY NEEDED  
FUNCTIONALITY  
FOR ADDITIONS**

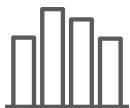


**BRAZIL PRICING  
ANALYSTS**



**NORTH AMERICA:  
\* HEDGE TRACKING  
\* DISCARD**





# Maturity stage

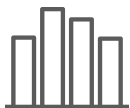
## OPTIMIZATION AND REFINEMENT

**Starts:** All relevant departments have product, main use cases covered

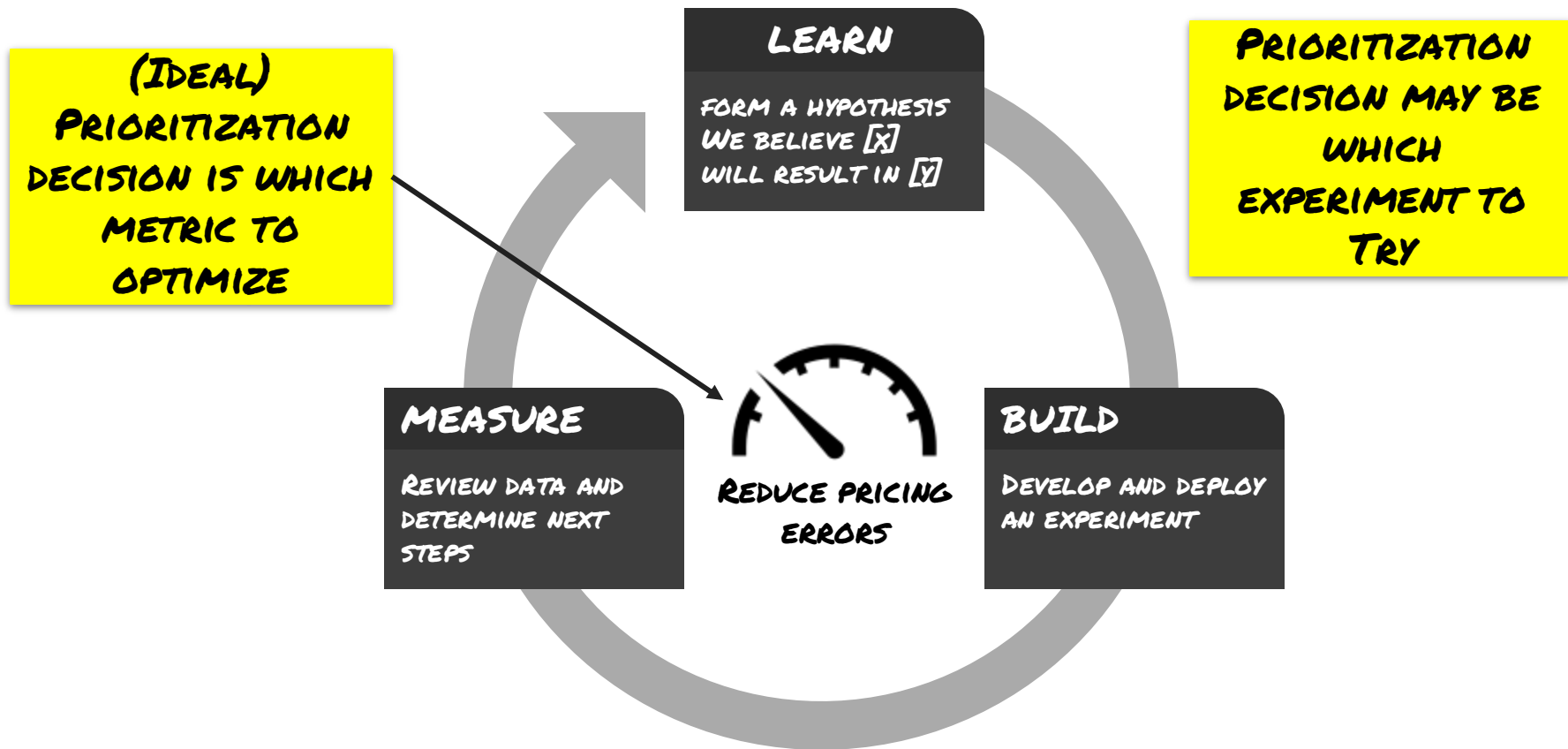
**Ends:** Changes to product no longer influence impact

- ❑ Improve efficiency, reliability, user experience
- ❑ Select metric and make changes to optimize that metric

<b>Adoption</b>	Maximum
<b>Investment</b>	Low
<b>Impact</b>	Leveling off



# Prioritization in the maturity stage





# Decline stage

**TRANSITION  
PLANNING AND  
LEGACY SUPPORT**

**Starts:** Changes to product no longer influence impact

**Ends:** Implement the revitalize or replace decision

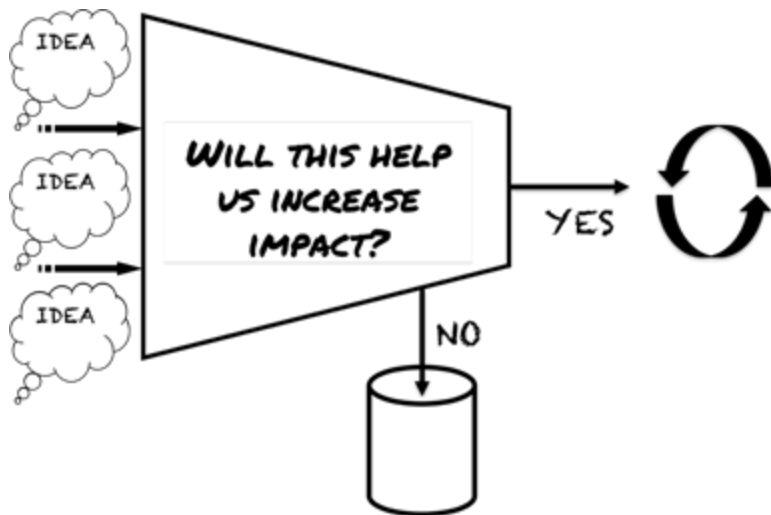
- Make revitalize or replace decision
- Implement transitions based on that decision
- Ensure process is still supported

<b>Adoption</b>	Declining
<b>Investment</b>	Low
<b>Impact</b>	Declining

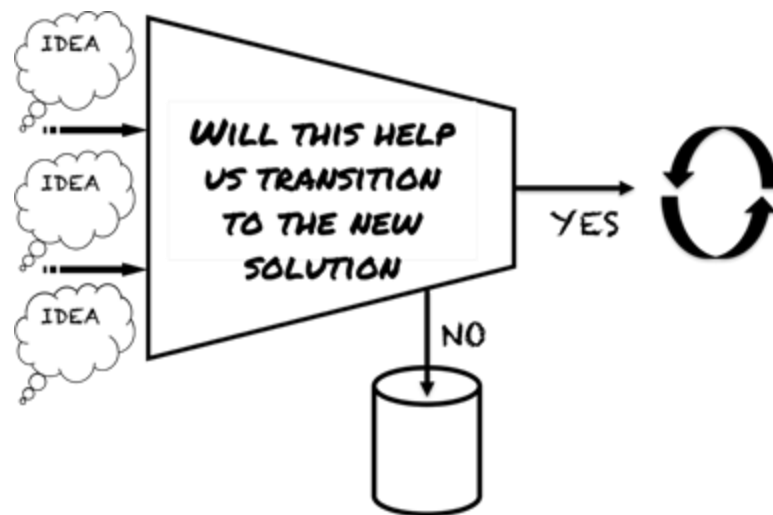


# Prioritization in the decline stage

## Revitalize



## Rebuild





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<https://insideproduct.co/prioritization/>



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