

The logo for 'INSIDE PRODUCT' is contained within a black square border. The word 'INSIDE' is written in a red, sans-serif font, and the word 'PRODUCT' is written in a black, sans-serif font directly below it.

INSIDE
PRODUCT

Filters not Buckets: A prioritization workshop

Kent J. McDonald

<https://insideproduct.co/priority-msp>

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

Priority is the most
important thing

Target's strategic priorities

At the center of this work are four growth priorities that will guide Target's decisions and investments in 2026 and beyond:

- **Lead with merchandising authority** by setting trends with differentiated, culturally relevant assortments that win in style, design and value.
- **Elevate the guest experience** by investing in digital discovery and the in-store experience while strengthening loyalty and engagement.
- **Accelerate technology** to help teams move faster and create more personalized, joyful experiences for guests.
- **Strengthen team and communities** by investing in training and career growth for teams and building on Target's long-standing commitment to communities.

[Target Corporation March 3, 2026](#)

Filters not buckets

Target's strategic priorities

At the center of this work are four growth priorities that will guide Target's decisions and investments in 2026 and beyond:

- **Lead with merchandising authority** by offering curated, culturally relevant assortments that win in style, design and value.
- **Elevate the guest experience** by investing in the in-store experience while strengthening loyalty and engagement.
- **Accelerate technology** to help teams deliver personalized, joyful experiences for guests.
- **Strengthen team and communities** by driving growth for teams and building on Target's long-standing commitment to communities.

THESE "STRATEGIC PRIORITIES" ARE BUCKETS

[Target Corporation March 3, 2026](#)

Elevating key categories and scaling differentiated offerings

With a clear view of the value Target can deliver for busy families — which it defines as time-conscious consumers — the retailer is making more intentional choices and investments in style, design, value and experience will accelerate growth. In 2026, Target will

**DECISION FILTER:
WILL THIS
IMPROVE LIFE FOR
BUSY FAMILIES?**

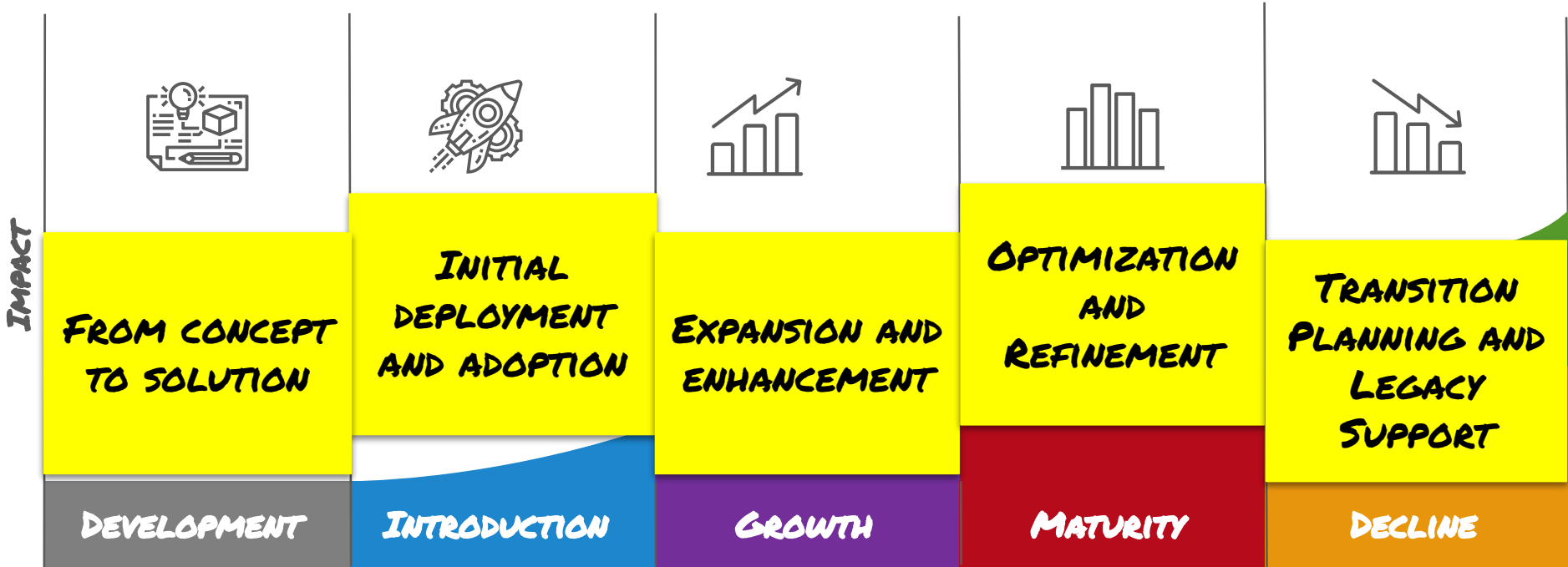
Prioritization is not
sequencing

Start with an
outcome,
not a list

You probably don't
need a scoring
framework

How you prioritize
depends on your
context

The (Internal) Product Lifecycle



TIME

Exercise: Product Lifecycle

Write on sticky note

Discuss at your table

Put sticky note on
product lifecycle flip
chart

- **YOUR INDUSTRY**
- **YOUR ROLE**
- **TYPE OF PRODUCT YOU
WORK ON**
- **STAGE OF THE
PRODUCT LIFECYCLE**
- **PRIORITIZATION PAIN
POINT**



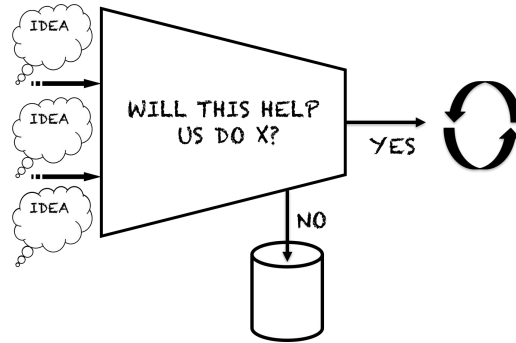
Prioritization in the development stage

**STEP 1:
IDENTIFY YOUR
OUTCOME**

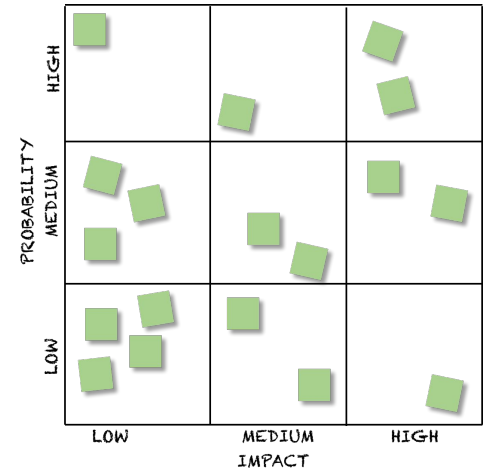


**PRODUCE ACCURATE,
LOCATION BASED SEED PRICES**

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



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





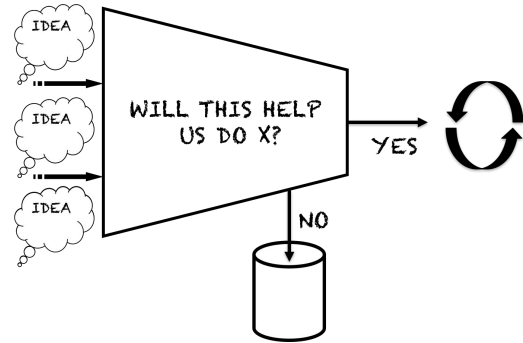
Prioritization in the introduction stage

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



**NORTH AMERICA PRICING
ANALYSTS - SET PRICES**

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





Prioritization in the growth stage

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

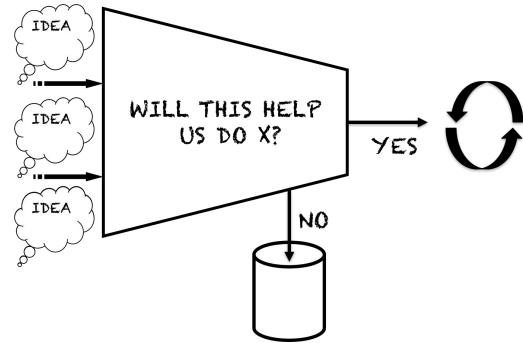
**STEP 2:
IDENTIFY NEEDED
FUNCTIONALITY FOR
ADDITIONS**

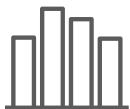


**BRAZIL PRICING
ANALYSTS**

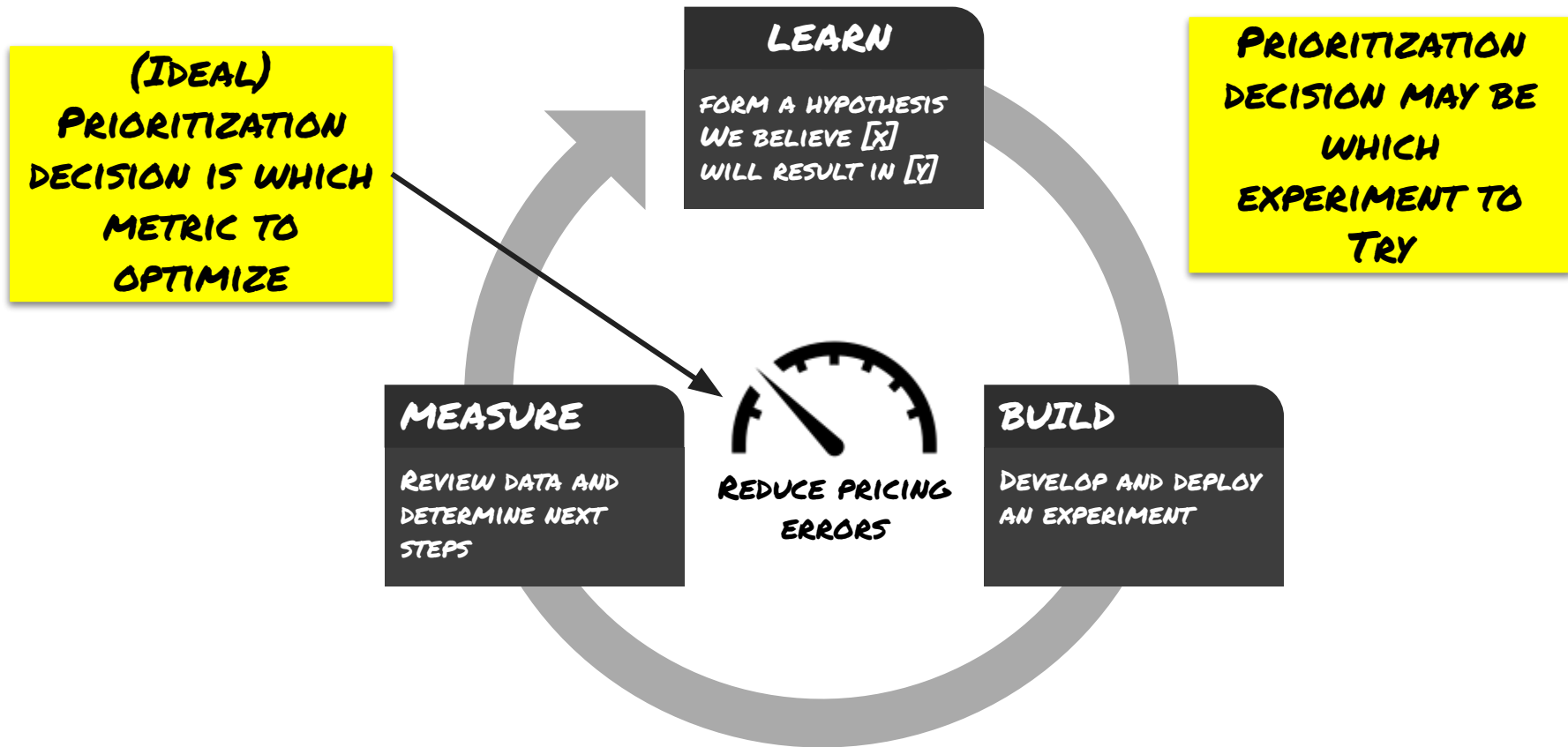


**NORTH AMERICA:
* HEDGE TRACKING
* DISCARD**





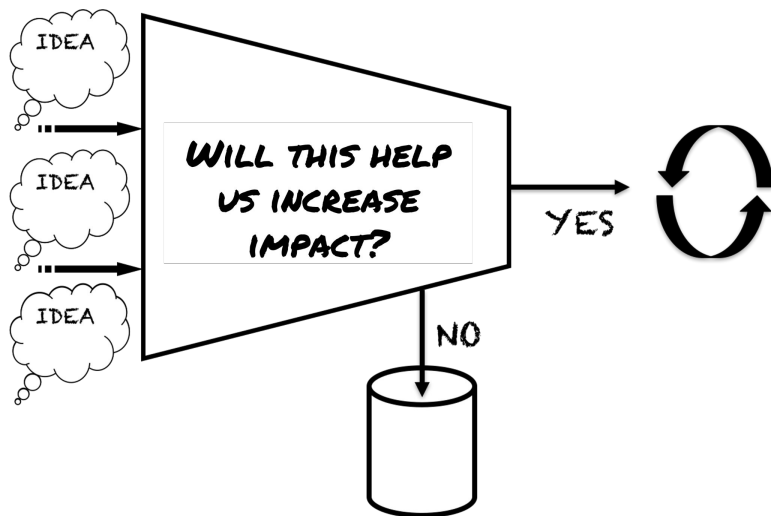
Prioritization in the maturity stage



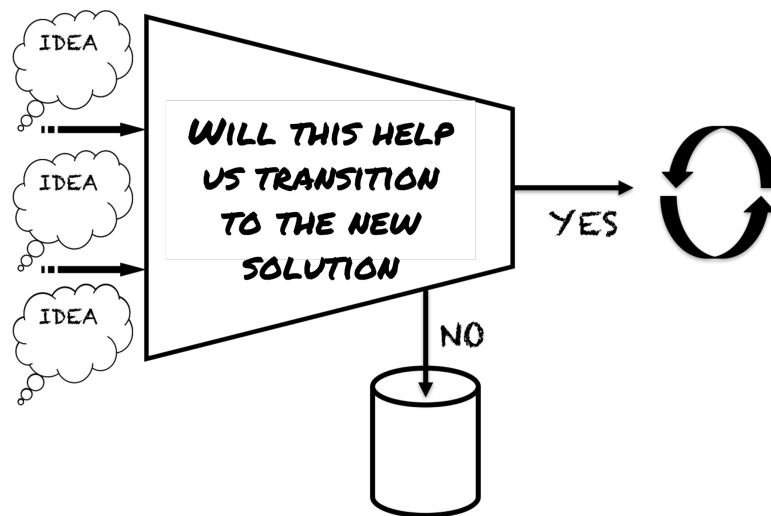


Prioritization in the decline stage

Revitalize

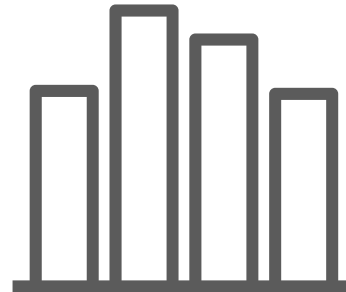
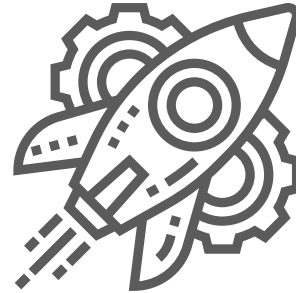


Rebuild

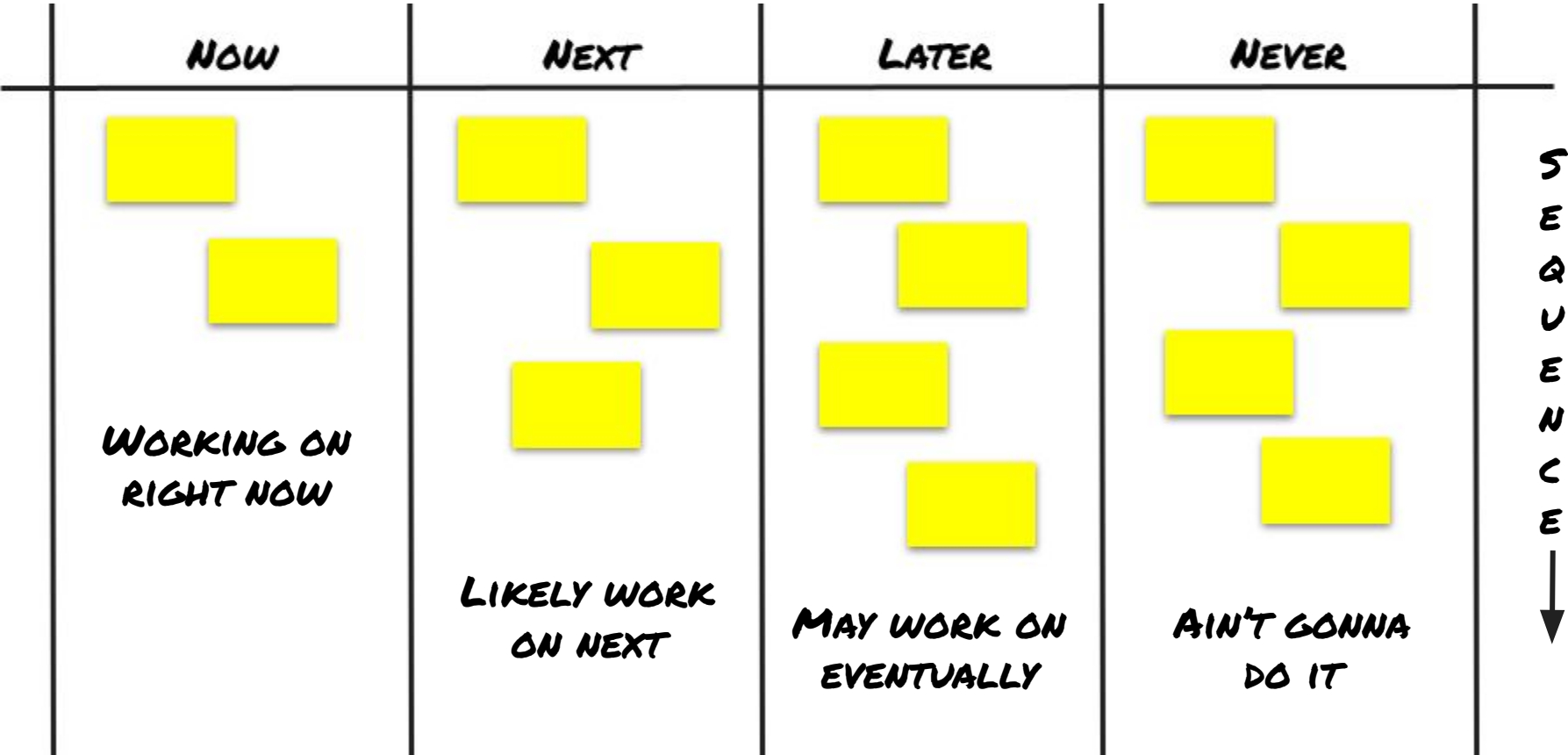


Exercise: KBPEvents Product Overview

- ❑ Read the product brief for your table
- ❑ Your table has the product in a certain lifecycle stage
- ❑ Your task: refine the decision filter if needed and prioritize your roadmap items (Will do/won't do)



Product Roadmap

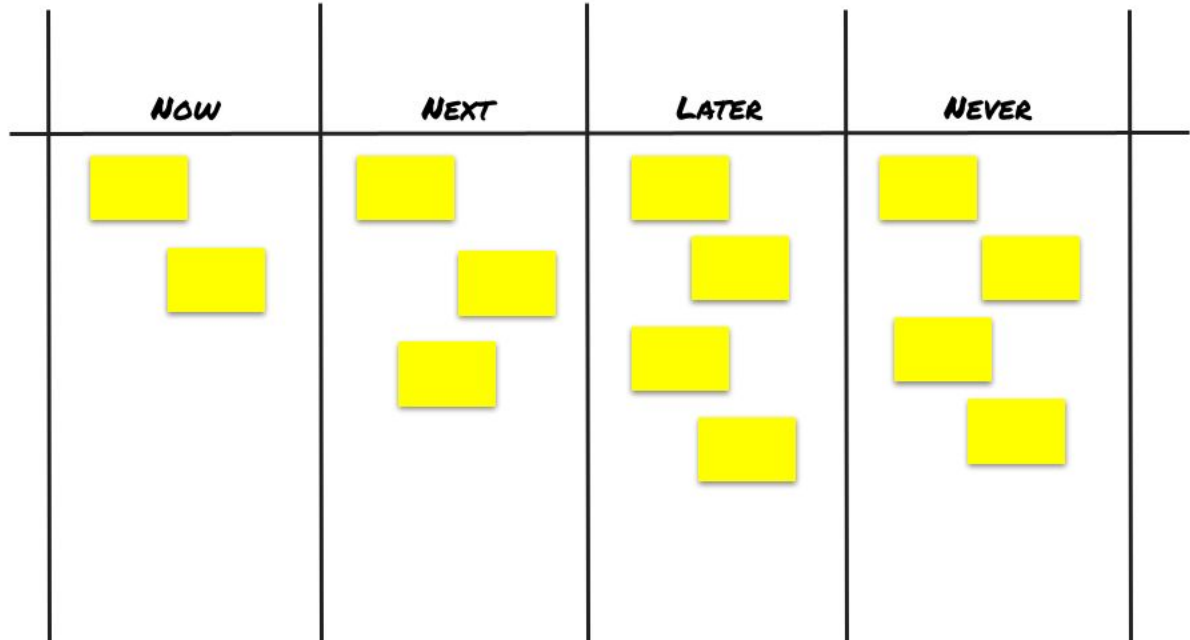


Exercise: Communicate your priority

☐ Sort items into Now, Next, Later or Never

☐ Sequence items within Now, Next, Later

☐ Be prepared to defend your choices



What still feels hard about prioritization?

WHERE DO
STAKEHOLDERS
RESIST?

WHERE IS
YOUR
LIFECYCLE
STAGE
UNCLEAR?

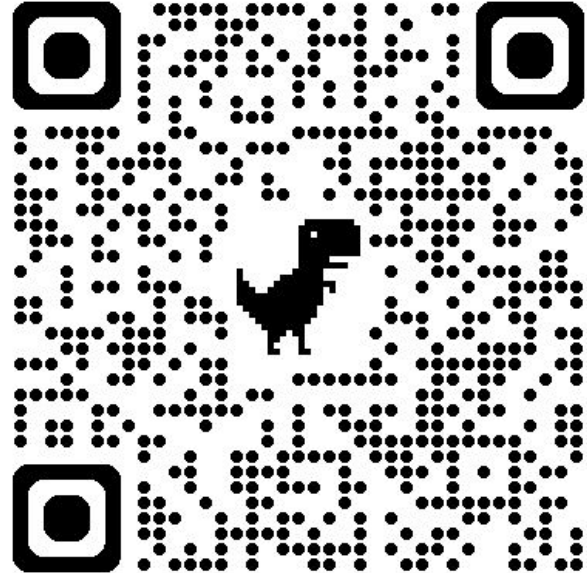
HOW CAN YOU
SWITCH FROM
BUCKETS TO
FILTERS?

INSIDE
PRODUCT

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Appendix



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

Adoption	None
Investment	Significant
Impact	Minimum



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

Adoption	Low
Investment	Maximum
Impact	Minimum



Growth stage

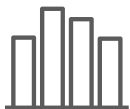
EXPANSION AND ENHANCEMENT

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

Adoption	Increasing
Investment	High
Impact	Increasing



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

Adoption	Maximum
Investment	Low
Impact	Leveling off



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

Adoption	Declining
Investment	Low
Impact	Declining