

The logo consists of a black square border. Inside the square, the word "INSIDE" is written in a dark red, sans-serif font, and the word "PRODUCT" is written in a black, sans-serif font directly below it.

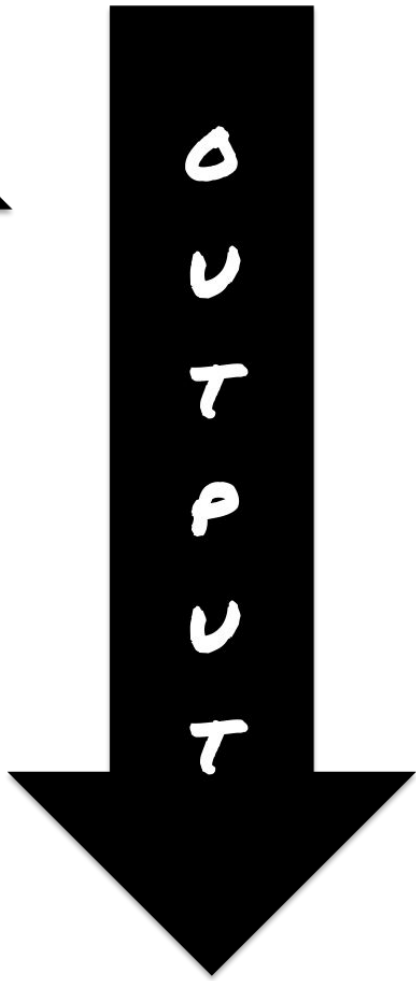
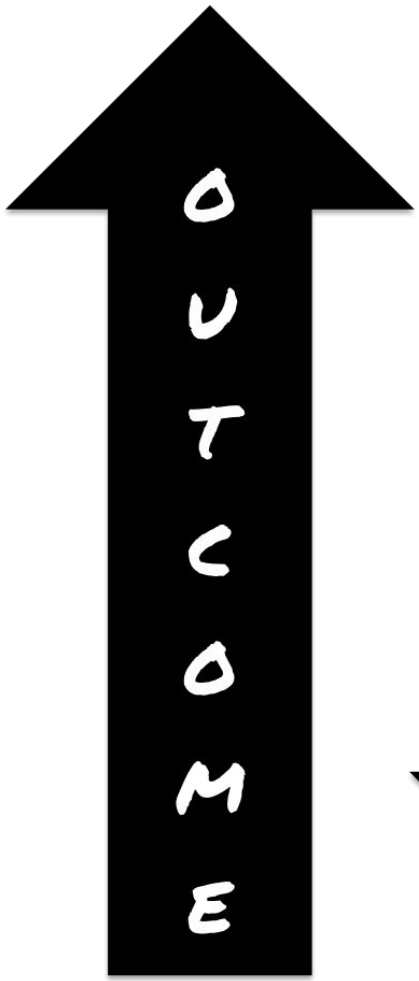
INSIDE  
PRODUCT

# Filters not Buckets: Prioritization for product teams

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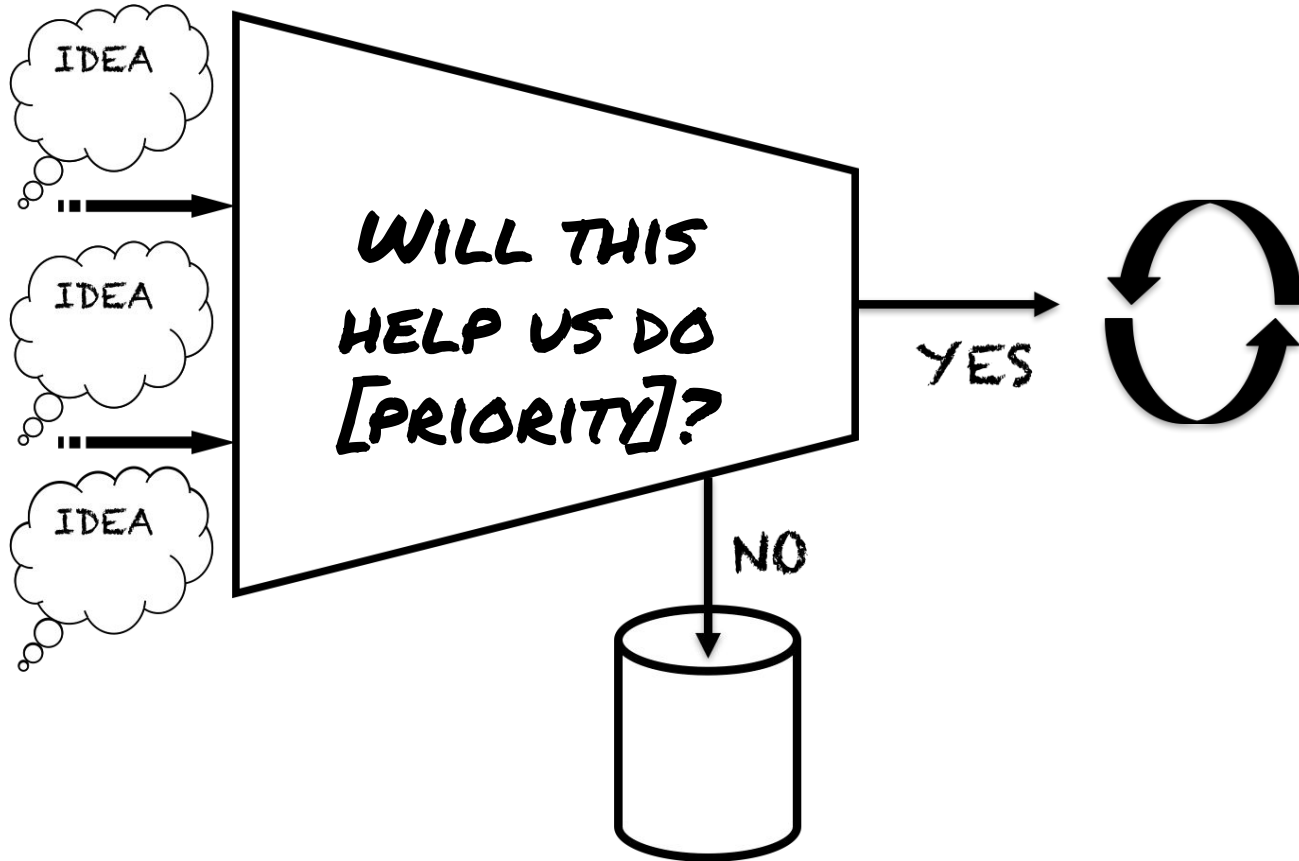
<https://insideproduct.co/prioritization>



**PRIORITIZATION  
IS DECIDING  
WHAT YOU WILL  
(AND WILL NOT)  
DO**

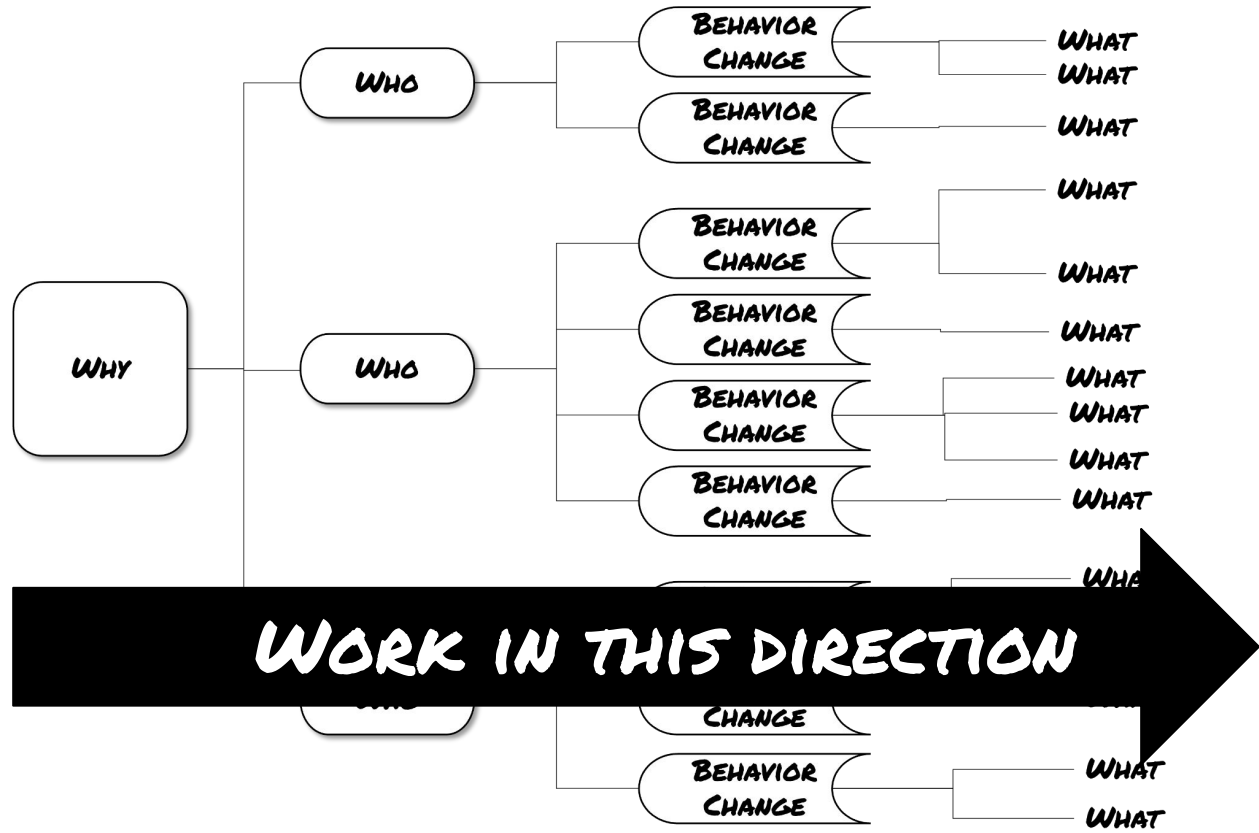
Priority: the most  
important action,  
activity, product, or  
service

# 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 a framework?

It depends

**EPIC  
PORTFOLIO**

**REBUILDING  
A PRODUCT**

**NEW  
PRODUCT**

**PRODUCT  
OPTIMIZATION**

**FEATURE  
REFINEMENT**

**STAKEHOLDER  
REQUESTS**





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