

PRIORITIZING WITH OPPORTUNITY SCORES

Opportunity scoring, or "importance-vs-satisfaction" analysis, is a way to prioritize projects using users' feedback of the existing product.

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ASK USERS QUESTIONS ABOUT YOUR PRODUCT:

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HAVE USERS MAP THEIR RELATIVE SATISFACTION AND IMPORTANCE:

HOW TO GET COLLECT AND MAP USER FEEDBACK:

1. Identify desired product features or outcomes internally.
2. Ask multiple users:
 - a. "Can you rank these outcomes based on importance to you?"
 - b. "How satisfied are you with existing solutions/tools?"
3. Map their responses on the graph. Different colored points can identify different users.
4. Prioritize the "underserved" opportunities first and "appropriately-served" second.

