



How to Ship in 3 Months Instead of 3 Years

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We build contemporary web applications that delight users, including a modern user interface and responsive design.



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We dive deep to understand your company's business drivers, customer needs, and your vision to ensure your product excels, and help form the plan for your minimum viable product (MVP).



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 **Connecting Point**
MARKETING GROUP


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 **TRADEPORT**
RETURNS, MANAGED.

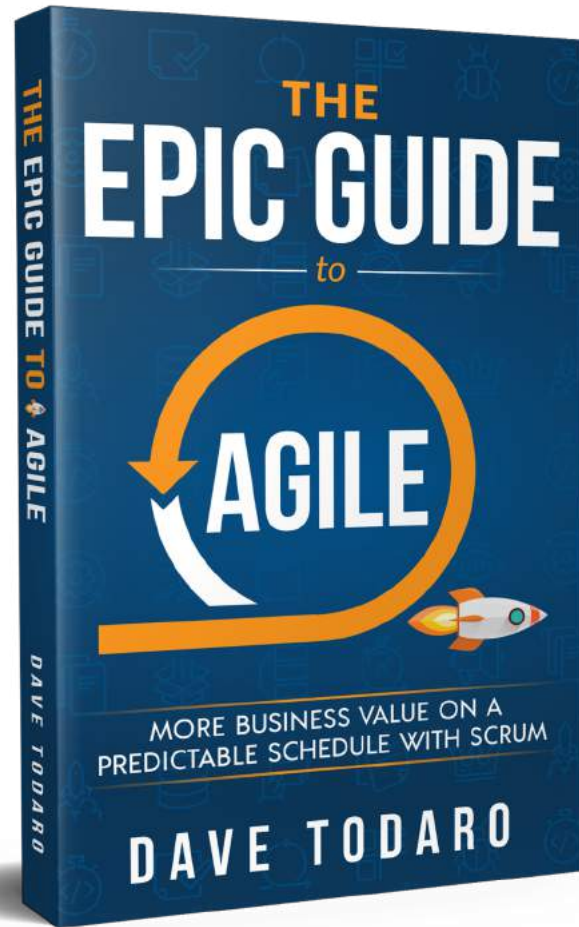
 **SENSITECH**
United Technologies
SUPPLY CHAIN VISIBILITY

 **EPILEPSY**
FOUNDATION
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CREATIVE  **iINFO**
SYSTEMS


FLORATINE

Pxl



And we wrote
the book.

Agenda

- Why Prioritize Features?
- Three Models
- How to Choose Your Model
- Q & A

Why Feature Prioritization Matters



A Proper Way to Prioritize

Guards Against Bias



Sample Size Bias

I talked to two customers. They'd love this feature!



Recency Bias

I just had a great
idea!



Authority Bias

Well, the boss said
they want this.



Any Framework is Better Than None

I Need Help Prioritizing the Next Version of LATCH

Existing Features:

- I can add/remove users from a browser
- I can log in and see when users entered the building using the app



Feature Wish List

- Scheduled disable times
- Custom notifications
- Reports
- Sync notifications with booking info



The Simplest Way to Prioritize?

- Scheduled disable times
- Custom notifications
- Reports
- Sync notifications with booking info



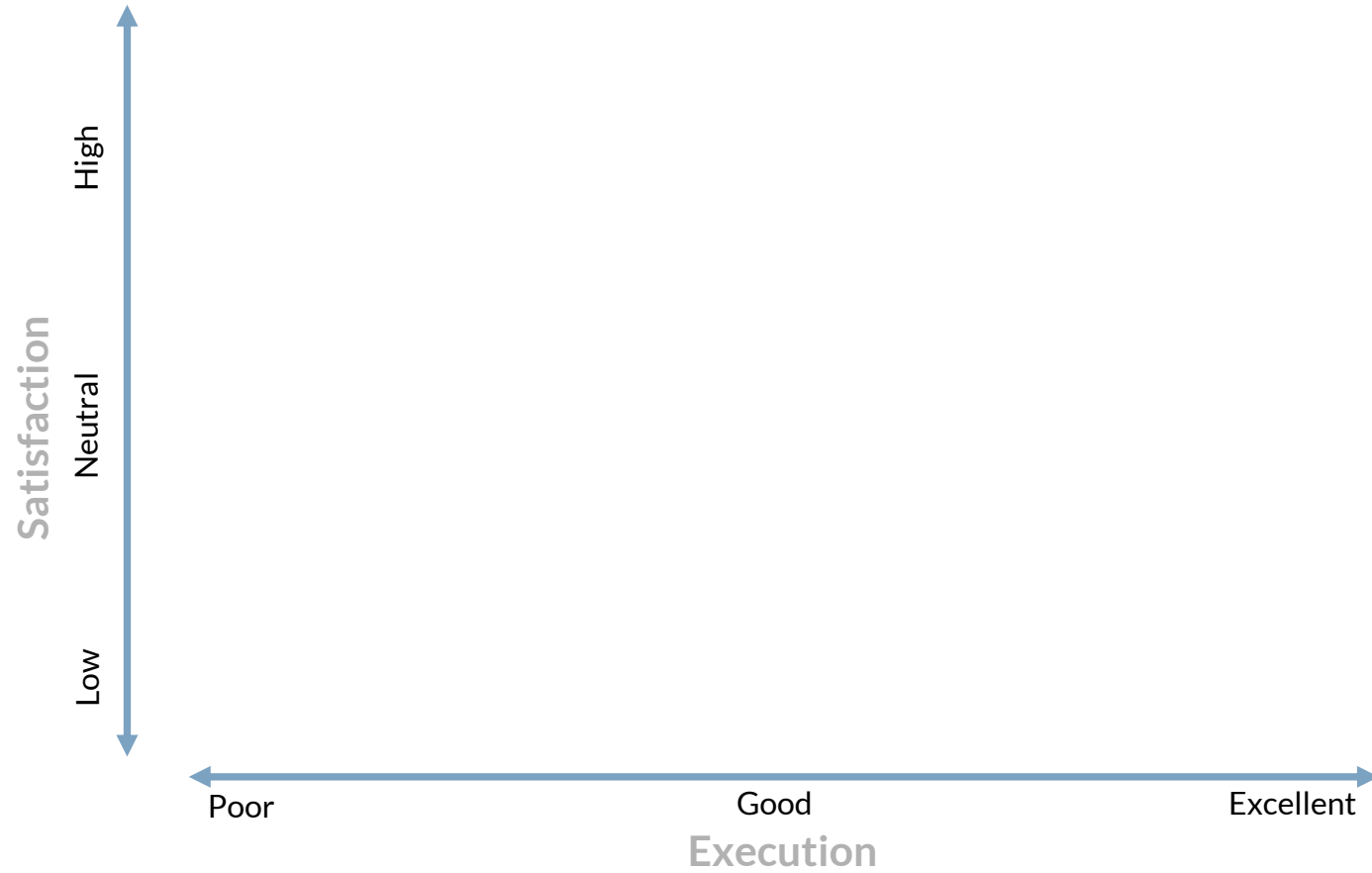
If You Could Only Have One Thing...

- Scheduled disable times
- Custom notifications
- Reports
- Sync notifications with booking info

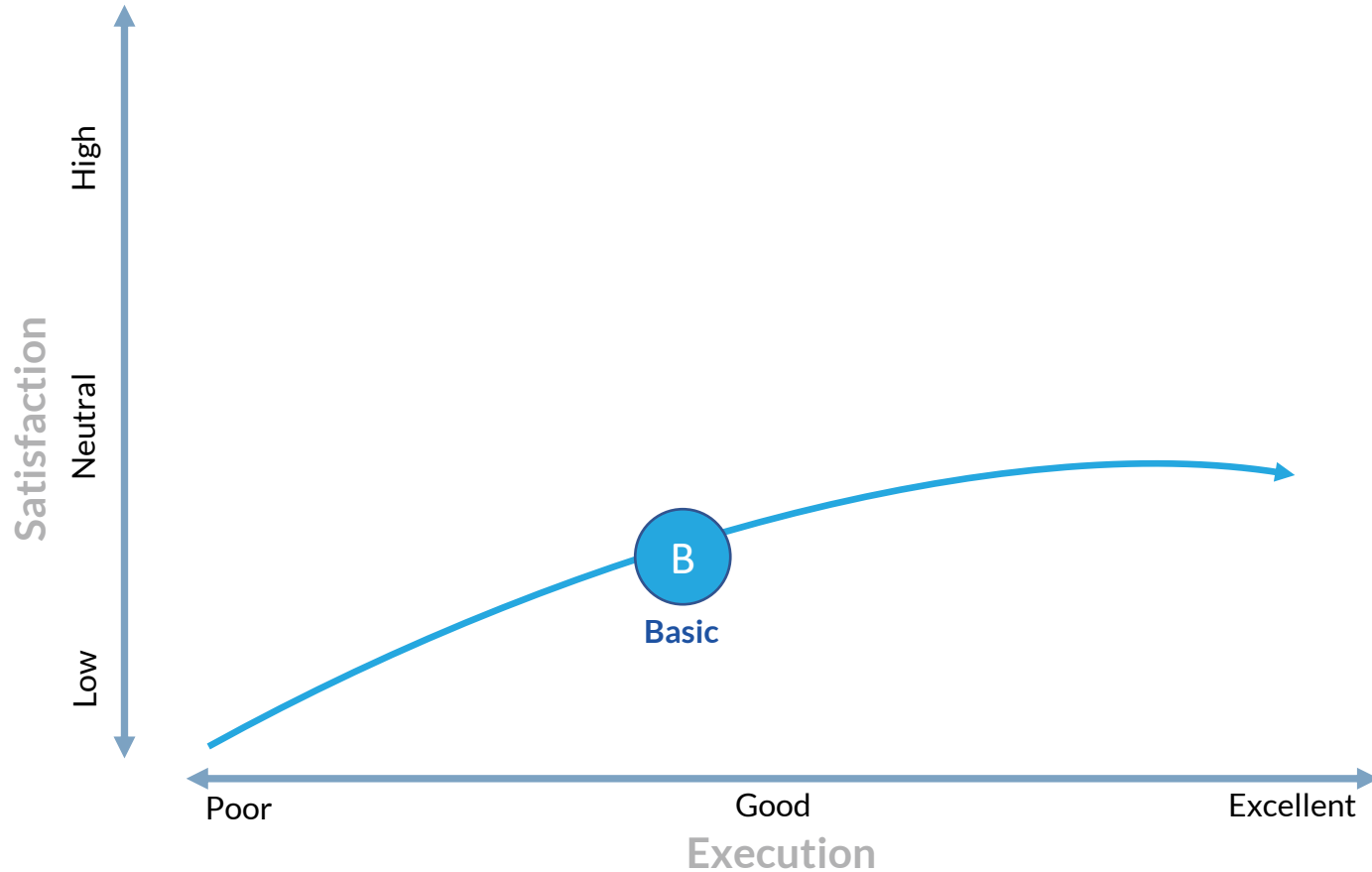




KANO MODEL - PHILOSOPHY



KANO MODEL - PHILOSOPHY



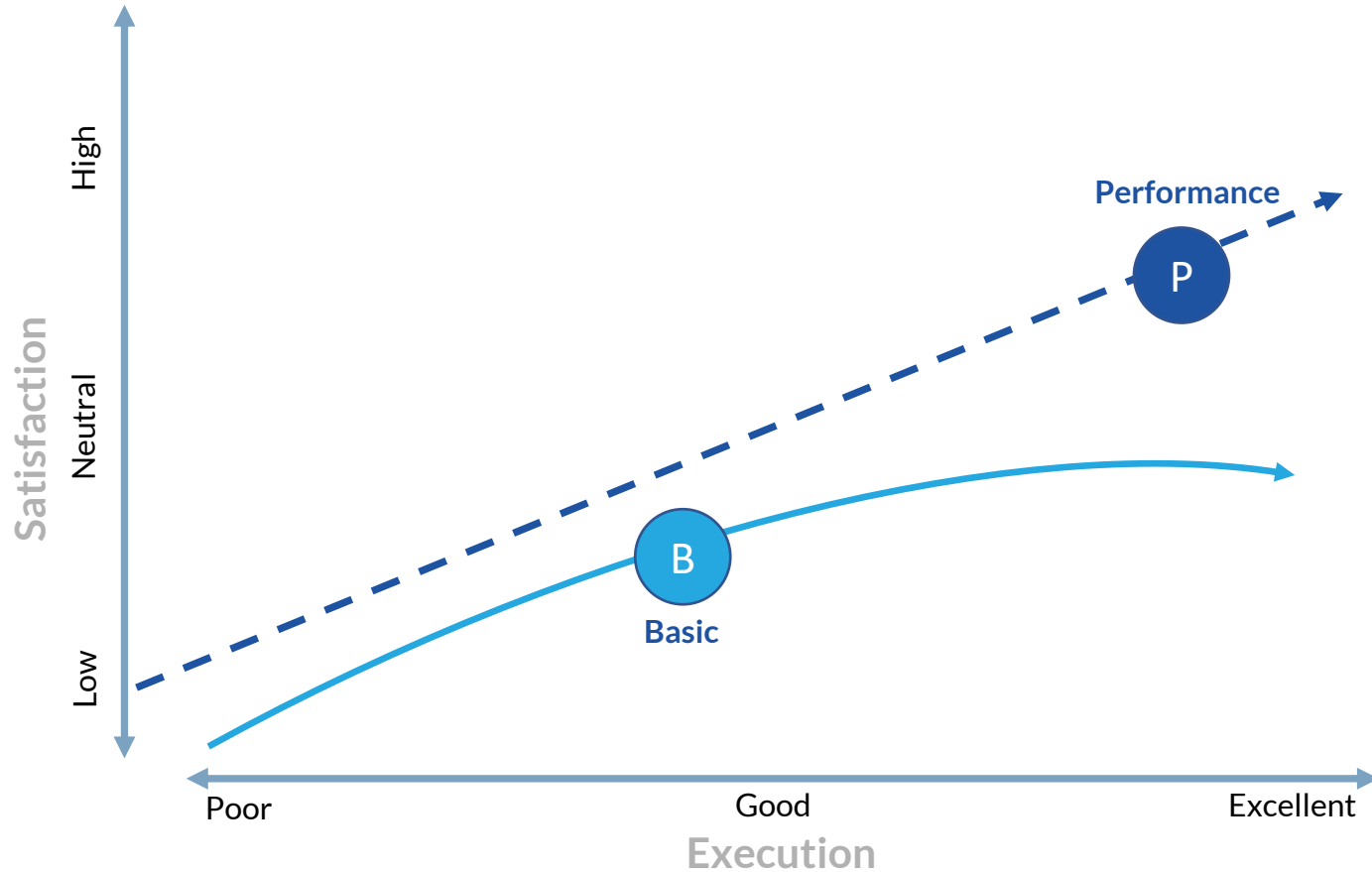
Customer Satisfaction

The Kano Model groups features into three distinct categories



Basic features are expected by customers. Having them keeps your offering on par.

KANO MODEL - PHILOSOPHY



Customer Satisfaction

The Kano Model groups features into three distinct categories

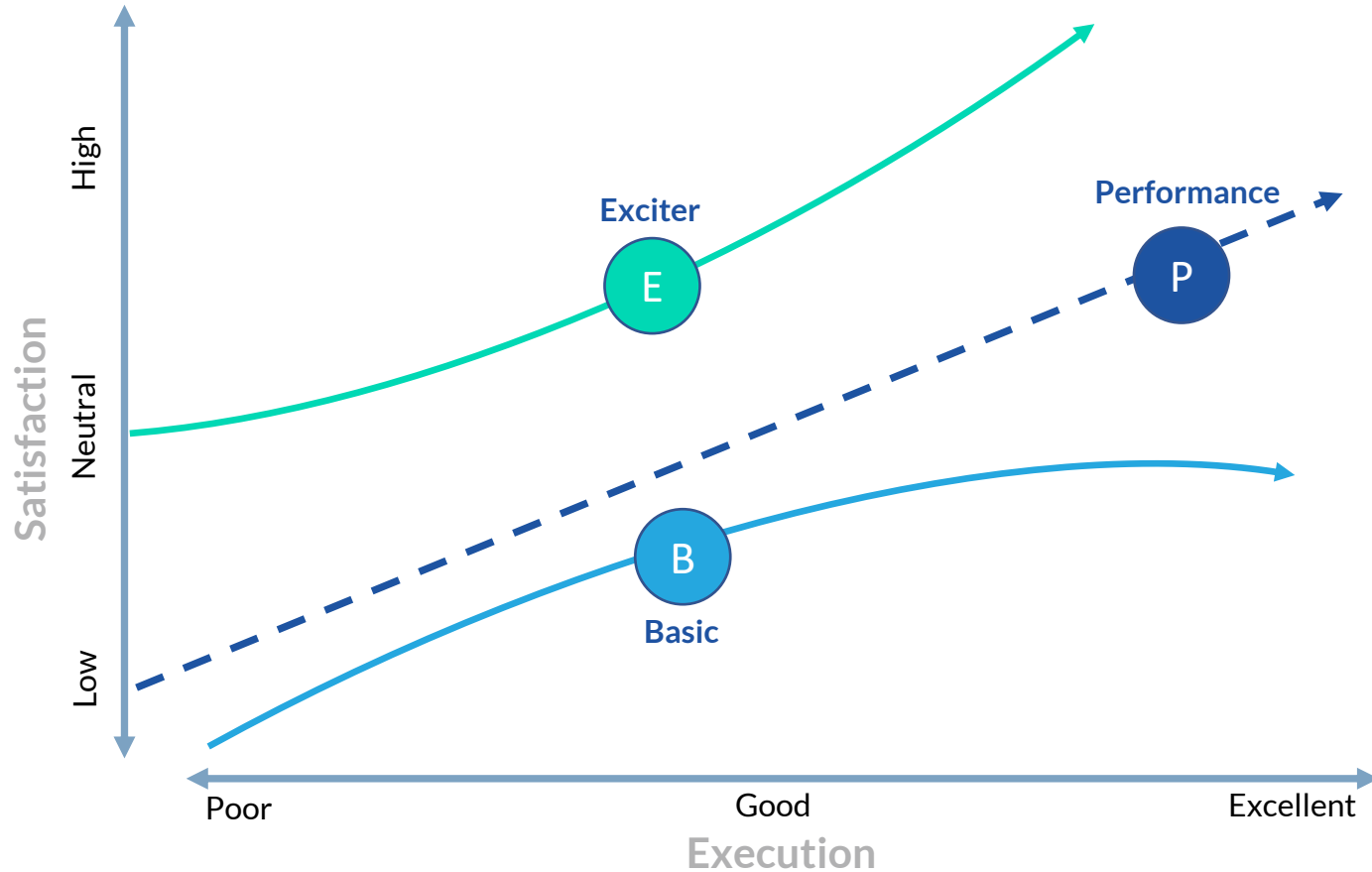


Basic features are expected by customers. Having them keeps your offering on par.



Performance features provide incremental improvements over existing options.

KANO MODEL - PHILOSOPHY



Customer Satisfaction

The Kano Model groups features into three distinct categories

- B** Basic features are expected by customers. Having them keeps your offering on par.
- P** Performance features provide incremental improvements over existing options.
- E** Exciter features delight customers and provide unique experiences.

KANO MODEL – 2 QUESTIONS

What if the product **had** the feature?

What if the product **didn't have** the feature?

- I like it
- I expect it
- I am neutral
- I could live with it
- I dislike it

KANO MODEL – 2 QUESTIONS

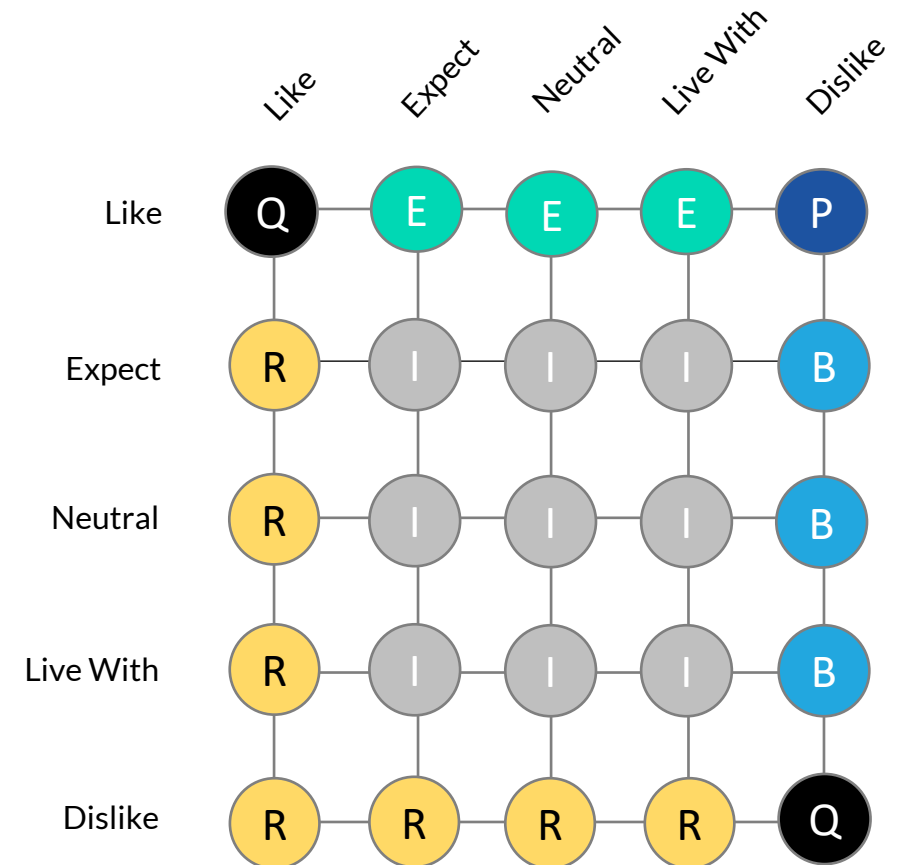


FUNCTIONAL QUESTION

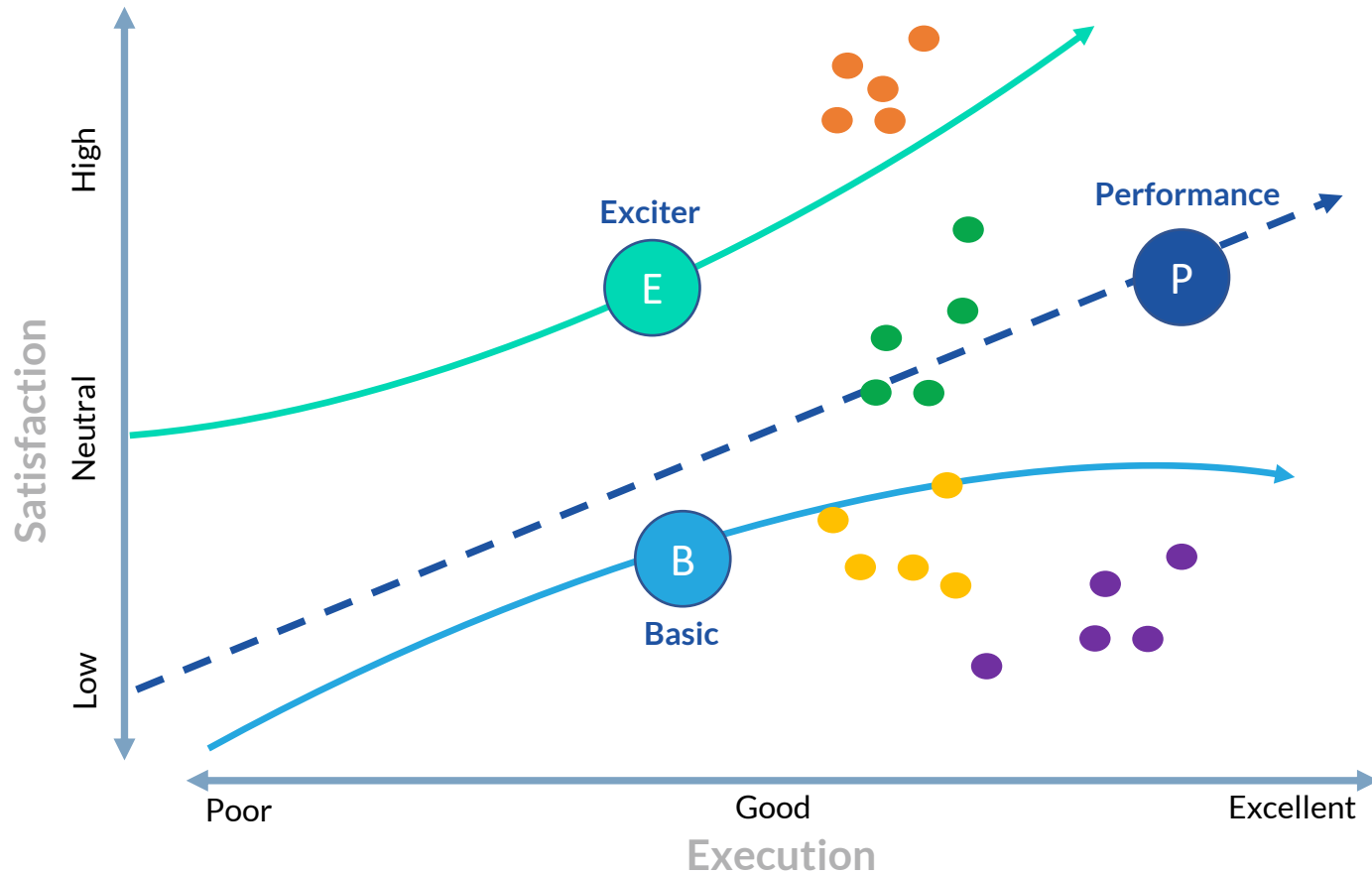
“What if the product had the feature?”

DYSFUNCTIONAL QUESTION

“What if the product didn’t have the feature?”



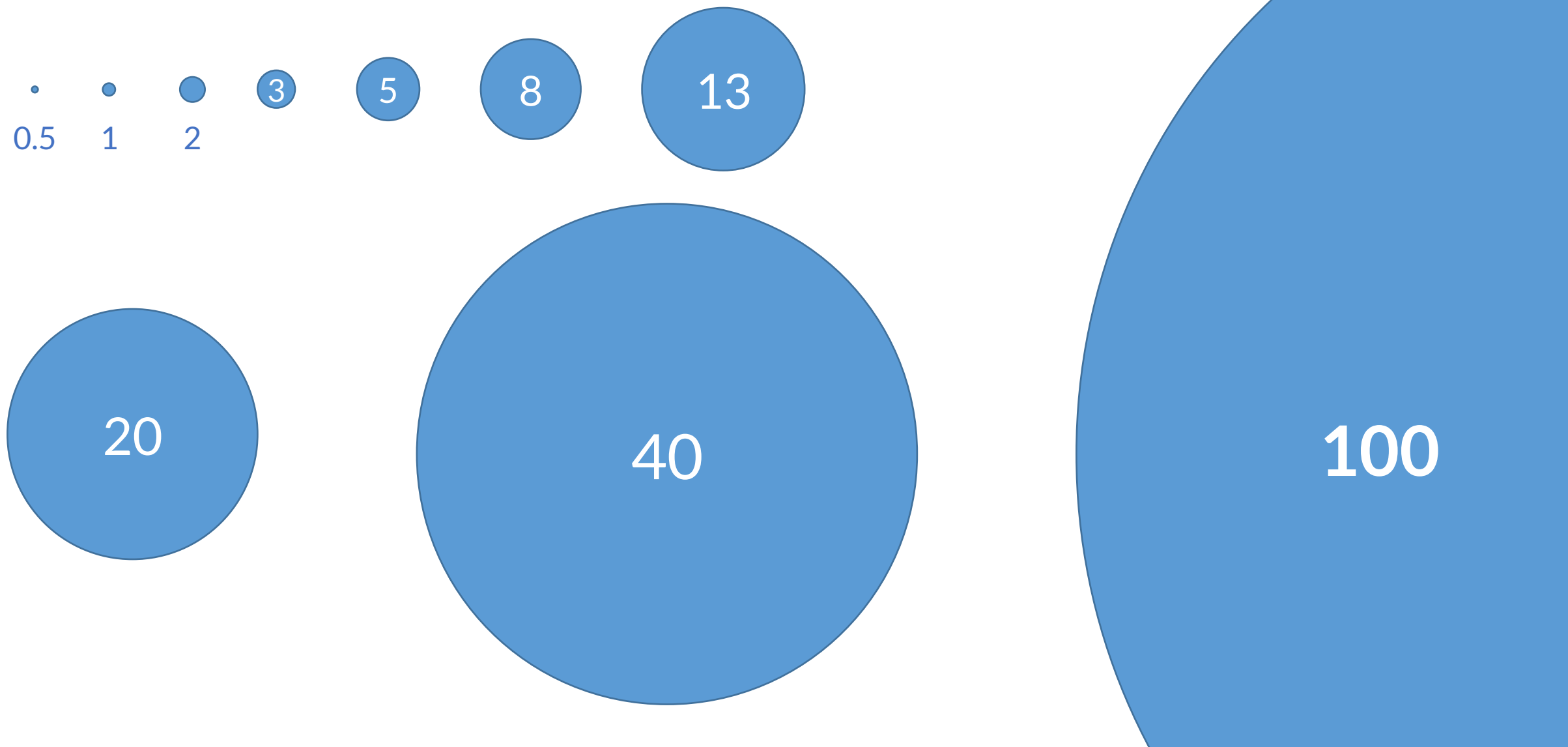
KANO MODEL - APPLIED



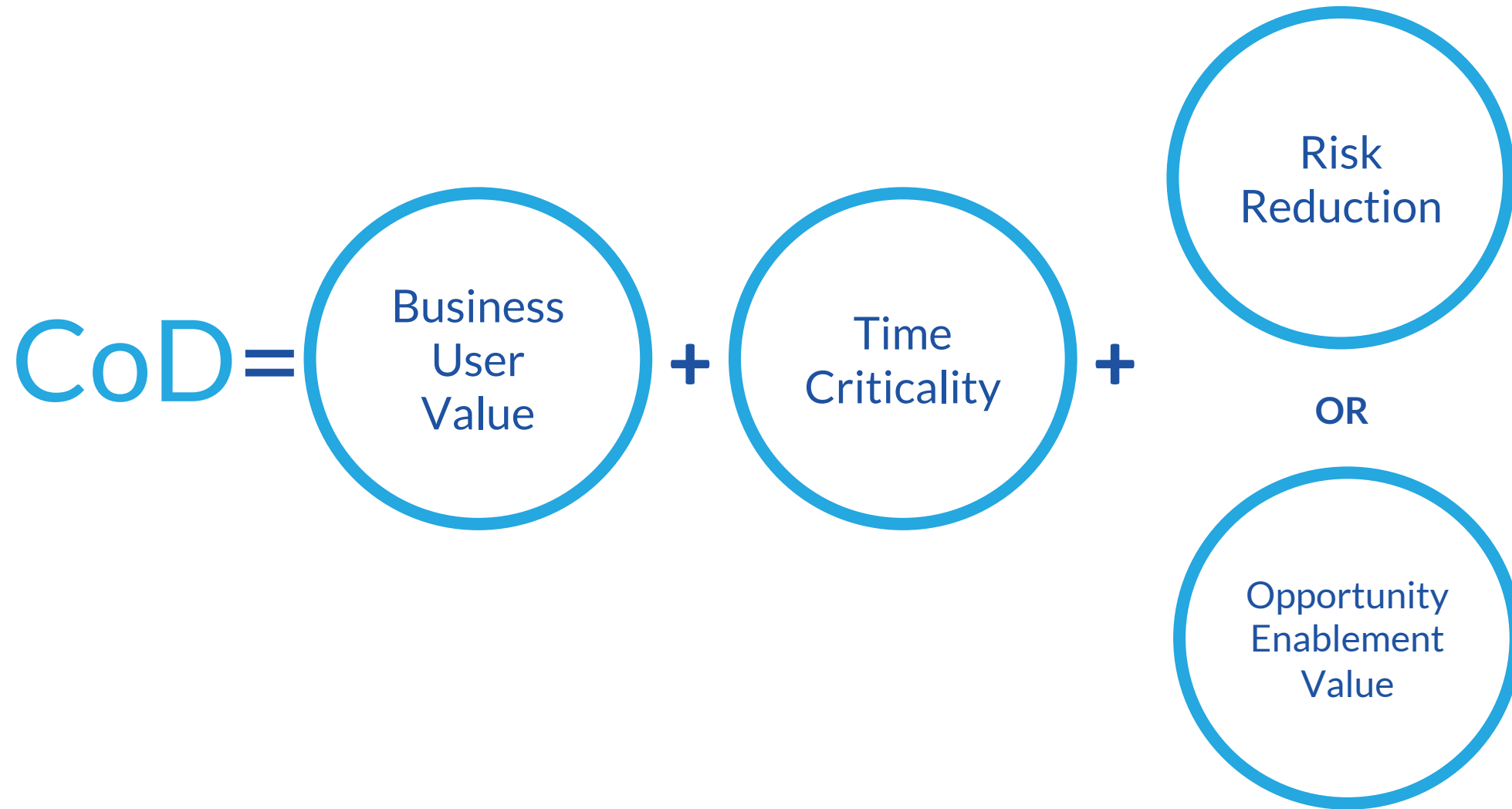
Latch Wish List

- DS Disable Scheduler
- N Custom Notifications
- RF Report Functionality
- B Booking Sync

THE COHN SCALE - RELATIVE SIZE ESTIMATION



WSJF FRAMEWORK – COST OF DELAY



COST OF DELAY- APPLIED

CoD = $\begin{matrix} \text{USER} \\ \text{BUSINESS} \\ \text{VALUE} \\ 8 \end{matrix} + \begin{matrix} \text{TIME} \\ \text{CRITICALITY} \\ 3 \end{matrix} + \begin{matrix} \text{RISK} \\ \text{REDUCTION} \\ 5 \end{matrix} = 16$

CUSTOM NOTIFICATIONS

CoD = $\begin{matrix} \text{USER} \\ \text{BUSINESS} \\ \text{VALUE} \\ 13 \end{matrix} + \begin{matrix} \text{TIME} \\ \text{CRITICALITY} \\ 1 \end{matrix} + \begin{matrix} \text{OPPORTUNITY} \\ \text{ENABLEMENT} \\ 13 \end{matrix} = 27$

BOOKING SYNC

WSJF FRAMEWORK - FORMULA

{COST OF DELAY}



- Recognizes that if a feature has **value**, the lack of a feature diminishes **value**
- Formula allows for comparison of features of vastly different complexity
- Flexibility of formula allows for either monetary or relative comparison

WSJF FORMULA - APPLIED

CUSTOM NOTIFICATIONS:

$$16 \text{ (CoD)} / 5 \text{ (Effort)} = \mathbf{3.2} \text{ WSJF}$$

BOOKING SYNC:

$$27 \text{ (CoD)} / 13 \text{ (Effort)} = \mathbf{2.1} \text{ WSJF}$$



HOW TO CHOOSE

Questions?



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Founder & CEO
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