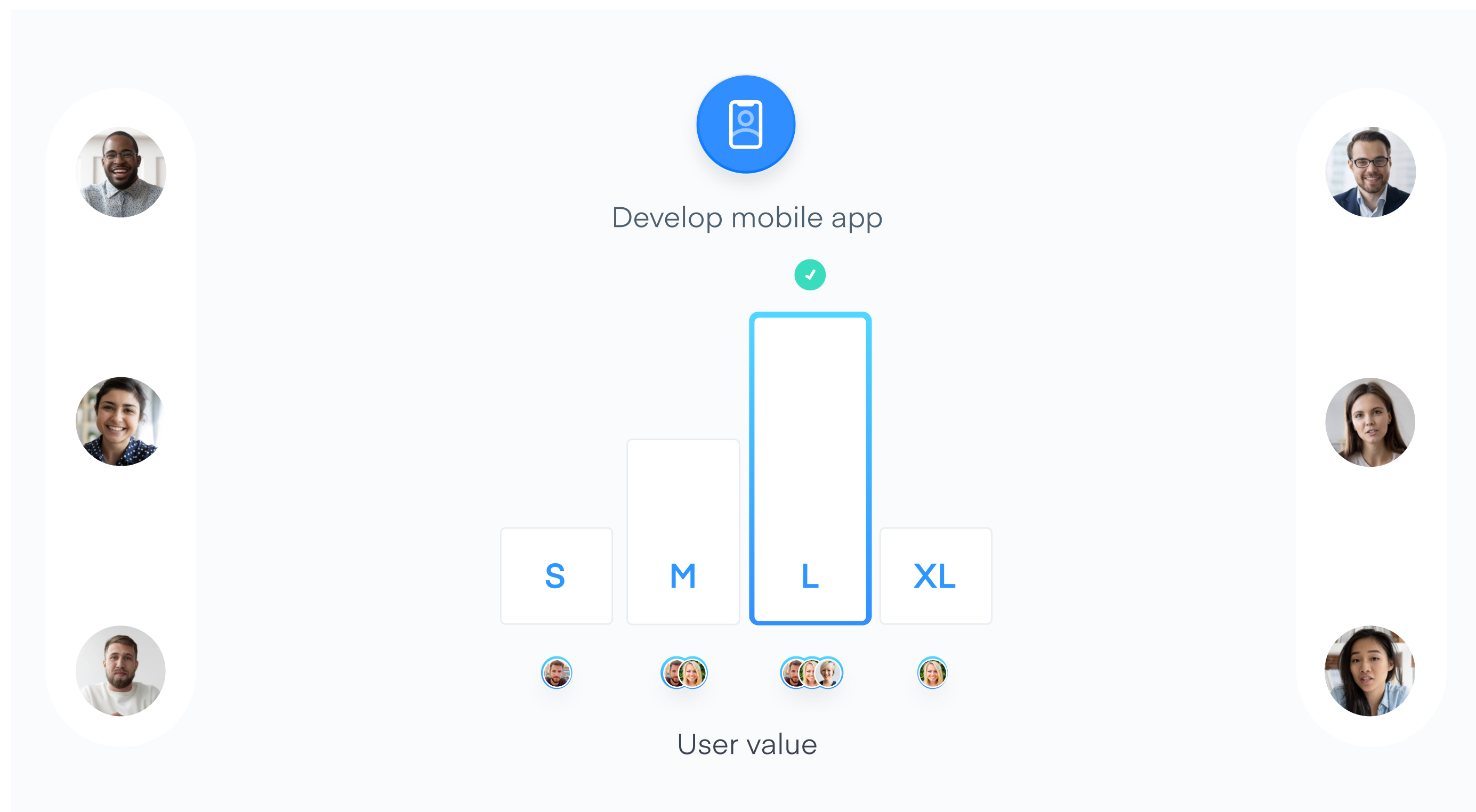


How To Use the Priority Poker Prioritization Method?



WHAT IS PRIORITY POKER?

Priority Poker is an airfocus feature created to prioritize features and initiatives with a group of people in the most collaborative and time-efficient manner. It allows you to decide which new projects to start, or to estimate efforts among a number of criteria of your choosing.

Priority Poker can be done during a live-session or in your own time.

To make the best possible product decisions, product managers often need to incorporate stakeholders' wisdom and expertise. However, most of the time, teams and stakeholders have diverging opinions.

Once the results are in, you can utilize the rating average or start a discussion when estimations differ tremendously.

If you do eventually gather them into a meeting, you might risk having endless discussions without a constructive conclusion which means delaying development, which is the worst nightmare for all product managers and decision makers.

Unlike traditional “democratic” methods of prioritizing items where we collaboratively discuss the rating of items one by one, each player rates items based on their own judgement, but just like a game of Poker, no one gets to see the ratings until it’s time to unveil them.

WHY SHOULD YOU USE PRIORITY POKER?

Priority Poker can be used in cross-functional teams and can be adapted to various projects. It guarantees alignment while getting selected stakeholders involved in the prioritization process. So if you are looking to save time, and collaborate in a way that includes everyone’s expertise when it comes to prioritizing items, this might be your go-to tool.

No matter how large your team might be, or how many remote stakeholders you have, it can be done completely remotely in a time-efficient manner.

Priority Poker is very flexible, you can change the different levels of priority and even define criteria based on the teammates’ expertise and involvement within the project. Here’s a snapshot of what Priority Poker is perfect for:

- Anything product-related, such as prioritizing features, initiatives and backlog items.
- Agile product management or scrum to execute sprint planning sessions and estimate efforts.
- Any design-related task such as choosing personas, user journeys and scenarios.
- Testing phases to prioritize bugs and fixes.

HOW DOES PRIORITY POKER WORK?

The owner can play the game in two ways:

1- **Asynchronously:** Players do the criteria ratings in their own time (for example, the owner invites players on Monday and asks them to complete the ratings by Friday).

2- **In real-time:** Players join a live game where the owner controls the flow by selecting one item to prioritize at a time (owner and players play item by item during a live prioritization meeting).

The game owner can invite an unlimited number of players. The owner can invite and manage players and even set criteria permissions. Players can join the game on mobile or desktop.

5-Minute Guide – How To Use The Priority Poker Prioritization Method

Each player rates the items based on their own judgement, but no one gets to see the ratings (other than the owner) until it's time to unveil.

After flipping the results for an item, you will see the ratings and, more importantly, where the ratings differ. The platform will then suggest a rating average. The group can then discuss the rating if needed.

The screenshot displays the Priority Poker tool interface. On the left, a list of 14 items is shown under the heading "Open (14 items)". The items are: New onboarding (1/4), Reporting (1/4), API documentation 3.0 (0/4), Library upgrades (0/4), SSO (0/4), E-signature tool (0/4), User roles and permissions (0/4), App marketplace (0/4), Slack bot (4/4), Improved help center (0/4), File upload chat (0/4), Auto-mute (0/4), and Floating emojis (0/4). Each item has a status icon (checkmark and lock) and a menu icon.

The right panel shows the "Results" for the "Slack bot" item. It includes a "Reset" and "Unlock item" button. The item description is "Slack bot" with the subtext "Connect Voom with Slack." Below this, the "Value (Y)" section shows "Customer value" with an agreement of "low" and a rating of "M". The "Reach" section shows an agreement of "high" and a rating of "50%". The "Effort (X)" section shows "Man-days" with a rating of "40,001.25". The "Revenue (R)" section shows "Revenue impact" with an agreement of "medium" and a rating of "5". A blue button at the bottom says "Set ratings and complete item".



Why we love it

- **It resolves the logistical hoops of prioritizing in large teams.** It ensures prioritization in a productive and efficient manner, greatly reducing decision-making time while involving and aligning everyone.
- **It allows you to invite experts to your prioritization workflow,** be they team members, customers or other external stakeholders to make the best possible decisions.
- **It enables you to give everyone a say** which maximises buy-in from your team.
- **It allows you to beat the HiPPO effect** and tackles the issue of people influencing each other, with extroverts typically overshadowing introverts.
- **Remote teams are as much part of the conversation as in-house ones.**



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