

FREE RESOURCE

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Feature Prioritization Playbook: 4 Frameworks to Kill the Feature Factory

Four prioritization frameworks (RICE, ICE, WSJF, Opportunity Scoring) with comparison matrices, scoring templates, and a growth sprint methodology. Kill the feature factory for good.

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About This Guide

The Feature Prioritization Playbook gives you four battle-tested frameworks for deciding what to build next. Each framework includes scoring criteria, template cards, and when to use it — plus a growth sprint methodology to ship what matters.

The 4 Framework Steps

1. RICE Scoring — Reach × Impact × Confidence × Effort. Best for quantitative comparison across unrelated feature ideas. Template included.
2. ICE Scoring — Impact × Confidence × Ease. Fast prioritization for experimentation and growth sprints. Quick scoring cards included.
3. WSJF (Weighted Shortest Job First) — Job Duration ÷ Critical Duration. Best for sequencing dependent work in development cycles.
4. Opportunity Scoring — Importance ÷ Satisfaction Gap. Best for user-research-backed feature prioritization based on JTBD interviews.

Framework-Backed Decisions

Framework-backed decisions outperform intuition-based decisions across every stage of product and growth strategy. Structured frameworks provide three key advantages:

Consistency — Apply the same criteria to every decision. No emotional bias, no recency effect.

Clarity — When the criteria are visible and the scoring is transparent, teams align faster and debates become productive.

Accountability — Decisions are documented with rationale. Retrospectives can trace why a decision was made and whether the assumptions held.

Key insight: The best framework is the one your team will actually use consistently. Start with the simplest framework that addresses your decision problem, add complexity only when the simple model gives ambiguous answers.

How to Use This Guide

To get the most value from this guide:

Step 1: Read through all 4 framework steps to understand the complete methodology.

Step 2: Score your organization or product against each dimension. Be honest — the framework is only useful with accurate inputs.

Step 3: Identify your lowest-scoring areas. These are your highest-impact improvement opportunities.

Step 4: Build a remediation roadmap prioritizing the gaps that block your most important outcomes.

Step 5: Re-assess quarterly. Track your score changes over time to measure progress.

Pro tip: Share this guide with your team and score independently before comparing results. The scoring differences reveal alignment gaps that are valuable to discuss.

Ready to Take the Next Step?

ProductQuant helps B2B SaaS companies build data-driven growth strategies. From DNA analysis to full pipeline operations — we build the infrastructure that compounds.

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