

VIBEMOTION LABS

Prioritization

Framework Cheat Sheet

Five frameworks that end every roadmap argument — permanently.

\$9

The decision guide every PM needs before their next planning session.

01 RICE Scoring $\text{Reach} \times \text{Impact} \times \text{Confidence} \div \text{Effort}$

COMPONENT	DEFINITION
Reach	How many users affected per quarter?
Impact	How much does it move the metric? 3 = massive · 2 = high · 1 = medium · 0.5 = low · 0.25 = minimal
Confidence	How sure are you? 100% = high · 80% = medium · 50% = low
Effort	Person-months required to build and launch
Score	$= (R \times I \times C) \div E$ Higher score = higher priority

— Best for: engineering-heavy teams, OKR planning, quarterly roadmaps.

02 ICE Scoring Impact × Confidence × Ease

COMPONENT	DEFINITION
Impact	How significantly does this move the needle? Score 1–10
Confidence	How confident are you in your estimates? Score 1–10
Ease	How easy is it to implement? Score 1–10
Score	= I × C × E Higher score = do this first

— Best for: early-stage startups, growth experiments, A/B tests.

03 MoSCoW Method Must / Should / Could / Won't

COMPONENT	DEFINITION
Must Have	Non-negotiable for this release. The ship is blocked without it.
Should Have	High value, not critical. Include if possible.
Could Have	Nice to have. Only if time and resources allow.
Won't Have	Explicitly out of scope this cycle. Document and revisit later.

— Best for: stakeholder alignment, sprint planning, release scoping.

04 Kano Model Delight vs. Dissatisfaction

COMPONENT	DEFINITION
Basic Needs	Expected features — their absence causes dissatisfaction regardless of quality
Performance Needs	More is better. Satisfaction scales linearly with quality.

Excitement Needs	Unexpected features that delight. High word-of-mouth potential.
------------------	---

Indifferent	Users do not care either way. Do not build.
-------------	---

Reverse	Some users dislike this feature. Segment carefully before proceeding.
---------	---

— Best for: feature discovery, customer research synthesis, roadmap storytelling.

05 Opportunity Scoring Importance vs. Satisfaction Gap

COMPONENT	DEFINITION
Step 1	Survey users: 'How important is [outcome]?' Score 1–10
Step 2	Survey users: 'How satisfied are you today?' Score 1–10
Formula	Opportunity Score = Importance + max(Importance – Satisfaction, 0)
Interpret	Score > 10 = underserved opportunity Score < 5 = overserved, skip it

— Best for: jobs-to-be-done research, annual strategy, new market entry.