# Project Prioritization Cheat Sheet

| Prioritization Processes | Description |
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| Kano Model | This model suggests that the features available in a final product determine a customer's satisfaction. Identify the features that will provide a high level of satisfaction to the end user and prioritize those. |
| Payback Period | A straightforward method focusing on cash flow and does not account for potential risks or hurdles. When calculating the payback period, note both ongoing costs and income potential. |
| Net Present Value | Net present value compares the current cost of a project to the ROI. This process takes the potential for discounted cash flow into account but leaves out many non-financial variables. |
| Story Mapping | A process that creates a hypothetical map of the user's experience with a product. The map helps highlight the features a user is most likely to interact with and therefore are most important. |
| MoSCoW model | MoSCoW stands for "Must have, Should have, Could have, Won't have." The MoSCoW method is a priority matrix that quickly sorts options into four prioritization categories. |
| Scoring Model | This model assigns a numerical value to projects based on criteria predetermined by decision-makers. Higher scores correspond to higher-priority projects. |
| Analytic Hierarchy Process | This process determines project priority through a series of pairwise comparisons among projects. Create a numerical score for each project using the criteria that is most relevant to your company's needs. Higher scores correlate to higher priority projects. |
| Data Envelopment Analysis | This method measures the relative efficiency of similar organizational units. Project managers can use this method to identify units that are more productive, so they can prioritize projects accordingly. |
| Priority Matrix | A straightforward tool to determine the most crucial projects on a list. A priority matrix can be as simple as a two-by-two square that measures urgency and importance. It can also be a larger grid that compares many variables. |