# Workshop 2 – AI-Powered Prioritization Frameworks

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## Workshop Overview

**Objective:** Learn how to leverage AI (ChatGPT) to extract insights from raw feedback and prioritize feature requests using structured frameworks.

### Why AI for Prioritization?

* Automates the extraction of key themes from raw data.
* Ensures alignment between user needs and business goals.
* Uses AI-driven frameworks for data-backed decision-making.

## Bad vs. Good Prompt Comparison

### ❌ Bad Prompt (Too vague & lacks structure)

**------------**

Look at this user feedback and company goals. Tell me what’s important.

**------------**

🔴 **Why this is ineffective?**

* No clear **output format** or prioritization method.
* AI guesses structure, leading to **inconsistent responses.**
* Lacks connection to **business goals.**

### ✅ Good Prompt (Well-structured & detailed)

**Prompt:**

**------------**

*You are an expert in product strategy, using AI to prioritize features based on business and user impact.* *You will receive raw user feedback data and company business goals. Your task is to extract key themes and feature requests from the data, ensuring clarity and alignment with business objectives. You will then structure the feedback for further prioritization analysis. You will categorize and rank feature requests using a chosen prioritization framework.*

*Input:*

* User Feedback Data: Each entry contains the source of the feedback, the description of the feedback, impact score, and frequency count.
* Company & Business Goals: Each goal has a priority level and strategic alignment statement.
* A prioritization framework selection (RICE, MoSCoW, Value vs. Effort Matrix).

*Your Task:*  
Apply the selected **prioritization framework:**

* **RICE:** Calculate a **RICE score** using:  
  **RICE = (Reach × Impact × Confidence) / Effort**
* **MoSCoW:** Classify features as **Must-have, Should-have, Could-have, or Won’t-have.**
* **Value vs. Effort Matrix:** Categorize features as:
  + **Quick Wins (High Value, Low Effort)**
  + **Big Bets (High Value, High Effort)**
  + **Low-Hanging Fruit (Low Value, Low Effort)**
  + **Time-Consuming Efforts (Low Value, High Effort)**

Rank the feature requests based on the chosen framework.  
Output the results as a prioritized table along with insights on which features should be focused on in Q2 2025.

Provide a summary of the most common themes and insights.

*Next:*  
Next ask me with 3 statements, one at a time.  
1. Which Prioritization framework do you want to use?

2. Please provide your user feedback either as a CSV or copy and paste it in.

3. Please provide your company goals either as a CSV or copy and paste it in.

After you are provided those 3 pieces of information execute the task.

**------------**

**Why this works?**

✅ **Defines clear tasks & expected output** for AI.  
✅ **Formats responses into structured data tables** for clarity.  
✅ **Ensures alignment between customer needs & business strategy.**

## Exercise: AI-Powered Feature Prioritization

### Instructions

1. Copy the “Good Prompt” from above, paste into Chat GPT and press “Enter”
2. Select the Framework you want to use. (ChatGPT should prompt you) and press “Enter”
3. Upload the “W2 - User\_Feedback\_Prioritization.csv” and press “Enter”
4. Upload the “W2 - Company\_Business\_Goals.csv” and press “Enter”
5. Review response and tweak
   * Evaluate the AI-generated prioritization table.
   * Adjust framework weights (e.g., tweak RICE scoring factors).
   * Compare outputs from different frameworks.

## Questions and Reflection

🔹 **How did the AI-generated prioritization compare to manual ranking?**  
🔹 **Which framework provided the most useful insights?**  
🔹 **How else could AI assist in creating initiatives from your themes?**