

PRODUCT & DEVELOPMENT · FRAMEWORK

Roadmap Prioritization Scorecard

A simple scoring template for ranking any list of feature requests by impact, effort, and strategic fit.

How to use this: List every open feature request, score each on the three criteria using the 1-5 scales provided, then calculate a priority score to produce a ranked list for your next planning cycle.

Strategic Anchors for This Cycle

Before scoring anything, write down what the product needs to be true in the next two quarters. Every strategic fit score below should be judged against this.

Strategic priority 1:

Strategic priority 2:

Strategic priority 3 (optional):

Scoring Definitions

Use these 1-5 scales consistently across every request so scores are comparable.

Criteria	1 (Low)	3 (Medium)	5 (High)
Business impact	Affects a single account or edge case	Affects a meaningful customer segment or moderate revenue	Affects most customers, a key segment, or major revenue/retention risk
Effort (inverse-scored: 5 = low effort)	Multi-quarter build, high complexity	A few weeks, moderate complexity	Days, low complexity
Strategic fit	Unrelated to current strategic priorities	Loosely supports a strategic priority	Directly advances a named strategic priority

Request Scorecard

Score each request 1-5 on impact, effort, and strategic fit. Priority score = Impact + Effort + Strategic Fit (max 15). Sort by priority score once all requests are scored.

Feature request	Source (who asked)	Impact (1-5)	Effort (1-5, 5=low effort)	Strategic fit (1-5)	Priority score

Top-Ranked Items Going Into Next Cycle

Rank 1 — request and one-line reasoning:

Rank 2 — request and one-line reasoning:

Rank 3 — request and one-line reasoning:

Explicitly Deprioritized This Cycle

Record what was considered and not built, and why — this is what makes the roadmap defensible when someone asks about their request later.

Request	Requested by	Reason not prioritized this cycle

Review Cadence

- ☐ Set a fixed recurring date to re-score and re-rank the backlog (e.g. every 4-6 weeks)
- ☐ Confirm strategic anchors are still accurate before re-scoring
- ☐ Communicate ranking changes and reasoning back to whoever submitted the request
- ☐ Archive completed items with their original score for future reference