

RICE factors



REACH: How many people will be affected?



Option A: Simple

- 4 - Everyone in your current product
- 2 - Some of the users in your current product
- 1 - New users who aren't in your product right now

Option B: Number

- Number of customers who will use this feature (eg 500, 3000)
- % of all customers who will use this feature (eg $500 \times 30\% = 150$)

Option C: Number+Time

Number or % of customers who will be reached in given time (month, quarter, year)

Option D: Weighted Clients

Weights:

- 0.5, 1, 2, 4, 8** (power of two) or
- 1, 2, 3, 5, 8** (fibonacci)

This feature is needed by:

- 8 - Very important clients aka key/anchor clients (eg revenue 10k+ EUR)
- 4 - Important clients (eg revenue 5..10k EUR)
- 2 - Medium importance (eg revenue 1..5k EUR)
- 1 - Low importance (eg revenue 0.1..1k EUR)
- 0.5 - Very low importance (less than 100 EUR)

IMPACT:

How much will it impact people?

- 3** - Massive impact
- 2** - High impact
- 1** - Medium impact
- 0.5** - Low impact
- 0.25** - Minimal impact



CONFIDENCE:

How confident are we about the two previous score (reach and impact)?

- 100%** - High confidence
- 80%** - Medium confidence
- 50%** - Low confidence
- 20% or less** - Moonshot



EFFORT: How much effort will it take?

Option A: Simple

- 4 - Large effort (1+ person-year)
- 2 - Medium effort (1+ person-quarter)
- 1 - Small effort (1-3 person-months)
- 0.5 - Trivial effort (less than 1 person-month)

Option B: Number

Number of **person-months** it will take to develop, including entire lifecycle (eg 2w of planning + 2w of design + 4w of engineering = **2 months**; or 4 people x 3 months = **12 months**)

