

TECHNOLOGY

Phase I: Laying the Groundwork



Activity 5: Buy a Feature Game

Goals

1. Help users prioritize among a list of pre-defined (but not yet developed) features
2. Promote cooperation among end users

Prerequisites

Example: None

Who Should Participate?

Program management (tactical thinkers), Program staff (operational experience), End users

Length

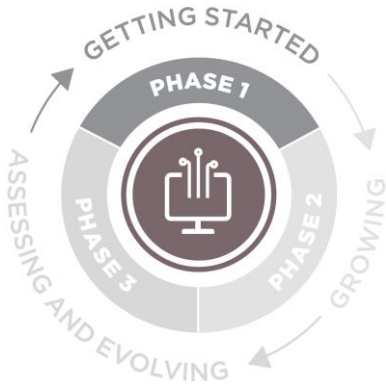
60 minutes

Activity Overview

This is a game to get end users to prioritize among a list of pre-defined (but not yet existing) features. Users get a limited budget of play money to fund their preferred features (a sample game board is linked in the instructions below). The instructions are divided into two sections, the first that a subset of program management representatives should complete, and the second with a group of end users.

Program Team Activity Instructions - Complete First

1. Program management representatives (e.g. PM, Tech Lead) work together to create a list of feature requests or potential roadmap additions for end users to help prioritize.
2. Define a budget for your participants, e.g. \$100 per person or organization.
3. If holding the activity virtually, create a spreadsheet to track the contributions. Suggested setup:
 - a. In the first worksheet, create a list of all features you'd like participants to spend money on.
 - b. In subsequent worksheets, copy that list of features, and add a column for participants to note how much of their budget they would spend. It's helpful to add a sum at the bottom so they can see how much they've spent.
 - c. Back in the first worksheet, add a column that rolls up the dollars spent by participants in each individual worksheet to see which features were most highly prioritized.
 - d. A sample worksheet with pre-set calculations is available [here](#).
4. If holding the activity in person, write the names of the features on cards, and put a small container in front of each card. Provide participants with a stack of play money and have them contribute to each feature.
5. Schedule the activity and invite guests.



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End User Instructions

1. **Have the participants buy features.** Invite participants to allocate their budget among the features they want.
 - a. Optional: Allow users to suggest new features that are not on the list.
 - b. Note: This can be done synchronously as a group or asynchronously in which your invitees are given a set time (e.g.) a week in which to purchase their features.
2. **Analyze outcomes.** Analyze which features get the most attention, which are funded, and which ones are not.

Output

A prioritized list of not-yet-developed features to assist with future roadmap development.