PIE model

The PIE model is a strategic framework that helps organizations prioritize their projects and initiatives based on three key criteria: Potential, Importance, and Ease. Learn to make informed decisions with this framework today.

As with ICE and RICE, PIE requires you to break down each new feature and idea and give it a score.

**Potential** = How much impact your new feature/product might have. E.g., on increasing market share.

**Importance** = Its relevance and significance on the company’s overall strategy and objectives. E.g., How will it impact your customers or stakeholders?

**Ease** = How easy the new feature/product is to implement?

The PIE Framework is often used with a scoring system, where each opportunity is rated on a scale (e.g., 1 to 5 or 1 to 10) for each of the three components. The scores are then totaled or weighted to create a final score that helps rank and prioritize the opportunities.

For example:

* Potential: 8/10
* Importance: 7/10
* Ease: 5/10

The composite score would then be used to compare various opportunities, helping to guide decisions on where to invest time and resources.

Your framework will look similar to the following:

| **Feature** | **Potential** | **Importance** | **Ease** | **PIE Score** |
| --- | --- | --- | --- | --- |
| Product idea 1 |  |  |  |  |
| New feature 1 |  |  |  |  |
| New feature 2 |  |  |  |  |