

## 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:

<b>Feature</b>	<b>Potential</b>	<b>Importance</b>	<b>Ease</b>	<b>PIE Score</b>
Product idea 1				
New feature 1				
New feature 2				