## Evolve your prioritization: from ICE/PIE > PXL

CONFIDENCE

IMPACT

EASE OF

IMPLEMENTATION

PIE MODEL

IMPORTANCE

POTENTIAL

EASE OF

IMPLEMENTATION

**PXL Prioritization Framework** 

HYPOTHESIS	Above the fold?	Noticed within 5s	Adding / removing element	Aims to increase motivation	Running on high traffic page?	Issue found via user testing?	Issue found via qual. feedback?	Insights via analytics	Suppor ted by mouse / eye tracking / heat maps	Ease of implemen -tation.
										SCROE RESULT
										PRIORITY SCR
										PR

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