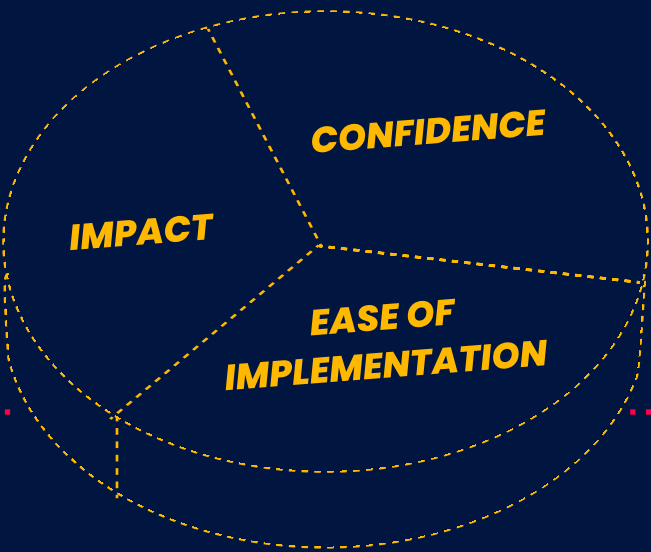
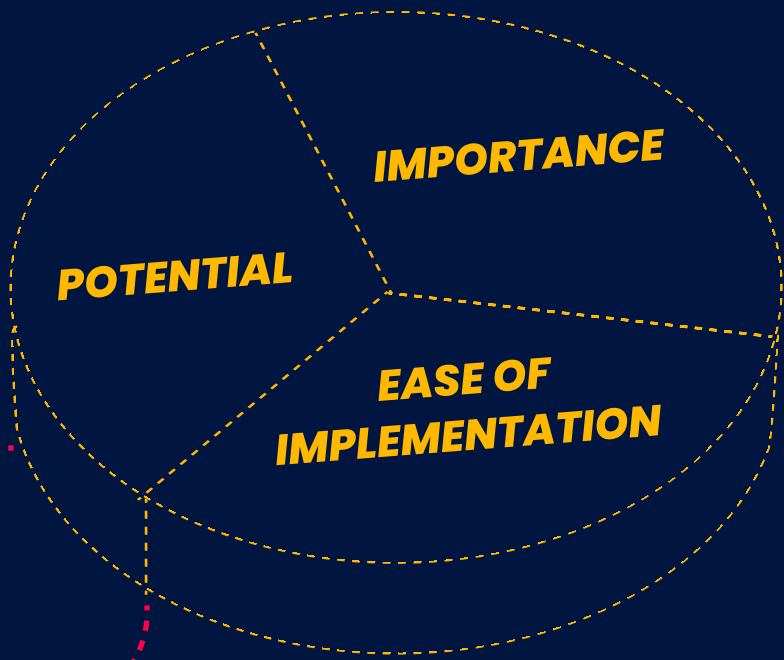


# Evolve your prioritization: from ICE/PIE > PXL

## ICE MODEL



## PIE MODEL



## 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	Supported by mouse / eye tracking / heat maps	Ease of implementation.

