Guider Engagement Exercise

Purpose of Document

This is a requirement description document (PRD) for an experiment designed to drive daily engagement on the Guider app. Each section of this document outlines a phase/step of the experiment design process starting from identifying the goal all the way to success metrics and roll-out plan.
This document is supposed to serve as a collective reference for this experiment, and so, all aspects of this experiment will be detailed here. Further amendments or improvements on this experiment should be documented here as well.
Disclaimer:
There are some sections/information in this document that might not be necessary in an actual PRD as they're only depicting my thought process which I believe is important for a better context. In an actual PRD, context must be provided; however, the thought process that led to it might not be necessary as it will have been addressed in pre-PRD meetings, product discovery sessions, roadmaps, etc.

Goal

The main goal of this experiment is to increase user daily engagement with the Guider app.

How Is Daily Engagement Defined?

The definition of Engagement differs from one app to another depending on the nature of the app and what counts as meaningful user interaction with the app. In our case here, daily engagement can be defined as a User opening the app and finishing at least one lesson.

North Star Metric

- Our North Star Metric, which is the main KPI (Key Performance Indicator) that we're looking to optimize here is Daily Active Users (DAU).
- A User is counted as a Daily Active User if they open the app and finish at least one lesson. (This definition of a Daily Active User is derived from our definition of Daily Engagement)
- As far as DAU is concerned, we're looking to increase that number from 20% to >30%, and this experiment addresses one of many planned features that aim at increasing that number.
- **Note**: Although DAU is our North Star Metric, more granular success metrics should be defined to measure the success of this experiment. These metrics should be feature-specific and should have a direct correlation with our North Star Metric. These metrics will be defined in a later section of this document.

DAU vs. WAU

An important area to tackle here is the difference between Daily Active Users (DAU) and Weekly Active Users (WAU) and why DAU is a more reliant KPI for a North Star Metric.

Since we're looking to impact the behavior of our Users in a way that encourages daily interaction with the app, WAU can be a misleading metric as it provides an indication on the average weekly usage of the app. Although the number may change in a positive direction, that doesn't necessarily mean those weekly users are committed users who interact with the app on a daily basis. And so, in order for WAU to give the right insight around daily engagement, it should be correlated with the number of weekly new signups as well as repeated users.
That said, WAU is a highly important number to keep track of when monitoring the overall health of the app but it might not be the best choice for us when measuring the success of this experiment.

Target Users

Since we're developing this experiment for users who already signed up for the app, we will focus on Guider's main User Personas explained here. Beside their main outlines, needs and motivations highlighted in the document, the main differentiator of our target group is their engagement pattern with the app.

> ***For this exercise we're targeting users who showed consistent daily engagement with the app for 7 learning days then stopped showing on the app for 3 learning days.***

What is a Learning Day?

One of the steps of the Guider onboarding journey requires users to select days of the week on which they would prefer to practice learning. That said, for each user, a learning day is one of the days designated for learning during onboarding.

Why is it better to track learning days instead of weekdays?

One of our main targets in Guider is to provide convenience for our users especially those with busy and demanding schedules/routines which constitute a majority of our target audience since our 2 main personas are young Muslims with university degrees and demanding professional/social lives. With that in mind, if we count a user inactive after 3 silent weekdays, users who have designated 3 days a week for learning will be mistakenly marked inactive. And so, we will be facing a risk of inconveniencing them by pushing them to be more frequent on the app despite their preference so we need to be very mindful of their needs.

Examples:

- User A:
    - Selects all weekdays for learning during onboarding.
    - Is active on the app for 7 consecutive days.
    - Becomes inactive for 3 consecutive days after the first 7.
    - User A is part of this experiment's target audience.
- User B:
    - Selects 5 weekdays for learning (Monday through Friday).
    - User B engages as follows:

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed

✔	✔	✔	✔	✔	×	×	×	✔	✔

    - Although User B has been inactive for 3 consecutive days, they don't qualify for this experiment as Saturday and Sunday aren't amongst their learning days. So, they've only been inactive for one day.
- User C:
    - Selects 5 weekdays for learning (Monday through Friday).
    - User C engages as follows:

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
✔	✔	✔	✔	✔	×	×	✔	✔	×	×	×

    - In this case, User C qualifies for our experiment as they've 7 active learning days followed by 3 inactive ones.

Target User Pain Points

General Pain Points

If we dig deeper into our 2 main personas detailed here and correlate their challenges and needs with feedback gathered from actual users here, we can find common themes including but not limited to:

1. Learning about the value and meaning of prayers, supplications and rituals
2. Making sensible and valuable progress <> seeing a true positive impact on a user's life, seeing real progress as a Muslim
3. Fitting learning about Islam through Guider into a busy daily schedule and maintaining a consistent practice
4. Finding a like-minded community
5. Correlating Islamic teachings with modern-day issues

And since we need any new feature to have a meaningful impact, we need it to focus on a single direction which means not a single feature can tackle all the aforementioned pain points. And so, we will prioritize the pain points that this experiment will focus on based on how much impact they potentially have on our goal which is promoting daily activity.

Focus Pain Points (Prioritized)

Since the main goal of this experiment is to promote daily engagement on the app amongst existing users (specifically users who have previously consistent engagement), we will focus on pain points 1 through 3 which are:

1. Fitting learning about Islam through Guider into a busy daily schedule and maintaining a consistent practice
2. Making sensible and valuable progress <> seeing a true positive impact on a user's life, seeing real progress as a Muslim

3. Learning about the value and meaning of prayers, supplications and rituals

The reason these three pain points are of higher priority is because they focus on providing consistent concrete value for users while helping them build a convenient routine; the two elements that will sustain engagement on the app and will later enable us to build social features and dive into more complex areas like modern-day issues. But first, we need to build this committed user base through helping them incorporate Guider into their daily routines.

The Experiment

Outline

This experiment is designed to encourage our target users to get back on the app and build a consistent daily habit out of learning on Guider through sending out 5 daily notifications spread out across the day. Each of these notifications should be as personalized as possible to achieve the highest potential resonance with target users. In order to achieve such personalization, we need to be mindful of the following factors and how they can drive or slow down user behavior:

- **Copy:** The body text of each notification
- **Timing:** When should each of the 5 daily notifications should be triggered
- **Repetition:** What's the number of repetitions after which a notification becomes ineffective?
- **Learning Goals:** The learning goal of each user and which notification texts are more relevant to it
- **Cutoff:** Is there a cutoff threshold that should be defined to ensure users don't get overwhelmed? For example, if a user activates and finishes a lesson after the third notification, do we stop sending notifications for the day? Do we keep sending notifications the next day?

It's important to think about these factors and determine how they can be combined together to form a meaningful experiment. As we can see here, each of these factors is an independent variable on its own that can be experimented with. That said, we will need to develop multiple experiments where only one variable is tampered with while others are held constant. Such experiments can be run in parallel given that they're rolled out to different user cohorts so that each cohort sees only one experiment. Again, the main goal here is to isolate the most effective version of each of the aforementioned factors and use the insights from each experiment to come up with a powerful combination of notifications that have a real impact on user behavior.

For this exercise, I will focus on the first variable: Copy as it's the core of any notification.

Behavioral Background + Notification Categories

Before we move on to the details of the experiment, it's important to understand the kind of behavior we're trying to drive here and the science behind in order to be able to develop an impactful set of notifications that achieve the desired goal.

This experiment is basically designed to help users build a routine or a habit out of learning on the Guider app. The science of building effective habits is extensive and it would definitely be helpful to dive deeper into it and build features with it at their core but for now, I will focus on The Habit Loop that was popularized by Charles Duhigg in his book "The Power of Habit". The Habit Loop consists of three components that work together to create and reinforce habits:

1. **Cue (or Trigger):** This is the first component of the Habit Loop. It's a signal or stimulus that initiates the habit. Cues can be external (such as a specific time of day, a location, or an event) or internal (like an emotion or a thought).
2. **Routine (or Behavior):** The routine is the actual behavior or action that follows the cue. It's the habit you're trying to establish or change.
3. **Reward:** The third component of the Habit Loop is the reward. It's the positive outcome or feeling that you experience as a result of completing the routine. Rewards can be tangible (like a piece of chocolate) or psychological (such as a sense of accomplishment or relaxation).

It's obvious that the routine or behavior that we're trying to build here is daily engagement with the Guider app. Rewards can come in two forms: badges, stars and points acquired on the app and the real-life value acquired through the knowledge gained from the app. As stated earlier under user pain points, some users are struggling with pinpointing this real-life value, which is something that we will try to tackle using notifications along with other features that we can release later on the app.
However, our main focus here is cues or triggers. What we're looking to achieve is to have these daily notifications be the cue or trigger that prompts users to open the app and complete at least one lesson, which is another area where the science of building habits comes in handy.

Here's some of the most common tips that behavioral psychologists recommend for building effective habits:

- Have clear intentions
- Always be mindful of your "Why"
- Bundle habits/temptations
- Make a schedule
- Practice self compassion

What we need to do now is incorporate these tips into our notifications in order to help our users build the habit of learning on Guider.

With that in mind, I've come up with 4 notification categories that we'll be using throughout the day:

1. Motivational Notifications
2. Value-Depicting Notifications
3. Bundling Notifications
4. Compassionate Notifications

There's a fifth category that we can experiment with here which is Competitive Notifications. However, this can apply only to users who have friends on the app with whom they're comfortable with sharing their progress.

Experiment Details

As mentioned earlier, the purpose of this experiment is to enhance daily engagement and so there are two layers of success/failure to it:

1. **Overall Success:** How much daily engagement will this new notification scheme drive overall?
2. **Notification Category Success:** Which notification category will have the highest impact on users?

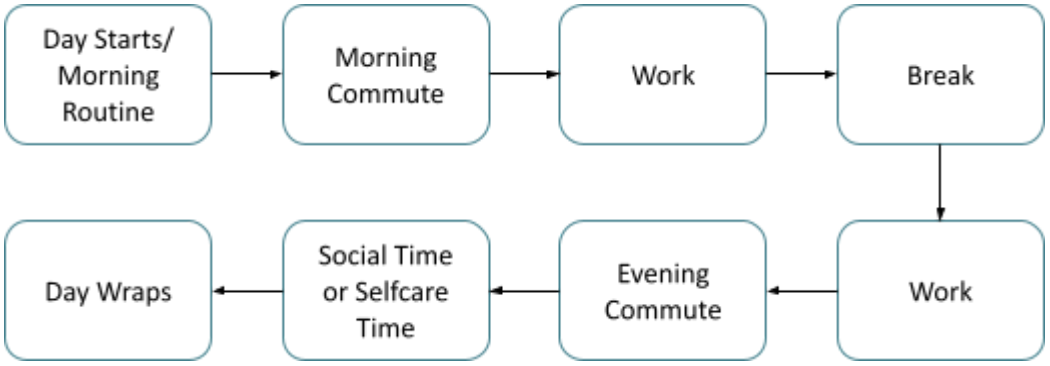
The success metrics for these two layers will be explained in detail later in this section but at this point, let's focus on how the experiment will be conducted.

The Hypothesis:

Sending out 5 daily personalized notifications that speak to our target users' habit-building needs will increase daily engagement especially amongst users who struggle with achieving consistency.

The Experiment:

Considering our two main user personas, let's take a look at an average day in the life of a Guider user:



This simple timeline can serve as a good reference for us to decide when to trigger each of the five daily notifications. There's another options which is to build the 5 notifications around the 5 daily prayers; however, this option comes with a few risks:

1. Users can have other apps for prayer times which could result in conflicted and distracted notifications.
2. Earlier notifications like the one triggered with Fajr prayer can be missed.
3. Depending on the season, some prayer times will be so close and so the 2 consecutive notifications will not have a significant effect.

On the other hand, building the notification system around our users' daily routines giving them different options and times throughout the day when they can practice their daily learning will help them overcome the pain point of fitting Guider lessons into their daily routines.

Now the question is, how can we use the different notification categories with respect to this daily routine?

The main assumption here is that at the beginning of the day, users are highly motivated so we can rely on intrinsic motivation. But the day moves along, this motivation decreases and this is where we need to focus on value and progress (rewards). As the day comes to an end, we need to adopt a

more compassionate approach encouraging users to take small steps in order to help them overcome this all-or-none mindset.
With that in mind, here's how our notification system should work:

Notification ID	When	Category	Details
N1	Early morning	Motivational	- Motivational positive tone promoting a new start with new opportunities - Quotes from the Prophet (PBUH) and famous Muslim scholars promoting the importance of learning
N2	Midday	Bundling	- Encourage users to bundle their break time with listening to a lesson
N3	Late Afternoon Towards the end of the workday	Value-Depicting	- Remind users of their upcoming lesson and its learning outcomes - Remind users of what they've learned so far and how far they've come in their growth journey
N4	Early evening	Bundling	- Encourage users to bundle their evening commute or evening workout with Guider
N5	Nighttime	Compassionate	- Assure users that the day isn't over yet and that they can still achieve their learning goals - Promote Guider lessons as a form of meditative/stress-relieving practice to end the day

Cohorts:

- **Test Group:** Experience the new notification system
- **Control Group:** Original experience, getting notified at their preferred time of learning

Success Metrics

As mentioned in the previous section, there are two layers to measuring the success of the new notification system:

1. **Overall Success:** How much daily engagement will this new notification scheme drive overall?
2. **Notification Category Success:** Which notification category will have the highest impact on users?

Now, let's break down each of these layers into relevant KPIs and define what kind of correlations are required to measure the actual impact of the new notification system.

Overall Success:

Given our North Star Metric (and the main goal of this experiment) is Daily Active Users (DAU), keeping track of this metric is critical for the success of this experiment. Here's how we need to keep track of DAU:

- **Overall DAU:** The purpose of keeping track of this number is to assess the impact of our experiment on the overall health of our app, and proceed accordingly.
- **DAU Breakdown:** Now, we need to zoom in on the experiment and break down the impact to see the difference between the test and control groups. And to achieve that, we'll the following numbers:
    - DAU within the Test Group
    - DAU within the Control Group

  A successful experiment should yield a significant increase in the DAU within the Test Group. Any changes in the Control Group shouldn't be a massive indicator unless the increase in DAU in the Test Group is below that in the Control Group. In such a case, we need to look into the experiment and dig deeper into why it's not driving daily activity as much as the original journey.

Although DAU is our North Star Metric, there're a few more numbers that we need to look at to get even more insights into the results of this experiment and how we can improve on it to drive more daily engagement.

- **Reactivated Users:** Since our target audience for this experiment is users who have been inactive after a period of consistent activity, it's important to keep track of our reactivation rate. A Reactivated User is a user who gets back on the app and performs at least one lesson after a 3-day period of inactivity. We also need to keep track of this number within the Control and Test Groups. A successful experiment should yield a higher reactivation rate in the Test Group.
- **Notification Impressions:** Now, this metric is important to determine the size of response we're getting to the new notification system. For this metric, we will focus on the Test Group since it's the new notification system that we're assessing here. In this regard, we will need to look at the following numbers:
    - **Overall Click Through Rate (CTR):** This is a simple measure of the % of notifications users clicked on of all the notifications delivered.
    - **CTR per User:** This should give us an indication of how many of our notifications resonate with Users. If the average CTR is 3 per day then maybe we need to look into reducing the daily dose from 5 to 3.
    - **CTR vs. Lessons Taken:** Tracking this correlation should give us insights into how notifications can drive user behavior. For instance, if we see that lessons taken per day increases as the CTR increases, then this might be an indication that not only do notifications drive daily engagement but also can increase it.

Next step is to evaluate the success of each notification (N1-N5) and each notification category. This is important as it provides insights on the effectiveness of 3 important elements: copy, timing and category. To do that, we will need to keep track of the following numbers (will be tracked within the Test Group only):

- **CTR per Notification Template**
- **CTR per Notification ID (N1-N5)**
- **CTR per Notification Category**

An important thing to keep in mind here is notification consent, in order for these numbers to make sense, we need to make sure we're excluding users who've opted out of notifications.

Implementation

In this section, we'll go through the phases of implementation. Each phase can then be broken down into tasks or user stories and release plans will be put in place where each release includes tasks or stories that don't contradict with each other. Each part of this section should be validated with a senior engineer or engineering manager to ensure technical feasibility.
Our main reference here would be this paper published by Duolingo.

New Notification System Components

Phase 1:

- **Notification Pools:** This component is responsible for organizing different notifications into pools, each pool representing a category. Initially, we'll have 4 pools: Motivational, Value-Depicting, Bundling and Compassionate. These pools should be implemented with scalability in mind where more pools can be added in the future.
- **Notification Selection:** This component is responsible for the random selection of the notification copy to be triggered. It should be designed considering improvements to be added in phase 2.
- **Notifications:** This component represents the actual notification. Given the system that we're looking to build, here are the variables that we need to include with each notification:
    - Unique ID
    - Notification Order (N1-N5) ⟶ Represents the order of the notification throughout the day
    - Notification Category
    - Notification Body
- **Sending Notification:** This component is responsible for triggering the actual notification per user.

Phase 2:

This phase is all about advancing the intelligence of our notification algorithm. Some f the improvements include:

- Promoting/Demoting notifications based on their impression score
- Retiring notifications with impressions below a certain threshold
- Notification repetition frequency per user
- Recency score per user ⟶ Demoting most recent notifications for a while after being sent out to a certain user in order to maintain the element of novelty (Source: AI-Backed Notifications by Duolingo)
- Adapting notifications to user response ⟶ Example: Cutting off notifications of the day as soon as the user performs at least one lesson.

Sample User Stories/Technical Stories

User Story #1: Sending Notifications

User Story: As a Guider User who has been inactive for 3 learning days, I want to start receiving notifications reminding me to practice my daily learning so I can develop a consistent habit of learning on the Guider app.

Details:
This story covers how notifications will be sent out to inactive users to have them reactivate and get back on track with their learning. Here's a step-by-step breakdown of how notifications will be sent:

1. List of Users marked inactive will be retrieved through a daily job that runs every morning (The job is explained in Technical Story #1).
2. Five time stamps should be configured where notifications are to be triggered. Each timestamp should be linked to a specific notification order N1-N5. (Those 5 timestamps should be configurable)
3. For each timestamp, the notification order is checked so that the corresponding category is retrieved.
4. Ahead of the timestamp, the notification selection algorithm is triggered so that a notification is randomly selected from the pool corresponding to the notification category. (Times at which the algorithm is triggered should be configured in relevance to the notification timestamp). Each instance should be assigned a unique ID and linked with the corresponding order.
5. The selected notification is then sent out to inactive users.

Example:
Let's suppose the notification timestamps are set to 7:00 AM, 11:00 AM, 4:00 PM, 7:00 PM and 10:00 PM.

1. Inactive Users job runs to retrieve the list of users who are eligible to receive the daily notifications.
2. The 7:00 AM timestamp is linked with the order N1.
3. The 7:00 AM timestamp is linked to the Motivational Notification category.
4. Let's say the notification selection algorithm is scheduled to start 10 minutes ahead of the notification time, it runs at 6:50 AM randomly selecting notifications from the Motivational pool, retrieving them as new notifications instances recording their planned trigger time, notification order and category.
5. At 7:00 Am, notifications are sent to inactive users and impressions are recorded.

The same flow repeats 10 minutes ahead of each timestamp.

Note: Notification impressions (clicks) should be logged for post-analysis.

Technical Story #1: Retrieving Inactive Users

Details:
This story covers a daily job that runs every morning to retrieve a list of users who qualify for receiving the daily 5 notifications.Now, a very important issue here is users who already exist in the previous day's list. Because we don't want to overwhelm users with notifications, we need a cutoff threshold for a user to be removed from a list, which is after 7 learning days of activity while receiving notifications.
That said, here's how the job should work:

1. At each run, a User ID is checked to find out whether they already exist in the previous day's list.
2. If a User exists in an inactive list, the job checks how many days they've been receiving notifications along with daily activity. If 7 consecutive active learning days are detected, the user is taken off the list.
3. If a User doesn't exist in the list, their activity is checked for the inactive pattern we're looking for; 3 inactive learning days following 7 active learning days.
4. If a pattern is detected, the user is added to the day's list.

Note:
Given the size of this job as it almost spams our entire user base, we need to be mindful of performance-related risks and so it's recommended that this job runs off peak.

Testing

In a real-life situation, the hypothesis behind this experiment should be tested before constructing a PRD but in the context of this exercise, I'll be detailing every phase of testing this experiment should go through.

Testing Phase #1: Idea Validation

Given the complexity of this feature and the resources it's projected to consume, we need to validate the idea and the potential opportunity we have before we start investing in it. This can be achieved in 2 ways:

1. **User Interviews:** Interview users and get their feedback around their response to notifications, whether they enable notifications on their phones, their preferred notification frequency and discuss different notification tones/copies and see they resonate with them.
2. **MVP (Minimal Viable Product):** This can be achieved through WebEngage push notifications, for instance. We select a voluntary group of users who agree to take part in testing this MVP. We use Webengage to mimic the 5-daily-notification experiment with fixed copies and get their feedback on the number of notifications and how they've responded to it.

Once the idea is validated, we move to phase 2 testing copies.

Testing Phase #2: Testing Copies

As the engineering team works on developing the algorithm, we start playing around with copies under each notification category and get user feedback to identify a trend on what tones resonate best with our users. This can be achieved through:

1. **Anonymous Surveys:** Where different copies are rated by users.
2. **User Interviews:** To get user feedback on tones, motivations and their favorite notifications from other apps.
3. **Expert Feedback:** To get insights into users' behavioral drives and how we can use tone to impact them.

Testing Phase #3: User Acceptance Testing (UAT)

This is where we, with the help of QA, start testing the output against user stories and functional requirements to make sure the output aligns with the desired experience.

Testing Phase #4: Performance Testing

Due to the nature of the algorithms we're developing here, we need to conduct performance-focused testing to make sure rolling the new notification system doesn't cause any production issues.

Testing Phase #5: A/B Testing

This is where we roll out the actual experiment (starting with phase 1). The initial plan is to keep it running over a period of 2-4 weeks in order to give us enough time to gather meaningful insights and see concrete impact. Besides tracking the KPIs listed in the Success Metrics section, it will be very helpful to gather user feedback both from the Control and Test Groups.
All this data and insights should give better clarity around next steps and whether we're ready to do a full roll-out.

Copies

Here's a few examples of notification copies that we can go for under each notification category:

Motivational Notifications

- "Rise and Shine, [User]! Fuel Your Day with Wisdom and Purpose. Let's Kickstart Your Morning with Insights from Guider!"
- "Assalamu Alaikum! 🌟 Remember, Prophet Muhammad (peace be upon him) said, 'Seek knowledge from the cradle to the grave.' Let's continue your journey of learning and growth together."
- "Greetings! 📚 The ink of the scholar is more sacred than the blood of the martyr. Let's reignite your passion for learning and dive back into the beautiful lessons waiting for you on Guider. Knowledge awaits!"
- "Assalamualaikum [User]! Remember, every step you take in learning brings you closer to a deeper understanding of Islam. We're excited to have you back on track!"

Value-Depicting Notifications

- “Assalamu Alaikum! 🌙 You've taken a step in understanding the beauty of submitting to Allah through supplication. But there's more to uncover about the incredible power of supplication in your day-to-day life.”
- “Unleash the potential of your heartfelt prayers to connect with Allah and experience the blessings of supplication. Let's continue this enlightening journey together. Tap to explore now.”
- “Salaam! 🌙 You've uncovered the significance of finding purpose in your prayers – a beautiful step towards a meaningful connection with Allah. Now, it's time to take the next stride on your journey by exploring how to achieve the perfect mindset for your prayers.”

Bundling Notifications

- “Assalamu alaikum [User]! A Quick Break, a Quick Boost. Let Our Lessons Be Your Companion in Short Spans, Creating Big Waves of Wisdom!”
- “Salam, [User]! Whether It's Tea Time or Lunch Break, Our Lessons Fit Perfectly. Ignite Your Mind with Knowledge Amidst Your Day!”
- “Salaam [User]! Traffic or Treadmill, Your Time Can Be Transformed into a Learning Adventure. Let Our Lessons Energize Your Commutes and Workouts!”

Compassionate Notifications

- “Wrap Up Your Day with Tranquility, [User]! Use Guider to Record Moments of Reflection and Learning to Bring Peace to Your Heart.”
- “Salam [User]! As the day winds down, let's wind down too. Unwind with Guider’s serene lessons and find solace in the wisdom of Islam.”
- “Hello, [User]! Amid the hustle and bustle, Guider invites you to pause, reflect, and nurture your soul. Let's make your evenings more enriching together!"
- “Salam [User], as the Day Winds Down, Remember: It's Never Too Late to Embrace Knowledge. Let's Keep Your Learning Journey Going Strong!”

Prioritization

Like any other feature, our experiment will have to compete its way into our product roadmap. The best way to put this experiment’s priority into perspective, we need to answer 2 questions:

1. Does it offer real value to users?
2. Does it have the right impact-effort balance?

The first questions should be answered during Testing Phase #1: Idea Validation. If insights gathered from user interviews along with results from rolling out an MVP are promising, we then can say that the experiment offers a real value to users and we can then move to the second question.

There are so many frameworks to measure impact-effort balance; however, I believe the RICE framework can be very beneficial here. Here’s how we can assess each aspect of the experiment:

- Reach [R]: The most important thing to look at here is the volume of notification consent we have amongst our users. If the majority of our users opt out of receiving notifications from Guider, then the reachability is quite low.
- Impact [I]: This can be quantified using data around the following:
    - User inactivity and our DAU
    - Results of MVP rollout and its impact on the focus group in terms of reactivation and adoption
- Confidence [C]: This is where we assess our confidence in notifications changing user behavior. Some of the sources that we can rely on include:
    - User feedback gathered during the Idea Validation phase
    - Industry trends and competitive analysis
- Effort [E]: This is where our engineers measure the needed effort to implement this experiment. It's important to highlight here that this is a very complex feature to implement and so in order for it to have a high priority, it should have a very high projected impact so we need to be careful when sizing the potential opportunity.

Now, usually what happens is you score each of the 4 factors and then calculate the RICE score using the following equation:

RICE Score = (Reach X Confidence X Impact)/(Effort)

We then compare it to other features' RICE in order to plan it into our roadmap.