FREE TEMPLATE · IDEA SCORING METHODS

RICE Scoring Template

Reach × impact × confidence ÷ effort. Reach counts the people a change affects in a period; effort is in person-months.

Reach | Impact | Confidence | Effort

1 How It Works

1. Choose one period for reach, such as a quarter, and use it for every idea.
2. Estimate reach, impact, confidence and effort for each idea on the scales beside this list.
3. Score = reach × impact × confidence ÷ effort.
4. Sort by score. Where confidence is 50%, find out more before the idea moves up.

2 The Scales

Reach	People or events in one period, such as customers a quarter. Ours: _____
Impact	3 massive · 2 high · 1 medium · 0.5 low · 0.25 minimal
Confidence	100% high · 80% medium · 50% low
Effort	Person-months: one person's work for a month. Use 0.5 for well under a month.

3 Score Each Idea

	Idea	Reach a period	Impact 0.25 to 3	Confidence 50 to 100%	Effort person-months	RICE score R × I × C ÷ E	Rank
	EXAMPLE Online booking for service calls	450	2	80%	3	240	
1							
2							
3							
4							
5							
6							
7							
8							

Example: 450 customers a quarter × 2 × 0.8 ÷ 3 person-months = 240.

Use it when

Changes to a product or service, where the people each change reaches can be counted.

Watch for

It needs real reach numbers, and it favours small changes for many people over new ideas with no users yet.

WHICHEVER METHOD YOU USE

Agree the criteria and the scale before the ideas arrive.

At least three scorers, each alone first. No one scores their own idea.

Where the scores split, the split is the finding: name the assumption and test it.

The score sorts the list. Questions decide each idea: the One-Page Roadmap canvas in this set holds them.

Source: Sean McBride, RICE: Simple Prioritization for Product Managers, Intercom, 5 January 2018. Version 1, November 2026. Free to use and share.