Idea list												Importance Overal impact		Ease Technical implications	Priority score
				Discovered through Based on								% Revenue			
				Type of influence	Visible within 5 seconds?	Scientifically proven?	previous A/B test results?	Usability test	Client feedback	Webanalytics analysis	Webinteraction analysis	Device prio	going through the tested page (s)		
				Unique value proposition = 5								High = 3	0-20% = 1	Development time < 4hr = 3	
			Scoring	Technology/ functionality / usability = 3	0 or 1	0 or 1	0 or 1	0 or 1	0 or 1	0 or 1	0 or 1	Medium = 2	21-60% = 2	Development time < 8hr = 2	
Title	Page(group)	Device		Emotion/ Intuition = 1								Low = 1	61-100% = 3	Development time < 16hr = 1	
Idea A	Shopping cart	Desktop		1	1	0	1	0	1	1	1	3	3	3	15
Idea B	Category page	Phone		1	1	1	0	1	1	0	1	3	2	1	12
ldea D	Homepage	Table		3	1	0	0	1	0	0	0	1	1	2	9
Idea E	Product detail page	Desktop		1	1	0	0	0	0	0	0	3	1	2	8