

# Bulls Eye Diagramming

45 minutes

Luma

Part of <strong>LUMA</strong> collection. \*Visual prioritization using concentric circles of importance\* Not everything can be critical. Bull's-eye Diagramming...

## H HOW TO RUN

### 1 Setup (10 minutes)

- Draw the target - Create 3-4 concentric circles on large surface
- Define ring meanings:
  1. Center (Primary): Mission-critical, must-have
  2. Middle (Secondary): Important but not essential

### 2 Prioritization Session (30-45 minutes)

- Place items on target - Start with obvious choices
- Debate placement - Discuss items team disagrees on
- Apply criteria consistently - Use same evaluation framework
- Move items as needed - Based on team discussion

### 3 Finalization (15 minutes)

- Review final pattern - Does this feel right?
- Document reasoning - Capture why items are where they are
- Plan next steps - Primary items get resources first
- Set success metrics - How will you measure primary items?

#### KEY TIP

**\*\*Use output from previous methods\*\***: Themes from Affinity Clustering, winners from Visualize the Vote

## O OBJECTIVES

- > Force clear prioritization decisions
- > Make importance levels visually obvious
- > Build team consensus on essentials
- > Guide resource allocation

## M MATERIALS

- Large target diagram (wall or floor)
- Items on sticky notes or cards
- Different colored markers
- Timer for debates
- Criteria reference cards

## P PARTICIPANTS

6-10

## F FACILITATOR NOTES

### REMEMBER

- **\*\*Physical constraint is key\*\***: Small center circle forces real prioritization
- **\*\*Everything can't be critical\*\***: If everything is primary, nothing is
- **\*\*Tertiary ≠ Irrelevant\*\***: Outer ring items matter, just less urgent
- **\*\*Consider dependencies\*\***: Some secondary items enable primary ones