

AI Value & Use Case Prioritization Guide

Score and rank your AI opportunities against five criteria: business value, feasibility, data readiness, risk level, and governance maturity. Identify where to invest first — and why.

5-Criteria Scoring

Leaders & Sponsors

THE FIVE SCORING CRITERIA

Score each use case 1–5 on every criterion

<p>V</p> <p>Business Value</p> <p><i>"How much measurable business impact does this create?"</i></p> <p>5 — Major revenue, cost, or quality impact 3 — Moderate, useful but not critical 1 — Minor or difficult to quantify</p>	<p>F</p> <p>Feasibility</p> <p><i>"How achievable is this with available tools and budget?"</i></p> <p>5 — Can start with existing tools in weeks 3 — Needs some configuration or integration 1 — Requires major technical build</p>	<p>D</p> <p>Data Readiness</p> <p><i>"Is the data the AI needs available and trustworthy?"</i></p> <p>5 — Data is clean, accessible, and structured 3 — Partially available, some work needed 1 — Scattered, inconsistent, or inaccessible</p>	<p>R</p> <p>Risk Level (inverted)</p> <p><i>"How serious is the consequence of an AI error here?"</i></p> <p>5 — Error has negligible consequence 3 — Error causes moderate rework 1 — Error causes serious harm or liability</p>	<p>G</p> <p>Governance Readiness</p> <p><i>"Is the governance required for this initiative already in place?"</i></p> <p>5 — Policy, review, and accountability exist 3 — Partial — some structure in place 1 — No governance for this type of initiative</p>
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SCORING MATRIX — ENTER USE CASE NAMES AND SCORE EACH 1-5

Use cases from your Task Discovery Worksheet. Score each criterion 1–5. Total = V + F + D + R + G (max 25). **Do not advance any use case scoring 1 on Risk or Governance — fix those first.**

USE CASE / INITIATIVE	V VALUE	F FEASIBILITY	D DATA	R RISK (INV.)	G GOVERNANCE	TOTAL /25	QUADRANT
1.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
2.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
3.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
4.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
5.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
6.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

QUADRANT REFERENCE

Q1 · INTERNAL · ASSISTS
Efficiency & Productivity
Score 18–25 · Low risk · Internal only. Start here.

Q2 · INTERNAL · ACTS
Intelligence & Insight
Score 15–20 · Medium. Needs governance & data.

Q3 · EXTERNAL · ASSISTS

Q4 · EXTERNAL · ACTS

PRIORITY RANKING — TOP 3

#	USE CASE	SCORE	QUADRANT
1			

Customer Value

Score 14–20 · External. Brand risk — govern carefully.

Autonomous Experience

Score 20–25 only. Highest governance requirement.

#	USE CASE	SCORE	QUADRANT
 2			
 3			

NEXT STEP**Complete the Strategic AI Initiative Canvas**

For each top-3 use case, complete the 8-question canvas to build the full business case before committing budget.