

AI STRATEGY · MATRIX

AI Use Case Prioritisation Matrix

For leadership and product teams who need to compare competing AI ideas on consistent criteria before committing resources.

How to use this: List every AI idea currently under consideration, score each on value, feasibility, and risk, then use the priority tier to decide what gets resourced this quarter.

Use Case Inventory

List every AI idea currently proposed or in play across the company, regardless of how developed it is.

Use case 1: what is it, and who proposed it?

Use case 2: what is it, and who proposed it?

Use case 3: what is it, and who proposed it?

Use case 4: what is it, and who proposed it?

Scoring Definitions

Use these definitions consistently when scoring every use case below.

- ☐ Value (1-5): how much this matters if it works (time, cost, revenue, or experience impact), stated specifically
- ☐ Feasibility (1-5): how realistic this is to build or implement with current data, tools, and skills
- ☐ Risk (1-5, reverse-scored): how bad it is if the AI output is wrong, and how likely that is (5 = low risk, 1 = high risk)

Prioritisation Scorecard

Use Case	Value (1-5)	Feasibility (1-5)	Risk (1-5, 5=low risk)	Total	Priority Tier

This Quarter's Portfolio

Select a mix of quick wins and properly resourced bets based on the scorecard above, not on enthusiasm alone.

Quick win(s) we will resource this quarter (high feasibility, low risk):

Higher-value bet we will resource this quarter, with proper time and ownership:

Use case(s) we are explicitly deprioritising for now, and why:

Review Cadence

- ☐ Set a recurring quarterly date to re-score existing use cases and add new ones
- ☐ Retire use cases that scored lower than expected once actually attempted
- ☐ Share prioritisation outcomes with the wider team so effort isn't duplicated