AI Use Case Assessment

A practical tool to evaluate and strengthen your AI opportunities

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Introduction

Not every AI idea is created equal

Some ideas are vague experiments. Others are well defined, tightly linked to business value, and ready to move forward. This quick assessment helps you evaluate whether an AI use case is viable, clarify its business impact, and identify the risks that matter most

This framework sits within the **Vision and Enablement layers** of *The AI Strategy Playbook*. It helps organisations filter noise, prioritise what matters, and invest in the AI opportunities that will deliver results

How to Use This Assessment

1. Read each of the five questions

2. Select the option that best reflects your current state

3. Score your answers using the scoring guide

4. Add up your total out of 15

5. Use your result to decide whether to pursue, refine, or set aside the use case

Scoring Guide

There are five questions. Each question receives a score out of 3:

- Lowest option → **0**

- Second option → **1**

- Third option → **2**

- Highest option → **3**

Total possible score: 15 points

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Select one answer per question. The scoring guide to the right indicates the score for each answer.	Scoring guide			
	0	1	2	3
1. How well defined is the business case, challenge, or opportunity you are addressing with AI?				
Vague - Unclear, loosely described, or not tied to business priorities		█	█	█
Basic - A problem or opportunity is identified but not quantified	█		█	█
Clear - Defined, realistic, and linked to business goals	█	█		█
Strong - Well defined, with clear business value and alignment to strategy	█	█	█	
2. How clearly is the proposed AI solution articulated?				
Vague - No clear view of how AI would be applied		█	█	█
Basic - General AI method identified but not tailored to the problem	█		█	█
Clear - A realistic application is outlined with some detail	█	█		█
Strong - Well matched AI method with clear rationale and feasibility	█	█	█	
3. How clearly is the expected business impact defined?				
Vague - No clear benefits or outcomes		█	█	█
Basic - Broad benefits noted but not measurable	█		█	█
Clear - Specific impacts identified with partial quantification	█	█		█
Strong - Measurable outcomes linked to KPIs and high business value	█	█	█	
4. How well are potential risks or barriers understood?				
Vague - Risks not considered or acknowledged		█	█	█
Basic - Only obvious risks identified, little analysis	█		█	█
Clear - Key risks identified with some mitigation ideas	█	█		█
Strong - Comprehensive risk view with clear mitigation approach	█	█	█	
5. How well defined are the measures of success for a pilot?				
Vague - No clear success criteria		█	█	█
Basic - Broad goals but no measurable thresholds	█		█	█
Clear - Specific metrics defined but not fully quantified	█	█		█
Strong - Clear, measurable KPIs set with agreed thresholds for success	█	█	█	
Subtotals for each column (use scoring guide):				
TOTAL SCORE OUT OF 15				

Results and Interpretation

Low Viability 0 to 5

What this means

The idea is not clearly defined, business value is uncertain, and risks outweigh benefits at this stage.

Common signs

- Problem statement is vague or tool led
- AI method is unclear or chosen for novelty
- Benefits are high level with no measurable outcomes
- Risks such as data quality or privacy not considered
- No pilot success measures

What you should do next

- Rewrite the problem or opportunity in one sentence with a clear owner and customer or user
- Define one measurable outcome that signals value
- Identify the smallest viable dataset and where it lives
- List the top risks and one simple mitigation for each
- Draft one pilot success metric with a target and a review date

Leadership message to communicate

We solve a defined problem with a safe and simple approach and we measure results.

Do not

Start a pilot without a measurable outcome, invite vendors to define the problem, or select platforms before the use case is clear.

Signals you are improving

- One page use case summary agreed by stakeholders

- Data access approved for a small pilot slice

- Named business owner for the outcome

- Clear go or no go criteria

Example early KPIs

- Time from idea to one page summary

- Percent of ideas with a measurable outcome defined

- Number of risks with an owner and mitigation

- Data access time for the pilot dataset

Moderate Viability 6 to 10

What this means

The idea is workable with clear direction, but gaps in definition, data readiness, integration, or adoption planning need to be closed.

Common signs

- Clear problem and basic AI approach

- Value described but not fully quantified

- Data known but messy or scattered

- Risks listed but not actively managed

- Pilot metrics exist but thresholds are not firm

What you should do next

- Quantify outcomes with a baseline and target

- Tighten scope to one workflow or population

- Finalise pilot KPIs with pass or fail thresholds

- Map data flow end to end including access controls and logging

- Prepare an integration plan if the pilot passes

- Create a simple training and support plan for pilot users

- Define the decision gate and who approves scale

Leadership message to communicate

We invest where outcomes are measurable. We scale proven value and stop what does not deliver.

Do not

Expand scope mid pilot, allow tool sprawl, or skip user training and change support.

Signals you are improving

- Pilot judged against pre agreed thresholds

- Clean handoff plan from pilot to production

- Risks tracked with owners and review dates

- Clear owner for benefits realisation

Example scale KPIs

- Pilot outcome versus target

- Time to move from pilot approval to production build

- Number of reusable components created

- Training completion for pilot users

High Viability 11 to 15

What this means

The use case is well defined, aligned to business priorities, and has clear measurable outcomes. Data access, risk controls, and adoption plans are in place. You are ready to pilot and scale.

Common signs

- Clear problem, customer or user, and owner
- AI method matched to the problem with a simple rationale
- Quantified outcomes tied to KPIs and baseline data
- Known data sources and approved access path
- Defined risks, mitigations, and decision gates

What you should do next

- Lock the pilot plan, environment, and data cuts
- Confirm pass or fail thresholds and reporting cadence
- Align funding, ownership, and resources for production if the pilot succeeds
- Brief stakeholders and pilot users on how success will be judged
- Prepare production patterns for data, prompts or models, monitoring, and support
- Create a reuse package so other teams can adopt the pattern
- Line up the next use cases that can benefit from the same components

Leadership message to communicate

We scale what works and publish reusable patterns so others can move faster.

Do not

Allow exceptions to standards, scale without a benefits plan, or run a successful pilot that never transitions.

Signals you are improving

- Higher share of pilots meeting pass thresholds
- Faster cycle time from pilot end to production go live
- Reuse of components across teams
- Benefits reported and reinvested in the roadmap

Example enterprise KPIs

- Percent of pilots that meet pass thresholds
- Time from pilot approval to production release
- Reuse rate for approved components and patterns
- Benefits realised versus plan each quarter

Next Steps

Evaluating viability is only the first step. Alongside Readiness, Enablement, and Leadership, this forms part of *The AI Strategy Playbook*, the proven framework to help organisations move from ambition to action.

Your next steps

🔗 Visit the AI Strategy Workshop page

Learn how the workshop works and book a Workshop Planning Session. We translate your results into a simple plan, confirm priority use cases, and outline immediate enablement moves so you leave with clear next steps and dates.

AI Strategy Workshop

🔗 Join the AI Leadership Academy on Skool

Connect with peers who are putting AI to work. Access templates, examples, and expert guidance, and learn how to get The AI Strategy Playbook.

AI Leadership Academy