



DOWNLOADABLE TEMPLATE

STRATEGY & PLANNING

AI Use Case Prioritisation Template

Compare potential AI opportunities against business value, feasibility, organisational readiness and risk to identify which use cases deserve attention first.

AI Use Case Prioritisation Template

This template gives you a consistent, defensible way to compare AI opportunities and decide where to focus first. It is designed to be used in a facilitated session with the people who understand both the business need and the practical constraints of delivery.

1 Use Case Register

List every candidate use case before scoring anything. A complete long list, even a rough one, produces better prioritisation decisions than a shortlist assembled by instinct.

ID	USE CASE NAME	DESCRIPTION	BUSINESS FUNCTION	PROPOSED BY
UC-01				
UC-02				
UC-03				
UC-04				
UC-05				

2 Scoring Framework

Score each use case against four criteria. Agree the scoring definitions with your prioritisation group before scoring begins, so ratings are applied consistently rather than debated case by case.

CRITERION	1 (LOW)	3 (MODERATE)	5 (HIGH)
Business Value	Marginal efficiency gain	Meaningful cost or time saving	Material revenue, cost or strategic impact
Feasibility	Requires capability we don't have and can't easily buy	Achievable with some investment or support	Achievable now with current tools and skills
Organisational Readiness	No process, data or ownership in place	Partially ready; gaps are known and closable	Process, data and ownership already in place
Risk (scored inversely)	High-risk: safety, legal, rights or reputational exposure	Moderate risk, manageable with standard controls	Low risk, limited exposure if things go wrong

3 Scoring Matrix

Enter scores for each use case, then calculate a weighted score using the weighting your organisation considers appropriate (equal weighting is a reasonable default if you have no reason to deviate from it).

USE CASE	BUSINESS VALUE	FEASIBILITY	READINESS	RISK (INVERSE)	WEIGHTED SCORE	PRIORITY TIER
UC-01						
UC-02						
UC-03						

Priority tiers: Tier 1 – pursue now. Tier 2 – pursue next planning cycle. Tier 3 – park and revisit.

4 Prioritisation Quadrant

Plotting Business Value against Feasibility on a simple 2x2 grid is often the fastest way to build shared understanding across a leadership group, even alongside the more granular scoring matrix above.

QUADRANT	DESCRIPTION	TYPICAL RESPONSE
Quick Wins	High value, high feasibility	Prioritise immediately
Strategic Bets	High value, lower feasibility	Invest in closing the feasibility gap
Fill-ins	Lower value, high feasibility	Pursue opportunistically if capacity allows
Reconsider	Lower value, lower feasibility	Park unless the case changes

5 Risk Screening Flags

Some use cases warrant early escalation regardless of their overall score, because they touch areas subject to heightened regulatory or ethical scrutiny. Flag any use case where the following apply, and route it to a full AI Risk Assessment before further prioritisation work continues.

- ☐ Involves automated decisions materially affecting individuals (e.g. employment, credit, pricing, access to services)
- ☐ Processes biometric data or is used for individual identification
- ☐ Could fall within a high-risk category under the EU AI Act or equivalent UK sector guidance
- ☐ Involves vulnerable individuals, minors, or safety-critical processes
- ☐ Relies on a third-party AI system where training data or model behaviour cannot be adequately explained

6 Decision Log

Record what was decided and why. This becomes valuable evidence later, particularly if a deprioritised use case resurfaces or a regulator asks how prioritisation decisions were made.

USE CASE	DECISION	RATIONALE	DECISION MAKER	DATE

7 Next Steps & Ownership

Assign clear next actions for the highest-priority use cases before closing out the prioritisation exercise.

USE CASE	NEXT ACTION	OWNER	DUE DATE



Need help putting this into practice?

INTAI works with organisations to design, implement and assure practical AI governance — from first strategy through to ongoing risk management and regulatory readiness. If you would like support applying this template to your organisation, our team is glad to help.

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