

AI Use-Case Scoring Template

Score every candidate AI initiative before you commit budget — so your roadmap is ranked by reality, not by whoever pitched loudest.

Priority Score = (Business Impact × Feasibility) ÷ Governance Risk

Score each axis 1–5 using the anchors below, then compute. Higher score = do sooner.

1 Business Impact — does it move a number an executive cares about?

SCORE	ANCHOR
5	Directly moves a top-line or top-cost metric the CFO/CEO tracks (revenue, cost-to-serve, churn, risk exposure). Quantified.
3	Clear operational gain (hours saved, faster cycle time) but indirect to the P&L.
1	"Nice to have," efficiency in a corner, or a benefit nobody can quantify.

2 Feasibility — can we actually ship this in this org, this year?

SCORE	ANCHOR
5	Data exists and is clean; the pattern is proven; skills and integration path are in hand.
3	Data or integration needs real work; some unknowns; doable with effort.
1	Data is missing/messy, or it depends on capability/tooling we don't have yet.

3 Governance Risk — what happens when Legal, Risk, or a regulator asks? (divisor — higher risk lowers the score)

SCORE	ANCHOR
1	Internal, low-stakes, easily explained and audited.
3	Customer-facing or sensitive data; needs review but manageable controls.
5	Regulated decision, personal/financial data, or a call that must be explainable to a regulator with a full audit trail.

Scorecard

USE CASE	IMPACT	FEASIBILITY	GOV. RISK	SCORE (I×F) ÷ G	RANK
e.g. Claims triage assistant	5	3	5	3.0	
e.g. Internal knowledge search	3	5	1	15.0	

Worked example: the flashy claims-triage idea (Impact 5) scores just 3.0 because it's hard and high-risk; the "boring" internal search scores 15.0 — and should ship first.

How to read the result

- Score ≥ 8 — Strong candidate. Sequence it early.
- Score 3–8 — Real, but fix the weak axis first (usually feasibility or a governance control).
- Score < 3 — Park it. The impact isn't there, or the risk/effort outweighs it today.

Two rules that save quarters

- If **every** use case scores "high impact," you haven't scored honestly — force ranking.
- A steady 7-across-the-board beats a 10-on-impact / 2-on-feasibility moonshot. Every time.