

HILLSIDE AI · AI TRANSFORMATION TOOLKIT

Use Case Prioritisation Matrix

Move from a long list of AI possibilities to a short list of high-confidence starting points

Chapter Reference: Chapter 5 — Choosing the Right AI Use Cases

SCORING GUIDE

Score each use case candidate from 1–5 on two dimensions. Business Impact: how significantly would success move your priority metrics? Implementation Feasibility: how achievable is this given your current readiness?

Business Impact Score

1	5 — Transformative: Directly affects top 3 strategic priorities. Value measurable in millions.
2	4 — Significant: Materially improves a key operational or commercial metric.
3	3 — Moderate: Improves a useful metric but not a strategic priority.
4	2 — Limited: Creates some efficiency but not connected to strategic priorities.
5	1 — Marginal: Minimal measurable business value regardless of technical success.

Implementation Feasibility Score

1	5 — Ready Now: Data available, technology proven, infrastructure in place, change manageable.
2	4 — Ready With Minor Preparation: One or two minor gaps. Resolution timeline: weeks.
3	3 — Achievable With Moderate Investment: Gaps require deliberate investment over 1–3 months.
4	2 — Requires Significant Foundational Work: Multiple gaps. Investment over 3–6 months.
5	1 — Not Feasible Within Current Horizon: Capabilities not available within planning period.

USE CASE SCORING TABLE

List your use case candidates below. Score each on both dimensions. Multiply for a composite score.

Use Case Candidate	Impact (1–5)	Feasibility (1–5)	Composite (×)	Quadrant

Quadrant	Score Pattern	Action
Pursue First	High Impact + High Feasibility	Your priority pilots. Start here.
Invest to Enable	High Impact + Low Feasibility	Build the capability, then deploy.
Quick Wins Only	Low Impact + High Feasibility	Only if genuinely low-cost and non-distracting.
Deprioritise	Low Impact + Low Feasibility	Remove from active pipeline.

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