

The AI Use Case

Most AI projects fail not because of the technology — but because the wrong problem was chosen first. This scorecard helps you identify which use case in your organisation is worth pursuing, and which ones to leave until the conditions are right.

01

Name your use cases

Write up to three business problems or AI ideas you are considering. Be specific — "automate invoice processing" is better than "use AI in finance."

02

Score each one

Rate each use case across six criteria drawn from Changeable's Use Case Canvas. Circle or tick the description that best fits.

03

Read the result

Add your scores. The interpretation guide on page 3 tells you what the total means and what to do next with the highest-scoring use case.

STEP 1 & 2 – NAME AND SCORE

Score your top three AI use cases.

Write a short name for each use case in the boxes below, then work through the six criteria and tick or circle the score that fits best. Score: 3 = High, 2 = Medium, 1 = Low.

USE CASE 1 _____	USE CASE 2 _____	USE CASE 3 _____
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CRITERION

CRITERION	USE CASE 1 – SCORE	USE CASE 2 – SCORE	USE CASE 3 – SCORE
1. Problem clarity How well-defined is the business problem this would solve?	<input type="checkbox"/> 3 – Clear, specific, agreed <input type="checkbox"/> 2 – Broadly understood <input type="checkbox"/> 1 – Vague or contested	<input type="checkbox"/> 3 – Clear, specific, agreed <input type="checkbox"/> 2 – Broadly understood <input type="checkbox"/> 1 – Vague or contested	<input type="checkbox"/> 3 – Clear, specific, agreed <input type="checkbox"/> 2 – Broadly understood <input type="checkbox"/> 1 – Vague or contested
2. Process health Is the underlying workflow documented and functioning before automation?	<input type="checkbox"/> 3 – Documented and stable <input type="checkbox"/> 2 – Understood but informal <input type="checkbox"/> 1 – Broken or unclear	<input type="checkbox"/> 3 – Documented and stable <input type="checkbox"/> 2 – Understood but informal <input type="checkbox"/> 1 – Broken or unclear	<input type="checkbox"/> 3 – Documented and stable <input type="checkbox"/> 2 – Understood but informal <input type="checkbox"/> 1 – Broken or unclear
3. Data availability Is the data needed to power this use case accessible and reliable?	<input type="checkbox"/> 3 – Available and clean <input type="checkbox"/> 2 – Partial or needs work <input type="checkbox"/> 1 – Unavailable or unknown	<input type="checkbox"/> 3 – Available and clean <input type="checkbox"/> 2 – Partial or needs work <input type="checkbox"/> 1 – Unavailable or unknown	<input type="checkbox"/> 3 – Available and clean <input type="checkbox"/> 2 – Partial or needs work <input type="checkbox"/> 1 – Unavailable or unknown
4. Measurable value Can you define a clear, measurable business outcome if this works?	<input type="checkbox"/> 3 – Specific and agreed <input type="checkbox"/> 2 – Directionally clear <input type="checkbox"/> 1 – Vague or unquantified	<input type="checkbox"/> 3 – Specific and agreed <input type="checkbox"/> 2 – Directionally clear <input type="checkbox"/> 1 – Vague or unquantified	<input type="checkbox"/> 3 – Specific and agreed <input type="checkbox"/> 2 – Directionally clear <input type="checkbox"/> 1 – Vague or unquantified

CRITERION	USE CASE 1 — SCORE	USE CASE 2 — SCORE	USE CASE 3 — SCORE
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5. Risk and governance

Are the privacy, accountability and human review requirements understood?

- | | | |
|---|---|---|
| <input type="checkbox"/> 3 — Assessed and managed | <input type="checkbox"/> 3 — Assessed and managed | <input type="checkbox"/> 3 — Assessed and managed |
| <input type="checkbox"/> 2 — Partially considered | <input type="checkbox"/> 2 — Partially considered | <input type="checkbox"/> 2 — Partially considered |
| <input type="checkbox"/> 1 — Not considered yet | <input type="checkbox"/> 1 — Not considered yet | <input type="checkbox"/> 1 — Not considered yet |

6. Adoption readiness

Are the people who would use this output willing and ready to adopt it?

- | | | |
|--|--|--|
| <input type="checkbox"/> 3 — Engaged and ready | <input type="checkbox"/> 3 — Engaged and ready | <input type="checkbox"/> 3 — Engaged and ready |
| <input type="checkbox"/> 2 — Willing but uncertain | <input type="checkbox"/> 2 — Willing but uncertain | <input type="checkbox"/> 2 — Willing but uncertain |
| <input type="checkbox"/> 1 — Resistant or unknown | <input type="checkbox"/> 1 — Resistant or unknown | <input type="checkbox"/> 1 — Resistant or unknown |

TOTAL SCORE (MAX 18)

**USE CASE 1
TOTAL**

Add scores from rows 1-6

**USE CASE 2
TOTAL**

Add scores from rows 1-6

**USE CASE 3
TOTAL**

Add scores from rows 1-6

STEP 3 — INTERPRET YOUR SCORES

What your total score means.

The highest-scoring use case is your best candidate to progress. Use the bands below to understand what the score tells you about readiness.

14-18

Strong candidate

The conditions are in place to progress this use case. The problem is clear, the process is functioning, the data exists and the organisation is ready. This is worth scoping properly and moving to implementation planning.

9-13

Conditional candidate

There is a real opportunity here but one or more conditions are not yet in place. Look at where you scored 1 — those are the gaps to address before committing to implementation. A scoping conversation can clarify the path forward.

6-8

Not ready yet

The foundation is not solid enough to support this use case right now. Proceeding risks wasting resources on a tool that nobody trusts or uses. Fix the process, clarify the problem, or wait until the data is available before revisiting.

What low scores on specific criteria tell you

Problem clarity

3 – Good
Clear brief for a consultant or developer.

2 – Risk
Stakeholders may disagree on what success looks like.

1 – Stop
Define the problem before spending on a solution.

Process health

3 – Good
Safe to automate. You will scale what works.

2 – Risk
Map the process first. Gaps will surface in implementation.

1 – Stop
Automating a broken process makes it fail faster.

Data availability

3 – Good
You can begin building and testing immediately.

2 – Risk
A data preparation phase is needed before implementation.

1 – Stop
AI without data is a prototype, not a business tool.

Measurable value

3 – Good
You can evaluate ROI and make the case for investment.

2 – Risk
Define at least one specific success metric before proceeding.

1 – Stop
Without a target, you will not know if it worked.

Risk and governance

3 – Good
You can proceed with confidence and defend the decision.

2 – Risk
Complete a governance review before go-live.

1 – Stop
Privacy, bias, or accountability risks need addressing first.

Adoption readiness

3 – Good
The output will be used. Value will follow.

2 – Risk
A change management plan is needed alongside implementation.

1 – Stop
An unused tool is a cost, not an investment.

Taking your highest-scoring use case forward.

The scorecard gives you a starting position. What happens next depends on where the gaps are and how important this use case is to your organisation.

1

Address any criteria scored 1

A score of 1 on any criterion is a signal to pause, not proceed. Use the guidance on the previous page to understand what needs to be fixed first. In most cases, process health and data availability are the fastest to address.

2

Validate the use case with the people affected

Before scoping a build, talk to the people who will use the output. Adoption readiness is often the last thing checked and the first thing that causes projects to stall. A short stakeholder conversation now saves significant rework later.

3

Define what good looks like

Write one sentence that describes success for this use case. If you cannot write it, the use case is not ready to scope. If you can, that sentence becomes the anchor for every implementation decision that follows.

4

Book a Decision Clarity Session

If your highest-scoring use case is scoring 12 or above and you want to understand what implementation would actually involve — scope, cost, timeline and risk — a Decision Clarity Session at Changeable is the right next step. No pitch, no template, no obligation.

The Changeable six-phase delivery pathway

If you proceed with implementation, this is the structured pathway Changeable uses from problem to outcome.

01

Discover

Problem, users, context and outcomes

02

Map

Process, data flows and handovers

03

Use Cases

Feasible, valuable, governable

04

Govern

Risk, privacy and accountability

05

Implement

Build, test and integrate

06

Improve

Measure, learn and scale

Ready to discuss your highest-scoring use case?

A Decision Clarity Session is a no-obligation conversation about where you are, what you are trying to achieve, and what the right next step actually is. You will leave with a clearer picture — whether or not you work with Changeable.

[Book a free Decision Clarity Session →](#)

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