AI Use Case Prioritization Guide

The Desirability, Feasibility, Viability framework to choose AI opportunities that deliver business value, and avoid the ones that don't.

Why prioritization matters

70–85% of AI initiatives fail to meet their expected outcomes. Most AI roadmaps are 80% waste, because teams chase hype instead of prioritizing what will deliver lasting value.

In the rush to "do something with AI," many organizations fall into traps of chasing shiny objects or overestimating their own readiness – leading to wasted effort, stalled initiatives, and skepticism from leadership.

At Emergn, we help organizations worldwide prioritize opportunities that create lasting advantage so their investments fuel growth, not frustration. Prioritizing the right AI use cases means you:

- Focus scarce time and budget where they deliver the most value.
- Build credibility with leadership and stakeholders.
- Create early wins that unlock further investment.

This guide helps you assess AI use cases through a product-led lens that balances human desirability, technical feasibility, and business viability. The outcome? A list of initiatives worth your team's time, budget, and energy. And a clear rationale for why they matter.

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How to use this guide:

1. **List your AI use cases.** In the table below, write down the AI use cases currently under consideration. Keep descriptions short and specific (e.g., AI-assisted claims processing rather than automate operations).
2. **Score each use case across three dimensions.** Use a 1-5 scale (1 being low, 5 being high) to rate each use case. Discuss scores with your team to align perspectives.

Desirability
(Do people want it?)

- Is there clear user or customer demand?
- Does it solve a high-priority pain point?
- Is adoption likely based on current ways of working?

Feasibility
(Can we build it?)

- Do we have (or can we easily acquire) the technical capabilities?
- Is the required data available and accessible?
- Are compliance risks manageable?

Viability
(Should we build it from a business perspective?)

- Will it generate revenue or reduce costs?
- Is the cost–benefit ratio favorable?
- Does it align with our goals and priorities?

ID	AI Use Case	Desirability (1-5)	Feasibility (1-5)	Viability (1-5)	Total
1					
2					
3					
4					
5					
6					
7					
8					

3. **Visualize your results.** Plot each use case on a radar chart with Desirability, Feasibility, and Viability as axes. This helps reveal high-potential opportunities at a glance.
(See "Reading your radar chart" for tips.)
4. **Select your priorities.** Pick 3-5 highest scoring use cases. Consider:
    - Does the use case portfolio balance quick wins and strategic bets?
    - Are you sequencing dependencies correctly?
    - Do you have the sponsorship and resources to deliver?

Pro Tip: effective prioritization is as much about saying no (or not yet) as it is about choosing what to pursue. Use this guide regularly as your AI strategy evolves.

Choosing the right AI use cases isn't about chasing the most impressive tech. It's about focusing on the opportunities that drive measurable business value and lasting advantage. A clear prioritization framework helps you avoid wasted investment and move quickly from concept to value.

If your roadmap feels cluttered or stalled, now's the time to focus on the few AI bets that can deliver the biggest impact.

Email Emergn at
thrive@emergn.com
to schedule a **20-minute AI Opportunity Review** with us.

We'll help you:

- **Validate** your scoring and identify blind spots.
- **Link** each opportunity to measurable business outcomes.
- **Map** the fastest path from idea to proven value.

Don't just experiment with AI. Prioritize the use cases that will give your business a sustained advantage.

Reading your radar chart: 5 tips to spot your best AI bets

A radar chart gives you a quick, visual way to compare AI use cases across the three dimensions: Desirability, Feasibility, and Viability.

1. Look for full, balanced shapes. The closer a use case scores to the outer edge on all three axes, the more likely it's a strong, well-rounded candidate.
2. Beware of lopsided profiles. A high Feasibility but low Desirability score may mean you can build it, but no one will use it.
3. Find your quick wins. Use cases with strong Desirability and Viability – even if Feasibility is modest – can deliver immediate impact and build momentum.
4. Spot your most valuable bets. Use cases with one weaker dimension but two strong ones may require capability-building, but can be long-term game-changers
5. Use it as a prompt, not a verdict. The chart is there to spark discussion – to challenge assumptions, surface risks, and align the team on priorities.