



AI Use Case & Value Mapping Playbook

The Pit Stop Academy | AI & Data Innovation Labs

Tagline: Find your fastest lap — identify high-impact use cases.

Overview

This playbook helps teams systematically identify, evaluate, and prioritize AI use cases that align with business goals and deliver measurable ROI.

Purpose: _____

Who It's For: _____

You'll Gain: _____

The Value Formula

Step	Question
1■■■ Identify a Business Problem	What outcome do we want to improve?
2■■■ Check Data Availability	Do we have data for this use case?
3■■■ Choose an AI Technique	Which model or automation fits best?
4■■■ Estimate Potential Value	What's the measurable impact?
5■■■ Rate Feasibility	Can we realistically implement it?

Notes: _____

Notes: _____

Notes: _____

Value-Feasibility Matrix

	High Feasibility	Low Feasibility
High Value	Quick Wins — prioritize first	Strategic Bets — longer-term planning
Low Value	Nice-to-Have	Avoid / Park for now

AI Use Case Canvas

Field	Your Input
Problem Statement	
Goal / Outcome	
Data Available	
AI Technique	
Value Potential	
Feasibility Factors	
Next Step	

ICE Scoring Framework

Idea	Impact	Confidence	Ease	ICE Total	Priority

Checklist

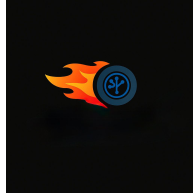
- Business problem clearly defined
- Data availability validated
- Clear ROI or impact metrics identified
- Risk and feasibility reviewed
- Pilot project chosen

Next Step

“Your lap times look good — now it’s time to test on the track.”

- Book your Use Case Design Workshop with The AI Pit Stop Academy.

■ Book Your Pit Stop Call



The AI Pit Stop™ — Empowering businesses to race ahead with data, AI, and product excellence.

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