

Use-case scoring rubric

You have several ideas and need to rank them honestly.

Five criteria, scored 1 to 5, with a few knock-outs that stop a candidate regardless of score. Score each candidate against its AI Opportunity Map, not against enthusiasm. The score informs the decision. The sponsor still makes it.

Before you score

- Every candidate needs sections 01, 02 and 04 of its Opportunity Map filled in.
- Score as a group of two or three, independently first, then compare. Big disagreements are the useful part: they point at an assumption someone hasn't said out loud.
- Write one line of evidence for every score. A score without a reason doesn't count.

Knock-outs

Stop the candidate, or change it until none apply.

- ☐ It makes or changes a decision about a person (credit, hiring, safety, eligibility) with no human review.
- ☐ It needs data the organization isn't allowed to use this way.
- ☐ Nobody will own it after the pilot.
- ☐ A wrong output could cause physical harm, and there is no way to catch it before it does.
- ☐ Success can't be measured, even roughly.

The criteria

Criterion	1	3	5	Weight
Value. Time, money or risk removed, at today's volume	Minor annoyance, a few hours a month	A few hours a week, or a visible error source	A day or more a week, or a material risk or revenue effect	x3
Feasibility. Data, tools and skills available now	Data doesn't exist or can't be reached	Data exists but needs cleanup or an integration	Data and tools are in reach; similar solutions exist	x2
Risk. What a wrong output costs, and who sees it	Customer-facing or regulated harm, hard to catch	Internal, caught by a normal review	Low stakes, easy to catch and correct	x2
Reversibility. How easily you can undo it	Hard to undo: contracts, migrations, retraining	Undoable with some effort	Switch it off and nothing is lost	x1
Time to learn. How soon you'd know if it works	Months	Weeks	Days	x1

Weighted total = (Value x 3) + (Feasibility x 2) + (Risk x 2) + Reversibility + Time to learn. Maximum 45.

Score sheet

Candidate	Knock-out?	Value	Feasibility	Risk	Reversibility	Time to learn	Weighted total	Evidence (one line each)

Reading the result

- **36 or more:** a strong candidate. Prototype it.
- **25 to 35:** worth it if the Value score is 4 or 5. Otherwise look for the simpler version.
- **Below 25:** park it and write down why. It may come back when the data or the tools change.
- **Ties:** pick the one that is easier to reverse and faster to learn from.

The rubric is a tool for an honest conversation. If the result feels wrong, find out which score is wrong before overriding it.