AI Opportunity Canvas

Feature Idea: **Proposed by:**   **Date:**

_____   _____   _____

In one sentence, what does this AI feature do?

_____

Part 1: User Value

Problem Being Solved

What user problem does this address?

_____

How do users solve this today (without AI)?

_____

How painful is this problem?

☐ **Severe:** Users complain frequently, actively seeking alternatives

☐ **Moderate:** Users mention occasionally, would appreciate a fix

☐ **Minor:** Nice-to-have, users have adapted to current workflow

AI's Unique Advantage

Why is AI uniquely suited to solve this? (check all that apply)

☐ Automates tedious manual work

☐ Provides personalization at scale

☐ Finds patterns humans can't see

☐ Works 24/7 without human intervention

☐ Processes more data than humans can

☐ Makes predictions humans struggle with

Could this be solved without AI?

☐ Yes, easily → ⚠️ **Warning:** AI may be overkill

☐ Yes, but AI makes it 10x better → ✅ Good use case

☐ No, only AI can solve this → ✅ Strong use case

Part 2: Business Value

Expected Impact

How many users affected?

☐ 10%+ of user base (High)

☐ 1-10% of users (Medium)

☐ <1% of users (Low)

Business metric improvement:

Revenue: _____%

Retention: _____%

Engagement: _____%

Cost savings: $_____

Effort & ROI

Effort estimate:

☐ Small (1-2 weeks)

☐ Medium (1-2 months)

☐ Large (3+ months)

ROI rough math:

Expected value: $_____/mo

Cost to build: $_____

Ongoing cost: $_____/mo

Payback: _____ **months**

Part 3: Feasibility

Technical Feasibility
- ☐ Have high-quality labeled data
- ☐ Need to collect/clean more data
- ☐ Need data pipeline first ⚠️
- ☐ Team has shipped ML before
- ☐ Can hire or learn ML expertise
- ☐ First ML project ⚠️

Risk Assessment (Quick)

Rate each 1-5 (1=low, 5=high):

Bias/fairness: _____ / 5

Privacy/security: _____ / 5

Performance/accuracy: _____ / 5

User trust: _____ / 5

Any risk ≥ 4? Must have mitigation plan

Part 4: Go/No-Go Scoring

User Value Score (max 3) _____ / 3

Business Value Score (max 3) _____ / 3

Feasibility Score (max 3) _____ / 3

Strategic Fit Score (max 1) _____ / 1

TOTAL SCORE: _____ / 10

Decision Framework:
- **8-10 points:** ✅ **Strong Go** - Build this now (high value, feasible, aligned)
- **5-7 points:** ⚠️ **Conditional Go** - Build with caveats (address gaps first)
- **0-4 points:** 🛑 **No Go** - Don't build yet (too risky or low impact)

Your Decision

- ☐ ✅ **Go** - Proceeding to build
- ☐ ⚠️ **Conditional Go** - Must address: _____
- ☐ 🛑 **No Go** - Reason: _____

Decided by: _____ **Date:** _____

Next Steps (if Go/Conditional Go)

Immediate actions:

1.
2.
3.

Success criteria:

1.
2.

Review date: _____