

It is important that any potential AI use cases be well considered before starting on its implementation or proof of concept. Essentially, an AI use case is a specific scenario or problem that can be solved or improved by using artificial intelligence techniques. Our CIOB AI use case template will help to define and describe the use case in a structured and consistent way, covering aspects such as the business goal, the user needs, the data sources, the AI solution, the expected benefits, the risks and challenges, and the evaluation metrics.

The following is a sample AI use case template your organisation, it can be modified and adapted according to the specific context and requirements of each use case.

### **AI Use Case Title**

A brief and descriptive title that summarises the use cases.

### **Project Sponsor**

The name of the project sponsor supporting the AI test case

### **Business Goal and Objectives**

A clear and measurable statement that explains what the organisation wants to achieve by using AI in this use case and what business, or project objectives it will support.

### **Expected Benefits**

A quantification and qualification of the benefits that the AI solution will bring to the organisation and the users, such as cost savings, efficiency gains, revenue growth, customer satisfaction, safety improvement, or innovation.

### **User Needs**

A description of the target users or stakeholders who will benefit from the AI solution, and their needs, pain points, and expectations.

### **Data Sources**

A list and description of the data sources that will be used to train, test, and deploy the AI solution, including their types, formats, quality, availability, and accessibility.

### **AI Solutions**

A description of the AI solution that will address the user needs and the business goal, including the AI techniques, models, algorithms, tools, and platforms that will be used.

### **Security, Ethical and Legal issues**

An identification and assessment of the potential risks and challenges that may arise during the development, deployment, and maintenance of the AI solution, such as ethical, legal, social, technical, or operational issues, and the mitigation strategies that will be adopted.

### **Upskilling**

Consider upskilling needs such as:

- Data literacy and analytics skills to collect, process, and interpret the data generated by AI systems, such as sensors, drones, or computer vision.
- Software engineering and programming skills to develop, maintain, and troubleshoot the AI applications and tools, such as machine learning models, natural language processing, or robotics.
- Project management and communication skills to coordinate the integration of AI solutions with the existing workflows, systems, and stakeholders

### **Investment needs and ROI**

Establish any investment costs to support the deploy or proof of concept from technologies, applications or staff training.

### **Evaluation Metrics**

A definition and measurement of the key performance indicators (KPIs) that will be used to evaluate the success and impact of the AI solution, such as accuracy, precision.

## AI Use Case Template

**Title and description of the AI use case**

Insert the name and title of project sponsor

Insert AI solutions - model , technology needs for the use case

Insert the strategic business goals and objectives that the AI use case will support

Insert security, ethical and legal issues to be reviewed

Insert expected benefits and impact analysis

Insert any upskilling requirements/ change management considerations

Insert User Needs

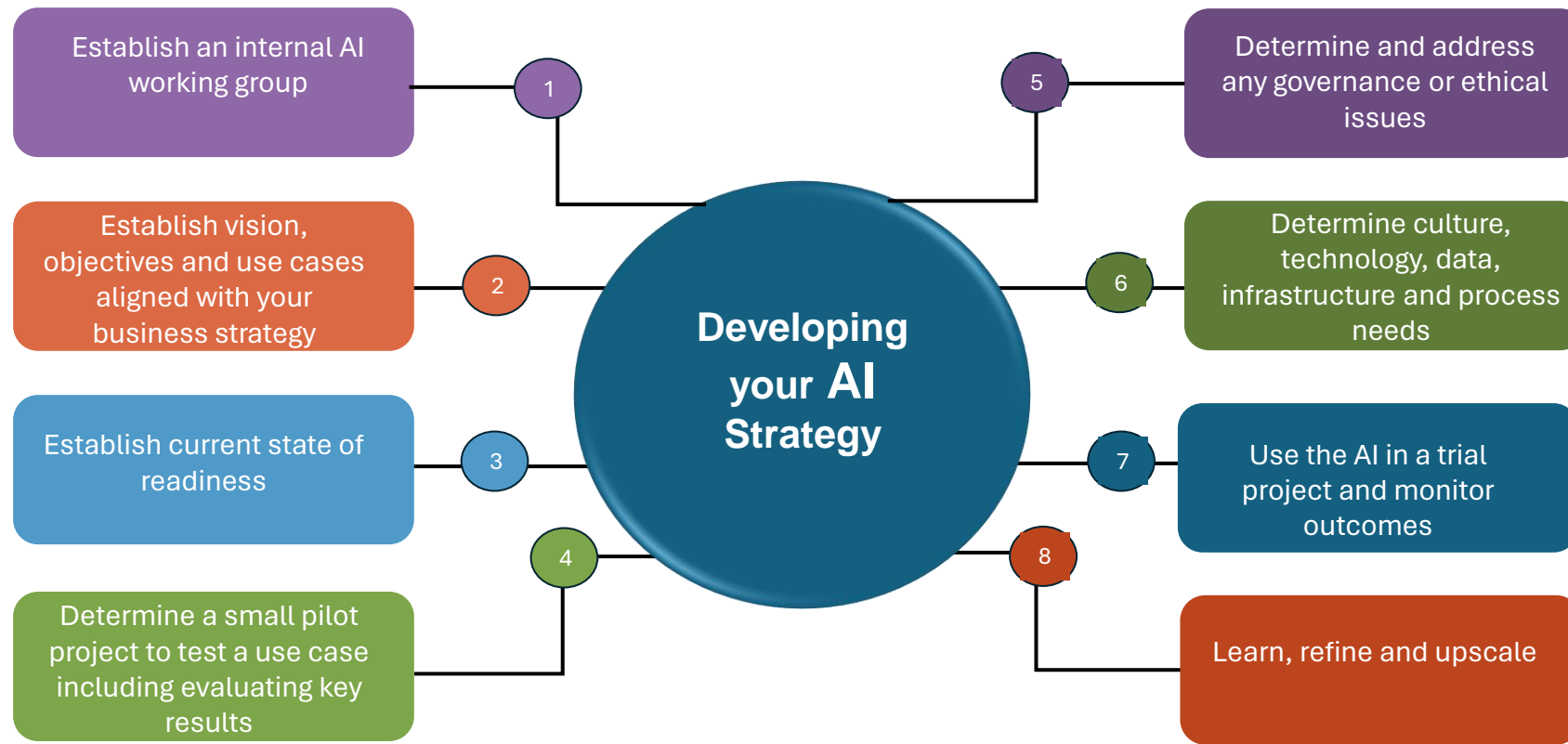
Insert investment needs and projected R.O.I.

Insert Data Sources

Insert Evaluation Metrics

## What to Consider When Developing an Organisational AI Strategy

Developing an organisational AI strategy requires careful planning, alignment, and governance. The diagram below aims to highlight some of the factors to consider when initially starting your journey.



Having established your working group some key considerations:

## Vision and objectives

The first step in developing an organisational AI strategy is to define the vision and objectives of using AI. This involves answering some key questions, such as:

- Why do you want to use AI in your organisation?
- What are the expected benefits and outcomes of using AI?
- How does AI align with your organisational mission, values, and goals?
- What are the key challenges and opportunities that AI can help you address?
- Who are the stakeholders and beneficiaries of using AI in your organisation?
- How will you communicate and engage with them?

The vision and objectives of using AI should be clear, specific, measurable, achievable, relevant, and time-bound. They should also be aligned with the organisational strategy and the external environment, such as the market, customer, and any regulatory needs. The vision and objectives should be communicated and shared with all the relevant stakeholders, both internal and external, to ensure their buy-in and support.

## AI solutions and use cases

AI solutions and use cases are the applications and scenarios that demonstrate how AI can help your organisation achieve its vision and objectives. Developing an organisational AI strategy requires considering the following aspects:

- What are the potential AI solutions and use cases that can address your organisational challenges and opportunities?
- How will you select, prioritise, and validate the AI solutions and use cases?
- How will you design, develop, test, and deploy the AI solutions and use cases?
- How will you ensure the usability, accessibility, and user experience of the AI solutions and use cases?
- How will you measure and evaluate the outcomes and impacts of the AI solutions and use cases?
- How will you iterate and improve the AI solutions and use cases based on the feedback and results?

AI solutions and use cases should be aligned with the vision and objectives of using AI and provide value and benefit to the stakeholders and beneficiaries. They should also follow the principles and standards of AI governance and ethics and comply with the relevant laws and regulations.

## Current state and readiness

The next step in developing an organisational AI strategy is to assess the current state and readiness of your organisation to use AI. This involves conducting a gap analysis, a SWOT analysis, or a maturity assessment to identify the strengths, weaknesses, opportunities, and threats of using AI in your organisation. Some of the aspects to consider are:

- What are the existing AI initiatives and projects in your organisation?
- What are the current capabilities and resources of your organisation to use AI?
- What are the gaps and barriers that prevent you from using AI effectively?
- What are the best practices and lessons learned from using AI in your organisation or in other similar organisations?
- What are the external factors that influence your use of AI, such as the market, customer, and regulatory trends?

The current state and readiness assessment should provide a realistic and comprehensive picture of where your organisation stands in terms of using AI, and what are the areas that need improvement or investment. It should also help you prioritise the most urgent and important AI initiatives and projects, based on their feasibility, impact, and alignment with your vision and objectives.

## Data and infrastructure

Data and infrastructure are the foundations of any AI strategy, as they enable the development, deployment, and maintenance of AI solutions and use cases. Therefore, developing an organisational AI strategy requires considering the following aspects:

- What are the data sources and types that you need to use AI in your organisation?
- How will you collect, store, manage, and share the data in a secure and compliant way?
- How will you ensure the quality, accuracy, completeness, and timeliness of the data?
- How will you deal with the issues of data privacy, security, ownership, and consent?
- What are the infrastructure requirements and options for using AI in your organisation?
- How will you ensure the scalability, reliability, and performance of the infrastructure?
- How will you integrate the infrastructure with your existing systems and processes?

Data and infrastructure should be designed and implemented in a way that supports the vision and objectives of using AI and meets the needs and expectations of the stakeholders and beneficiaries. They should also follow the principles and standards of data governance and ethics, and comply with the relevant laws and regulations.

## AI governance and ethics

AI governance and ethics are the frameworks and processes that ensure the responsible and ethical use of AI in your organisation. Developing an organisational AI strategy requires considering the following aspects:

- What are the principles and values that guide your use of AI in your organisation?
- How will you define and implement the policies, procedures, and guidelines for using AI in your organisation?
- How will you ensure the transparency, explainability, and accountability of the AI solutions and use cases?
- How will you identify and mitigate the risks and challenges of using AI, such as bias, discrimination, harm, and misuse?
- How will you monitor and audit the compliance and performance of the AI solutions and use cases?
- How will you handle the incidents and complaints related to the use of AI in your organisation?

AI governance and ethics should be embedded in the organisational culture and strategy and involve the participation and consultation of all the relevant stakeholders, both internal and external. They should also follow the principles and standards of AI governance and ethics and comply with the relevant laws and regulations.

## AI monitoring and evaluation

AI monitoring and evaluation are the activities and methods that measure and assess the progress and impact of using AI in your organisation. Developing an organisational AI strategy requires considering the following aspects:

- What are the indicators and metrics that you will use to monitor and evaluate the use of AI in your organisation?
- How will you collect, analyse, and report the data and information related to the use of AI in your organisation?
- How will you use the findings and insights from the monitoring and evaluation to inform the decision-making and improvement of the AI strategy and solutions?
- How will you share and communicate the results and learnings from the monitoring and evaluation with the stakeholders and beneficiaries?

AI monitoring and evaluation should be integrated in the organisational strategy and processes and provide evidence and feedback on the performance and impact of using AI. They should also follow the principles and standards of AI governance and ethics and comply with the relevant laws and regulations.

*This document is not a comprehensive or prescriptive list, but rather a starting point for leaders and decision-makers who want to leverage the potential of AI while managing its risks and challenges. Each organisation should adapt and customise its AI strategy according to its specific context, needs, and goals.*