

## Deliverable example: AI Initiative prioritization matrix



High-level workshop to identify **key business needs, goals, and interests**

A **high-level prioritization** done for all initiatives according to a Value vs Effort model.

The customer decides an initiative they want to go forward to a feasibility study with.

Workshop – Example  
Activities and timeline – 4h  
(5 min break every hour)

VALUE CREATION – WHAT DO WE NEED TO ACCOMPLISH THE GOALS?				
Facilities, IT & Technology	Tactics & Enablers One Off Changes	Tactics & Enablers Business changes	Benefit Measures	Business goals, strategies & objectives

Empathize

🕒 30 min

Understanding the users/employees/customer environment, tasks and their situation

Define

🕒 60 min

Description of the pains and needs of the users/employees/customers

Ideate

🕒 60 min

- Ideate opportunities
- Art of the possible – Columbus inspiration presentation
- Ideate visionary opportunities

Prototype

🕒 30 min

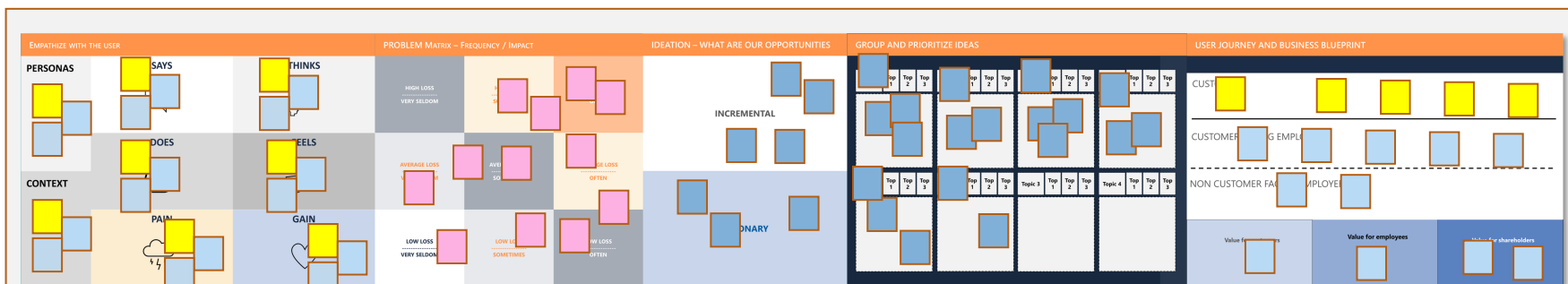
- Prioritization of most promising ideas (desirable, viable, feasible)
- Prioritized ideas are described in breakouts
- Illustrative story
- Business value

Test

🕒 30 min

- Presentation for other groups and/or management
- Feedback and voting
- Are the ideas feasible and viable?

# Example of a workshop to create a better customer journey based on insight from how they experience your service today



- Define personas – typical customers
- Understand how they behave in key situations and what their needs are
- Define the problems based on understanding of the customers
- Classify into frequency/impact
- Brainstorm ideas that would solve the problems, focusing on the key problems
- Create clusters of similar solutions and vote for the best
- Define a new customer journey from the ideas
- Describe what happens for the customer, the employees interacting with the customer and the employees not interacting with the customer