

AI Opportunity Canvas



From FOMO to focus

AI is on nearly every agenda today. Yet instead of clear prioritization, many organizations pursue a multitude of initiatives – driven by FOMO and the desire not to fall behind. In the process, the focus on genuine opportunities often gets lost.

The **AI Opportunity Canvas** helps bring structure to this landscape. It provides a clear framework for identifying and assessing opportunities with real business value and translating them into actionable next steps.

How to start a successful AI strategy?

By asking the right questions. The AI Opportunity Canvas helps teams systematically develop ideas for applying AI – focusing on value and feasibility. As a strategic tool, it reveals potential opportunities and fosters a shared understanding of how to approach AI.

How to work with the Canvas

The Canvas is designed to guide you step by step through five areas. Each section poses a guiding question that helps you sharpen your topic and think it through in a structured way:

1. **Domain:** In which area or process are you working?
2. **Journey:** What value do you want to unlock, or which inefficiencies do you want to eliminate?
3. **Ideation:** Which AI approaches could make the biggest difference here?
4. **Impact:** What value would the solution create—for users, teams, or the business?
5. **Roadmap:** What next steps are realistic to validate or implement the idea?

Capture your answers in the **AI Opportunity Worksheet**. It helps structure your thinking and makes ideas comparable. Use one worksheet per idea or scenario - this keeps the focus clear and makes it easier to prioritize results. The worksheet is available for free at innoq.com/en/topics/ai-opportunity-mapping/. Alternatively, just scan the QR code on the right.

Want support to put your potential to work?

The AI Opportunity Canvas is the starting point for a structured exploration of AI ideas. It helps you identify opportunities, understand connections, and prepare for informed decision-making.

In the **AI Opportunity Mapping Workshop**, we take this process a step further. Together with our consultants, you'll analyze relevant opportunities, develop concrete use cases, and prioritize them based on impact, feasibility, and data readiness.

The outcome is a solid foundation for decision-making – and a clear roadmap for putting AI to work in a focused and effective way.

Your takeaways

- Two to three prioritized AI use cases with tangible business impact
- A shared understanding of opportunities, limitations, and next steps
- A strong foundation for implementation, prototyping, or design sprints

Learn more



All information about the workshop and the **free worksheet** is available at innoq.com/en/topics/ai-opportunity-mapping/

AI Opportunity Canvas



The AI Opportunity Canvas helps teams systematically explore and structure potential applications of AI.



1 Domain

Clarify what you are focusing on. Describe the relevant process or customer journey. Identify the key stakeholders and outline the strategic goals or challenges you aim to tackle with AI.

- Which process or journey are you focusing on?
- Who is involved or impacted?
- What tasks or goals define this area?
- What strategic challenges or success metrics are at play?
- Why is this topic worth a closer look?



2 Journey

Model your process as a (customer) journey with actors, activities, and tasks – then identify the key points where AI could potentially be applied.

- What steps does the journey include from start to finish?
- Who is involved at each stage?
- What activities or tasks take place?
- Where do handovers, decisions, or bottlenecks occur?
- Which processes are especially important or critical to overall success?



3 Ideation

Develop concrete solution approaches for the identified opportunities. Consider which AI technologies and methods could help address the challenges. Describe the core functionality of your idea and outline how it could be integrated into the existing process or customer journey. Stay open to different approaches and prioritize feasibility.

- Which AI capabilities (e.g. text processing, image recognition, prediction, automation) could your ideas draw on?
- What exactly should the AI solution do, and how does it solve the problem?
- How does the solution fit into existing systems and workflows?
- Are there similar solutions or best practices you can learn from?
- What technical or organizational challenges might you encounter?



4 Impact

Evaluate the effort and benefits of your ideas, prioritize them based on feasibility and impact, and choose the scenario with the greatest potential.

- Which idea offers the most value or benefit?
- How much effort would implementation require?
- Which idea seems most feasible?
- Where would the biggest impact be for customers, users, or the company?
- Which idea would you like to move forward with?



5 Roadmap

Define concrete next steps to turn your selected AI opportunity into an actionable project.

- What steps do you need to take to validate or test your idea?
- What data, resources, or partners will you need?
- Where can you find quick wins or launch initial pilots?
- What risks or dependencies should you keep in mind?
- What does a realistic timeline look like?

AI Opportunity Canvas **Worksheet**



The AI Opportunity Canvas helps teams systematically explore and structure potential applications of AI.



1 Domain

Define what you are focusing on.



2 Journey

Define the key pain points within your (customer) journey that could be addressed through AI.



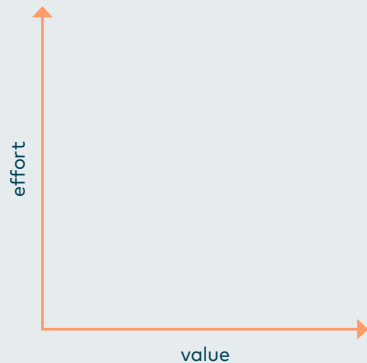
3 Ideation

Develop concrete solution ideas for the identified opportunities.



4 Impact

Select the scenario with the greatest potential.



5 Roadmap

Define concrete next steps for implementation.

What are the next steps to take your idea forward?

What data do you need, and how will you get it?

Which teams or roles need to be involved?

Who is responsible for implementation and outcomes?