

The BXT framework

The business, experience, technology (or BXT) framework is a tool for measuring concept potential across three dimensions:

- ❖ **Business:** Is it viable? Is there a clear and quantifiable revenue, efficiency or cost reduction impact?
- ❖ **Experience:** Is it desirable? Will business users have a motivating reason to use it over their existing next-best alternative?
- ❖ **Technology:** Is it feasible? Can we build it?



BXT Use case prioritization template

Use case name:

Department:

Internal or external use:

General

Problem to solve

What's the challenge/the problem you want to solve? How do you solve it today?

Use case description

What is your idea?

Objectives & key results – Strategic fit assessment

Business objective

Describe the business objective to be achieved?

Key results

What are the 3-5 measurable Key Results that will show progress to the objective?

Primary stakeholder who is accountable for OKRs

Role:
Name:
Org/Group:

Strategic fit

1 2 3 4 5

1 = Low and 5 = High

BXT Use case prioritization template

Use case name:

Department:

Internal or external use:

Business viability – Business impact assessment

How does the use case align to the organization's executive strategy?

How does the use case contribute to your organization's executive roadmap/strategy?

How does the use case generate business value?

e.g., additional revenue through a new service or cost saving through higher efficiency

Business change management timeframe

Estimate based on people, tools and processes impact.

- 1 - 3 months
- 4 - 6 months
- >6 months

Business impact



1 = Low and 5 = High

Experience value – User desirability impact assessment

Key personas?

Who are the users benefiting most from the concept?

How appealing is the overall value proposition for the user?

What value does this concept offer over the user's existing next-best alternative to drive adoption?

Change resistance

What level of resistance might be expected to the change?

User desirability



1 = Low and 5 = High

Technical value – Feasibility impact assessment

What are the implementation and operational risks?

From a software engineering, integration, and data perspective?

Are sufficient safeguards available?

From an information security, responsible AI, compliance, and intellectual property perspective.

AI/LLM fit

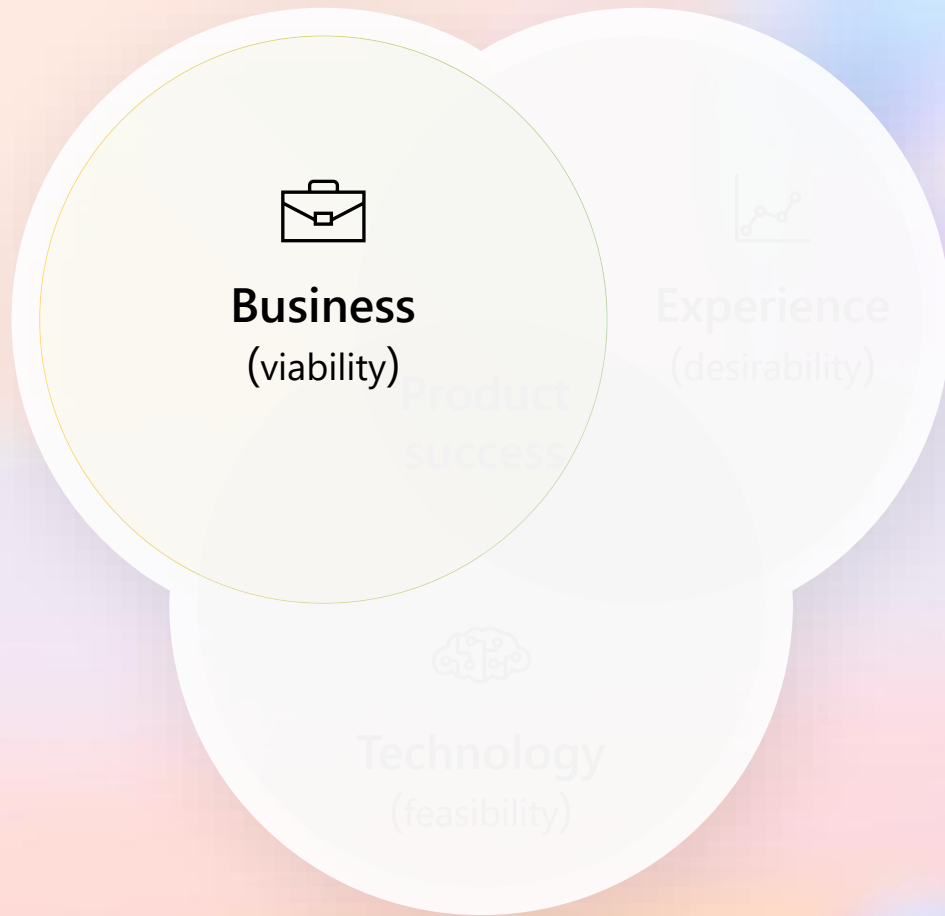
Why does this use case require AI/LLM technology as opposed to other alternatives?

Technical feasibility



1 = Low and 5 = High

The BXT framework: Businesses viability



	1	2	3	4	5
Business	Concept is <i>extremely unlikely</i> to be financially viable	Concept is <i>unlikely</i> to be financially viable	Concept is <i>somewhat likely</i> to be financially viable	Concept is <i>likely</i> to be financially viable	Concept is <i>extremely likely</i> to be financially viable

Questions

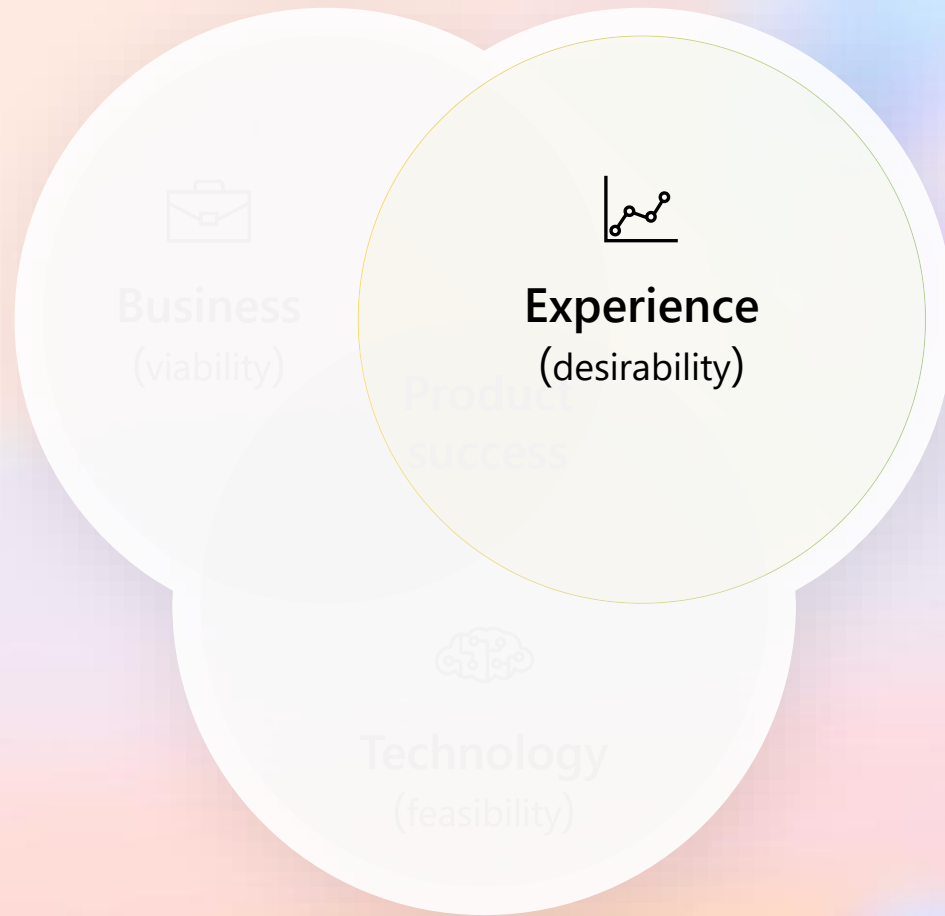
Is it viable?

- Is there a clear and quantifiable revenue?
- What changes are expected in efficiency?
- Will implementation result in cost reductions?
- Does it create a durable competitive advantage?
- What is the predicted time to value?

What other viability questions come to mind?



The BXT framework: Experience



	1	2	3	4	5
Experience	The 'pilot' is <i>extremely unlikely</i> to find the concept desirable	The 'pilot' is <i>unlikely</i> to find the concept desirable	The 'pilot' is <i>somewhat likely</i> to find the concept desirable	The 'pilot' is <i>likely</i> to find the concept desirable	The 'pilot' is <i>extremely likely</i> to find the concept desirable

Questions

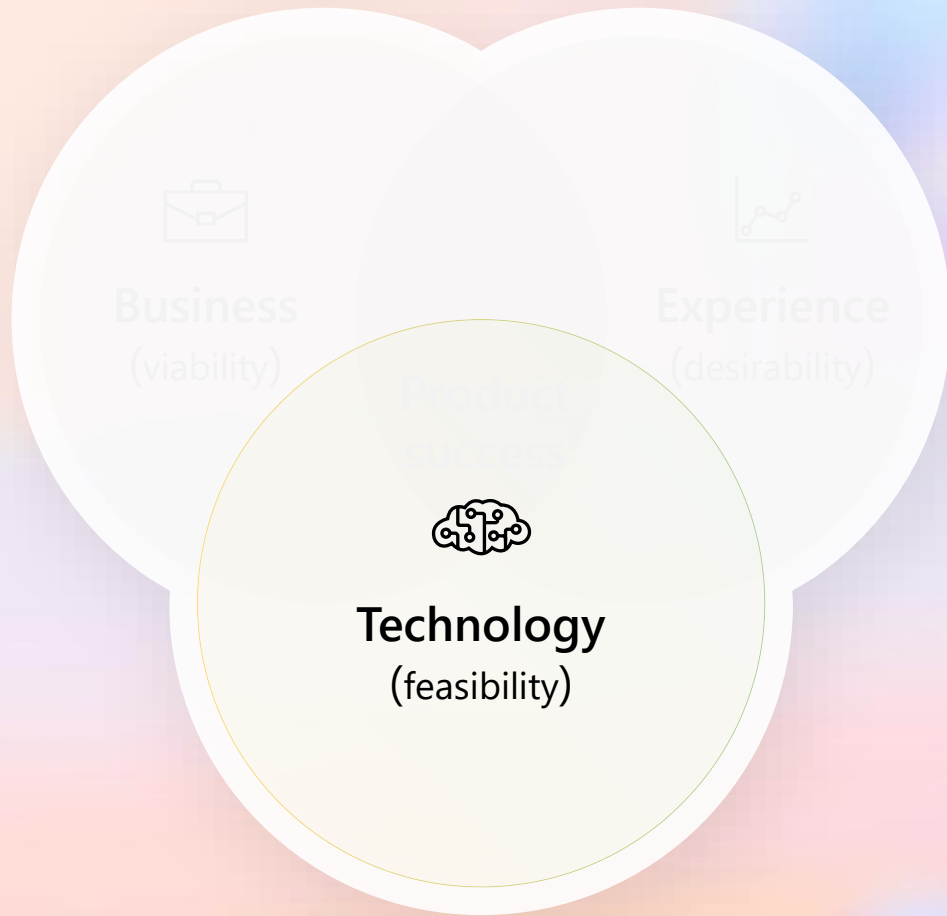
Is it desirable?

- Does it align with users' needs and preferences?
- How will AI impact user experiences?
- Is the user clear? Who is the "pilot" of the copilot?
- Will users be motivated to use it over other experiences?
- Are there any potential pain points for users in adopting the solution?

What other experience questions come to mind?



The BXT framework: Technology



	1	2	3	4	5
Technology	The capabilities needed to power the concept are <i>extremely unlikely</i> to be feasible and available	The capabilities needed to power the concept are <i>unlikely</i> to be feasible and available	The capabilities needed to power the concept are <i>somewhat likely</i> to be feasible and available	The capabilities needed to power the concept are <i>likely</i> to be feasible and available	The capabilities needed to power the concept are <i>extremely likely</i> to be feasible and available

Questions

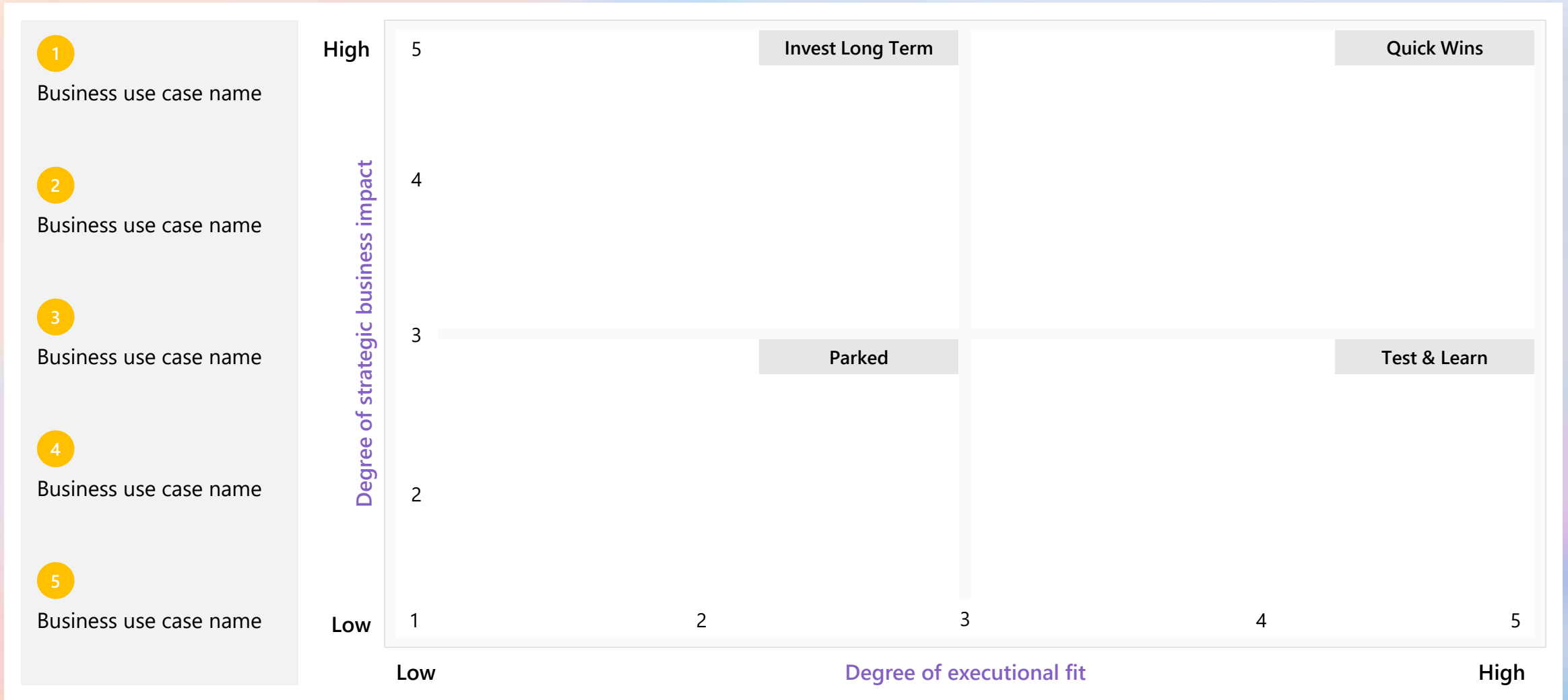
Is it feasible?

- Is there a skill gap within your organization? What level of expertise is required to develop and maintain the solution?
- Is implementing AI a "catch up," or a differentiator?
- Are there any potential integration challenges with existing systems?
- Is it a natural extension to existing solutions?
- How ready are you to consume Microsoft technology?
- What value is a generative approach going to add?
- How can we ensure the accuracy of the models?

What other feasibility questions come to mind?



Use case prioritization



Drag to appropriate quadrant

- 1
- 2
- 3
- 4
- 5