

# The Six-Lens Opportunity Map

A process map shows how work moves today. An opportunity map shows where AI creates measurable value without introducing uncontrolled risk.

Placing AI directly onto a linear process map is how backlogs fill up with expensive, unscalable demonstrations. Apply these six lenses to every candidate step before you write a line of code.

## THE SIX LENSES

| LENS                   | STRATEGIC FOCUS                 | OPERATIONAL QUESTION                                                                        |
|------------------------|---------------------------------|---------------------------------------------------------------------------------------------|
| 1 <b>Volume</b>        | Business case viability         | Is task frequency high enough — or cost per instance severe enough — to justify investment? |
| 2 <b>Variation</b>     | Deterministic vs. probabilistic | Can this be solved with stable business rules, or does input variability require AI?        |
| 3 <b>Info burden</b>   | Cognitive friction              | Where do teams spend manual effort searching, extracting, or summarizing data?              |
| 4 <b>Judgment</b>      | Decision consequence            | Is the task pattern recognition, or an ethical choice affecting rights or safety?           |
| 5 <b>Reversibility</b> | Risk & blast radius             | If the system errs, who detects it, how fast, and can the damage be undone?                 |
| 6 <b>Feedback</b>      | Closed-loop optimization        | What baseline metrics prove system performance over time?                                   |

## MATCH THE OPPORTUNITY TO A PATTERN

### Retrieve

Surface authoritative context from internal knowledge.

### Extract & classify

Convert unstructured input into structured fields.

### Summarize & transform

Condense or reframe content for an audience.

### Generate

Draft content, code, or response options.

### Recommend & predict

Estimate likelihoods for human review.

### Orchestrate

Trigger multi-system, downstream steps.

## THE RULE OF THUMB

A process map shows how work happens today. An opportunity map shows where change may create value, what could go wrong, who stays accountable, and what evidence justifies the next decision — including the confidence to recommend a non-AI solution when that's the better answer.