Designed by : --------------------------------- Date : ---- / ---- / -----

3

Challenge your results and iterate!

Play the devil's advocate and be critical about your solution:

- Is it strongly aligned with the strategic objectives of your org?

- Is the user really served by the features you designed?

yes: stop if the solution stands the challenge!

no: go back to step 1 and start again.

1

(Re)consider your datasets

- Pick the 3 datasets you identified in the previous canvas
- or consider new ones if necessary

2

How do these datasets contribute to creating a service meeting a need?

Think of the 7 roads to value creation!

predict / suggest / curate / enrich / rank / compare / match / segment / classify / generate / synthetize

Each cycle lasts 2 minutes max. Turn until you you hit "stop" in step 3.