



DATOM

A canvas-based method to create value from data in a business context

Visit <https://datom-method.github.io/main/> for more content.

"In 5 years time, **we must be the leader of**.....

"By providing **to**

Which translates into these 3 strategic objectives:

#1

#2

#3



Or, in your own words:

.....

.....

.....

.....

Canvas #02

Identifying the target

Designed by: _____
Date: _____



Headquarters / Corporate
/ Support functions

Name of the target department / user / segment: _____



Production

Name of the target department / user / segment: _____



Customers / users

Name of the target department / user / segment: _____



New markets

Name of the target department / user / segment: _____

Name of the Avatar: _____

Socio demographic attributes

Age: _____

Gender: _____

Marital status: _____

Number of kids: _____

Occupation: _____

Monthly income: _____

Country & city of residence: _____

Highest degree: high school / univ / other: _____

Lifestyle

Level of fitness: weak / average
/ fit / competitive

Social life: none /
occasional / regular / party animal

Societal involvement: none /
occasional / regular / leader

Media and cultural preferences

The last book they read: _____

Preferred extra professional activity: _____

Their preferred TV show: _____

The social media they visit daily: Facebook / Instagram /
Snapchat / LinkedIn / Twitter / Youtube

The last movie they went to: _____

Name of the Avatar: _____

Socio demographic attributes

Age: _____

Gender: _____

Occupation: _____

Monthly income: _____

Country & city of residence: _____

Highest degree: high school / univ / other: _____

Job id

Industry: _____

Job Title: _____

Tenure: _____

Position: contributor / manager /
VP/ CxO

spoken languages: _____

Digital skills: low / average/ high

Work environment

Have access to computer and digital devices: YES / NO

Has a voice in investment decisions: YES / NO

Can engage operational expenses: YES / NO

Which social media is relevant to their job:

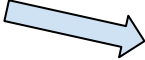


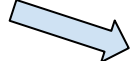
Facebook / Instagram / Snapchat /

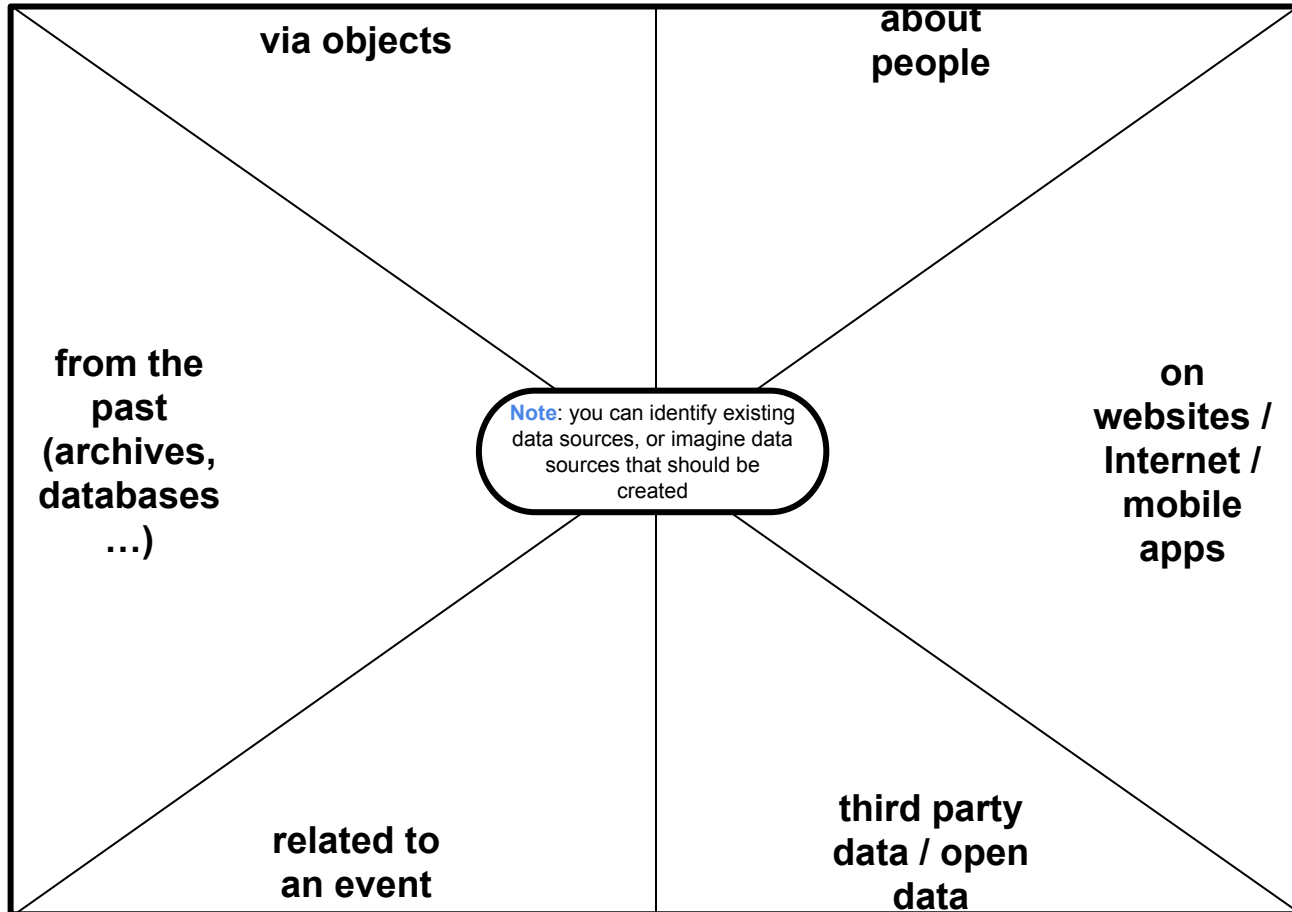
LinkedIn / Twitter / Youtube / none

Canvas #04
Customer needs analysis

Designed by: _____

Date: _____

<p>What resource do they need to perform their task?</p> <div></div>	<p>What do they need to deliver?</p> <div></div>
	
<p>What frustrations do they experience?</p> <div></div>	
	
<p>What constraints do they face? (time? budget? distance? legal? etc.)</p> <div></div>	<p>What rewards do they expect from it? (mention KPIs if relevant)</p> <div></div>



Canvas #06
Details of datasets

Designed by: _____
 Date: _____

BONUS POINTS 1 to 5 (1 = hard, 5 = easy)	Explanations	Dataset 1: _____	Dataset 2: _____	Dataset 3: _____
Machine readable?	<i>if the data is a .docx or pdf file, software can't read it. A database or even a csv file is better.</i>			
Structured or not?	<i>if the dataset is "Excel like" then it is quite structured. Free text, web pages or pictures are typically very unstructured.</i>			
Follows universal categories or is it firm specific?	<i>a dataset following INSEE or Eurostat categories is quite universal.</i>			
Time series?	<i>is the data collected several times across months or years?</i>			
Personal and sensitive data?	<i>Personal data comes with more constraints. Sensitive data even more.</i>			
Complete?	<i>No missing records, years, values, and no errors.</i>			
Total: sum of points per dataset	<i>Add up the points to get a total. A higher total shows a more favorable dataset</i>			

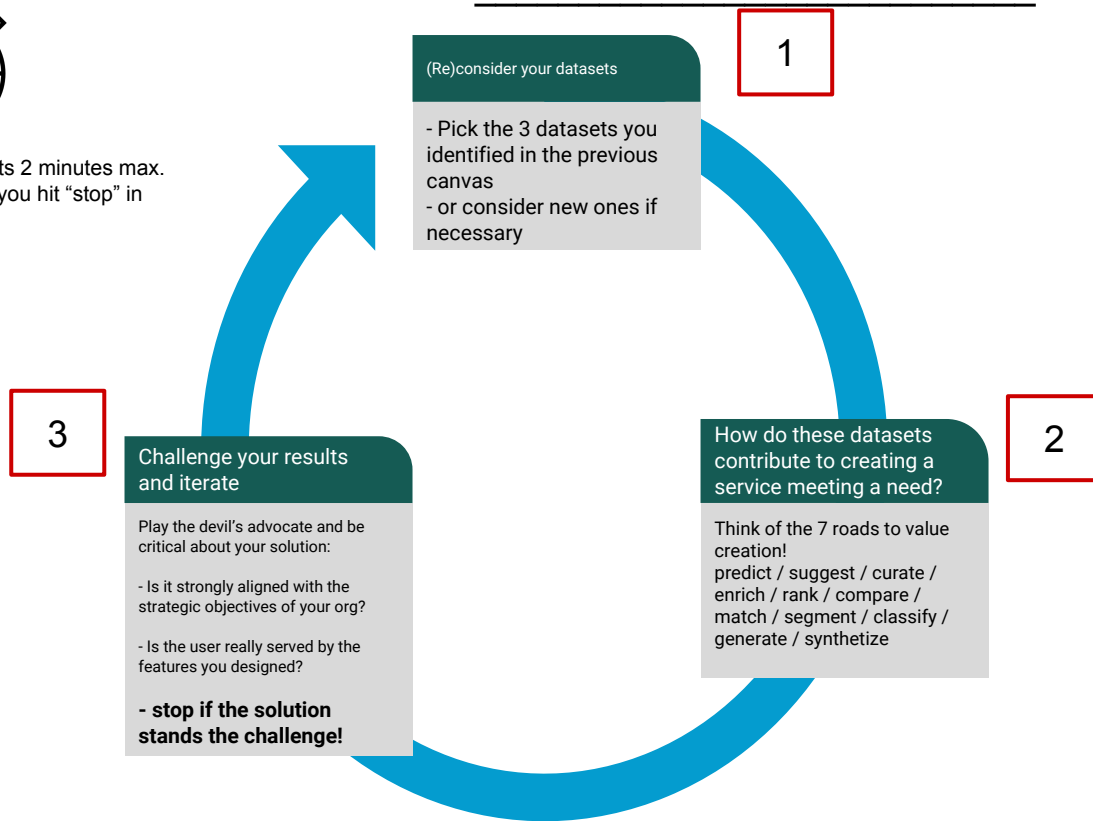
Canvas #07

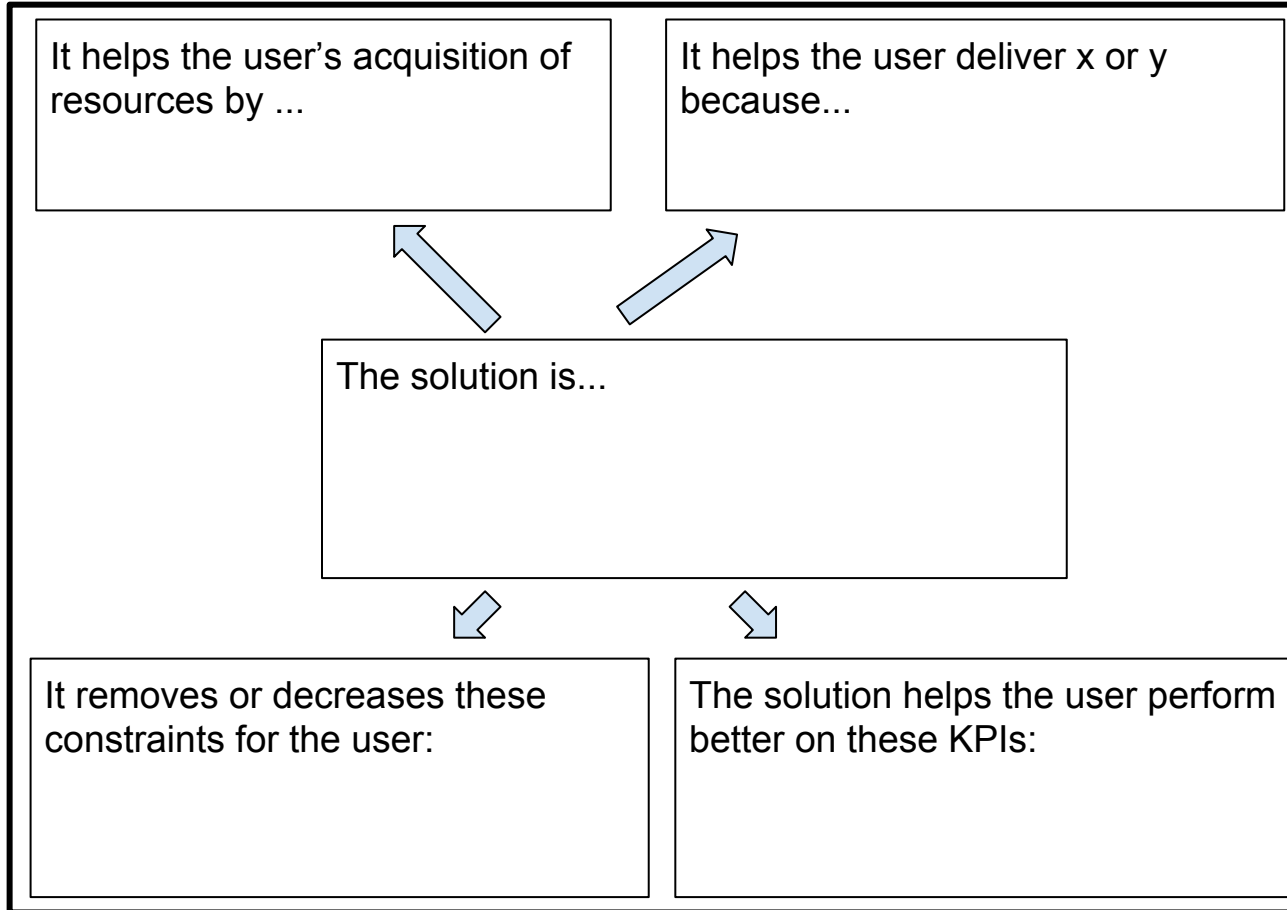
Aid to brainstorming

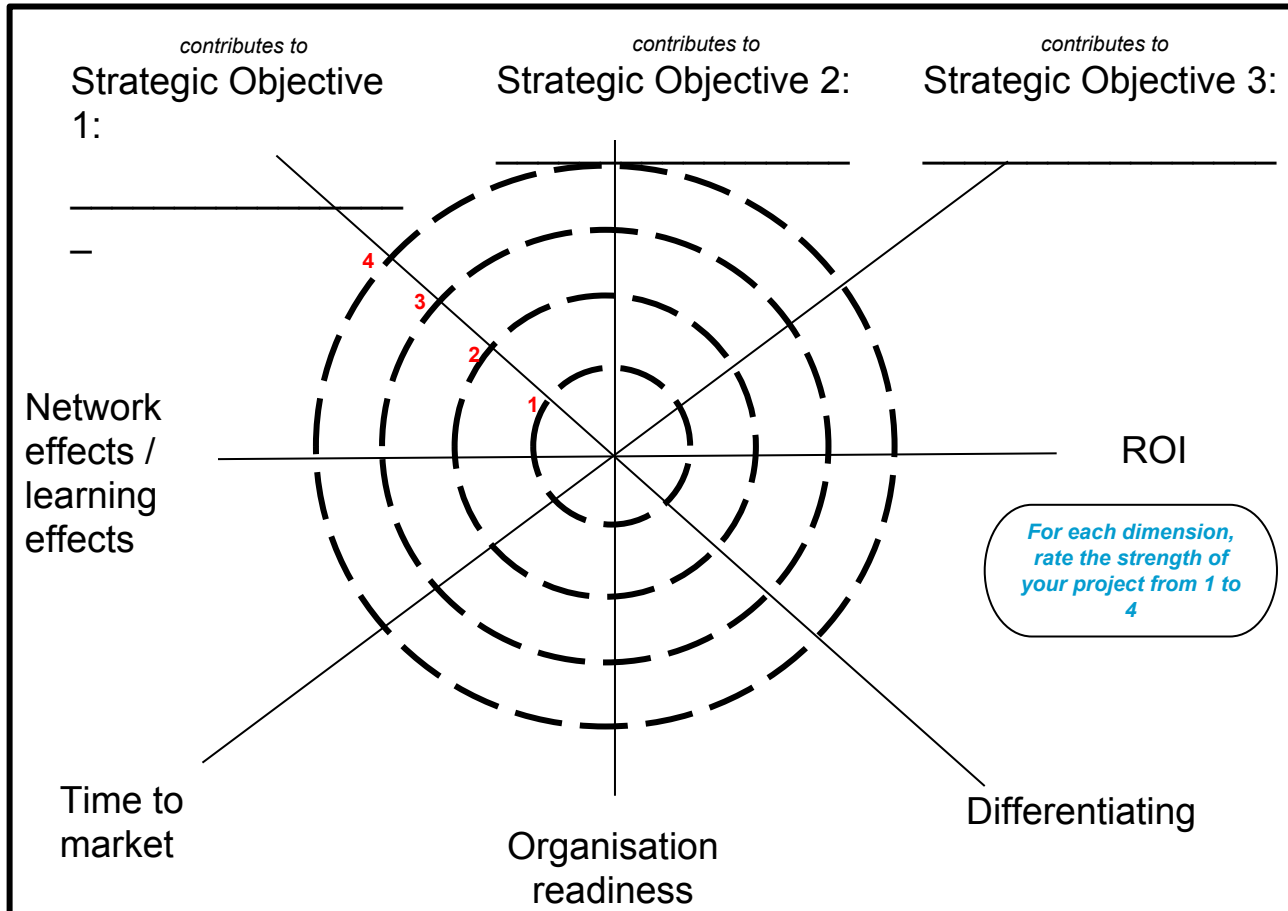
Designed by: _____
Date: _____



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







Synthesis

Name of the organization Name of the idea

Target users and their needs / problems to solve

Description of the idea

How does it match the strategic priorities of the org

Datasets / data sources contributing to the idea

Expected benefits

Synthesis	
Name of the organisation	Name of the idea
Target users and their needs / problem to solve	
Description of the idea	
How does it match the strategic objectives of the org?	
Datasets / data sources contributing to the idea	
Expected benefits	