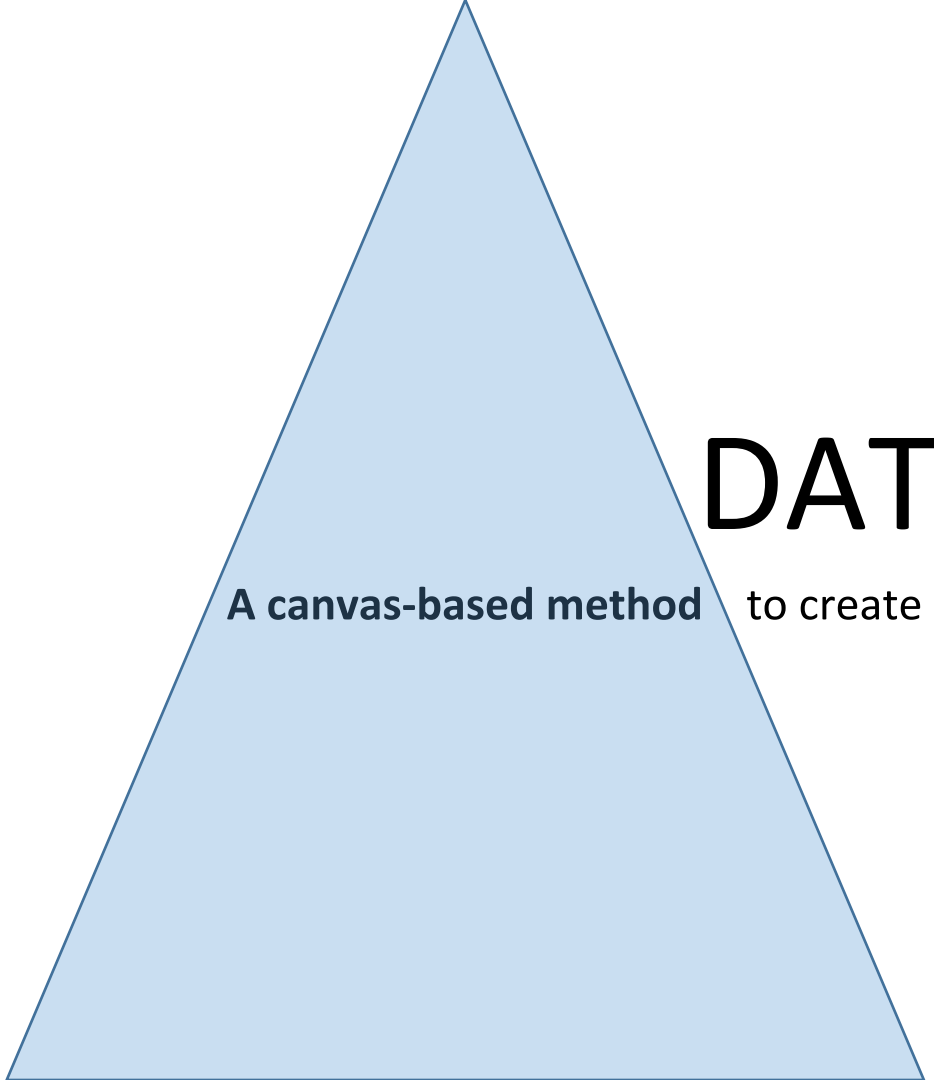


DATOM

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

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

DATOM is for you to use without restriction in modeling your own or other people's businesses

Canvas #01
Strategic objectives of the organisation

Designed by: _____
Date: _____

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

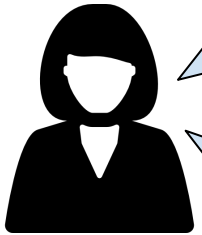
"**By providing** ……**to** …….

Which translates into these 3 strategic objectives:

#1 ……

#2 ……

#3 ……



Or, in your own words:

……I……
……

……
……

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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:

_____
_____

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Canvas #03.1:
Profiling the target user (B2C)

Designed by: _____
Date: _____

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: _____

Their preferred TV show: _____

The last movie they went to: _____

Preferred extra professional activity: _____

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

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Canvas #03.2:
Profiling the target user (B2B)

Designed by: _____
Date: _____

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

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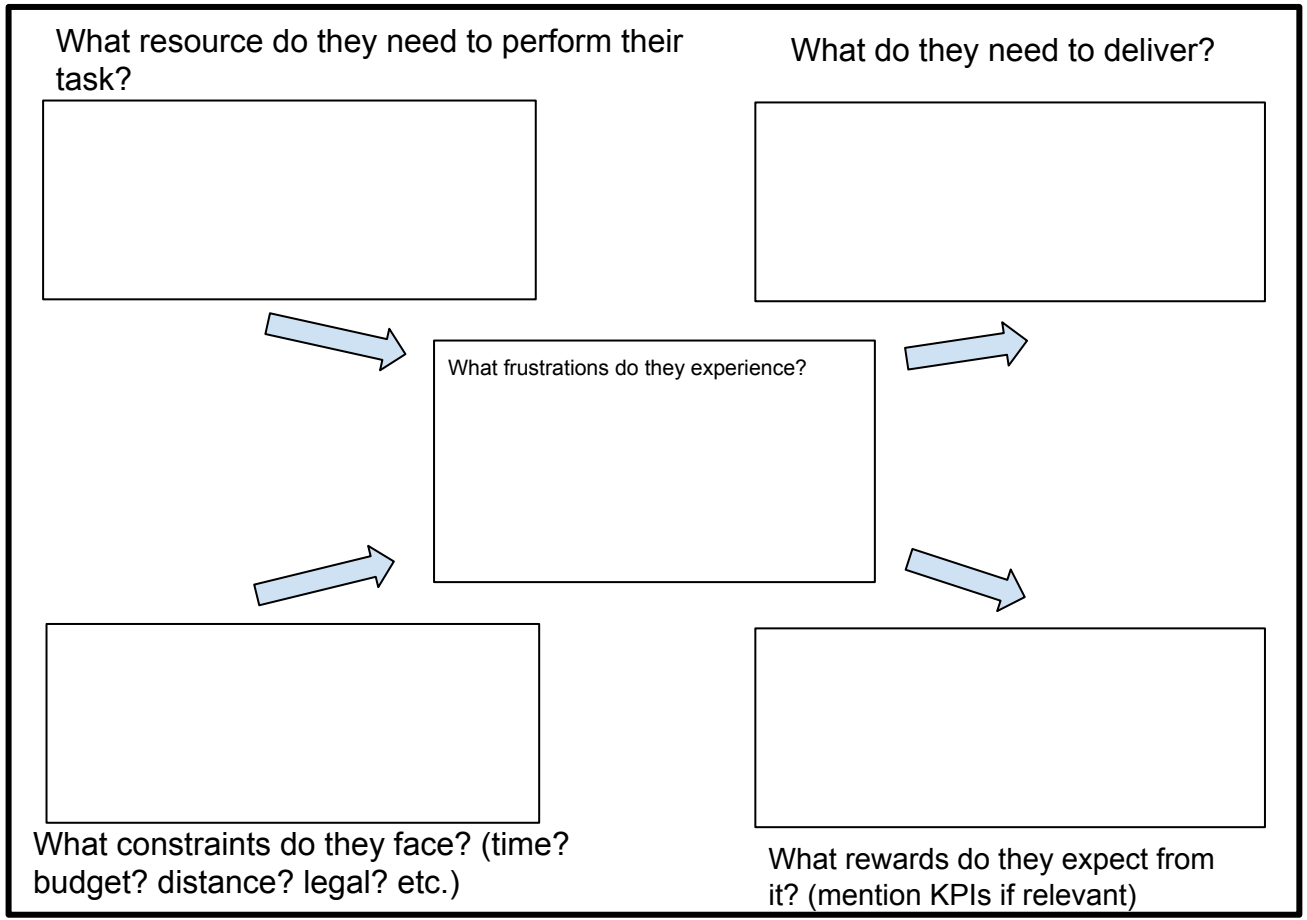
Canvas #04
Customer needs analysis

Designed by: _____
Date: _____



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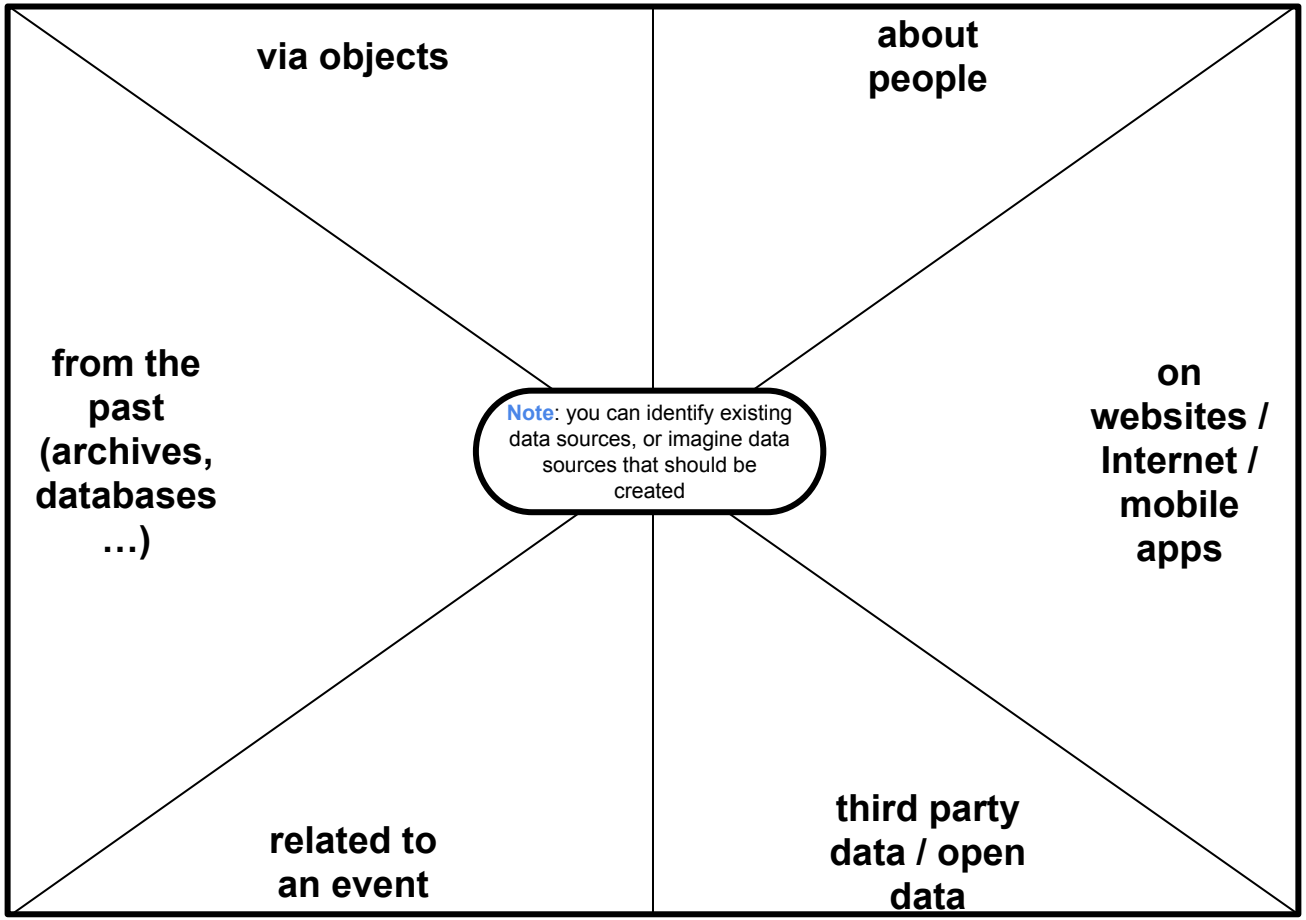
Canvas #05
Sources of data

Designed by: _____
Date: _____



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

Canvas #07
Aid to brainstorming

Designed by: _____
Date: _____

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

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

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?

- stop if the solution stands the challenge!

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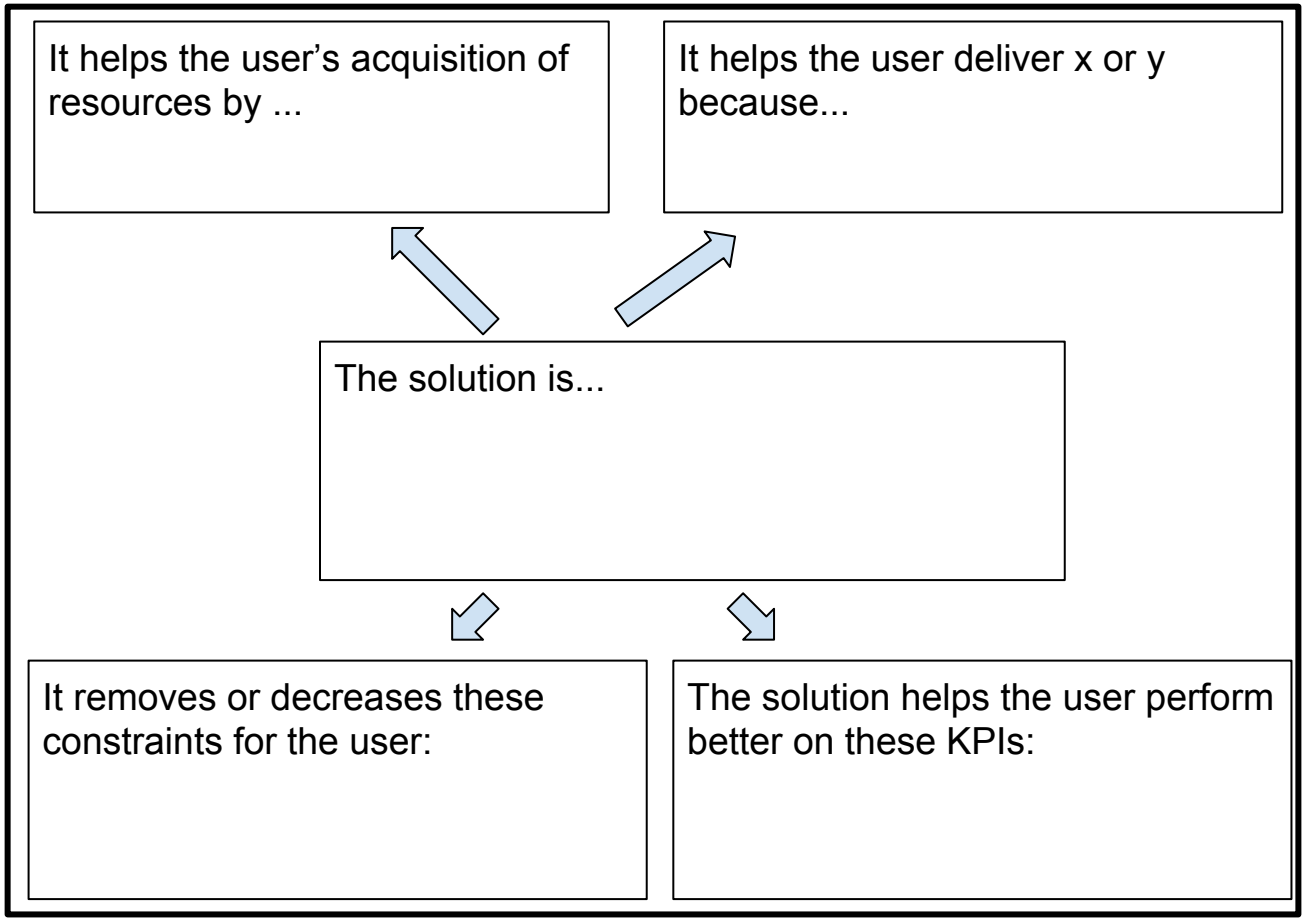
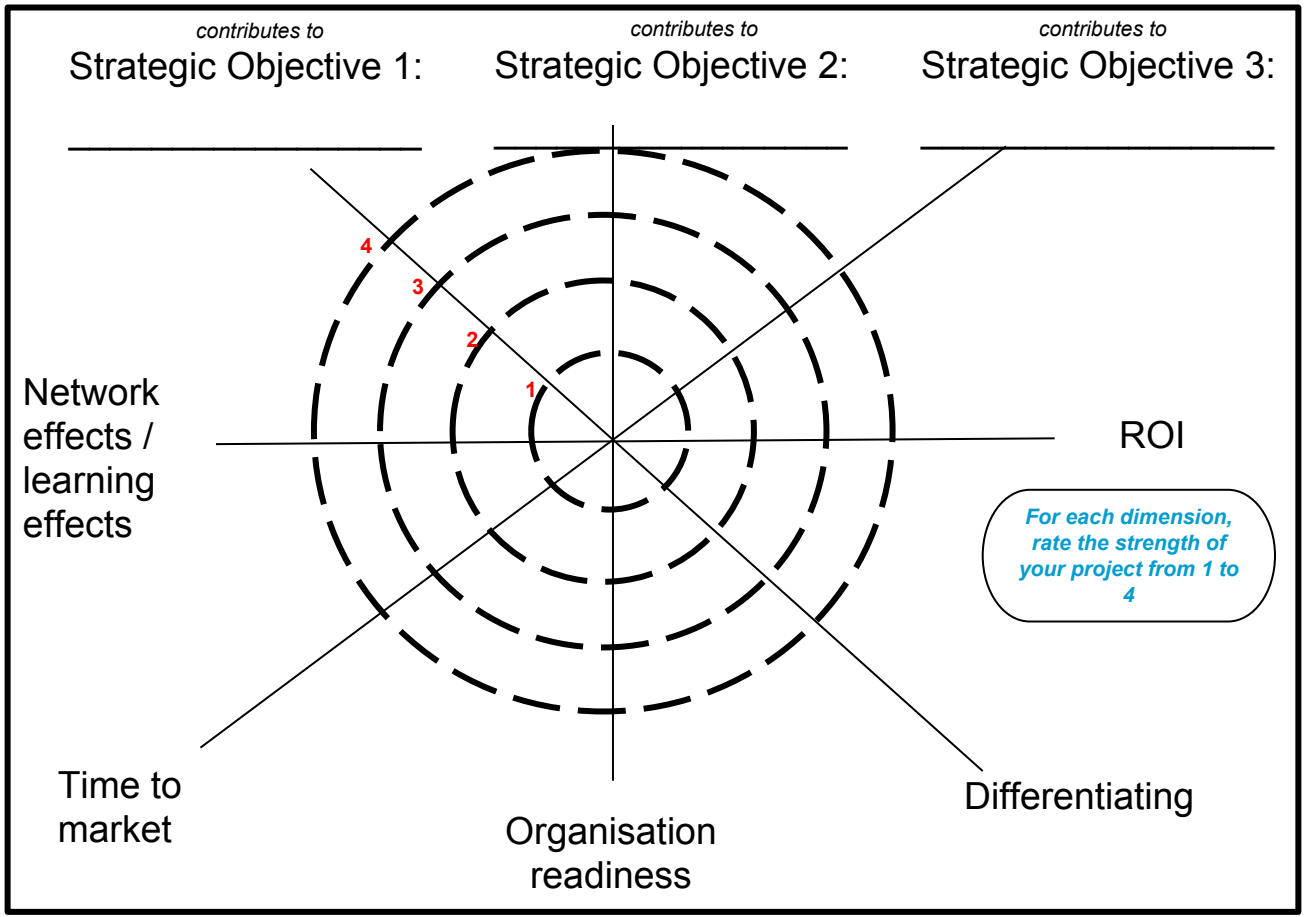
Canvas #08
Value map

Designed by: _____
Date: _____



Canvas #09-1
Graphical synthesis

Designed by: _____
Date: _____



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Canvas #09-2
Memo synthesis

Designed by: _____

Date: _____

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

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Designed by: _____

Canvas #09-2
Memo synthesis

Date: _____

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

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