DATOM

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

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

Canvas #01 Strategic objectives of the organisation	Designed by: Date:
"In 5 years time, we must be the leade	r of
"By providing	to
Which translates into these 3 strategic of	objectives:
#1	
#3	
Or, in your own words:	

Canvas #02 Identifying the target		Designed by: Date:
		Name of the target department / user / segment:
	Headquarters / Corporate / Support functions	
	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:

Canvas #03.1: Profiling the target user (B2C)	Designed by Date:	:
Name of the Avatar:		
Socio demographic attributes		Lifestyle
Gender:		Level of fitness: weak / average / fit / competitive
Marital status: Number of kids:		Social life: none / occasional / regular / party animal
Occupation:		Societal involvement: none / occasional / regular / leader
Country & city of residence:		
Highest degree: high school / univ / other: Media and cultural preferences		
The last book they read:	Preferred extra profe	ssional activity:
Their preferred TV show: The last movie they went to:	The social media the Snapchat / LinkedIn	<i>y visit daily</i> : Facebook / Instagram / / Twitter / Youtube

Canvas #03.2: Profiling the target user (B2B)	Designed by: Date:
Name of the Avata	Job id Industry:
Gender: Occupation: Monthly income: Country & city of residence: Highest degree: high school / univ / other:	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

nvas #04 stomer needs analysis	Desigr Date:	ned by:
What resource do they need to task?	perform their	What do they need to deliver?
Wha	at frustrations do they expe	erience?
What constraints do they face? budget? distance? legal? etc.)	(time?	What rewards do they expect from it? (mention KPIs if relevant)

Canvas #05 Designed by: ____ Sources of data Date: about via objects people from the on past Note: you can identify existing websites / data sources, or imagine data (archives, Internet / sources that should be databases created mobile ...) apps third party related to data / open an event data

Canvas	#06	
Details	of da	atasets

Designed by	/:	
Date:		
		1

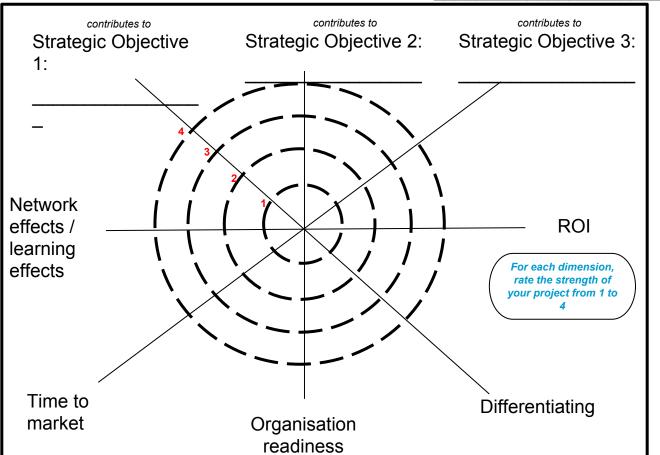
BONUS POINTS 1 to 5 (1 = hard, 5 = easy)	Explanations	Dataset 1:	Dataset 2:	Dataset 3:
Machine readable?	if the data is a .docx or pdf file, software can't read it. A database or even a csv file is better.			
Structured or not?	if the dataset is "Excel like' then it is quite structured. Free text, web 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 Designed by: Aid to brainstorming Date: (Re)consider your datasets - Pick the 3 datasets you identified in the previous Each cycle lasts 2 minutes max. canvas Turn until you you hit "stop" in - or consider new ones if step 3. necessary How do these datasets 2 Challenge your results contribute to creating a and iterate service meeting a need? Play the devil's advocate and be Think of the 7 roads to value critical about your solution: creation! predict / suggest / curate / - Is it strongly aligned with the enrich / rank / compare / strategic objectives of your org? match / segment / classify / generate / synthetize - Is the user really served by the features you designed? - stop if the solution stands the challenge!

Canvas #08 /alue map		Designed by: Date:
It helps the user's acquisition resources by	of	It helps the user deliver x or y because
The solution	າ is	
		\bigcirc
It removes or decreases these constraints for the user:	e	The solution helps the user perform better on these KPIs:

Canvas #09-1 Designed by: _______

Graphical synthesis Date: ______



	Canvas #09-2 Memo synthesis	Designed by: Date:
T	Syntame of the organization	thesis Name of the idea
		needs / problems to solve
	Description	n of the idea
	How does it match the st	trategic priorities of the org
	Datasets / data source	s contributing to the idea
	Expecte	ed benefits

Canvas #09-2	Memo synthesis

Designed by:

Date:

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