



## Idea Canvas

**For Participants!** This exercise is best done BEFORE you come to Challenge Day, but can be completed onsite as well. This exercise should be completed before going to an [Idea Vetting and Use of Data](#) session. If you prefer to complete this doc after the Idea Vetting and Use of Data Session

The details for the entire 10 steps are outlined in the [GitHub Project Board](#) pre-populated cards.

In this session there will be one team paired up with a panel of Mentors (anonymous advisers). Teams are supposed to present mentors with problem to solve: is their idea viable and complete-able in the time frame available. Can they get the idea done in time for the competition.

Be prepared to quickly provide to the Mentors

**SUMMARY:** {Provide a one sentence summary of the product track idea or analytics track problem/solution}

**BUSINESS PROBLEM AND SOLUTION:** {Identify the business problem your team is seeking to solve}

**How many on team have competed before?** (count)

**TEAM DYNAMICS (#):** *Name and 2-3 word description of project section that member is responsible for (who owns the task). One name can have multiple roles. Name - team lead/PM, Name - data specialist/developer, Name - developer, Name - UX/UI, Name - UI/Front-end dev, Name - data architect*

**TECH STACK:** {Describe the tech you plan to use to build your product or analytics dashboard}

**CIM DATASETS:** {Provide one sentence how each is used}

**EXAMPLE** [Sales Rooms in Colorado](#) - Provides locations of breweries, wineries and distilleries

**EXAMPLE** [Building Permit Counts in Colorado](#) - Provides summary data used to estimate new development

**EXAMPLE** [Events and Festivals in Colorado](#) - Provides date, location and duration of a wide variety of festivals

**NON-CIM DATASETS:**

**EXAMPLE** Twitter - using the profile location to generate the locate or phrases food trucks

**EXAMPLE** BBB - Use datasets api to look at venues.

**MISSING DATASETS:**

**EXAMPLE** *Health Inspection in food trucks*

**EXAMPLE** Permitting licensing but do not have if any food truck permitting and licensing.

**EXAMPLE** Street Parking permits

**EXAMPLE** Cross registering food trucks with library Reference USA.

## Figure Out What Problem to Tackle in the Worksession

Use the questions in the Team Workspace to begin building and designing the business decision maker problem and solution, and determine whether your entry works best in the product or analytics track.

Which question is the most difficult to answer or speculate? Use the Idea Canvas below to work out two problem/solutions to work out in the session.

**Bring this question and problem/solution sets to the Idea Vetting and Use of Data session.**

### TEAM WORKSPACE:

#### Solution (to BDM Problem)

What is the Business Problem the app/analysis seeks to solve?

Product: How does the app help the business decision maker to solve their business problem.

Why will this app be valuable to business owners?

Analytics: How does the question help the business decision maker answer their question/solve their problem?

How does the function of the Public Data contribute to the solution?

What are the most probable usage scenario and target audience?

What possible marketing research could be done?

#### Data

Briefly describe how datasets provide value in app/outcomes

Product - Explain how: (1)accessible, (2)combine, (3)analysis, (4)value add

Analytics - Explain how (1)

Are you doing any joins between your datasets?

Are you calculating any new fields from your data?

What type of data input is needed? Is API integration with other software needed?

How are you querying your data sets and integrating them into your application?

How are you handling deltas from source data as they are imported to your working data environment?

#### Tech

What functions do you plan to build?

How documented is your code at this point?

What kind of data output will there be? Are any additional features needed?

What will your API look like and how will it be queried? SODA or import?

Are you building an algorithm?

Have you scoped out a testing plan? Frontend and backend?

Is working offline possible and/or needed?

Will this application perform operations with sensitive data?

Will there be any financial transactions?

What security items have you put in place?

#### UX

What is the interface for your product/data story?

How are you planning on visualizing locations? Are you going to be using Carto? Leaflet? Other?

Have you done a paper prototype of your UX Design?

How far along with scoping out the level of effort for implementation are you?

Describe the design of your user experience.



## Idea Canvas Succinct Description of the Project Goal

- 1 - Complete this board to develop two ideas then run through questions for each to identify their related "greatest challenge"
  - 2 - Use these two problems in the Idea Vetting and Use of Data worksession to pick your competition problem and solution
- \*Keep it at a high level - later in Challenge Day there will be opportunities to build out more detail, project plan and timeline

<b>DATA</b> Relevant Datasets to the BDM		<b>BDM</b> The Business Decision Maker persona that represents your target audience		
<b>PROBLEM</b> and Current Mitigations	<b>SOLUTION</b> High Level Concept	<b>PAPER PROTOTYPE</b>	<b>SCOPE</b> Project Tasks with Timeline	<b>KEY METRICS</b> Measurable Indicators
<b>PROBLEM</b> and Current Mitigations	<b>SOLUTION</b> High Level Concept	<b>PAPER PROTOTYPE</b>	<b>SCOPE</b> Project Tasks with Timeline	<b>KEY METRICS</b> Measurable Indicators

## Idea Canvas Instructions

### 1 - Let the Data Guide You

You are required to use at least one data set from the Colorado Information Marketplace [data.colorado.gov](https://data.colorado.gov). There are TONS of resources in the [Go Code Colorado website Data Pages](#). Our program is all about data, now is a good time to make sure the data you need is available to you. Ask one of our data experts via the slack channel (#data) or in person during Challenge Days.

### 2 - The Business Decision Maker

Work with all available resources to identify the person you want to help. What industry are they in, what challenges do they face. Consider the BDM a “Target Audience” that can be personified. Describe the Target Audience, and explain any market testing your team has done. Think of ways to test your product/analysis/idea with potential users. Illustrate the how the use your analysis will provide useful insights. Use this exercise to personify the target audience.

<b>PRESENTATION OBJECTIVES</b> What does your presentation need to accomplish?		<b>PRESENTATION CONTENT</b> How will your presentation fit both needs?
<b>AUDIENCE SEGMENTS</b> What describes your audience & their enrollment?	<b>AUDIENCE OBJECTIVES</b> What does your audience need from your presentation?	

### 3 - Solutions

**Solutions Part 1 -- Brainstorm sticky notes with a timer** - Using a [timer](#), take 5 minutes to write down as many rough ideas on sticky notes as you can. Go around as a team and put your sticky notes on a wall as you say what you wrote. Group similar ideas together. When you're finished, select the solution that provides the best match with the first problem. Repeat the process for either a second problem, or repeat the problem but storyboard a different solution.



**Solutions - Part 2 -- High Level Concept** Use the two top rated solutions from the Stickynote Brainstorm and generate a clear way to describe what your product/analysis is and who its designed to help.

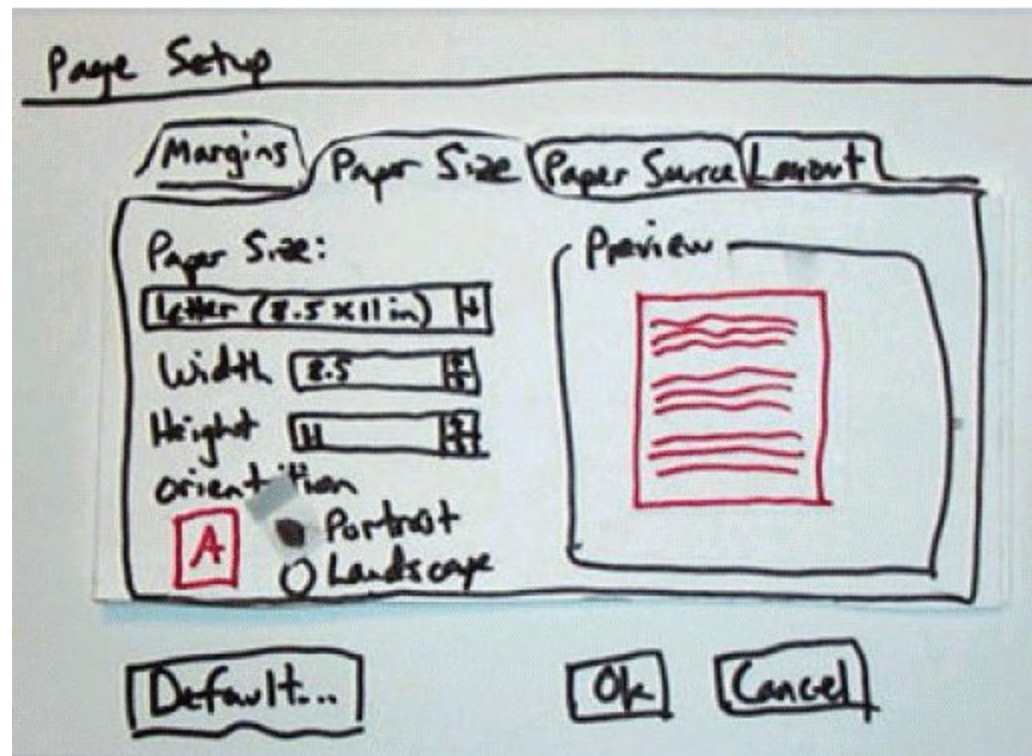
Product Track - This concept is easy and fun way to be succinct as possible in how you describe your work and also the production goals you are tracking to. An example for the Product Track is Uber: "Order a taxi with your phone", or an 'x for y' concept like "Instagram for Pet Lovers".

Analytics Track - Use this concept to be succinct about the question you are working to answer. This requires leaving the explanation of the BDM's problem out of the explanation, and simply stating what part of the problem is being addressed. Explain the what and not the why. Examples for the Analytics Track include helping businesses to understand specific demographics of an area related to a specific discovery need, or providing an assessment of the zip codes with the fewest number of existing child care providers.

#### 4 - Paper Prototypes

Take the solution for each problem and spend [5 minutes](#) building a paper prototype. How to build a paper prototype you ask -- It's simple! All you need is a piece of paper and something to write with to draw out your solution. No one expects it to be pretty, don't worry! Add as much detail as you can around how your solution might look or work. Can you fit a prototype into the tiny

workspace on the Idea Canvas? Keep it high level on the first pass, and save the detail for



subsequent iterations.

## 5 - Scope

This is a competition and there is a timeline. This is a big factor in the design and plan of your product creation or analysis. To determine if the project you've identified can be done with a scope that fits into the timeline of the competition, take the data points and noteworthy features from the previous exercises and list them out. Make a high level guess at how many sprints it will take to complete each feature or analyze each data point. How many sprints can you complete in a week? How many weeks are there before Semi-Final submission. Can you build all your features/analyze all of your data points? What does the project look like on the timeline of competition by Final submission?

## 6 - Key Metrics

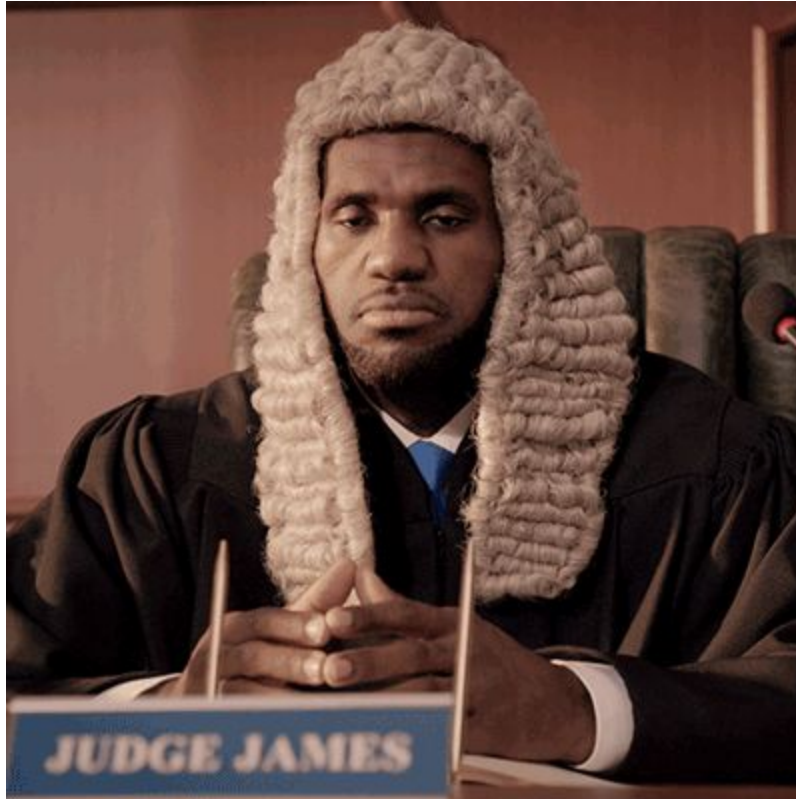
List three question answers, and relate them back to your data. Sketch out how the data can be used to measure your project success.



## Bonus Idea Generating Resources

### Read Judging Criteria

This is a competition. We have a specific set of criteria that you should read thoroughly so you know how you will be judged. [JudgingCriteria](#). Keep in mind that use of data sources is the highest-weighted factor



for the competition.

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### Identify your Unique Value Proposition

What is a UVP? Your unique value proposition is the promise you're making to your customer that's compelling enough for them to jump on board.

#### Writing a UVP

Here are two suggested formats:

1. Ask yourself: "If I solve *the problem* [by doing this] for *my customer*, is that compelling?"
  - a. When you can substitute [by doing this] with something compelling, that's the Unique Value Proposition you're proposing.
2. Complete the statement: "I can promise [the customer] who faces [the problem] that I can give them [unique value proposition]."

### Identify Existing Alternatives

Take time to discuss as a group how people solve this problem today. Document all of the existing ways people solve the problem you want to solve. What is being done already to mitigate the problem, where a real solution is needed?