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 solves 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.

Go Code Colorado
Business Intelligence Center

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 worksesion 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

DATA Relevant Datasets to the BDM	**BDM** The Business Decison Maker persona that represents your target audience

PROBLEM and Current Mitigations	**SOLUTION** High Level Concept	**PAPER PROTOTYPE**	**SCOPE** Project Tasks with Timeline	**KEY METRICS** Measurable Indicators

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