ODPS

DATA PRODUCT TOOLKIT

Description version 1.0 toolkit:
This set of canvases provides structured frameworks to design, evaluate, and manage data products effectively. Each canvas serves a specific purpose in aligning business needs, data-driven strategies, and operational execution for successful data product development.

Canvases included:

1. Data Product Usecase Template
2. Data Product Canvas 2.1
3. Data Product Value Measure Framework
4. Data Product Usecase Pipeline Management
5. Data Product Blueprint Model

At the end also suggested workflow for using the canvases

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DATA PRODUCT TOOLKIT

Canvas descriptions

Data Product Use Case Template

- Helps define and articulate business problems that data products aim to solve.
- Captures stakeholders, expected outcomes, and key metrics to ensure alignment with business objectives.

Data Product Canvas 2.1

- A structured blueprint for designing data products with a focus on user needs, data assets, and governance.
- Enables teams to map value propositions, dependencies, and technical components in an intuitive format.

Data Product Value Measure Framework

- Establishes clear metrics to quantify the impact of a data product.
- Guides organizations in assessing the business value, adoption rate, and ROI of data-driven solutions.

Data Product Use Case Pipeline Management

- Provides a framework for tracking and managing data product use cases from ideation to deployment.
- Ensures structured execution, prioritization, and validation of high-value use cases in a scalable manner.

Data Product Blueprint Model

- A holistic framework that integrates design, governance, and lifecycle management of data products.
- Helps in standardizing best practices, interoperability, and compliance across data ecosystems.

DATA PRODUCT TOOLKIT

Data Product Usecase Template

Business Challenge

"must test"	"tempting"	**PRIORITY**
"nice"	"cumbersome"	

Stakeholders

Data Requirements

Expected Outcome

Impact Metrics

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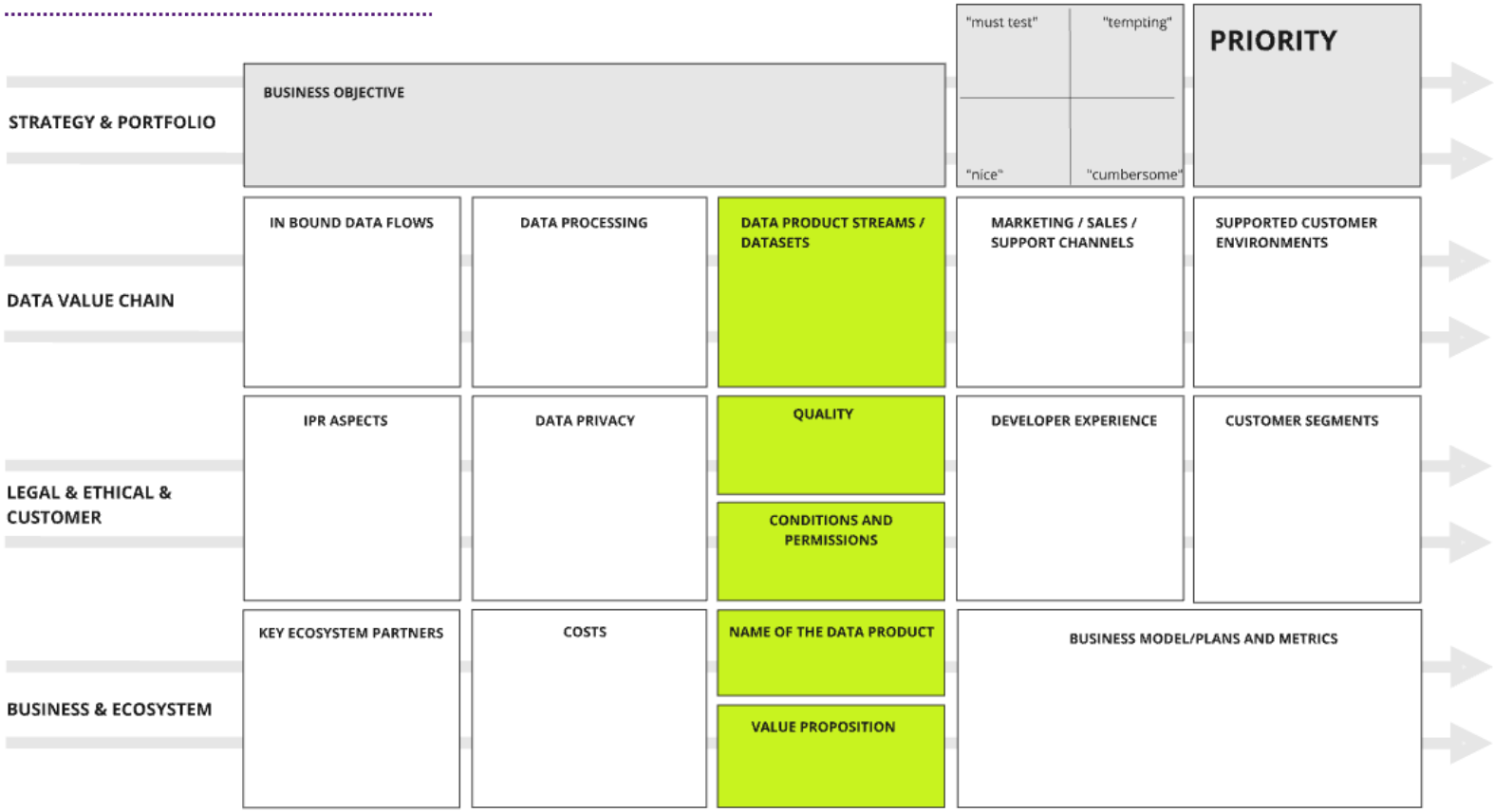
Data Product Canvas 2.1



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DATA PRODUCT TOOLKIT

Data Product Value Measure Framework

Define Value Objectives

1

The first step is to identify what success looks like for different stakeholders. Rrevenue growth, operational efficiency, or improved C. Value is defined in a way that truly matters.

Select Key Metrics

2

With objectives in place, the next step is to choose the right metrics—both quantitative and qualitative. Numbers tell part of the story, but real value also lies in user experience, adoption rates, and business outcomes.

Collect Data & Analyze Trends

3

Once metrics are set, organizations can leverage AI and analytics to continuously track how data products are performing. Patterns emerge over time, revealing opportunities for optimization.

Refine Based on Feedback

4

Measuring value isn't a one-time exercise—it's an ongoing process. User feedback plays a critical role in refining and enhancing data products.

Communicate Value to Stakeholders

5

Finally, value must be effectively communicated. Whether through reports, dashboards, or compelling case studies, organizations need to showcase impact

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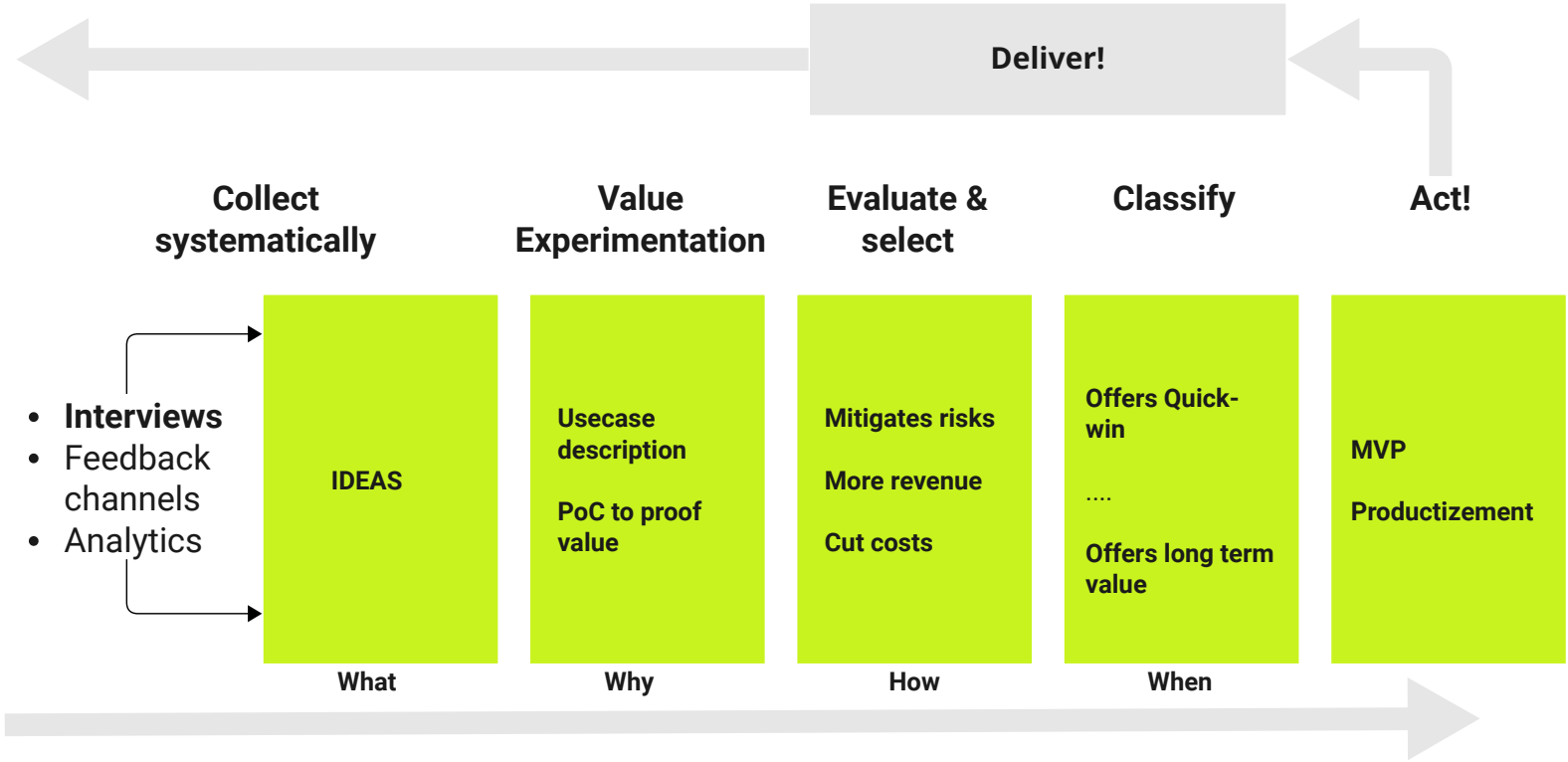
Data Product Usecase Pipeline Framework



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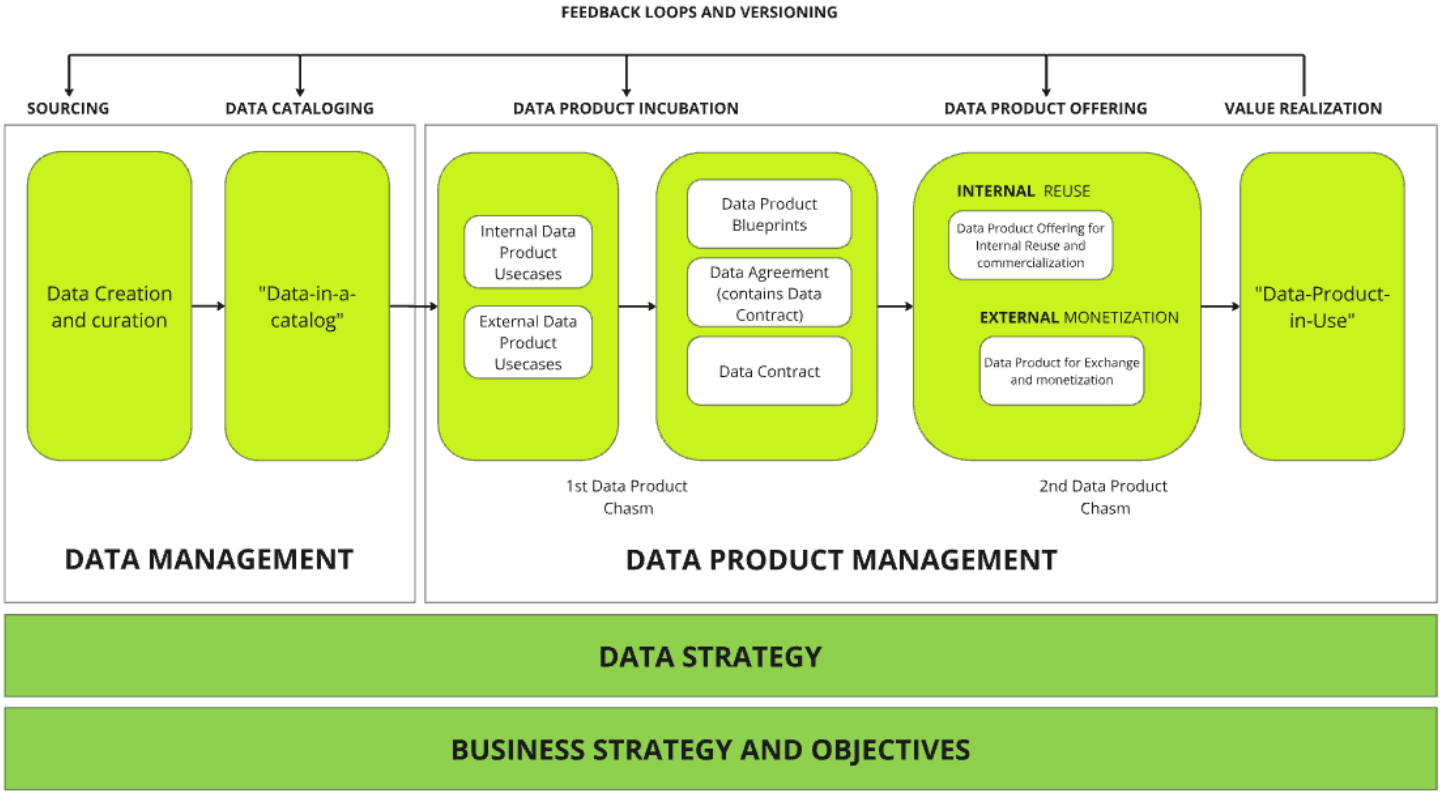
Data Product Blueprint Model



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DATA PRODUCT TOOLKIT

From Product Thinking to Execution

How Data Product Stewards Use the Data Product Steward Toolkit

As a data product steward, your role is to bridge strategy and execution, ensuring that data products are both valuable and viable. The Data Product Steward Toolkit provides structured frameworks to:

1. Define the right data product (Product Mindset)
2. Measure its impact and validate value creation
3. Iteratively build and deliver it (Agile Mindset)

Mindset Shift	Framework	How Product Managers Use It
Define the Business Value & Use Case	**Data Product Use Case Template**	Identify the **business challenge**, stakeholders, and expected outcomes. Use this to align with leadership, business teams, and tech teams.
Structure & Package the Data Product	**Data Product Canvas 2.1**	Map out **value propositions, technical needs, governance requirements, and dependencies.** This ensures your product vision is well-defined before development begins.
Measure & Validate Business Impact	**Data Product Value Measure Framework**	Define **KPIs, adoption metrics, ROI**, and impact assessment strategies. Use this framework to justify continued investment.
Manage Product Execution & Iteration	**Data Product Use Case Pipeline Management**	Structure product **development stages (PoC → MVP → Full Productization)**, prioritize based on value, and **track execution progress.**
Ensure Long-Term Scalability & Governance	**Data Product Blueprint Model**	Align with **compliance, security, and interoperability standards.** Standardize best practices across multiple teams and projects.

DATA PRODUCT TOOLKIT

The Workflow Using These Canvases

Define the Data Product → Validate, Measure, and Iterate → Scale & Govern the Data Product

Start with the Data Product Use Case Template

1. Identify a problem worth solving.
2. Engage business stakeholders early to ensure alignment.
3. Define expected outcomes & impact metrics (e.g., revenue increase, cost savings, efficiency gains).

Use the Data Product Canvas 2.1 to Package the Value

1. Structure value propositions, target users, and dependencies.
2. Align with data teams to define technical feasibility.
3. Set the monetization model (if applicable).

Apply the Data Product Value Measure Framework

- Define success metrics for adoption, engagement, and ROI.
- Set up feedback loops to measure real-world impact.

Use the Data Product Use Case Pipeline Management

- Track the product's journey from PoC → MVP → Full Deployment.
- Prioritize use cases based on value impact vs. effort.

Refine based on real-world feedback

- Continuously adjust the roadmap using data-driven insights.
- Remove low-value features and focus on high-impact iterations.

Implement the Data Product Blueprint Model

- Ensure compliance, security, and interoperability as the product scales.
- Standardize best practices across multiple products and teams.

Enable continuous delivery

- Automate testing, CI/CD pipelines, and agile governance.
- Drive a culture of experimentation and rapid iteration.

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