project: Endangered Data Week

Problem

An informed citizenry needs access to legitimate information, but data can frequently be repressed, neglected, difficult to acquire, or lost. EDW seeks to raise awareness to threats to public data, and train others to engage, advocate, and use data.

Solution

Create a culture of data consciousness to raise awareness of threats to data, and take steps to advocate for open data / good data practices as well as a instill a comfort working with data.

Unique Value Proposition

We are working with technologists, librarians, citizen scientists, nonprofits, journalists, scholars, students, and others to promote a culture of data consciousness by creating training materials, guidelines, and resources to advocate for open data and promote awareness around threats to publicly available data.

Key Metrics

Number of curricular offerings

Number of EDW events

Number of contributors

User Profiles

Target audience and early adopters
Open data advocates, graduate students,
librarians, DLF, social scientists / public
policy scholars, humanities scholars

User Channels

Twitter Listservs Professional orgs Advocacy orgs Nonprofits

Resources Required

Execution

Project

- Reliance on expertise among ourselves and from outside the core EDW team.
- Effective outreach and publicity to continue EDW's growth (measured by # of events? by # of contributors?)
- A core set of curricular material broadly applicable in various settings (academia, journalism, etc.)

Contributor Profiles

Contribution types and ideal contributors Technologists, librarians, citizen scientists,

Technologists, librarians, citizen scientists, journalists

Programmers, artists, information designers

Contributor Channels

Github Twitter Slack (or something more open; Gitter?)

See next slide for instructions!

Product

Community

users

Your

Open Canvas

project : Title

Make your own canvas: Go to File > Make a Copy...

Problem

The top 1-3 problems you want to solve

Solution

Outline your proposed solution for each problem

Unique Value Proposition

A clear message that states what you offer and why you are different. Can be derived from:

- 1. The main problem you are solving
- 2. The finished story and benefits users will have by using your product

Example: Square - start accepting credit cards today

Key Metrics

How will you measure success?

User Profiles

Target audience and early adopters

Who are you building this for? Who will your early adopters be?

User Channels

List how you will gain new users

Resources Required

What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, Hardware requirements and other costs

Contributor Profiles

Contribution types and ideal contributors

What do your contributors look like? Be sure to include the different expertise you outline in "Resources Required"

Contributor Channels

List how you will gain new contributors

Execution Project

Product

Community