# Project Execution

# **Open Canvas**

# 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**

Develop a simple, detailed, extensible toolkit for conducting action (and teaching others how to conduct action) to preserve access to public data against political, social, and technical threats.

### **Key Metrics**

- Number of curricular offerings
- Number of EDW events
- Number of contributors
- Uptake and use of toolkits

#### **User Profiles**

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

#### **User Channels**

Twitter Listservs Professional orgs Advocacy orgs Nonprofits Conferences

# Resources Required

- 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, journalists, government employees/IT

Programmers, artists, information designers

## Contributor Channels

Github Twitter Slack (or something more open; Gitter?) Direct contact Workshop attendees

See next slide for instructions!

**Product** 

Community

four users and contributors will likely overlap

project : Title Open Canvas Make your Problem Solution **Unique Value Proposition** own canvas: Outline your proposed The top 1-3 problems A clear message that states what you offer and why you are different. Go to File > solution for each you want to solve Can be derived from: Make a Copy... problem 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 User Channels User Profiles** Target audience and early adopters How will you measure List how you will gain new success? Who are you building this for? Who will users your early adopters be? Project Execution Contributor Profiles Contributor Resources Required Contribution types and ideal contributors Channels What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, What do your contributors look like? Be List how you will gain new Hardware requirements and other costs sure to include the different expertise you contributors outline in "Resources Required"

Community

**Product**