

Open Canvas

project : Phinch (Holly Bik)

Project Execution

Problem Difficult to visualize large -Omic datasets Biological Data Viz tools require computational expertise & lots of manual effort Lack of interactive data viz tools, bad UX/UIs	Solution <ul style="list-style-type: none"> - Scalable framework - Low activation energy (plug & play) - Emphasize novelty, interactivity - Work with designers on UX/UI 	Unique Value Proposition Quick and easy framework for sharing/storing large datasets and exporting publication quality graphics Customized, interactive exploration of -Omic datasets without needing any prior computational training Exciting educational and outreach tool - teachers and citizen scientists can work with real genomic datasets	
	Key Metrics Web Traffic/Analytics # of Downloads Publication citations GitHub pull requests Social Media mentions	User Profiles Target audience and early adopters Research Scientists Citizen Scientists Teachers	User Channels Conference Talks Workshops Twitter/Web Word of Mouth Journal Article
Resources Required Funding - (existing Sloan Foundation grant) Long-term Funding (new grant proposals) End Users to test and uptake product Data Viz Expertise (Pitch Interactive) Community Contributions to Code		Contributor Profiles Contribution types and ideal contributors Computer Scientists (Academics) Freelance Programmers with biological interest/expertise Postdocs, Grad Students, other research Trainees End Users (bug reports, data viz requests)	Contributor Channels Github Slack Social Media Academic Journals

Product

Community

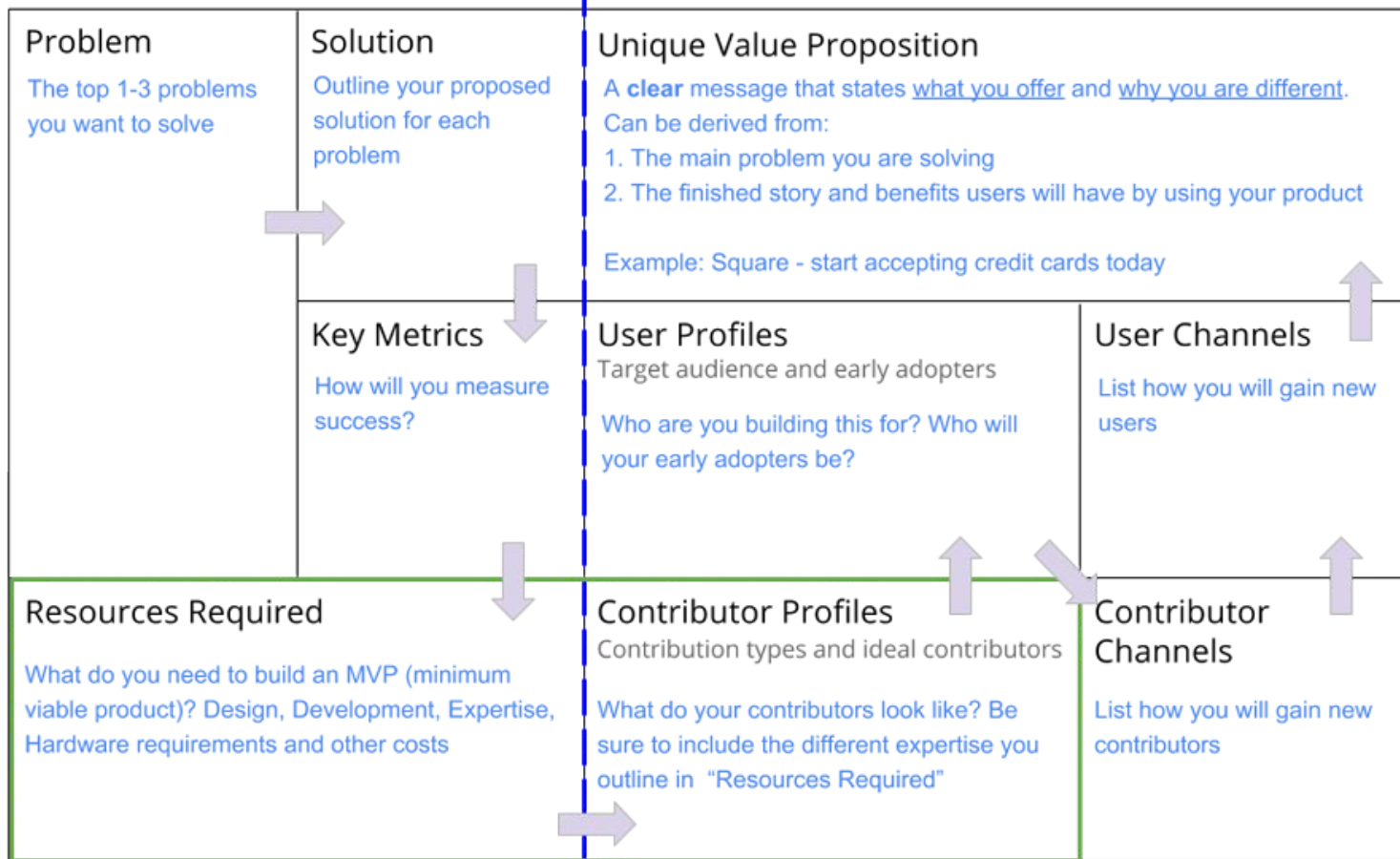
See next slide for instructions!

Open Canvas

project : Title

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Project Execution



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