See next slide for

Open Canvas

project : Phinch (Holly Bik)

	Problem Difficult to visualize large -Omic datasets Biological Data Viz tools require	Solution - Scalable framework - Low activiation 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 Cutomized, 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	
	computational expertise & lots of manual effort Lack of interactive data viz tools, bad UX/UIs	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 Data Journalists	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 Hackathons/Sprints

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