Priority Matrix

Participatory activities for purposeful, transparent, and people-centric dataset documentation

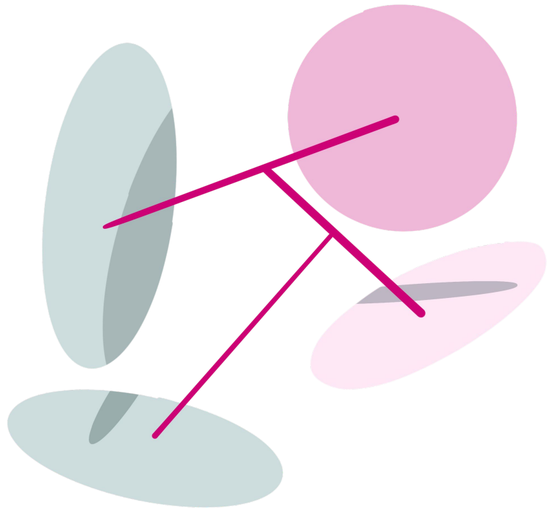
Priority Matrix

Prerequisite checklist

BEFORE YOU BEGIN

–

→ Read through Taxonomy of Stakeholders



2x2 Matrix: Axis

Frequency of Use

How frequently will the agent use your dataset in their work?

Importance of Review

How important is the agent's review, approval, or feedback for the dataset's success?

TIE BREAKER

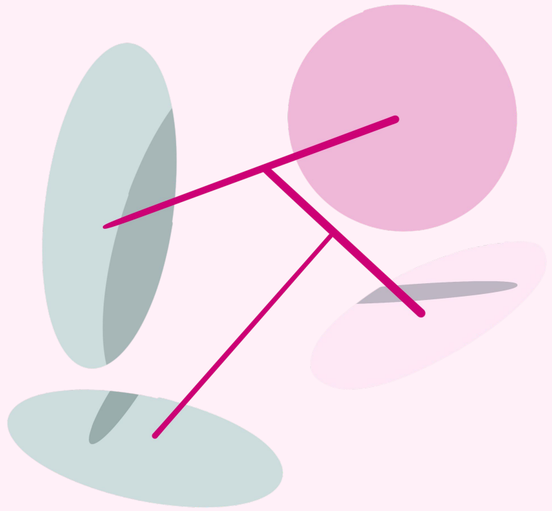
Impact on Agent

How might the agent be impacted once your dataset is used in production?

Priority Matrix

Brainstorm and select the top agents of your Data Card.
These are the primary, intended audience for your dataset.

- Agents who use datasets in production represent only a subset of agents who engage with Data Cards
- Agents can affect launches, determine use, or represent people affected by dataset application



Decide on the top 10 agents of your Data Card

Step 1: Individually brainstorm as many agents as possible

Step 2: Plot these on the priority matrix

Step 3: As a group, review the matrix and rank your agents by importance

Use the third axis, Impact on Agent to break any ties

Step 4: Transfer results to the Agents Brainstorm tab in your Activity Tracker

These agents represent the audience of your Data Card.
Subsequent activities will focus on them.

Activity Priority Matrix

agent				

Brainstorm agents: Write one agent per box.

Agents = have the power to determine use and access.

Stakeholders who use and evaluate data sets and their corresponding Data Cards. They can make decisions about the use of your dataset, which can be based solely on insights provided in dataset documentation.

Agents are the intended users of Data Cards, and they may not interact with the dataset itself. They:

- **Manage complexity:** improve or create processes, set technical direction
- **Uphold accountability:** assess risk, responsible use of datasets
- **Complete action items:** select features to integrate or engineer, calculate tradeoffs and deploy
- **Other actions:** preserve or explore data history, learning and education

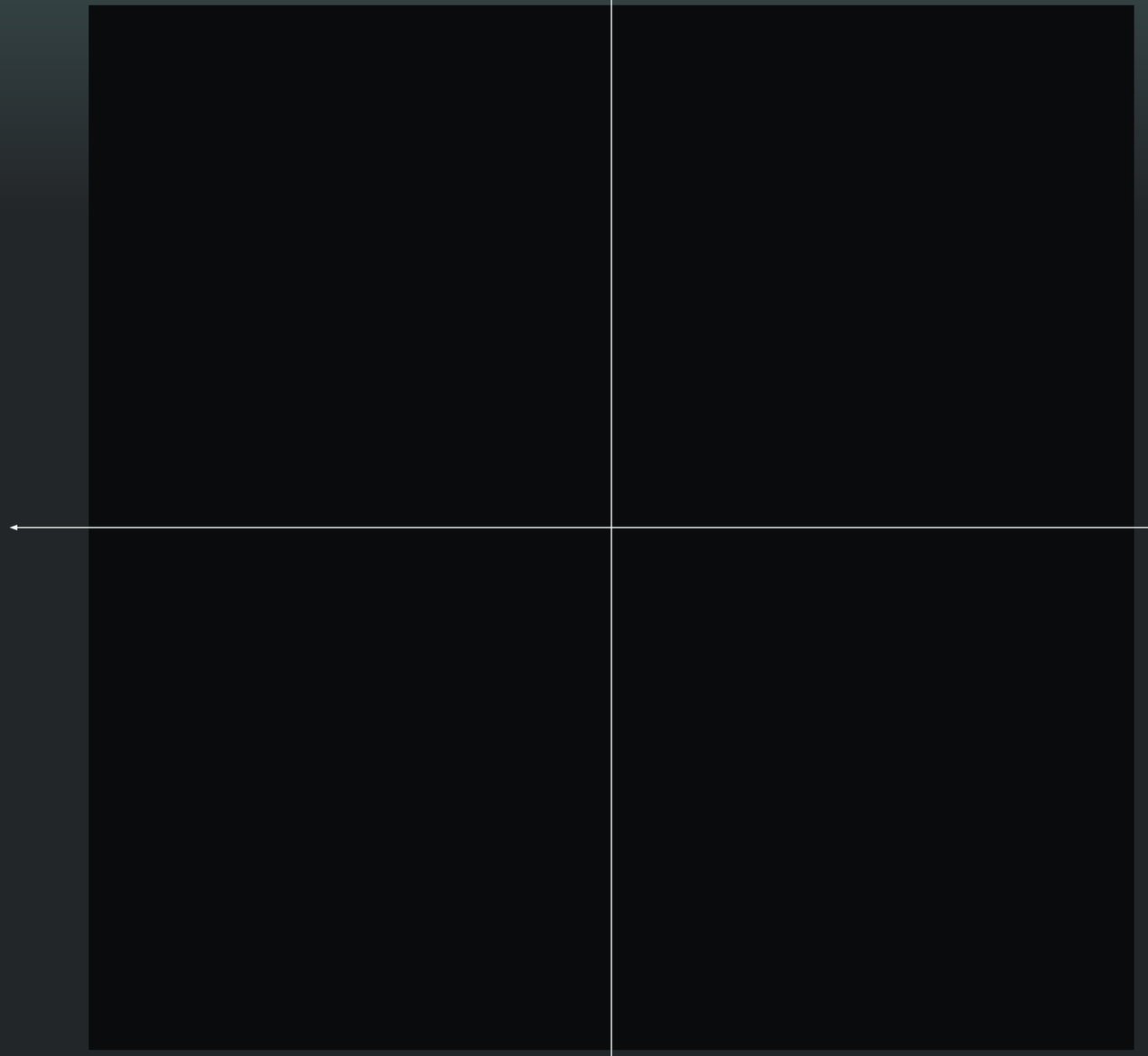
Copy & paste agents in the appropriate quadrant

REVIEW IS IMPORTANT

USES DATASET INFREQUENTLY

REVIEW IS IMPORTANT

USES DATASET FREQUENTLY



REVIEW NOT IMPORTANT

USES DATASET INFREQUENTLY

REVIEW NOT IMPORTANT

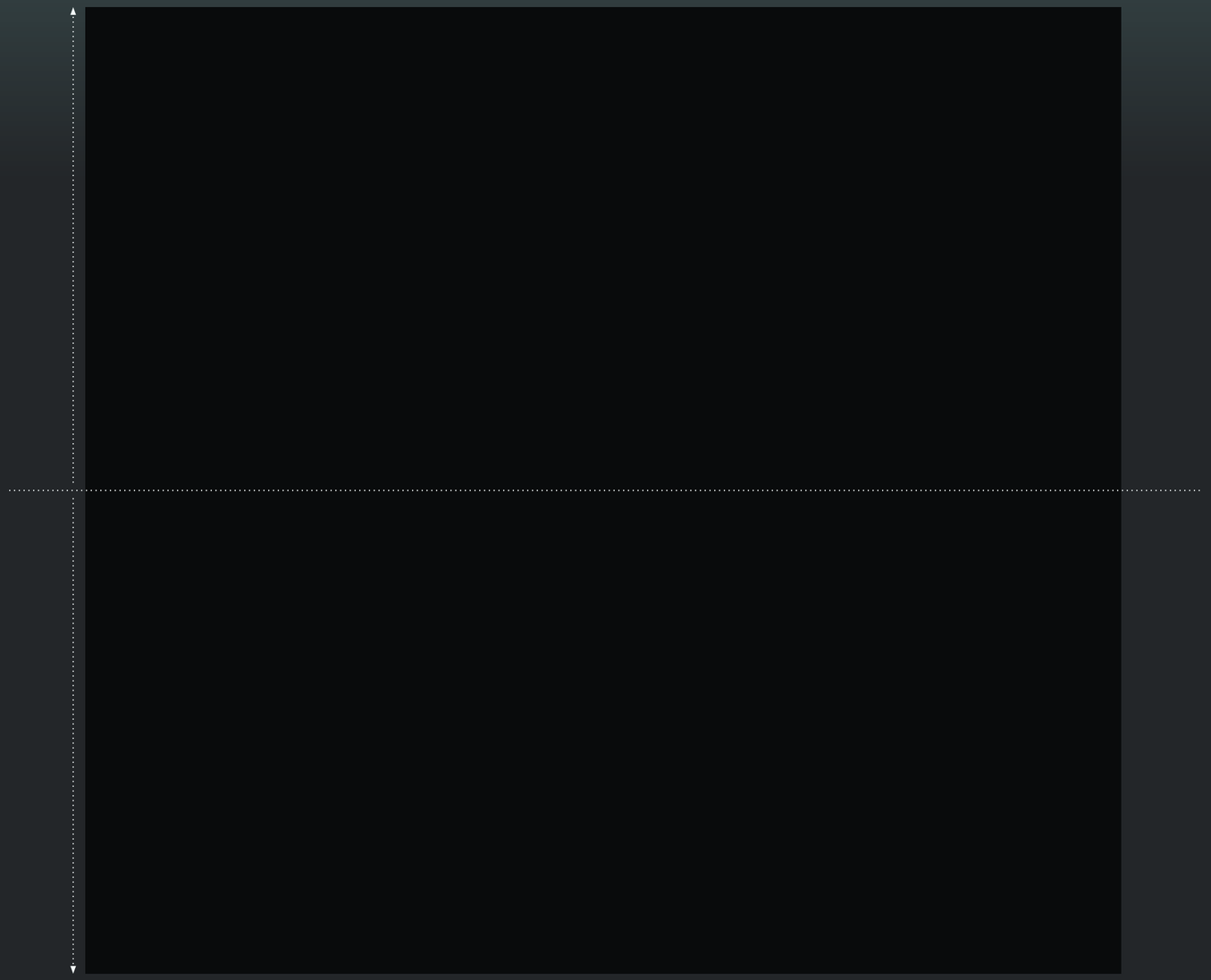
USES DATASET FREQUENTLY

Priority Matrix

Activity

Copy & paste agents above or below the axis to break ties

AGENT IS IMPACTED



AGENT IS NOT IMPACTED

Activity — Priority Matrix

Next steps

OUTCOMES

–

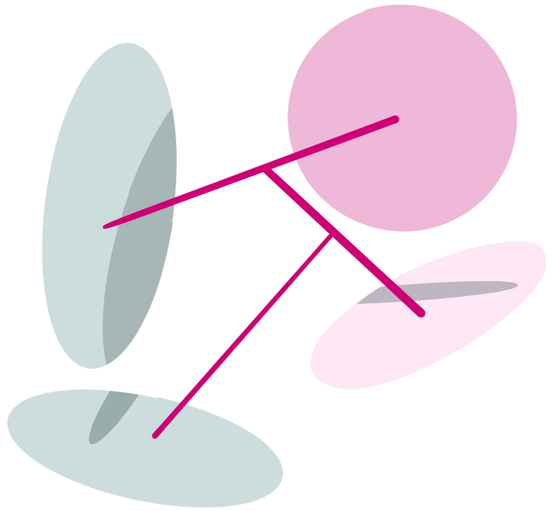
A list of agents who are important to the success of your dataset, and are the intended readers of your Data Card.

FOLLOW UP

–

→ Update your Activity Tracker

→ Next: Align on Agents



#datacardsplaybook

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