

Product design before implementation
to avoid waste and ensure product - market fit

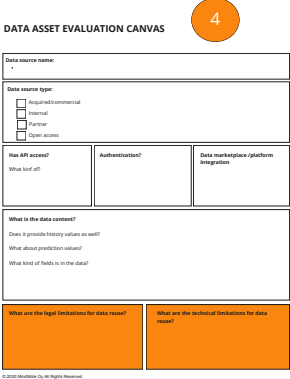
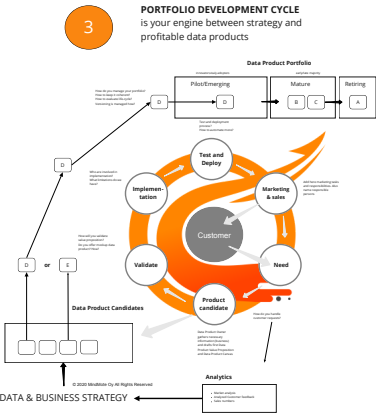
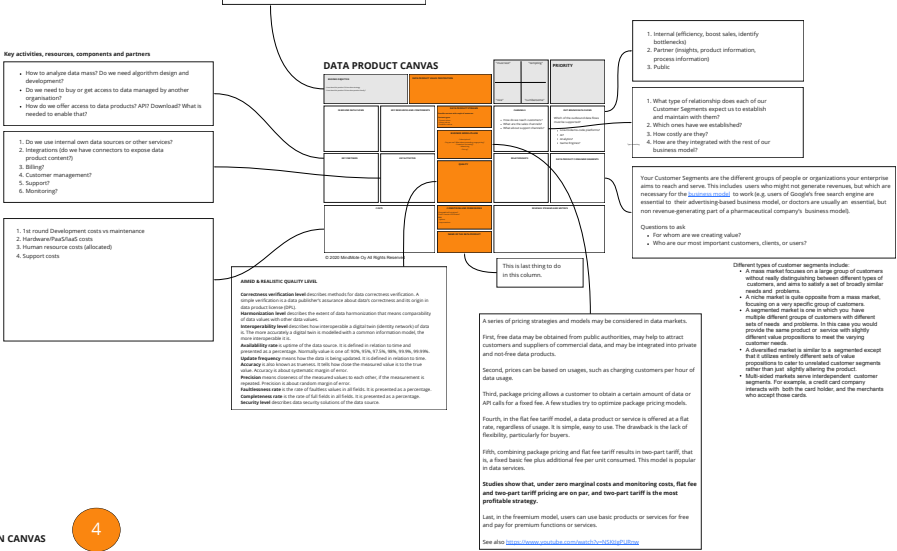
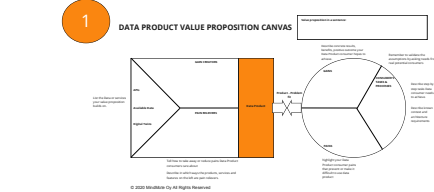
- Five canvases:
- 1) Data Product Value Proposition
 - 2) Data Product Canvas
 - 3) Data Product Lifecycle Canvases
 - 4) Data Asset Evaluation Canvas
 - 5) Data Product Content Legal checklist

Introduction and guide videos on the left

Provided by



<https://www.dataproductbusiness.com/data-product-toolkit>

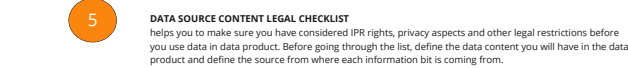
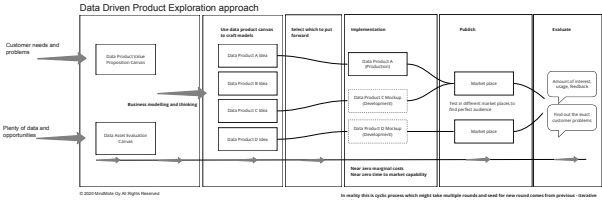


Typically customer problem is known and solution as a data product is built to remove customer's problem.

What if the problems are not known and we still want to proceed? Since we do not have mature data economy, it's hard to identify customer needs as thoroughly as we want.

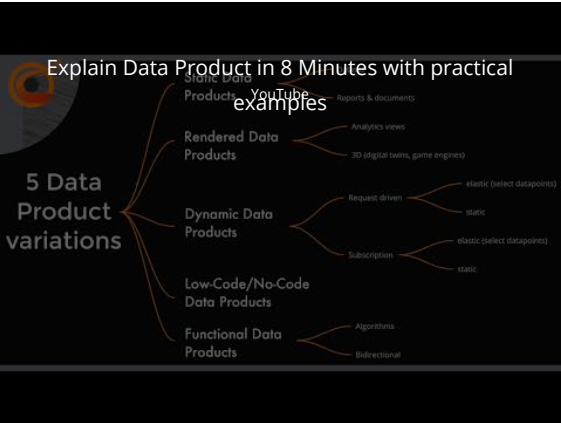
Company has lots of data, but markets are not mature and there's blue ocean yearning examples and products much like what Apple did previously in mobile ecosystem.

Then one option is to use "Data Driven Product Exploration approach. It starts from evaluating your data assets first. Fill in the template for each data source. If you have plenty of those, pick 5-10 most relevant.

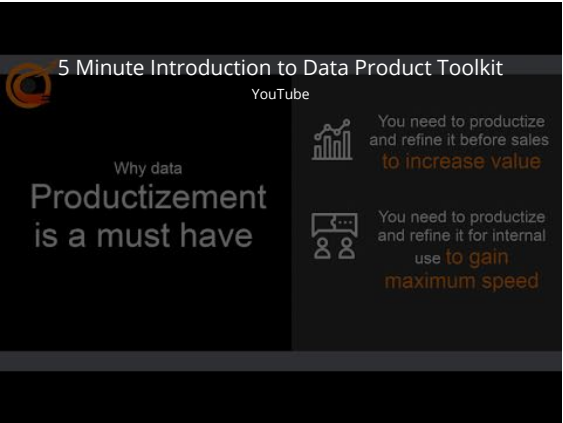


Data Product learning material

Explain Data Product in 8 Minutes with practical examples



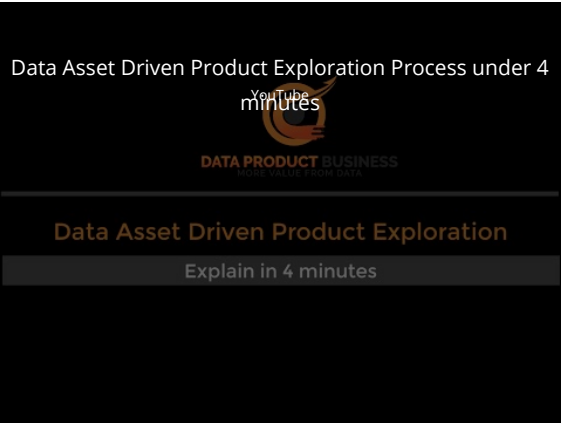
5 Minute Introduction to Data Product Toolkit



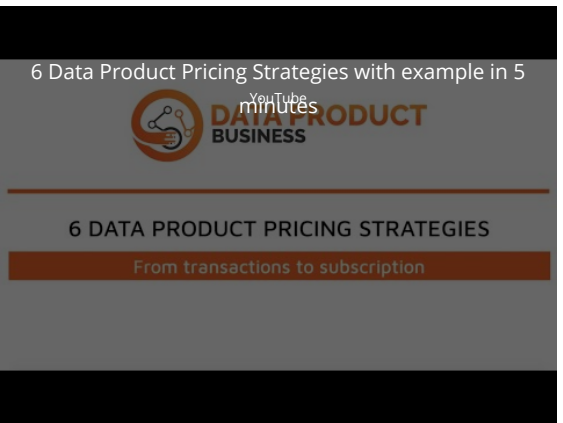
8 Data monetization approaches in 6 minutes



Data Asset Driven Product Exploration Process under 4 minutes



6 Data Product Pricing Strategies with example in 5 minutes



Data Product Service-Level Agreement



Primary customers of any data product are data scientists

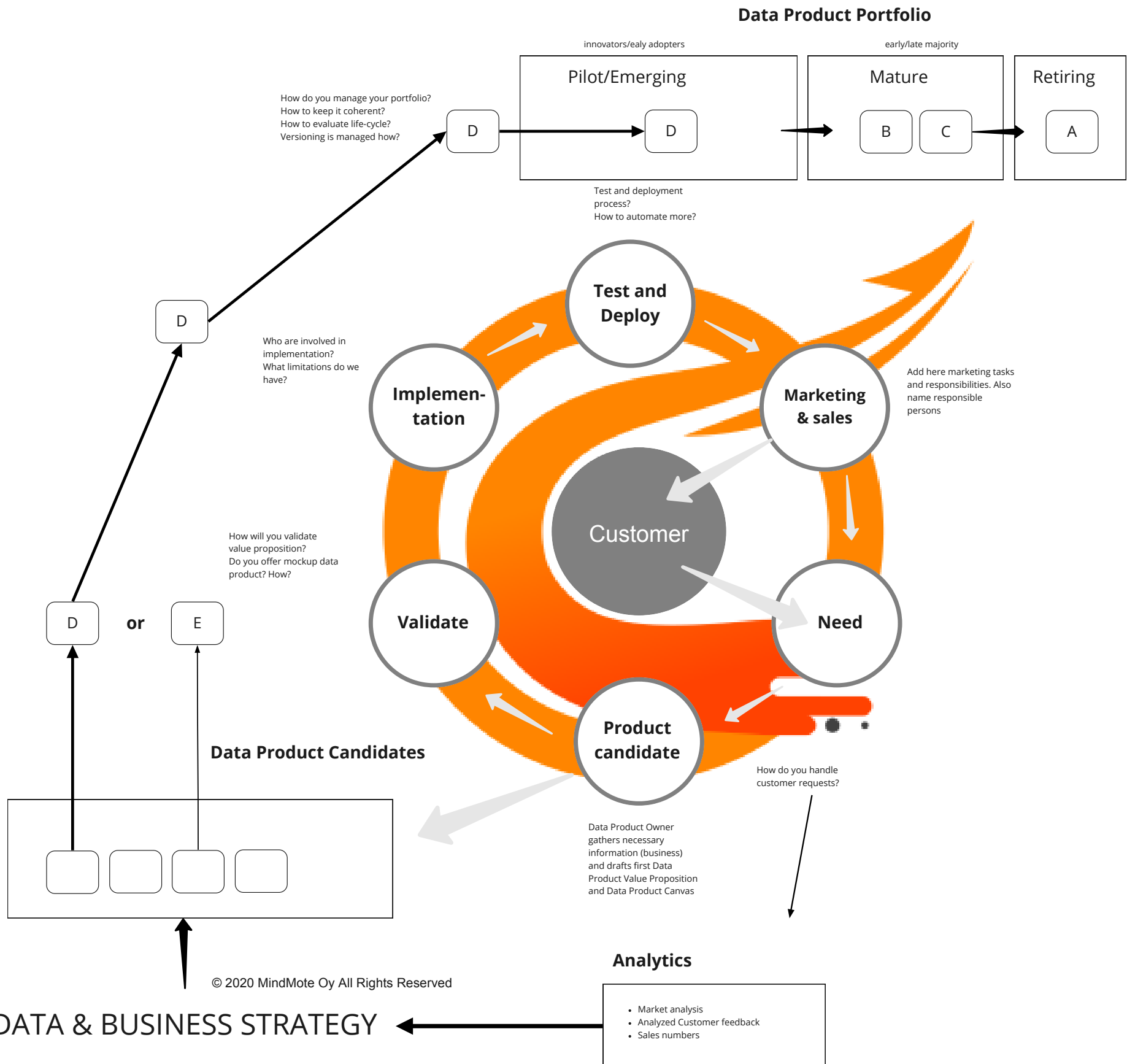


More free and paid self-learning materials from <https://www.dataproductbusiness.com/>

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PORTFOLIO DEVELOPMENT CYCLE

is your engine between strategy and profitable data products

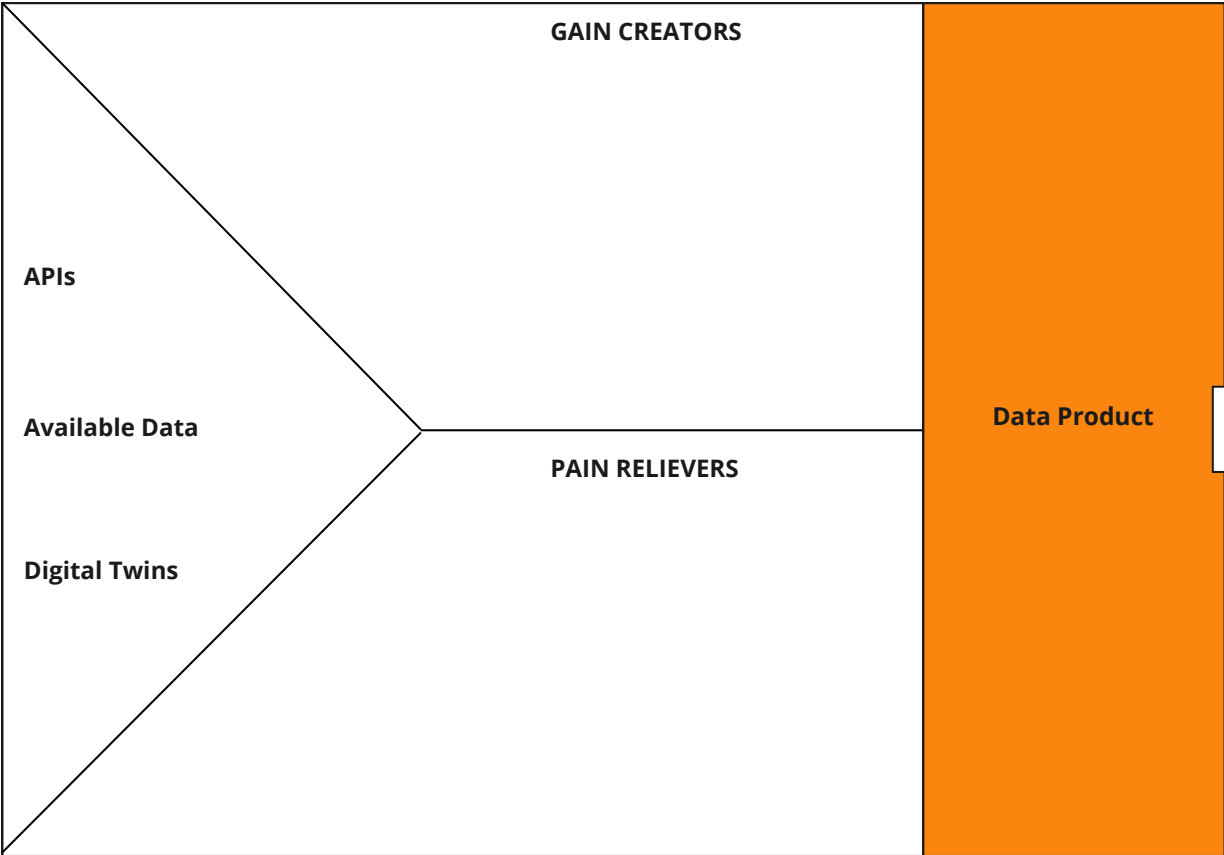


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DATA PRODUCT VALUE PROPOSITION CANVAS

Value proposition in a sentence:

List the Data or services your value proposition builds on.



Tell how to take away or reduce pains Data Product consumers care about

Describe in which ways the products, services and features on the left are pain relievers.

Describe concrete results, benefits, positive outcome your Data Product consumer hopes to achieve.

Remember to validate the assumptions by asking needs from real potential consumers

Describe step by step tasks Data consumer needs to achieve.

Describe known context and architecture requirements

highlight your Data Product consumer pains that prevent or make it difficult to use data product

DATA PRODUCT CANVAS



This is last thing to do

DATA ASSET EVALUATION CANVAS

Data source name:

•

Data source type:

- ☐ Acquired/commercial
- ☐ Internal
- ☐ Partner
- ☐ Open access

Has API access?

What kind of?

Authentication?

**Data marketplace /platform
integration**

What is the data content?

Does it provide history values as well?

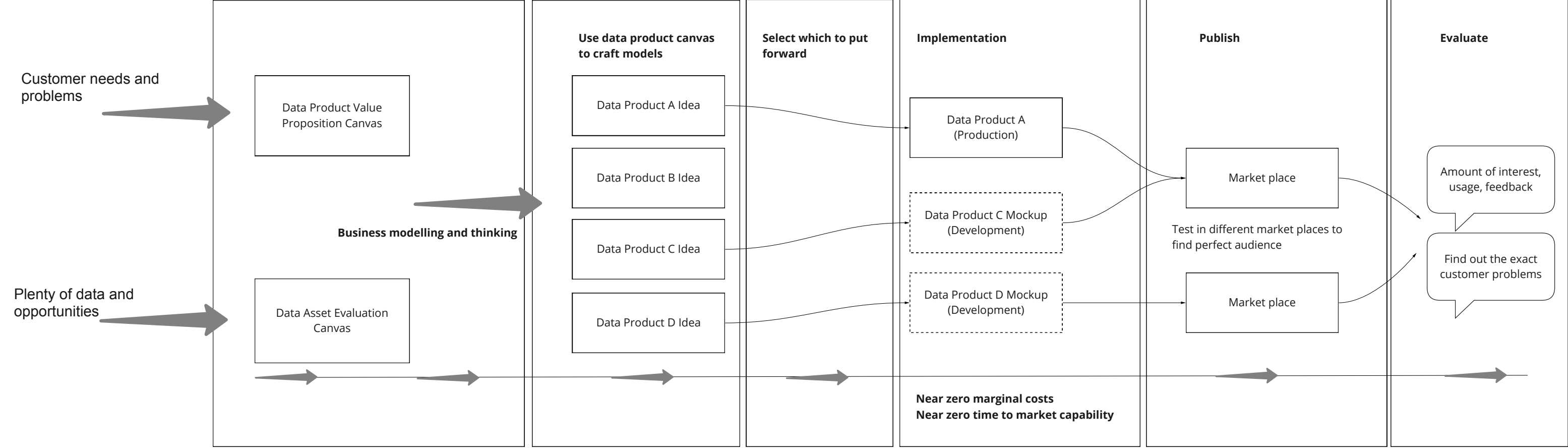
What about prediction values?

What kind of fields is in the data?

What are the legal limitations for data reuse?

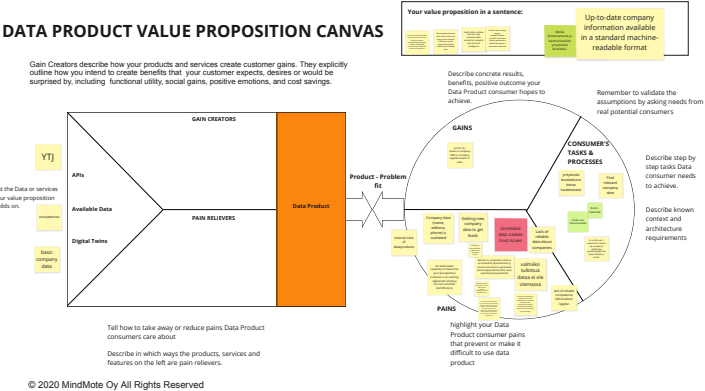
**What are the technical limitations for data
reuse?**

Data Driven Product Exploration approach



Example data product

DATA PRODUCT VALUE PROPOSITION CANVAS



DATA PRODUCT CANVAS

