IBM **Enterprise Design Thinking Toolkit**

Reflect

AI Essentials: Data

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Why you would use this activity

The AI Essentials: Data activity is where you document any and all data that can be used to make your intent a reality. Data is the fuel for artificial intelligence.

When you should use this activity

Run through the data activity after you have aligned on an intent. You also need to have at least one big idea to move forward with. Remember to research what data you have access to.
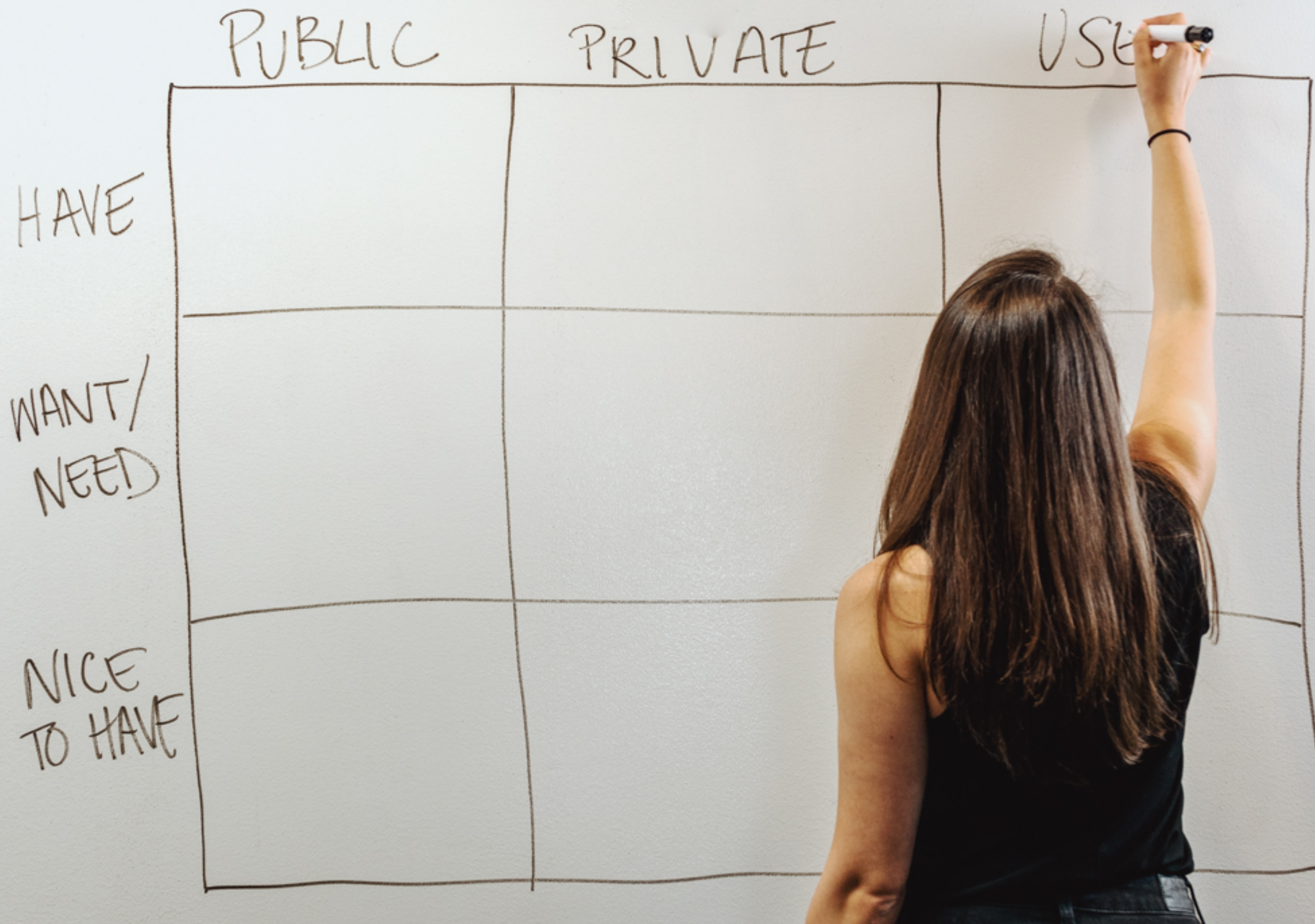
What you absolutely need for this activity

- **Find a wall.** Your team will need a wall to work on. Ideally this would be a whiteboard. However if you don't have access to a whiteboard, use a large sticky easel pad or create one by taping printer paper together.

- **Grab sticky notes.** Sticky notes are necessary. They allow you to make mistakes, iterate, and move your thoughts around. They allow your mind to manifest onto a tangible space.

- **Thick permanent markers.** Using thick permanent markers forces participants to move from one thought to the next quickly. They don't allow you to get stuck in details, especially when drawing.

Best Practices

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.

- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.

- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.

- **Everyone participates.** Everyone has a marker and a pad of sticky notes.

- **Stay engaged.** Avoid side conversations. Use a "parking lot" to capture issues that are off-topic.

- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.

- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

Start the data activity by drawing a 3x3 grid. Across the top, label the three columns as Public, Private, and User. On the left, label each row as Have, Need/Want, and Nice to Have.

Public data is data that is available to anyone, but you may have to pay for it.

Private data is proprietary data, anything behind your firewall, what you and your business own.

User data is anything owned or generated by your users. Think contact information, medical history, or geographic location. All of these belong to the user. Businesses must ask for access to store or use the data.

Begin by writing down all of the data sources you know you Have on sticky notes placing them in Public, Private, or User categories.

Next, move on to thinking about the data you Need/Want. This is the data that you don't have but is necessary for your intent or will bring your idea to life.

Lastly, think about what data would be Nice to Have. Is there any data that isn't available yet, but may be down the road. Don't worry too much about exactly where each piece of data will go. Just get everything on the wall.

Feel free to move back and forth between Have, Need/Want, and Nice to Have. Spend about 15-20 minutes putting up your data.

AI Essentials: Data   *60 min*   **Find Experts**

Discuss the feasibility of getting each data source.

Seek out your more data-savvy teammates, have them lead here. Think carefully about what you really need for your idea to work.

Who are the people on your team, organization, company that you can lean on them to make sure that you have the data sources that your grid says you have?

For each of the data sources in "need/want" and "nice to have," someone will have to acquire this data. This would involve red tape, contracts, lawyers, and money. Even for the sources that you have, someone, yes a human, may have to digitize, normalize, consolidate and de-bias the data to make it usable.

With all of your data sources up on the board, discuss which are most critical to the early success of your AI. What is the minimum amount of data you need to meet your intent?

Think critically to find a balance or overlap between what your users value and what would spell success for you or your business.

If you have any doubts, remember to design for people first and what they value. Think about how your users would define success, or more importantly, what would make your users say, "thank you."

Make sure to keep/document this artifact to add to or reference later.