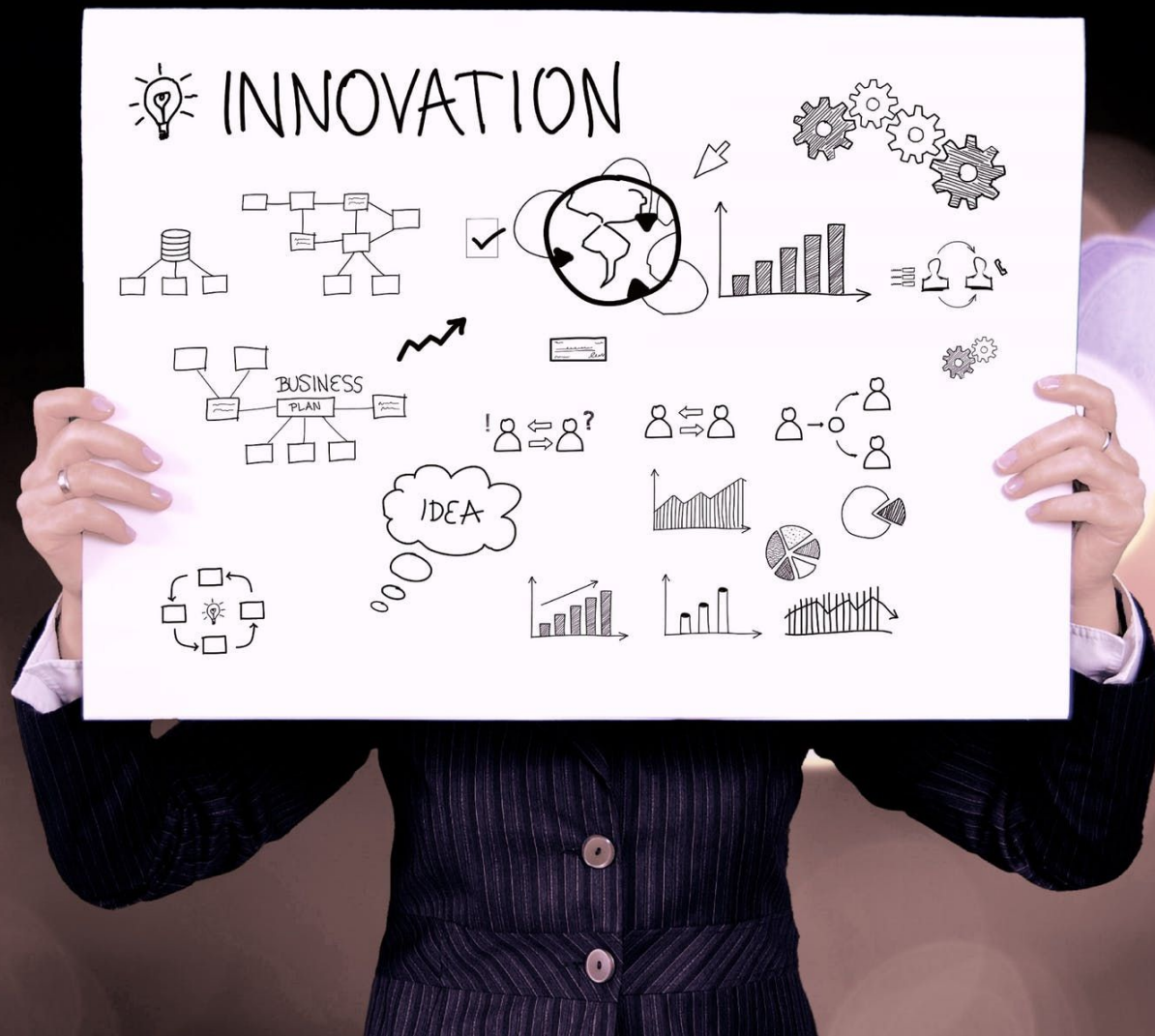


DDBM

A CANVAS-BASED METHOD
to create business value with data and AI



Project Id card

Date : _____

Company Name: _____

Number or name of your group: _____

Team members:

What business function does your team represent?

Nom de groupe: _____

Design office /
innovation

Marketing

Facility management

Production

Sales

Digital services

Finance

HR

IT department

Board of directors

Legal

Customer management

Today, the strategic challenges of companies are very often linked to digital transformation. **Examples:**

- Overcome high logistics costs by better tracing/organizing supplies
- Produce better quality, at lower cost, and with less waste
- Develop innovative, practical, "smart" and useful products thanks to data analysis and AI
- Changing your business model: from a sales model to a platform subscription model
- Improve compliance and communication with better traceability/governance of information and product flows
- Renew interfaces and distribution channels so that your products and services are accessible to your users as easily and widely as possible, on all channels
- Better control of budgets and of the efficiency of your support activities (marketing, finance, HR, etc.) thanks to automation better reporting
- Improve your customer prospecting and conversions to grow your business

The DDBM method deployed in the following slides is an action guide to identify these challenges and respond to them by putting data and AI into action.

First, key step

Group name: _____

We'll start by naming the company's strategic goals.

A company typically has many hot issues.

But doing strategy is... knowing how to **choose the** key priority. In the next slide, identify **the** critical issue for the company over the next 3 to 5 years.



If you were to read only one strategy book

Canvas #01

Strategic objectives

Designed by: _____

Date: _____

"In 5 years time, **we must be the leader of**

.....

"**By providing** **to**

.....

Which translates into these 3 strategic objectives:

#1

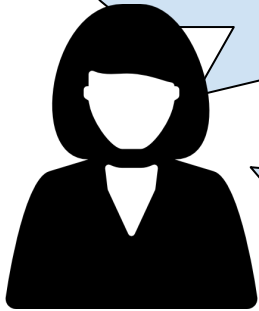
#2

#3

What is a "Strategic objective"?

It is a weakness or threat that jeopardizes the viability of the company in the medium term. The objective is to fix it.

Or it is an advantage to be acquired, or an opportunity to be seized, that would allow the company to ensure its development. The objective is to turn this potentiality into reality.



Or, in your own words:

.....

.....

.....

A project... for whom?

We can now reflect on how best to address this strategic challenge.

A strategic challenge is often so "gigantic" that it cannot be solved with "one project". The response must be broken down into sub-projects. This set of sub-projects will contribute to achieving and meeting the challenge.

How do you define and identify one of these sub-projects? We propose the following method:

Let's identify the stakeholders impacted by this strategic challenge, and the project will then be the solution that addresses their needs.

Examples:

- If our strategic challenge is to reduce logistics costs, then the stakeholder could be the team managing the logistics.
- If our strategic challenge is to achieve a better quality of service, then the stakeholder can be a customer segment, or account managers, or distributors

Canvas #02

Identifying the target (pick just one)

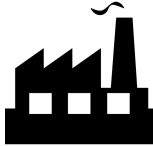
Designed by: _____

Date: _____



Headquarters / Corporate
/ Support functions

Name of the target department / user / segment:



Production

Name of the target department / user / segment:



Customers / users

Name of the target department / user / segment:



New markets

Name of the target department / user / segment:

Canvas #03.1 (B2C version): Profiling the target user with an avatar

Designed by: _____

Date: _____

Name of the Avatar: _____

Socio-demographic attributes

Age: _____

Marital status: _____

Number of kids: _____

Occupation: _____

Monthly income: _____

Country & city of residence: _____

Highest degree: high school / univ / other: _____

Lifestyle

Level of fitness: weak / average / fit / competitive

Social life: none / occasional / regular / party animal

Societal involvement: none / occasional / regular / leader

Media and cultural preferences

The last book they read: _____

Their preferred TV show: _____

The last movie they went to: _____

Preferred extra professional activity: _____

The social media they visit daily: Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube

Canvas #03.2 (B2B version)

Profiling the target user with an avatar

Designed by: _____

Date: _____

Name of the avatar: _____

Socio-demographic attributes

Age : _____

Sex: _____

Job: _____

Country & city of residence: _____

Highest degree: high school / univ / other: _____

Nb of spoken languages: _____

Digital skills: weak / average / high

Professional Identity

Industry : _____

Job Title: _____

Tenure: _____

Title Level : Contributor / Manager /
VP / CxO

Professional environment

Has access to : *a computer / smartphone / tablet / other*

Participates in investment decisions : Yes / No

Can incur operational expenses : Yes / No

Which social media are relevant to his/her professional environment:

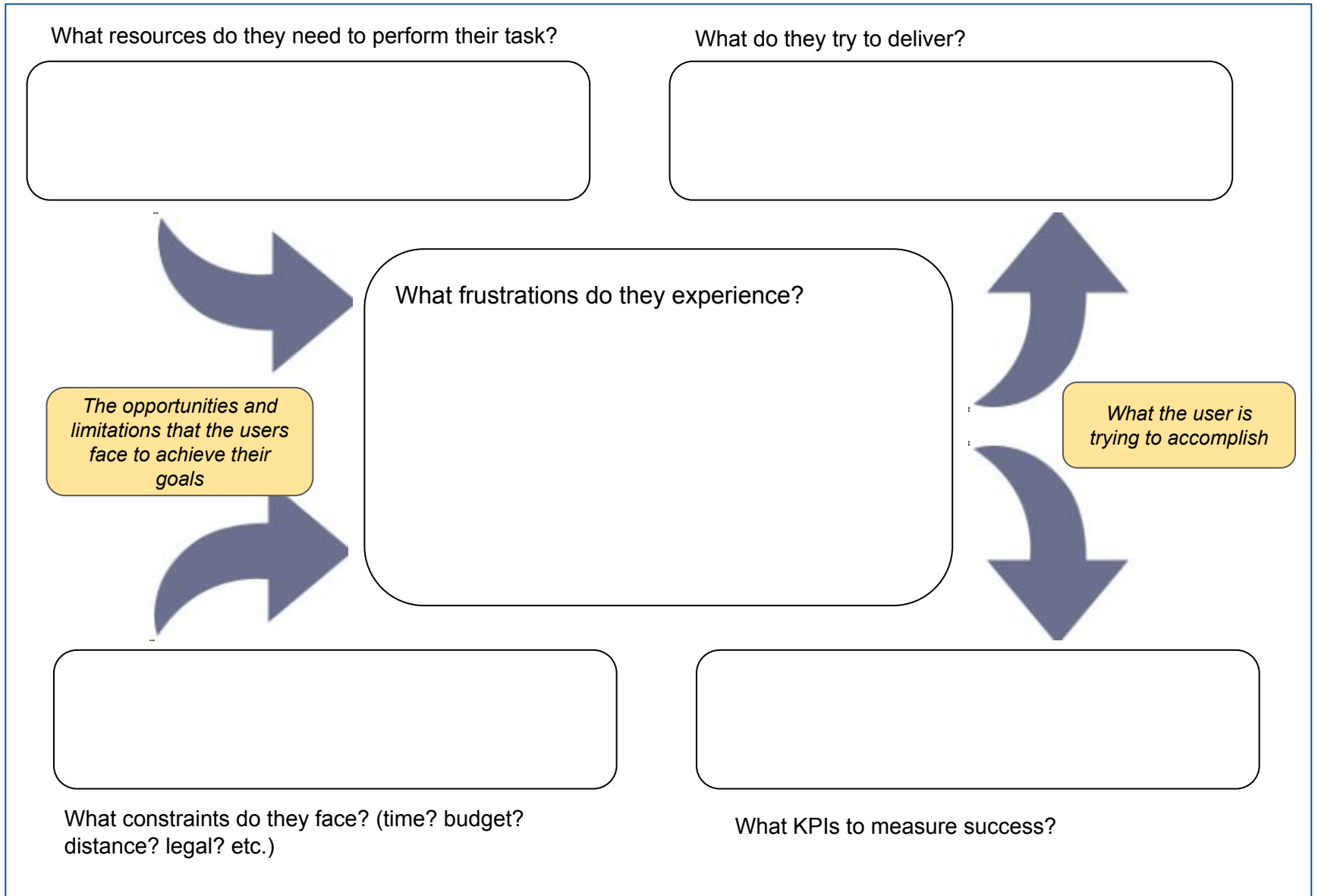
*Facebook / Instagram / Snapchat / LinkedIn /
Twitter / Youtube / other / none*

Canvas #04

User needs analysis

Designed by: _____

Date: _____

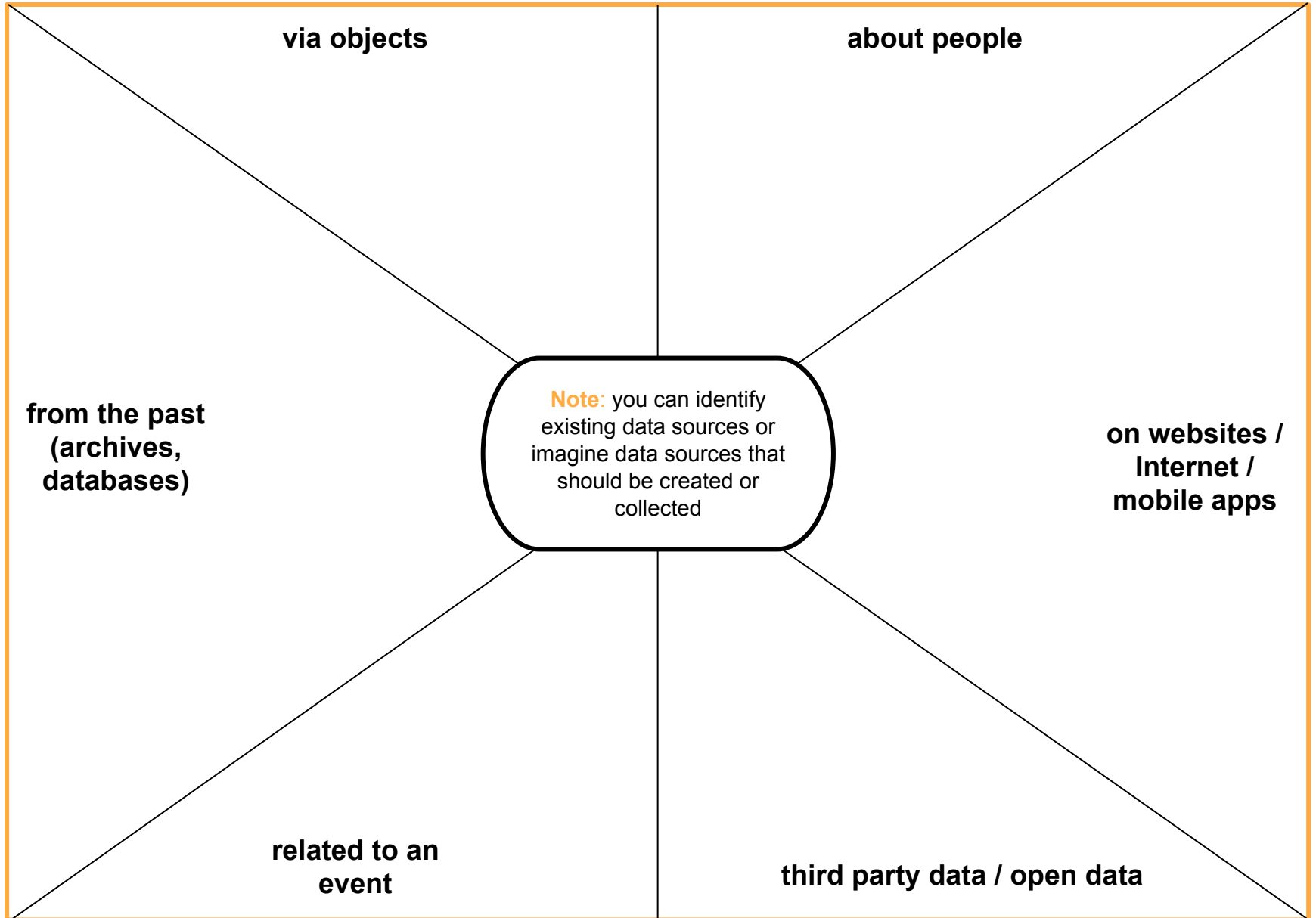


Canvas #05

Data Sources

Designed by: _____

Date: _____



Canvas #06

Details of datasets

Designed by: _____

Date: _____

BONUS POINTS 1 to 5 (1 = hard, 5 = easy)	Explanations	Dataset 1: _____	Dataset 2: _____	Dataset 3: _____
Machine readable?	<i>if the data is in a .docx or pdf file, software can't read it. A database or even a csv file is better.</i>			
Structured or not?	<i>if the dataset is "Excel like" then it is quite structured. Free text, web pages or pictures are typically very unstructured.</i>			
Personal and sensitive data?	<i>Personal data comes with more constraints. Sensitive data even more.</i>			
Complete?	<i>No missing records, years, values, and no errors.</i>			
Sum of points per dataset	<i>Add up the points to get a total. A higher total would suggest that the dataset will be easier to manage</i>			

Canevas #07

Amplifiers: interface and delivery



Image Generators

Would an image generator have any relevance to a solution serving your user?

- transform existing pictures
- generate pictures / logos / schemas
- assistance to graphic design
- generation of avatars (animated or not)
- generation of full bodied avatars for existing persons, with voice and lip synch
- generation of short movie clips



Sound Generators

Would a music, voice or sound generator bring more value to your service?

- "text to speech"
- cloning of the voice of an existing person
- music generation according to a preset style etc.
- synch between images and sound



Text Generators

Can your data be used for a "fine tuner" GPT or a similar model?

- chatbot interface
- augmented search engine ('RAG')
- text generation (translations, documentation, original texts, etc.)
- quality amplifier: takes a text input and make it "better"

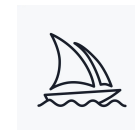


The "chainers"

Could an automation tool create a service by chaining several 'links' or 'sub-elements'?

Using Zappier, Make or LangChain, or by writing code that will connect the APIs of gen AI services to another

DALL·E 2



AudioCraft

Research By Meta AI



Canvas #07

Aid to brainstorming

Designed by: _____

Date: _____



Each cycle lasts 2 minutes max.
Turn until you hit "stop" in
step 3.

(Re)consider your datasets

- Pick the 3 datasets you identified in the previous canvas
- or consider new ones if necessary
- add amplifiers if suitable (see previous slide)

1

How do these datasets contribute to creating a service meeting a need?

Think of the 7 roads to value creation!

predict / suggest / curate /
enrich / rank / compare / match
/ segment / classify / generate /
synthesize

2

Challenge your results and iterate

Play the devil's advocate and be critical about your solution:

- Is it strongly aligned with the strategic objectives of your org?
- Is the user really served by the features you designed?

- stop if the solution stands the challenge!

3



Canevas #08.2 - Using a GPT to design a solution

1. [Recommended] follow this guide on [how to prompt - the essentials](#)”
2. Open [ChatGPT by OpenAI](#) (3.5 ou 4) or [Bard by Google](#)
3. Copy & Paste [the specialized prompt available here](#) in the chatbot prompt window. This launches the "Professor Synapse", an effective prompt tool to facilitate the discovery of solutions.
4. Copy/paste the content from outlines #1 to #7 to describe to the "Synapse Professor" the elements you have.
 - a. an example is available as part of the solved case "Gym Sports" ([plain text version](#), version taken [directly from ChatGPT](#)).
5. Talk to the "Synapse Professor", offering food for thought to move towards a solution, but also asking him to make suggestions.

Canevas #08

Value map

Créé par : _____

Date : _____

It helps the user's acquisition of resources by:

It helps the user deliver x or y because...

The solution is...

It removes or decreases these constraints for the user:

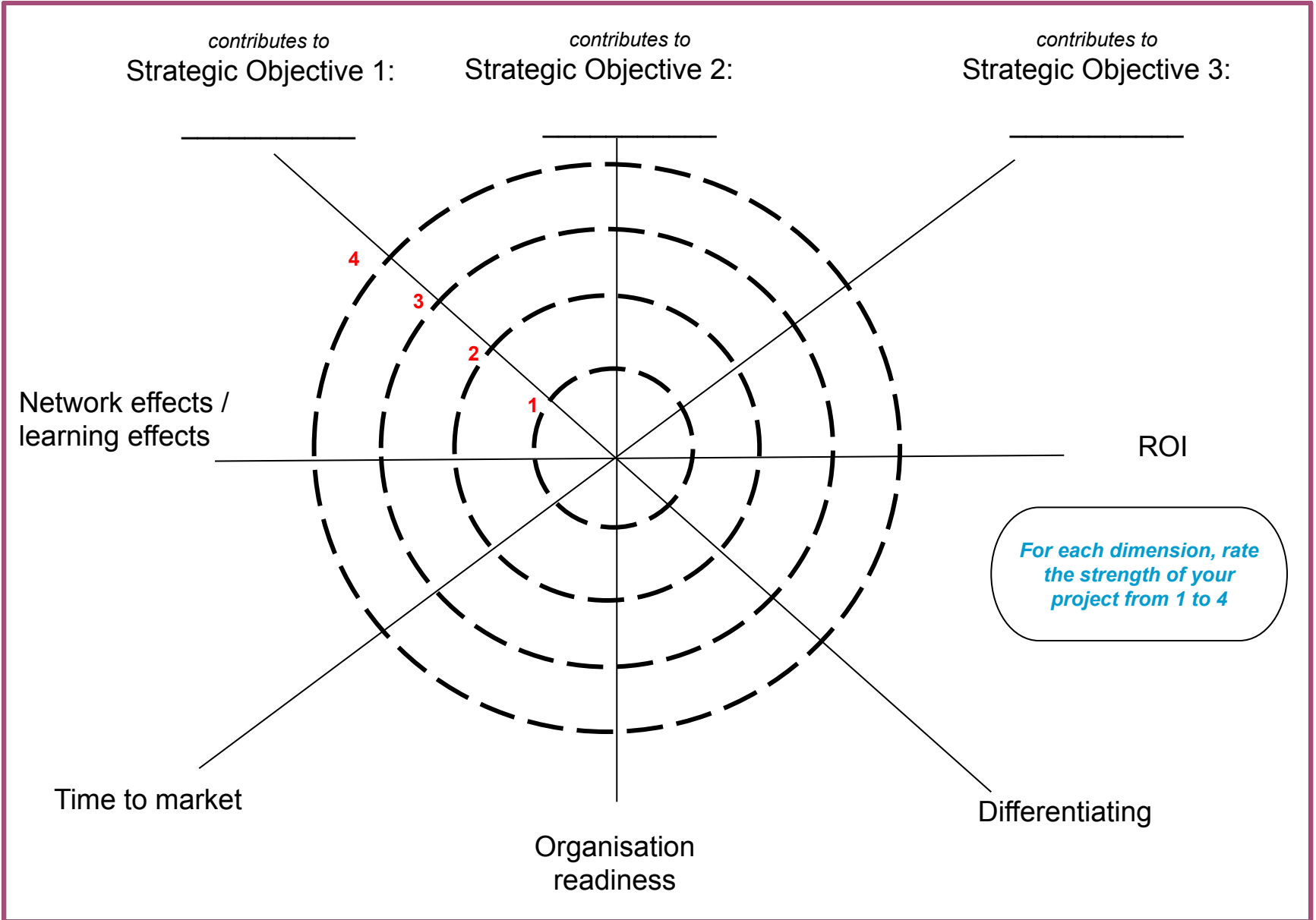
The solution helps the user perform better on these KPIs:

Canvas #09-1

Graphical synthesis

Designed by: _____

Date: _____



Canvas #09-2

Qualitative synthesis

Designed by: _____

Date: _____

Synthesis

Name of the organization

Name of the idea

Target users and their needs / problems to solve

Description of the idea

How does it match the strategic priorities of the org

Data sources and type of AI contributing to the idea

Expected benefits

Canevas #10.3 - qualitative synthesis

Group name: _____

Feasibility	Is the solution clearly defined and achievable?	/ 5				
/ 5	Is the user properly identified? Its needs are clearly defined? Is the solution a convincing answer to these needs?	Desirability				
Viability	Have the company's strategic objectives been clearly stated? Does the project contribute to achieving them?	/ 5				
/ 5	Did all members of the group participate? Was the presentation (materials and oral performance) professional and of high quality? Has the team won the audience's support?	Communication				
0: absent	1: insufficient	2: fragile	3: ok / good	4: strong	5: outstanding	total: / 20