

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



