

# DDBM

**A CANVAS-BASED METHOD**  
to create value from data in a business context

Visit <https://ddbm.github.io/main/> for more content.

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

**By providing** ----- **to** -----

Which translates into these 3 strategic objectives:

#1 -----

#2 -----

#3 -----



Or, in your own words:

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**Headquarters / Corporate / Support functions**

Name of the target department / user / segment:

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**Production**

Name of the target department / user / segment:

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**Customers / users**

Name of the target department / user / segment:

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**New markets**

Name of the target department / user / segment:

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Name of the avatar : \_\_\_\_\_

### Sociodemographic attributes

Age: \_\_\_\_\_  
Gender: \_\_\_\_\_  
Marital status: \_\_\_\_\_  
Country of residence: \_\_\_\_\_  
City: \_\_\_\_\_

Nb kids : \_\_\_\_\_  
Occupation: \_\_\_\_\_  
Monthly net income: \_\_\_\_\_  
Education:  
high school, undergrad, graduate,  
other: \_\_\_\_\_

### Lifestyle

Fitness level:  
*Low / average / competitive*

Social life:  
*None / occasional / regular / party animal*

Community involvement:  
*None / occasional / regular / leader*

### Media and cultural preferences

Last book they read: \_\_\_\_\_

Their preferred TV show: \_\_\_\_\_

Last movie (movie theater or Netflix) : \_\_\_\_\_

Digital literacy: *Low / average / strong*

Extra professional activities: \_\_\_\_\_

Social media they use on a daily basis:  
*Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube*

Name of the avatar : \_\_\_\_\_

### Sociodemographic attributes

Age : \_\_\_\_\_

Gender: \_\_\_\_\_

Contry of residence: \_\_\_\_\_

City of residence: \_\_\_\_\_

Education:  
high school, college, other:  
\_\_\_\_\_

Spoken languages: \_\_\_\_\_

Digital literacy:  
*low / average / strong*

### Job id

Industry: \_\_\_\_\_

Job title: \_\_\_\_\_

Years in the job: \_\_\_\_\_

Type of job:  
*Blue collar / Employee/ Manager / VP / CxO*

### Work environment

Has access to computer and digital devices: YES / NO

Has a voice in investment decisions: YES / NO

Can engage operational expenses: YES/NO

Which social media is relevant to their working environment:

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

**What resources do they need to perform their tasks?**

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**What do they need to deliver? (mention KPIs if relevant)**

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**What frustrations do they experience?**

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**What constraints do they face? (time? distance? budget? legal? etc.)**

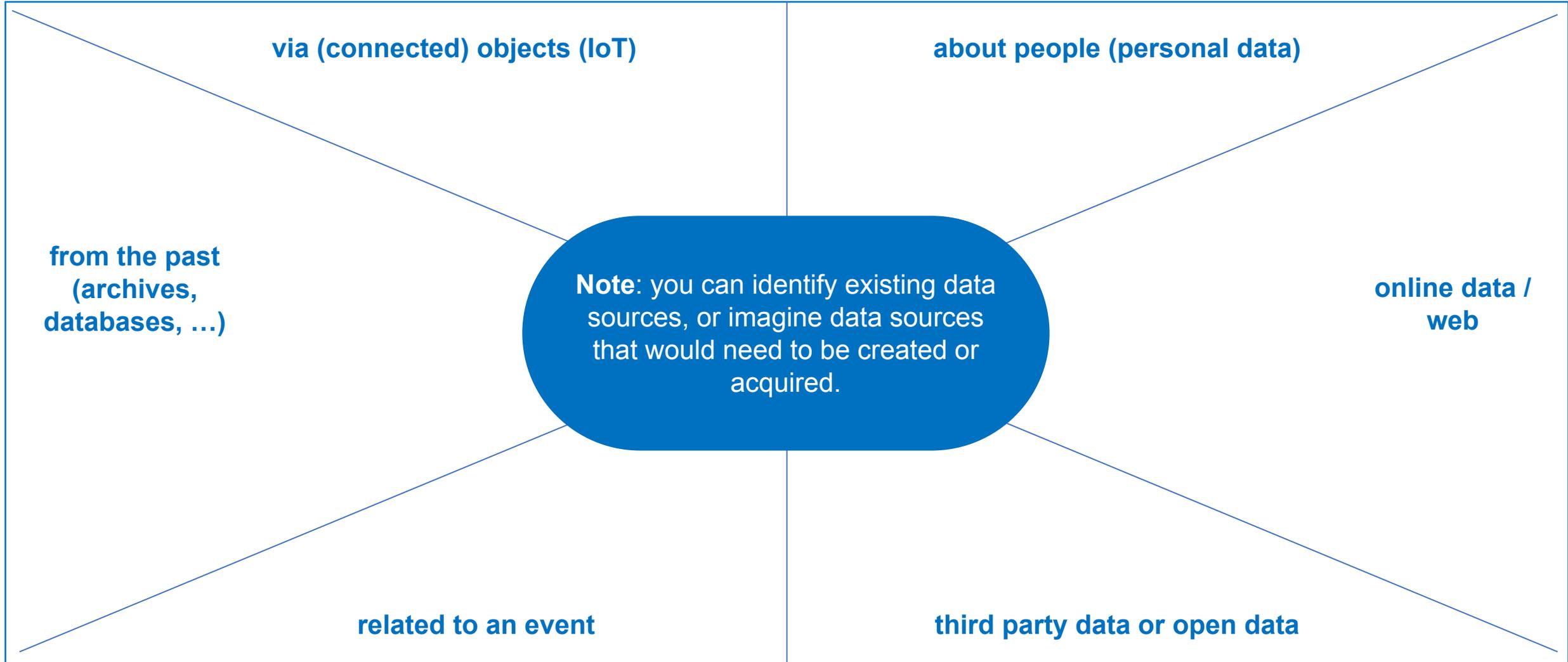
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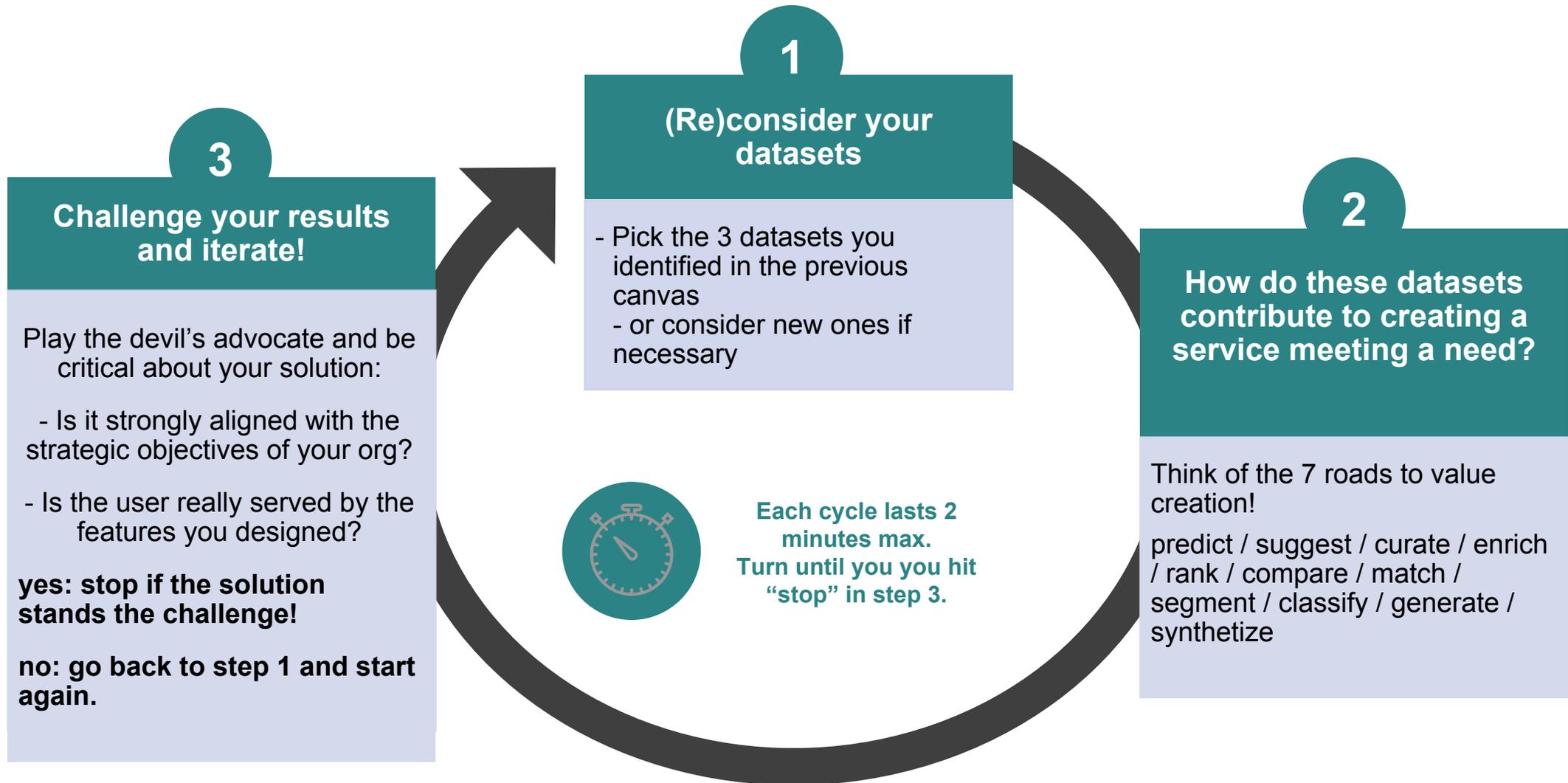
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**What rewards do they expect from it?**



**DETAILS OF DATASETS**

<b>BONUS POINTS</b> 1 = Hard 5 = Easy	<b>Explanations</b>	<b>Dataset 1 :</b> _____	<b>Dataset 2:</b> _____	<b>Dataset 3:</b> _____
Machine readable?	<i>if the data is 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>			
Follows universal categories or is it firm specific?	<i>a dataset following INSEE or Eurostat categories is quite universal.</i>			
Time series?	<i>is the data collected several times across months or years?</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>			
<b>TOTAL:</b> sum of points per dataset	<i>Add up the points to get a total. A higher total shows a more favorable dataset</i>			



**It helps the user's acquisition of resources by:**

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**It helps the user deliver x or y, or perform on these KPIs:**

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**The solution is...**

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**It removes or decreases these constraints for the user:**

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**The solution provides these rewards to the user:**

Canvas #09.1  
GRAPHICAL SYNTHESIS

For each dimension, rate the strength of your project from 1 to 4

Designed by : ----- Date : --- / --- / ----

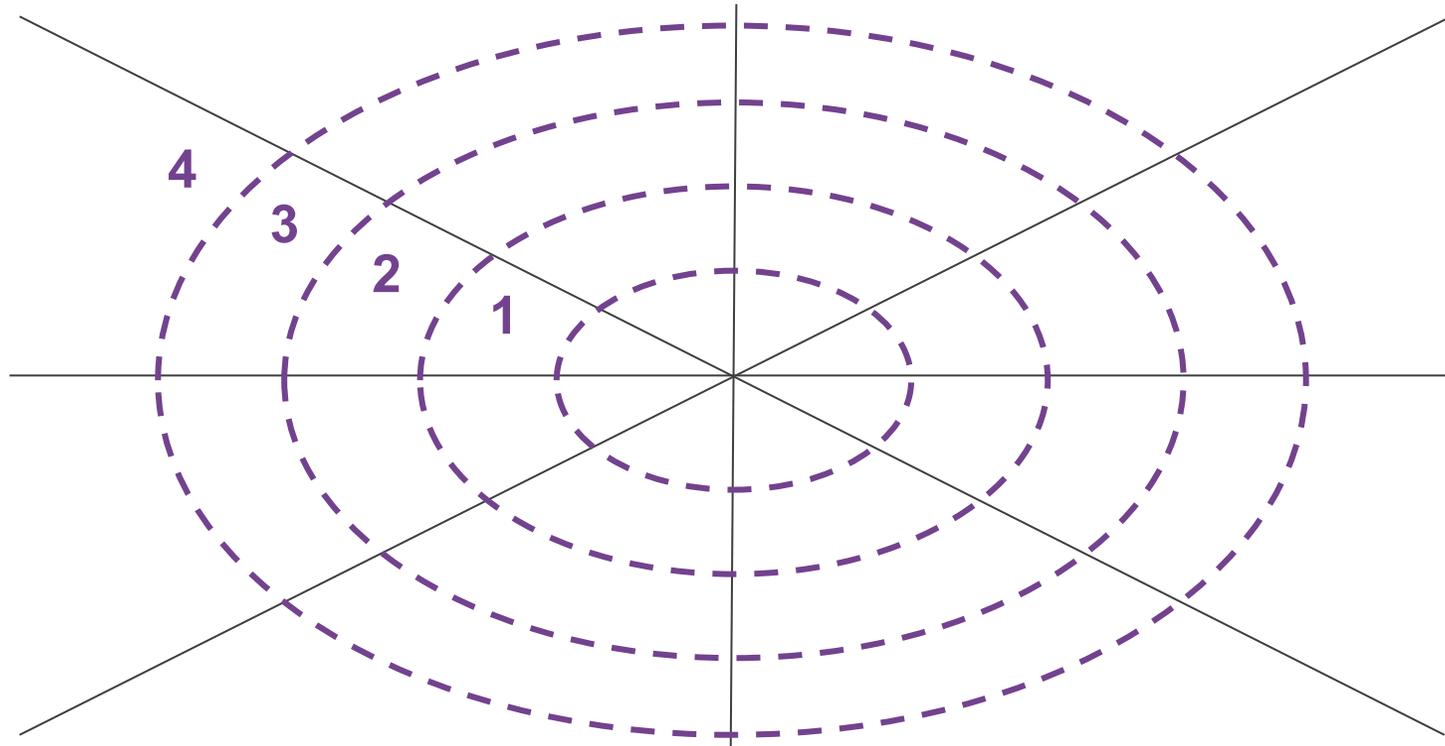
Contributes to  
**Strategic objective 1:**

Contributes to  
**Strategic objective 2:**

Contributes to  
**Strategic objective 3:**

**Network effects /  
Learning effects**

**ROI**



**Time to market**

**Organisation readiness**

**Differentiation**

<b>Name of the organisation</b>		<b>Title of the idea</b>
<b>Target users and their needs / problems to solve</b>		
<b>Description of the idea</b>		
<b>How does it match the strategic priorities of the org</b>		
<b>Datasets / data sources contributing to the solution</b>		
<b>Expected benefits</b>		