Smart Data Canvas

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As one of the first steps in the Co-Creation phase, an innovatrix workshop should be organised.

> First, decide on the three most important stakeholders to be mapped. More than three makes the canvas difficult to read and is an indication of not having enough focus.

Obviously, most smart data use cases will have more than three stakeholders that are affected or involved, but carefully consider which three are most relevant for the use case.

At least one of these stakeholders should be the eventual '*end-user*' of your resulting smart data use case and at least one stakeholder should be paying and/or providing the resources to realise the smart data use case. If you cannot agree on the (maximum) three stakeholders to be included, organise a voting exercise among your innovation team.

- Create your own board: https://imec.innovatrix.be
- A miro template can be found here: Innovatrix Template

Stakeholder			
Needs / Opportunities			
Current Practices			
Currents Datasets / Models			
Jobs-to-be-done			
Value Creation			
Key Resources			
Trustworthiness Requirements			
Barriers			

Criteria

If you agree for the stakeholders to be involved, fill out all elements per stakeholder and go ‘top down’ for all elements.

Stakeholders

List the main characteristics of this stakeholder. Is it an organisation or a user group? What are the defining elements? How are they different from other stakeholder groups? Be as specific as possible.

Needs / Opportunities

What are the main needs or problems of this stakeholder group? Do not formulate this in terms of a solution, but in terms of a problem or opportunity. Do not include all needs or opportunities, but the ones that are relevant or important for the given stakeholder and for the use case.

- How was this need identified?
- How frequent does this problem / opportunity arise?
- What’s the impact of this problem?

Impact and frequency could be important signifiers to identify whether the proposed solution is rather nice to have or life threatening.

Current practices

What is the current behaviour of this customer segment regarding the needs or opportunities? What tools, applications or alternatives do they currently use to cope with the need or take advantage of the opportunity?

- What is their current way of working?
- What competition or alternatives exist? What are the benefits or downsides?
- How effective are these current practices in solving the problem?

Current datasets / models

What data or models does the stakeholder currently use? Add any information regarding these data and models that seems relevant for the problem / opportunity: quality, availability, ownership,...

- What datasets or models are currently available? Is it readily available?
- Who is the owner or can grant us access?
- How does the data look like? Frequency,

This is the final element that looks into the **current way of working**.

Jobs-to-be-done

What needs to be done in order to answer the need or reap the opportunity? This describes the main functions, characteristics or components of the solution in development.

- What result is this stakeholder expecting?
- What are the key components of the job-to-be-done?
- How do these jobs-to-be-done differ for the different stakeholders?

Note that in the earlier stages of the project, this input can be quite high level or even unknown.

Value creation

What impact or value is created for this particular stakeholder segment when the ‘job-to-be-done’ is effectively accomplished?

- What value (monetary and non-monetary) does the resulting smart data solution bring to this stakeholder?
- What is the added value in comparison with the current practices?

In earlier stages (smart data concept is little mature) this input can be high-level and largely assumption-based. In later stages, when the scope matures, this should become more clear.

Key Resources

What resources are needed to deliver or facilitate the jobs-to-be-done of the smart data use case for this stakeholder?

Key resources can refer to:

- (new) datasets or models
- technology development
- partnerships or expertise
- new processes
- …

Add all information that seems relevant to achieve the jobs-to-be-done.

Trustworthiness Requirements

What does this stakeholder need in order to trust the (smart data) solution and the other parties involved?

- What aspects, such as data quality and availability or agreements are critical to build trust?

Barriers

What are the main barriers for this solution to work out? These barriers can relate to any of the previous elements.

- What could make the innovation fail?
- Where lie the biggest risk?

This is a devil's advocate exercise for this particular stakeholder. Where could it go wrong? Elements such as trust, competition, adoption,... can all play a role here. Note down those that you believe are the most likely 'deal breakers'.

Iterate these steps for the two other stakeholder segments.

Make sure you look back at the previous input, as putting new information on the canvas might have an impact on information that is already there.

Remember to list the most important elements (from your perspective), it is by no means the intention to be exhaustive. Map what you regard as **crucial information** for your innovation project. Using it this way, the canvas is a way to help us understand our main stakeholders and users, structure our ideas and value proposition while maintaining the overall picture. It is a crucial tool in our philosophy: **an assumption-based approach to innovation.**