



DATOM

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

Visit <https://datom-method.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:





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:

Name of the avatar : _____

Sociodemographic attributes

Age: _____ Nb kids : _____
Gender: _____ Occupation: _____
Marital status: _____ Monthly net income: _____
Country of residence: _____ Education:
high school, undergrad, graduate,
other: _____
City: _____

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: _____ Digital literacy: *Low / average / strong*
Their preferred TV show: _____ Extra professional activities: _____
Last movie (movie theater or Netflix) : _____ 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?

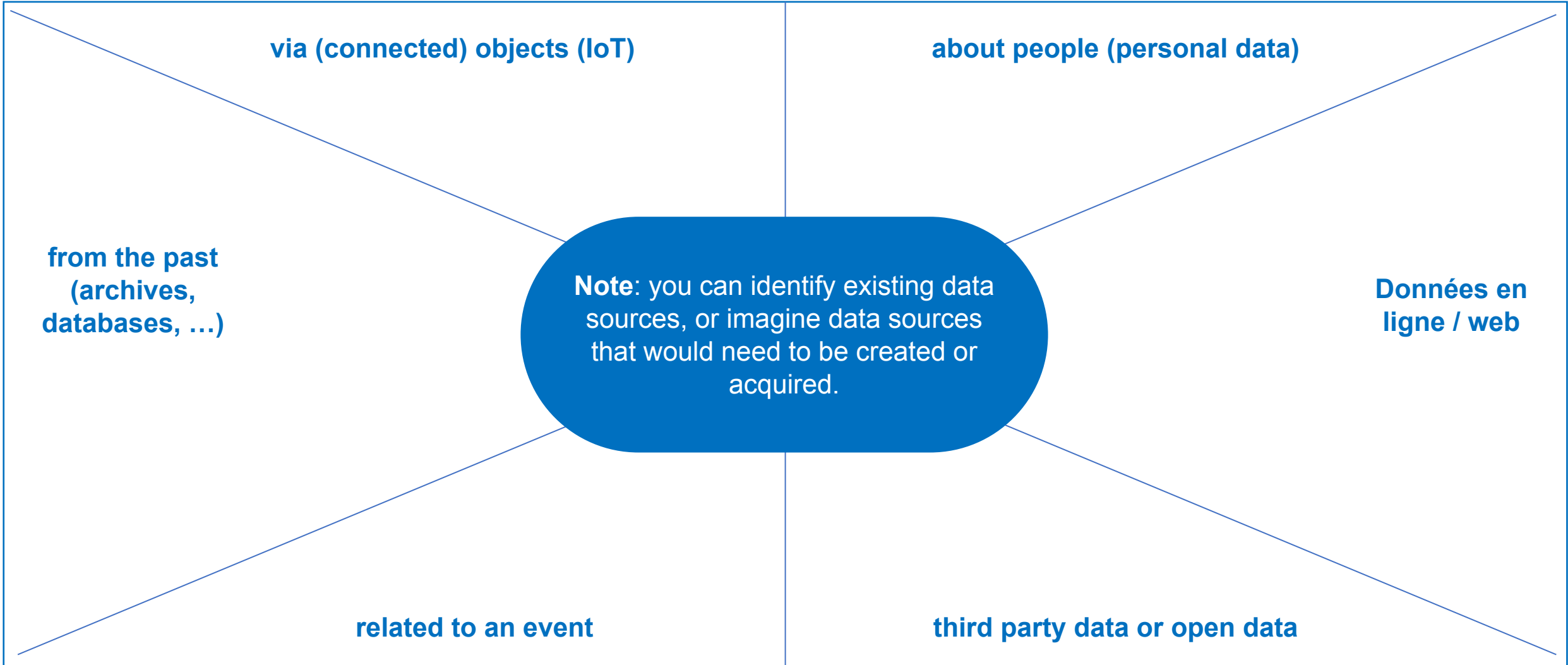
What do they need to deliver? (mention KPIs if relevant)

What frustrations do they experience?



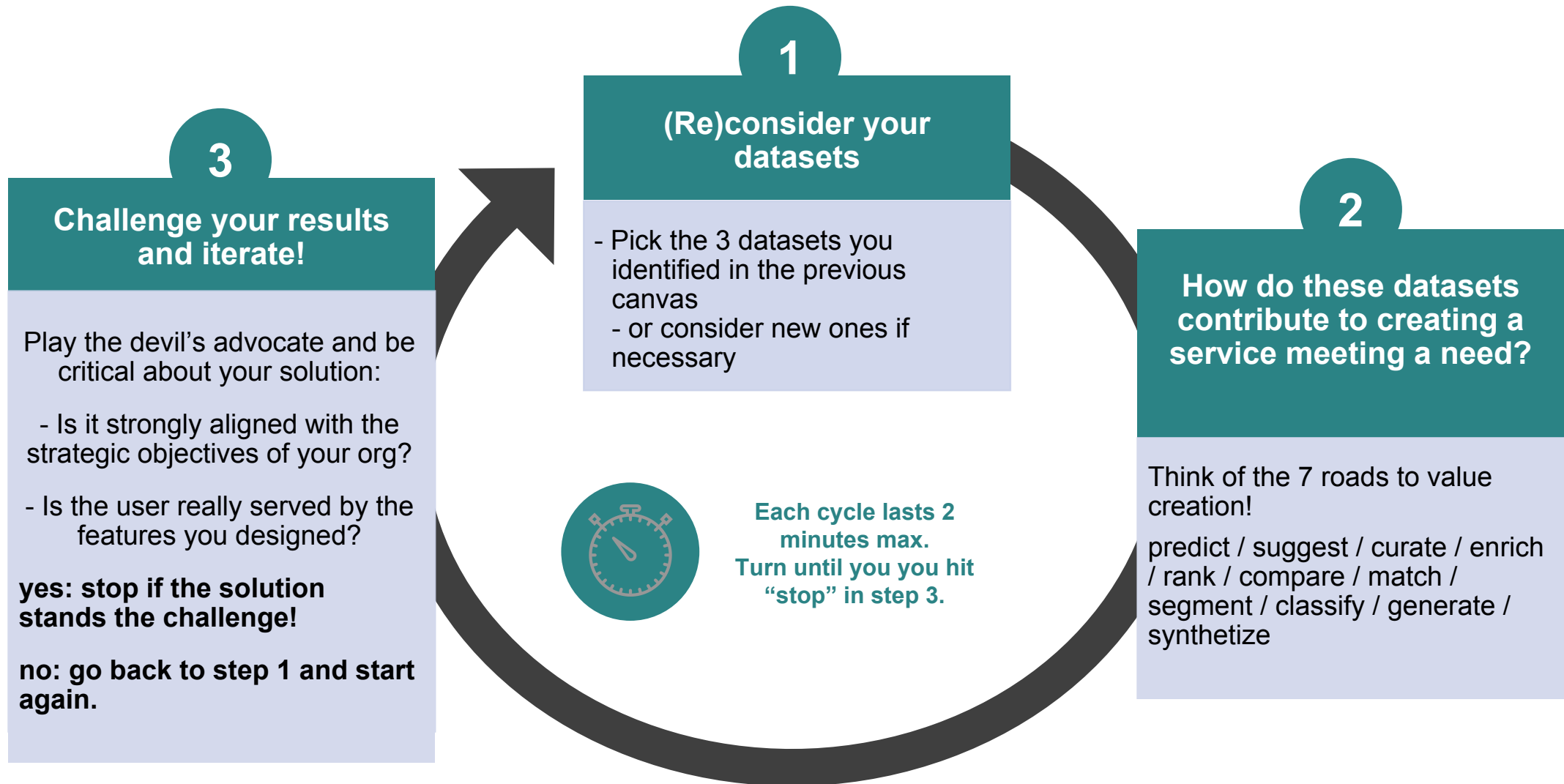
What constraints do they face? (time? distance? budget? legal? etc.)

What rewards do they expect from it?



DETAILS OF DATASETS

BONUS POINTS 1 = Hard 5 = Easy	Explanations	Dataset 1 : _____	Dataset 2: _____	Dataset 3: _____
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>			
TOTAL: 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:

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



The solution is...



It removes or decreases these constraints for the user:

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 : --- / --- / ----

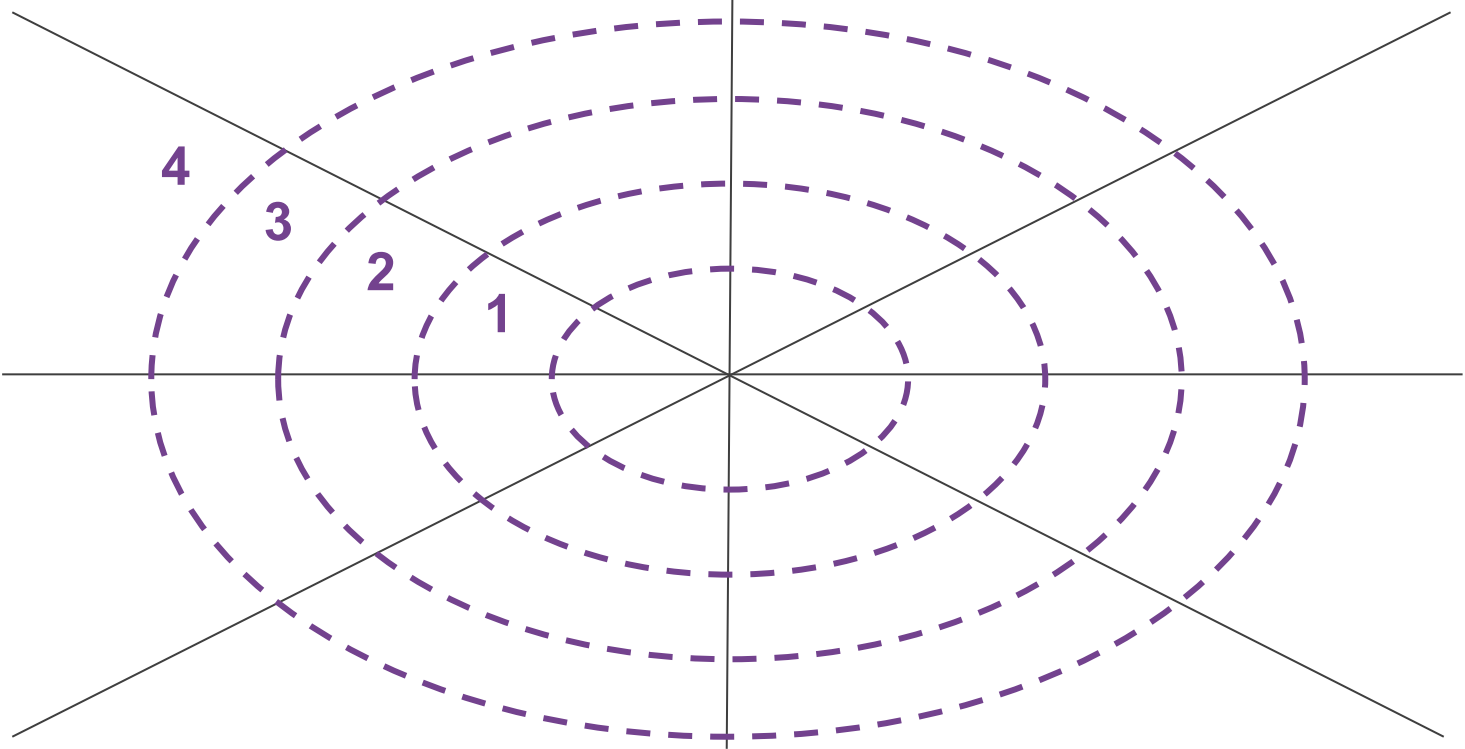
Contributes to
Strategic objective 1:

Contributes to
Strategic objective 2:

Contributes to
Strategic objective 3:

**Network effects /
Learning effects**

ROI



Time to market

Organisation readiness

Differentiation

Name of the organisation	Title 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	
Datasets / data sources contributing to the solution	
Expected benefits	