Data Product Canvas

The Data Product Canvas is a framework for developing data products based organized into 10 blocks within 3 domain areas.

PRODUCT

BUSINESS

Problem
- What is the problem?
- Why is it a problem?
- Whose problem is it?

1.

Data
- Source
- Quality
- Availability
- Input / Output

3.

Hypothesis
- What hypotheses to test?
- Expected outcomes?
- How to accommodate the results?

4.

Solution
- Type of the solution?
- What will be the solution?
- Outcome expected?

2.

KPIs
- How to evaluate the model?
- What metrics to use?

7.

Actors
- Who is the client, stakeholder, and sponsor?
- Who will be impacted by the solution?

5.

Actions
- What are the actions to be taken?

6.

Values   **8.**
- What is the extent of the problem?
- What is the baseline?
- What are the expected assets?

Risks   **9.**
- What are the risks?
- What do they impact?

Performance / Impact
- What is the business impact?
- Where and how it can be seen?
- How to measure it?

10.

STRATEGY

It aims to create a roadmap and understanding of the 3 domain areas. It emphasizes the importance of focusing on the problem, not just technology, and involves stakeholders to ensure alignment between technical and business areas. The Data Model Canvas guides the process from problem definition to strategic execution. It encourages iterative testing and adjustment while highlighting the significance of data quality and creating a data-driven culture.

PRODUCT VISION → **BUSINESS VISION** → **STRATEGY VISION**