

The Product Vision Board

Designed for:

Designed by:
GROUP

8/30/16
V1

Vision Statement

Explain your product in one phrase or sentence.

By establishing and supporting a culture of data-driven action, we will improve the quality of life for people in our region.

Target Group	Needs	Product	Value
Who are the target users of your product? Who are the target customers?	<p>What is the problem you are trying to solve? Which goals do you want to achieve?</p> <p>Wide access to relevant, quality and unbiased, timely data, sustainably provided</p> <ul style="list-style-type: none"> ● Connected across sectors ● With common data definitions and standards ● Visualized and communicated effectively ● With transparency of data source, limitations, and how it has been transformed or analyzed ● With appropriate protections and permissions <p>Target groups understand and value the use of data for decision making.</p>	<p>Give 3-5 of the top features you want to offer.</p> <p>Central repository of shared public data available online freely and publicly</p> <p>Central access point for shared protected data available as appropriate</p> <p>Platform for sharing analysis and presentations with internal and external colleagues</p> <p>Data analysis services provided directly and/or via facilitated connections with researchers/analysts</p>	<p>What are your business goals? What is the value of your product?</p> <p>Inform decisions about resource allocation and implementation strategies</p> <p>Monitor program and policy implementation and outcomes</p> <p>Improve the effectiveness and efficiency of policies and programs</p> <p>Improve the efficiency of working with data</p> <p>Enable coordination and collaboration so that:</p> <ul style="list-style-type: none"> ● all parties can access the same data at the same time ● organizations and unaffiliated individuals can collaborate across disciplines <p>Analyze risk and identify opportunities</p>
Citizen leaders and other members of the general public			
Public and private sector policy and decision makers and their advisors			
Other data consumers and communicators, including PR, communications, and advocacy			
Researchers and analysts			

Based on Roman Pichler's Product Vision Board (<http://www.romanpichler.com/blog/agile-product-innovation/the-product-vision-board>)

Licensed under the Creative Commons CC BY-SA license