

The Product Vision Board

Designed for:	Designed by:	8/30/16
	GROUP	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
<p>Who are the target users of your product? Who are the target customers?</p> <p>Citizen leaders and other members of the general public</p> <p>Public and private sector policy and decision makers and their advisors</p> <p>Other data consumers and communicators, including PR, communications, and advocacy</p> <p>Researchers and analysts</p>	<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>Analysis services and tools for users without analysis capacity or interest</p> <p>Training and technical assistance (e.g., coaching and consultation) to help target groups understand and use data and analysis effectively</p> <p>Infrastructure and process for ongoing local data capacity building</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>Training, coaching, and consultation for target groups on understanding, using, and valuing data, including building internal capacity and strategy for data-driven decision making</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> <p>Encourage mutual accountability through the transparent use of data for decision making and action</p>

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