

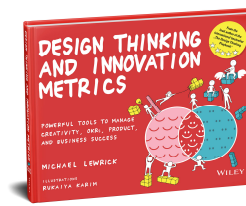
Project:  
Team:  
Version & Date:

# DATA IDEATION CANVAS



Quick guide: The canvas supports with questions the approach of integrating existing and new data points over the design cycle. These elements inspire and enable innovation teams to discover customers/users needs based on traditional ethnographic research and at the same time include evidence from other data sources about persona or AI generated insights.

More tips & tricks on book page: 327



Lewrick, M.  
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[www.design-metrics.com](http://www.design-metrics.com)



| 1 DISCOVER                                                                                                                                           | 2 CREATE                                                       | 3 DELIVER                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Existing Data Assumptions</b><br><i>What data is available?</i>                                                                                                                                                                    | <b>Applied Data</b><br><i>Which of the existing or previously collected data can be utilized to for a function, experience, or prototype?</i>     | <b>New Data</b><br><i>How active is the customer/user?</i>                                                                                                                                                     |
| <b>Research</b><br><i>What trends, mega trends, and scenarios of the future are relevant?</i>                                                                                                                                         | <b>Prototypes (Digital/Tangible)</b><br><i>How is the prototype visualized?</i>                                                                   | <b>Final Prototype</b><br><i>What kind of data is collected with the solution?<br/>How is the experience/value proposition improved?</i>                                                                       |
| <b>Insights from Data &amp; Observation</b><br><i>Which insights provide new physical or emotional learnings about the customer/user, situation, or context of the problem statement?<br/>What kind of insights derive from data?</i> | <b>Additional Data Insights</b><br><i>What data is missing?<br/>How to collect, acquire, or obtain additional data?</i>                           | <b>Measurements &amp; Metrics</b><br><i>How is the impact of the hybrid team measured?<br/>What measurements and metrics might apply in similar projects or are part of the innovation measurement system?</i> |
| <b>Persona/User from Data &amp; Empathy Map</b><br><i>Who is the customer/user?<br/>Pains/gains?<br/>Jobs to be done?<br/>Use cases?<br/>Influencers?<br/>What data provides evidence about personas or preferences?</i>              | <b>Addressed Needs from Data &amp; Experience</b><br><i>What customer/user needs are solved with data, automation, or additional information?</i> | <b>Impact on Customer/User Satisfaction</b><br><i>How often is the customer/user recommending the product, service, or value proposition?</i>                                                                  |

