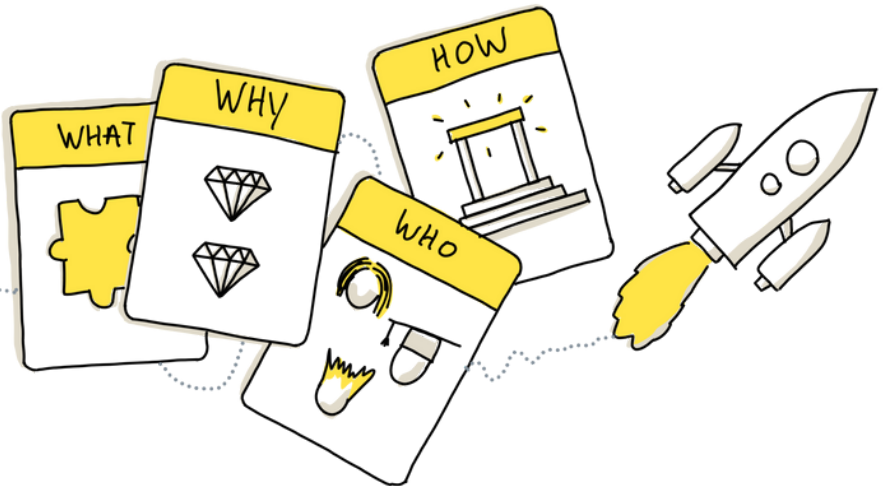


THE DATA USE CASE CANVAS

FROM DATA
TO VALUE



Introduction

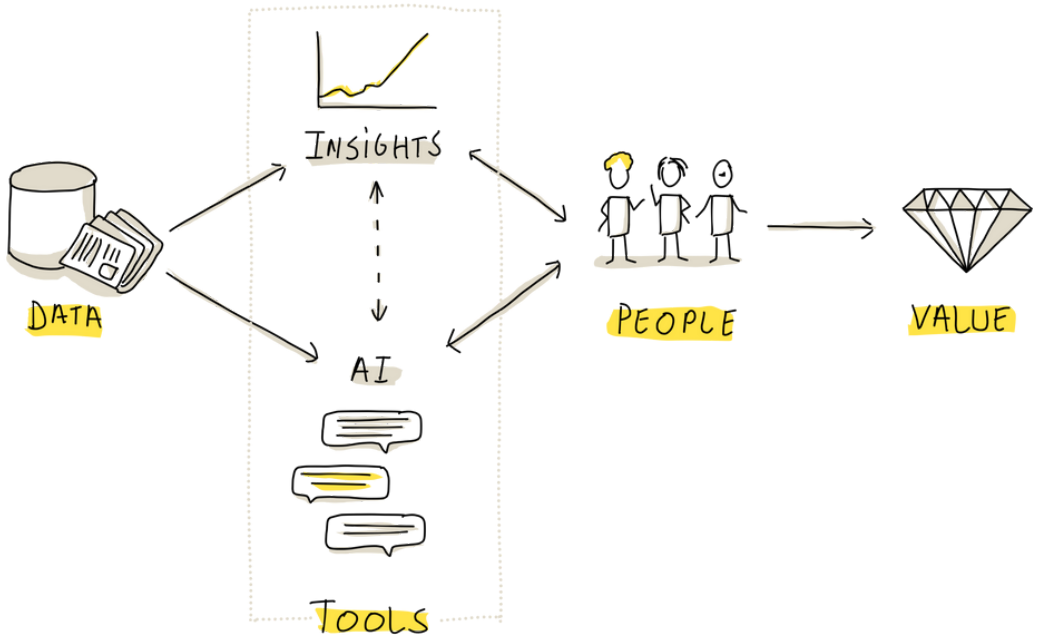
Data is fundamental to insight-driven decision-making, optimizing processes and organizations, and empowering artificial intelligence initiatives. Yet, pinpointing where data can be most effectively utilized within an organization remains a challenge. This toolkit introduces a structured methodology—the Data Use Case Canvas—that systematically catalogs data use cases. This serves as a critical foundational step towards developing a comprehensive data strategy.

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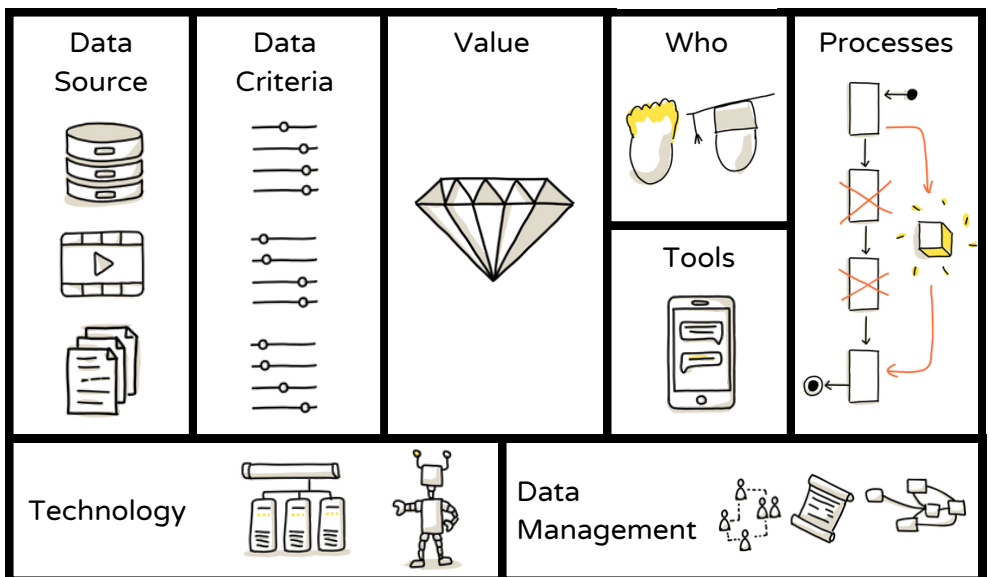
Data Use Cases

Data use cases represent opportunities within a company to leverage **data** through **tools** such as reports or AI to enable **people** to create business **value**.

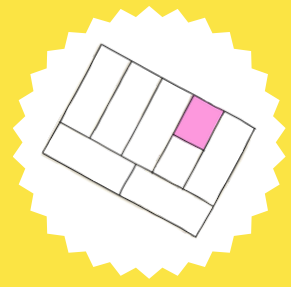


Data Use Case Canvas

The Data Use Case Canvas organizes all essential information about the **Why**, **What**, **How**, and **Who** for each data use case. The subsequent sections will provide detailed explanations for each component of the Canvas.



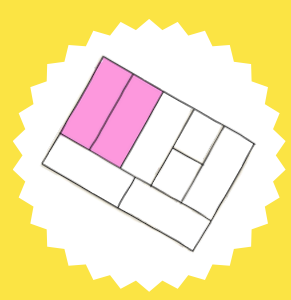
Who



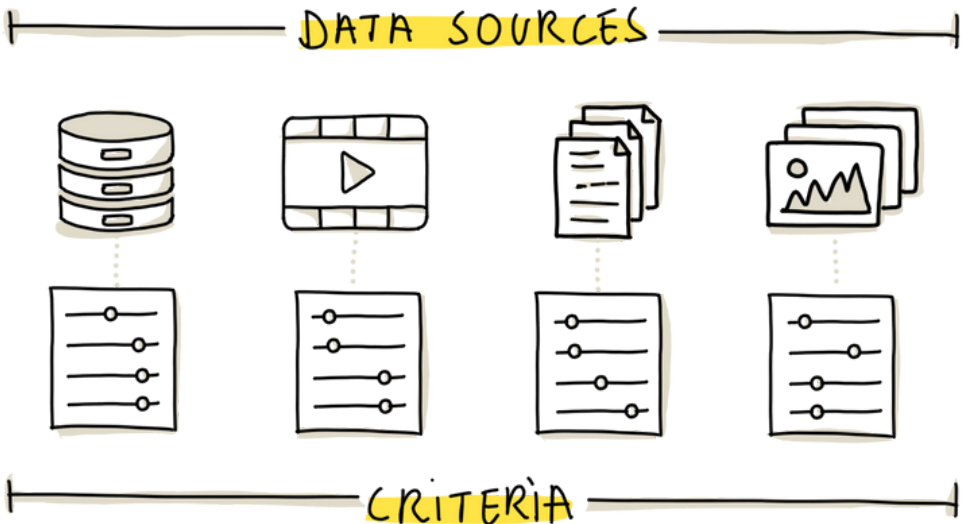
Key stakeholders such as internal employees, strategic partners, and customers are crucial to leveraging data for value realization. It is critical to define the **unique attributes of each persona** involved to tailor solutions that meet their specific requirements.



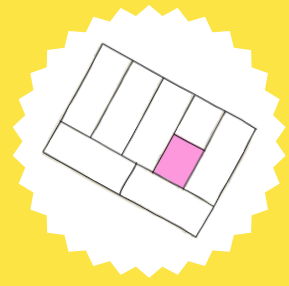
Data



The Canvas splits data description into two main categories: the **source** of the data and its characteristics. It is advisable to employ **objective criteria** when detailing your data's attributes, such as volume, velocity, quality, sensitivity, and the level of data understanding currently available.



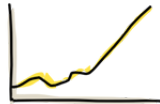
Tools



Data tools serve as the means through which people **interpret and manipulate data**.
Selecting the appropriate tool is crucial to ensuring alignment with the personas' needs and the operational processes affected by the data use case.



PROMPT
INTERFACE



DASHBOARD



API
ENDPOINT



DATABASE
TABLES



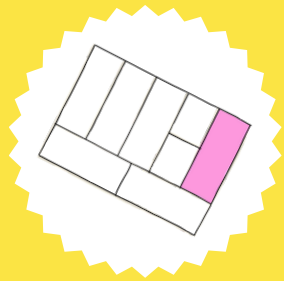
AI APP



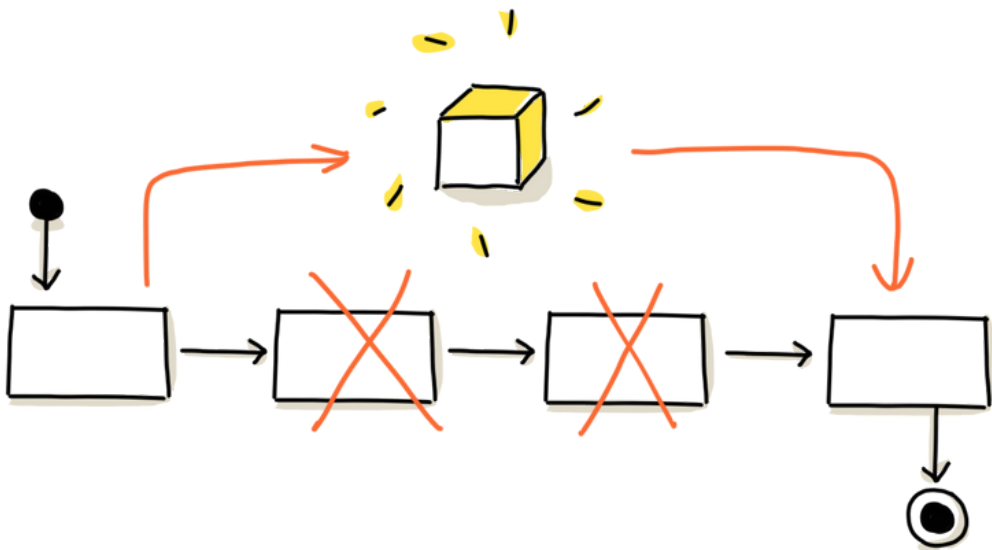
DIGITAL
TOOL



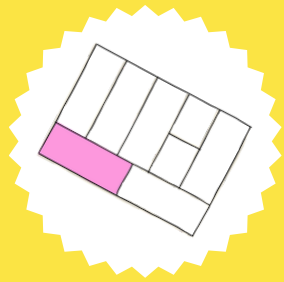
Processes



Data use cases invariably impact **business processes**. It is vital to identify which processes are affected and to navigate and manage the changes these processes undergo as a result of implementing new data use cases.



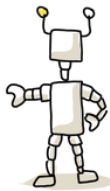
Technology



Implementing a Data Use Case requires specific technologies. The Canvas aims to provide an initial overview of the **necessary technology**. Technical questions to consider include for example the development of an AI model, the involvement of generative AI, the need for computer vision or the integration of undocumented services.



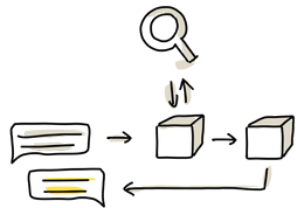
DATA
PIPELINES



AI
MODEL



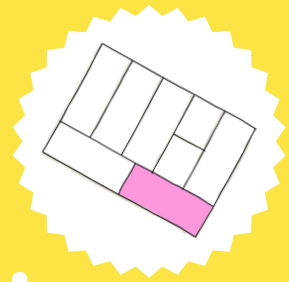
COMPUTER
VISION



RAG



Data

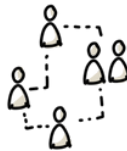


Management

Effective data management is key to the **sustainable success** of a data use case. The Canvas highlights critical issues in data management, such as the absence of a designated business owner for the data or nonexistent procedures for resolving data quality issues.



DATA
PROCESSES



ORGANISATION



PEOPLE



POLICIES



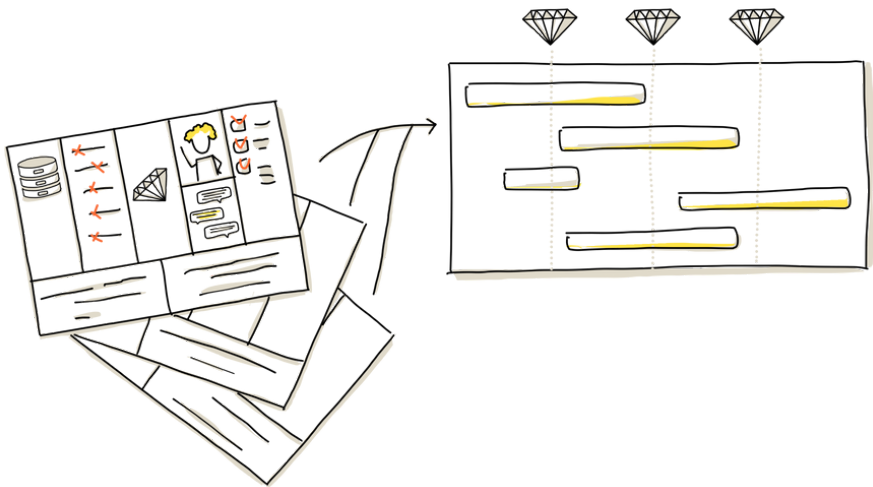
What's Next?

We recommend implementing the Data Use Case Canvas throughout your entire organization. It serves as a tool to objectively document the various inputs, outputs, and values of each use case. Documenting these use cases helps reveal patterns across domains and business units. Questions such as 'Which data do we frequently use?', 'Which processes can be optimized?', and 'Which personas will work with data in our organization?' become easier to answer.



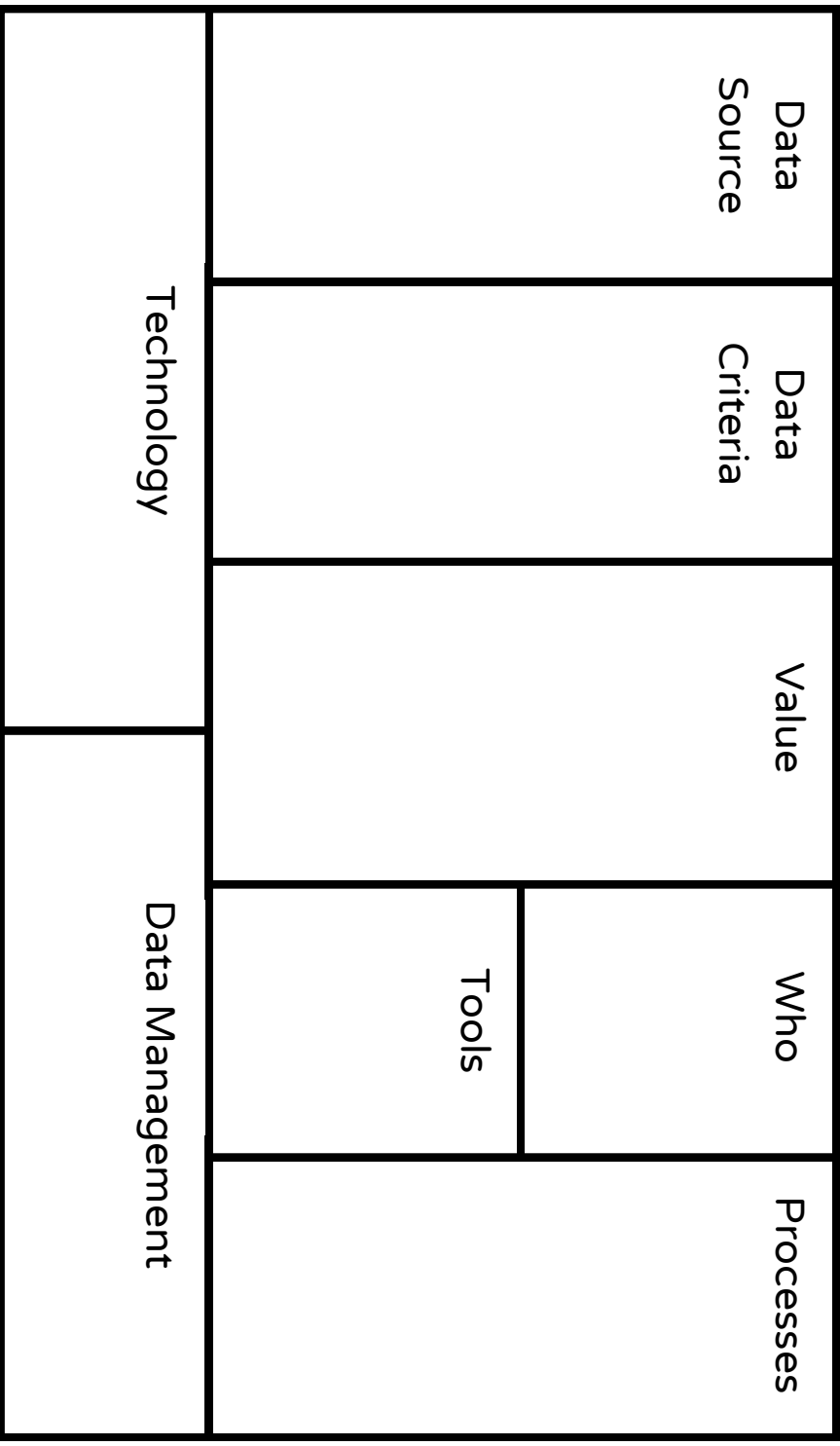
Towards a Data Strategy

When you compile all the canvases, you begin to see **the foundations of your data strategy**. This represents what we call a '**bottom-up approach**' to identifying future data initiatives that will transform how your organization handles data. By aligning these initiatives with your business strategy, you create an ideal foundation for your future data roadmap.





Data Use Case Canvas





More Information

Do you have feedback or questions?
Need assistance with implementing the
Data Use Case Model? Please don't
hesitate to reach out to Jan Meskens for
support!



DATA SET AI MODEL AI PRODUCT

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