

How can you deliver your data-driven offering to potential customers?

Data value

Descriptive analytics

Diagnostic analytics

Predictive analytics

Prescriptive analytics

Process automation

Matching

Hardware

Other

If 'Other', please describe

Guiding Questions

- Generally, what (kind of) value do you bring to your user?
- Which actor (e.g. machine, process or human) is able to make decisions based on the generated output?
- Which main tasks are supported by the output?
- Which main benefits are provided for your customer?

Delivery

Guiding Questions

- How is your new offering delivered to the customer? (e.g. via app, website, online shop, store, ..)
- Who is providing the appropriate portal or platform to access the data/information? (e.g. app store)

Summary

Device / Hardware & OS

Guiding Questions

- Do customers require particular hardware to access / use your data driven offering?
- Who is providing the hardware (e.g. smart phone, tablet, PC, TV) needed to access your offering?

// OBJECTIVES

Explore how to generate value with new and/or existing data and how to support and automate human decision-making processes

// OUTCOME

Overview of the different & prioritized functionalities to use data for generating insights or automating tasks (including means to deliver the offering to your customer / end user)

// WHEN TO APPLY

Use this tool to scope and compose the overall data-driven offering by aligning different data-driven functionalities with necessary interactions with your (potential) customers / users