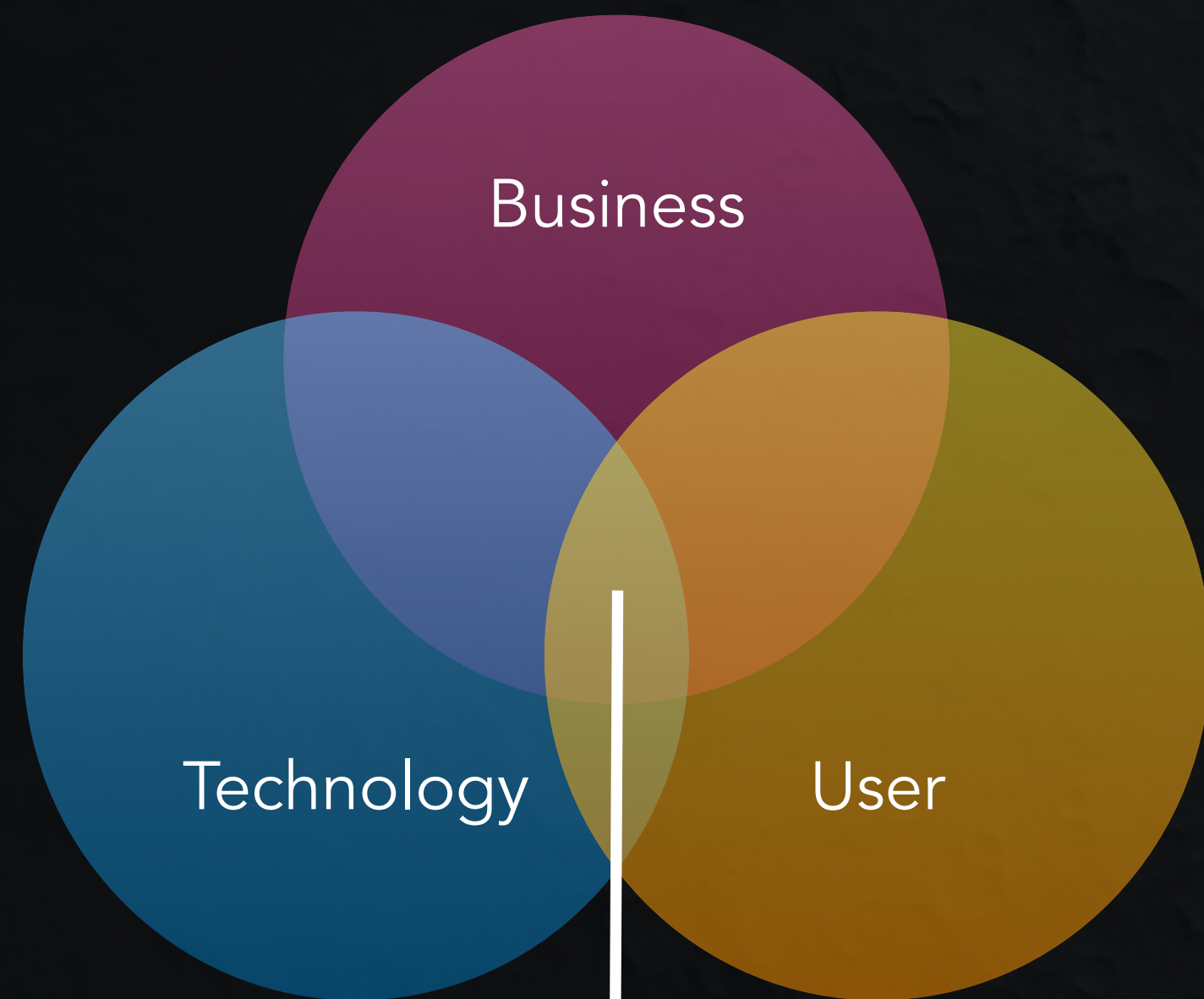




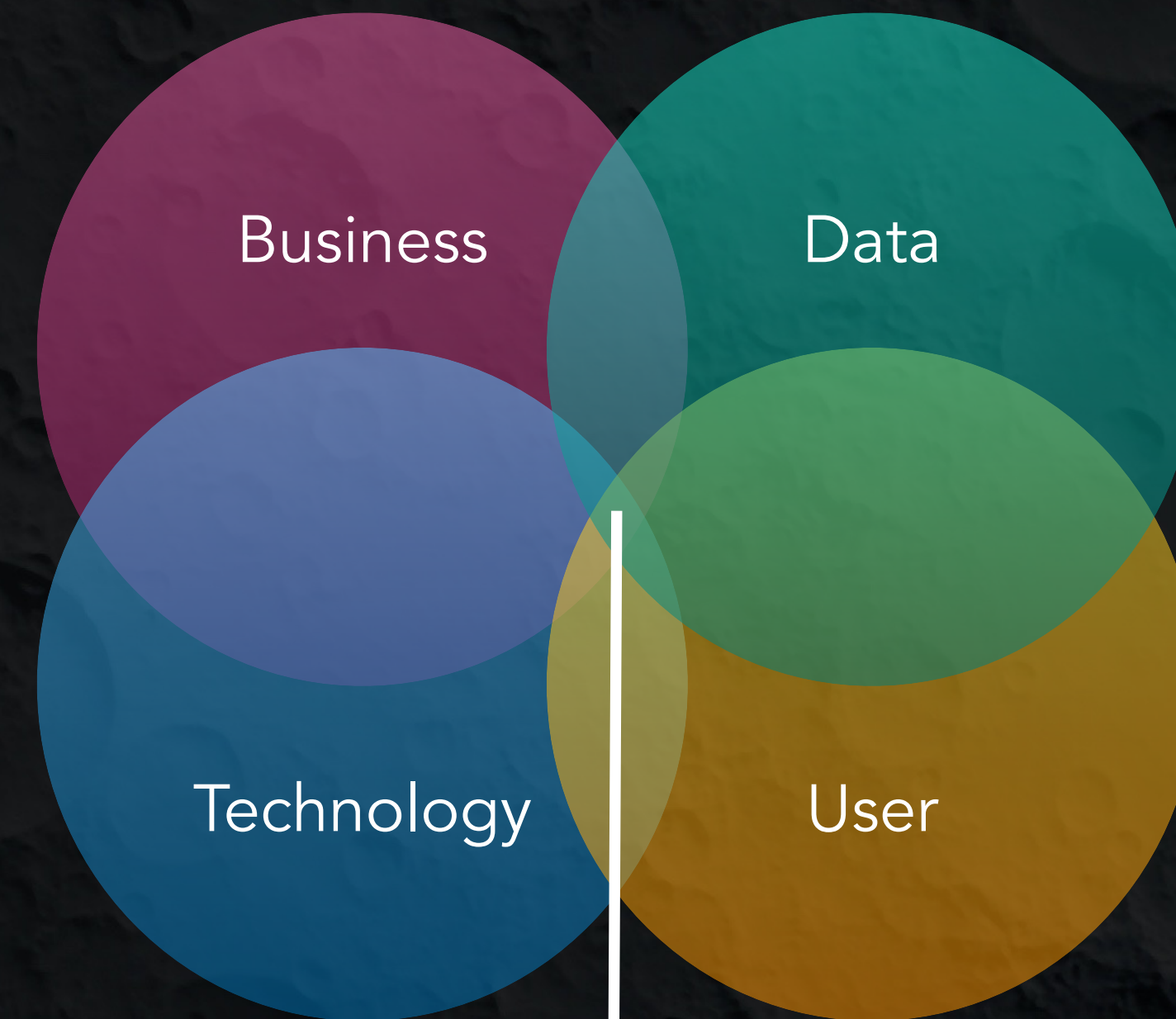
Building Data Products

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October 28, 2020

The Intersection of your thinking evolves...



Product Market Fit



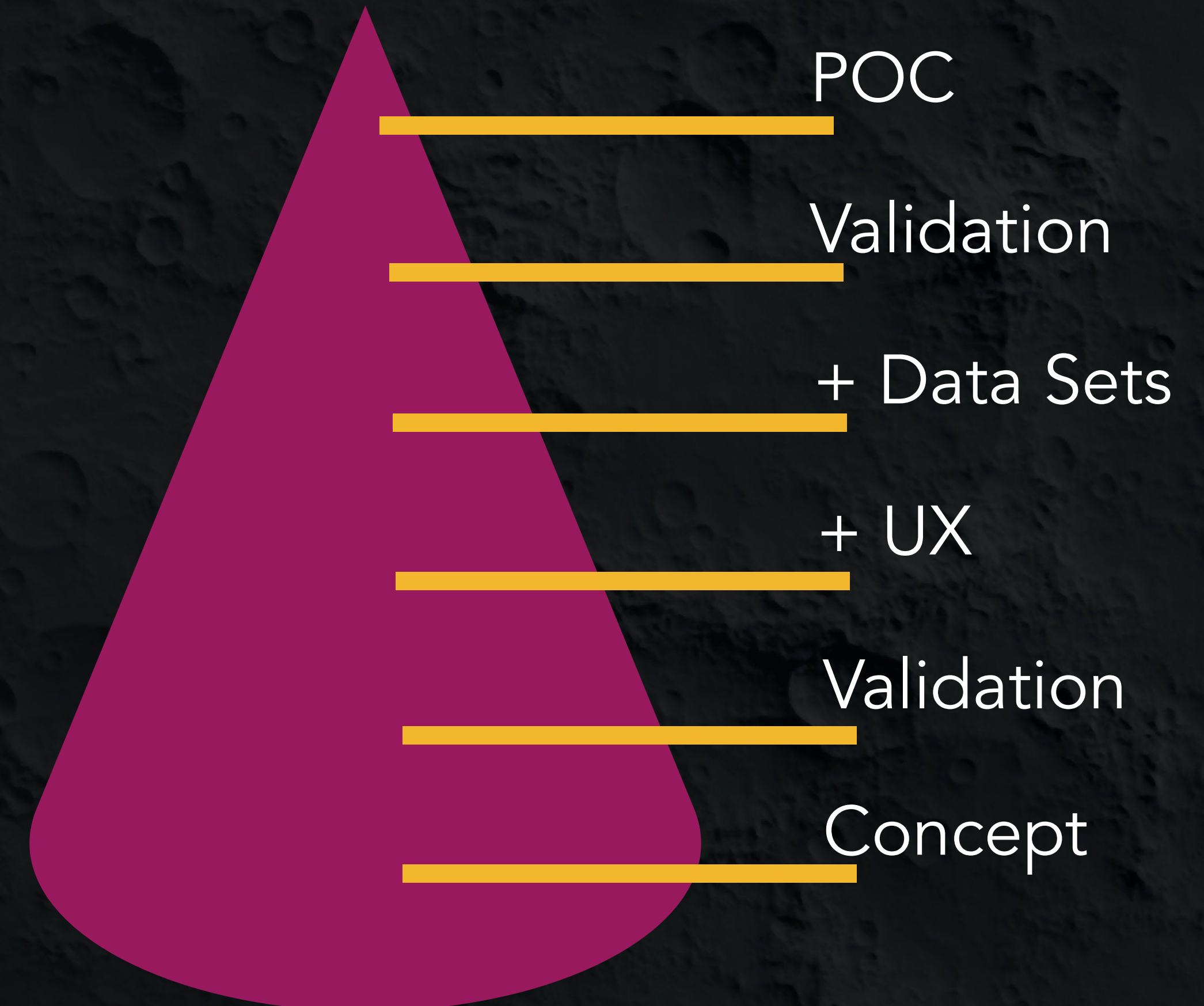
Product Market Fit

The product ideation & prototyping process

Concept



Precise Problem



Defining precise problems

Jobs to be done (JTBD) is a framework for defining, categorizing, capturing and organizing your customers needs.

This can fall into one of two goals:



BE Goals

*I want to BE
something else*



DO Goals

*I want to DO
something else*



Proof of Concept (POC)

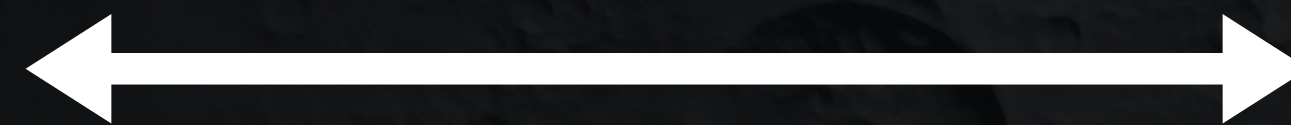
Create a culture that is rich in empathy and understanding. This helps connect teams directly to the JTBD.



Validation

Understand what your Minimum Algorithmic Performance (MAP) threshold needs to be:

MAP can be 0 and give you value from day 1 - ie, streamline data entry



AI is central to the product - ie, match human accuracy

Depending on the JTBD, the amount of data you need to reach viable levels of accuracy will vary, this is your performance threshold.

+ Data Sets & Data Networks Effects

A "Data Network Effect" is a property of a product that improves with the more data it has available due to emergent relationships between segments of the data

** Not to be confused with a network effect - the more people that use the service, the more useful it becomes*



+ UX

“The primary goal of data experience design lies not only in the simplification of complex workflows, but covers the entirety of the data-consumption process.”

- Paul van Oijen, Sr, Product Designer, Shopify

Deeply understand that relationship between the data, time, consumption and recurring workflows.



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Precise Problem

