MyData Design Canvas

MyData Design

design@mydata.org

Designing a service requires to conciliate the needs of your users with those of your organisation and stakeholders without loosing the focus on your guiding principles.

This canvas will walk your team through the steps needed to get the right frame of your service proposition.

How to use it

With your team, answer to the questions reported on each section following the progression suggested in the canvas.

If you are using it in combination with the **Personas canvas**, begin by reporting your identified persona's needs and your initial ideas for matching them on the canvas.

This canvas works best if you print it in a A3 size, or share it with your team in a remote working session, and use post-its ot its digital equivalent to brainstorm ideas with your team.

Review and refine your answers using the prompts in this canvas unless the team is satisfied with them.

Finally, reflect on your outcomes and provide a brief summary of your service proposition.
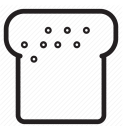
What to do next

Framing your service proposition represents the first step toward designing your service.

As a next step, you will want to identify the most relevant use cases for your service and begin drafting a design plan for their development.

There is a number of resources online that would help you understand how to progress with the design process (see for example servicedesigntools.org, designkit.org).

The MyData Design team is committed to provide tools to fully support the design process.

Please join the #design channel on **mydataglobal.slack.com** or get in touch with us via email: **design@mydata.org**

Use this canvas for

- **engaging** potential partners and stakeholders of your service in a inspiring and hands-on activity

- framing your **design challenge**

- reflecting on the **key aspects** of your service and the needs they provides solution to

- including the **MyData principles** in your service proposition

- providing a concise summary of your **service proposition** as the first step for its realisation

What this tool is not

- a step-to-step guide for designing your service — it helps with the problem framing and to identify your service proposition instead

- a checklist to be MyData-compliant, it aims to help you reflecting on the key elements that would make your service human-centred according to the principles set out by MyData

Who made this tool ?

It has been made by **MyData Design thematic group** through the support of the MyData community.

MyData Design is an official MyData thematic group which aims to advance the design culture and practices within the MyData global community through a community of designers and like-minded people who believe in the transformative power of design to solve societal issues.

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*Let's start from a thoughtful understanding of the **problem** and **needs** your project aim to address*

💡 Begin from the personas canvas to understand needs of your users

1.1 Problem

What is the problem you are tackling ?

1.2 People needs

What are the needs of the people you are designing for ?

💡 **TIP 1:** Are you using the **Personas canvas ?**

Begin reporting your identified **needs** here (see section 3)

1.3 Organisation needs

What are the needs of (1) your organisation and (2) for those you aim to involve ?

2

*Consider what are the **benefits** of the solution you are designing and who will take advantage from them*

2.1 Service or product description

What are the key ideas of your project ?

2.2 Benefits for people

What are the most relevant benefits for the individual ? And for society?

💡 **TIP 2:** Are you using the **Personas canvas ?**

continue by reporting your identified **ideas** here (see **section 3**)

2.3 Benefits for organisations

What are the most relevant benefits for (1) your organisation and (2) for your partners ?

3

*Reflect on which **types of data** your project will handle...*

3.1 Data collected

What are the types of data being collected ?

3.2 Data shared

What are the types of data being shared and why ?

3.3 Data derived or inferred

Are there any additional types of data to be considered ?

4

*..and what might be the **risks associated** to the data collection and its use*

4.1 Risks

What are the risks associated to the data being collected, used and why ? How can such risks be mitigated ?

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Sheet 2 of 2

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*Envision what makes your project **human-centric***

A description of MyData principles is available at this link:

https://mydata.org/declaration/

5.1 HUMAN-CENTRIC CONTROL OF PERSONAL DATA

- Does the user know & understand what data is captured/available about them & why?
- Can the user fully manage & control their data?
- Can the user easily understand how to manage & control their data?
- Does the user easily understand who has access to their data and how they use it?
- Can the user give, deny or revoke the consent to share their data with others?
- Can the user ask their data to be removed and/or stopped from collecting or going forward
- Can the user ask a machine readable copy of their data for themselves?
- Can the user negotiate the terms of how their data is used with organizations & service providers?

5.2 INDIVIDUAL AS THE POINT OF INTEGRATION

- Does the user have a (central) 'hub' where all their data is viewed, managed & controlled?
- Does the user have a decentralised model of control?
- Can the user rest assured their data is not used improperly or against her/his wishes?

5.3 INDIVIDUAL EMPOWERMENT

- Are users the agents of their own data?
- Do users have all the tools, skills and assistance to transform data into useful information?
- How can the users use their own data to make better decisions?
- Does the user know & understand why the data captured/available about them has been collected?"

5.4 PORTABILITY: ACCESS & RE-USE

- Can users obtain and re-use their own data from the different services providers?
- Can users practically and easily enable the flow of data between organisations & service providers?
- Can users easily download and transmit their data?

5.5 TRANSPARENCY & ACCOUNTABILITY

- Can users easily track and make organisations using their data accountable?
- Can users easily understand how and why decisions are made based on their data?
- Do users get alerts if there are any issues threatening their privacy or misuse of their data?
- Can the user understand how the algorithm processing their data works and challenge it if necessary?

5.6 INTEROPERABILITY

- Can the user enable transfer of their data easily between different service providers?
- Can the user easily understand the standards, legislation protecting their data
- Is the user protected against data lock-in?

6

Well done!

Your project in a **nutshell.** Summarise your service proposition to have your elevator pitch ready

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You project name: ....

- What problem and needs is the project addressing ?
- What are the benefits for people, your organisation and your partners ?
- What data will be collected, shared, derived and or inferred ? What are the associated risks and how could they be mitigated ?
- What is making your project human-centric ?

Personas canvas for COVID-19

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Services that successfully offer solutions to people's needs are those that are informed by their experiences. This is especially true during a global pandemic.

Personas is a generative design tool that helps your team empathise with people you are designing for and to identify solutions that are considerate of their needs, fears and aspirations.

How to use it

With your team, begin analysing the Personas canvas examples and discuss about how these tools would support your design process.

Then reading the instructions, report on the Interview structure board and plan your Personas building strategy — this should include: 1) defining your sample; 2) finalising your interview materials; 3) carrying out the interviews, analysing and reporting findings to the team and 4) building your Personas canvas based on them.

The provided canvases works best if you print it in an A3 size, or share it with your team in a remote working session, and use post-its or its digital equivalent to brainstorm ideas with your team.

What to do next

Understanding needs, fears and aspirations of your users and sharing them with the design team is key to design services that are human-centred.

As a next step, you may use the MyData Design Canvas to report the key insights of your personas to include them into your service proposition.

Please join the **#design** channel on mydataglobal.slack.com or get in touch with us via email: **design@mydata.org**.

Use this canvas for

- Learn fundamentals on how to build Personas
- Understand the COVID-19 journey of people to create your own Personas set
- Create a Personas set that can be used in any project

What this tool is not

- A set of pre-defined Personas — the 'average personas' do not exist and you need to build a set that is relevant for your project
- A ready-made script for interviewing your participants — we are providing a detailed structure and recommendations for carrying out interviews, but you will need to create your own script based on this
- The ultimate guide to build Personas — depending on your skills and experience, you may need to read additional resources on how to design and work with Personas. Many of these are already available online !

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01 | Interview structure

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☞ Always remember:

The COVID-19 pandemic has disrupted the lives of many people and communities, and your interviewees might have also experienced traumatic events. Always be kind, respectful and sympathetic while collecting their stories. Take responsibility for collecting their stories, and never force them to go beyond their will.

Before the interview
- Create a sample strategy to recruit participants for the interview who are relevant for your project
- During the first contact with your participants make sure you have introduced the purpose of your study and the key aspects of the interview appropriately
- Create a interview script based on the structure provided on this canvas
- Do a pilot interview and further improve your script before beginning your data collection
- Print out the canvases and / or prepare the materials to be used online with ease

During the interview
- Follow your interview script and the instructions reported on this board
- Remember to also take notes throughout the interview
- If you want to record the interview: request the consent of the participant before you start the interview. Tell the participant how the recording will be used and stored, and that the recording can be stopped at any time

After the interview
- Prepare your dataset using both the interview transcript and notes before analysing your data
- Analyse your data iteratively, select relevant quotes and summarise your findings to show them to your team before filling out the Personas canvas
- Be aware that the Journey Canvas can be reported using both first or third person perspective — choose the one that best returns a vivid account of the collected experience

1 | Introduction

🕐 **10'**

🎯 **Introducing the interview**

- Introduce the scope of the interview; **do: show the _Personas canvas_ while doing so**
- Tell the participant about (1) how the interview will be carried out and (2) the structure of the **_Interview board_**
- Ask permission for recording of the interview
- Encourage any further question on the points above

2 | Ice-breaker

🕐 **10'**

🎯 **'breack the ice' and get to know your participant**

💡 **begin the recording**

- Ask the participant which avatar s/he might want to suggest for her/his persona; **do: show the _Avatar board_ throughout**
- Walk through the first area of the interview board (sections 1.1 to 1.6) and prompt your participant to share her / his thoughts; **do: show the _Interview board_ throughout**
- Ask for any final thoughts related to the first part of the Interview board

3 | COVID-19 Journey

🕐 **20'**

🎯 **Inquiry into the COVID-19 experience**

- Walk through 'Your COVID-19 journey' (section 2) and begin summarising the macro-steps. Begin asking participant how s/he became aware of being infected by covid-19; **do: show the _Interview board_ throughout**
- If needed, add or edit contents on sections from 1.1 to 1.6 of the Interview board
- Once the relevant steps of the COVID-19 journey have been covered, ask the participant for her/his final thoughts on her/his experience

4 | Feedback on the interview

🕐 **5'**

🎯 **Collect feedback on both tools, interview structure and script**

- Ask for what worked and what did not work during the interview

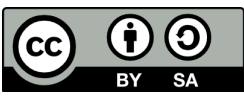## 5 | End of interview

🕐 **5'**

🎯 **Inform on next steps**

- Introduce next steps of the project
- Encourage any further questions from the participant about the interview and any aspect of the project
- Thank the participant for her/his time

02 | Avatar board

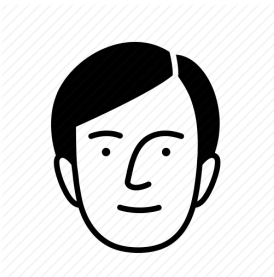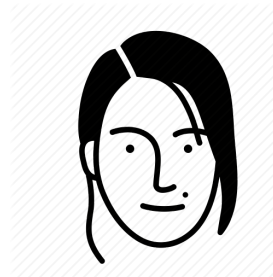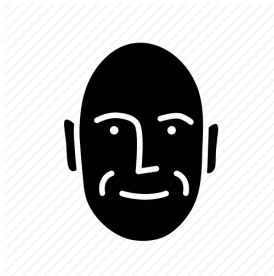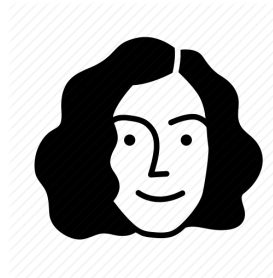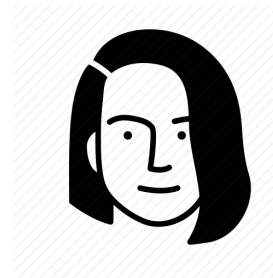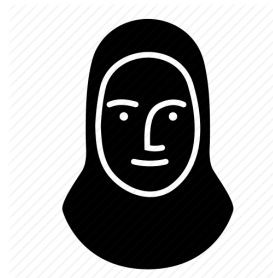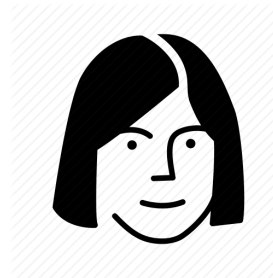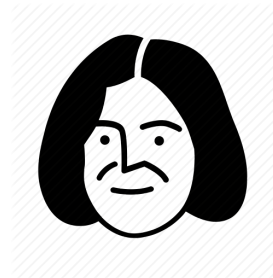**MyData Design**
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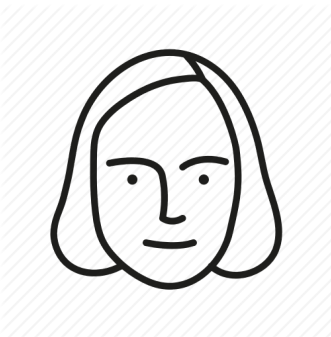design@mydata.org

....'s perspective

Age: Add

Profession:
Add

Place of work:
Add

Location:
Add

Family:
Add

'a quote from your interview will go here'

DOES

E.g. what you do; how you like to describe yourself; your hobbies, specialisations etc.

THINKS

E.g. What are you thinking ar right now ? Any thoughts that would help us understand you including your next job, family, plans for the future etc.

FEELS

E.g. Any deeper thoughts related to you and your life in relation to your next job, family, plans for the future etc.

DREAMS & WISHES

E.g. How do you see yourself in 5 or 10 years time ? What is driving you and what you would like to achieve for you and for your lived ones

PAIN-POINTS & FEARS

E.g. what you feel are the potential contrants for achieving your goals and why ?

	LOW	HIGH
INTERNET USAGE		
MOBILE DEVICE SKILLS		
AFFINITY TO NEW TECH		
PRIVACY LITERACY		

Your COVID-19 journey

Your experience throughout the unfolding of the COVID-19 outbreak

See also the COVID Journey map

			TEST	TESTED NEGATIVE		TESTED POSITIVE		FATAL	RECOVERED	SYMPTOM EMERGED AGAIN
H	01	02	A	B	C	D	E	F	G	H
	How did you become aware of being infected by the covid-19 ?	NO PROVEN COVID-19 INFECTION	TEST PROCESSING*	TESTED NEGATIVE TO THE TEST	ISOLATION AT HOME	HOSPITALISE, TESTED, POSITIVE	INTENSIVE CARE	FATALITY CAUSED / CONTRIBUTED TO THE VIRUS	RECOVERED FROM PRIOR COVID-19 INFECTION. POSSIBLE IMMUNITY	INFECTED AGAIN
Description										
Time frame										
Fears and pain points										
Wishes and dreams										

Your final thought on:

Your COVID-19 experience

What we missed to cover in the interview

How the interview has gone

04 | Personas canvas
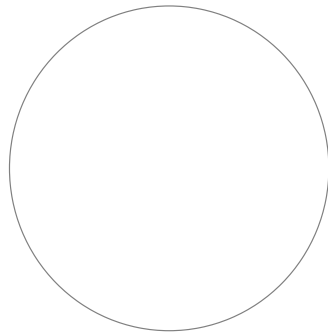
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......................................'s perspective

Age: add text here

Profession:
add text here

Place of work:
add text here

Location:
add text here

Family:
add text here

" •••

••• "

DOES

THINKS

FEELS

DREAMS & WISHES

PAIN-POINTS & FEARS

	LOW	HIGH
INTERNET USAGE		
MOBILE DEVICE SKILLS		
AFFINITY TO NEW TECH		
PRIVACY LITERACY		

COVID-19 journey

Ida's experience throughout the unfolding of the COVID-19 outbreak

See also the COVID Journey map

	A	B	C	D
	Step name:	Step name:	Step name:	Step name:
Description				
Time frame				
Fears and pain points				
Wishes and dreams				

3 | What are ....'s needs and how MyData may help in solving them ?

Needs
Example: Get quick and straighforward access to her clinical information and that of her family

Ideas
Example: Ensure all her data & certifications are safely stored together in one place that she can easily share

05 | Personas canvas example

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Ida's perspective | Non-essential worker

Age: 35

Profession:
Freelancer cultural operator

Place of work:
Between Milan and Rome

Location:
Milan

Family:
Sharing a flat with her partner

*'I still don't know whether it is really over and
I feel angry and left behind by institutions'*

DOES

- Ida is currently coordinating two cultural events working from home
- Also looking for new projects once the current ones will end.

THINKS

- She thinks about her future, whether she really wants to carry on working in the cultural sector, especially given the economic difficulties the cultural sector is facing in Italy;
- She is also stressed to going back home in the south of Italy to see her family again.

FEELS

- Angry and left behind by both the health institutions handling COVID-19 response and the Government which is not supporting the cultural sector adequately
- *Defeated* as the lives of other people had begun again but not for her as she is still in self-quarantine long waiting for the result of the swab test

DREAMS & WISHES

- She wants to travel back to home see her sisters again; being able to rest and find peace and calmness after all the uncertainty and worries coping with the virus;
- COVID-19 should be a chance to make things better rather than just going back to how they used to be.

PAIN-POINTS & FEARS

- She is afraid that the virus will circulate for long still and that she can get sick again;
- She worries about her job and career, in particuar whether she will be forced to change her profession, but she will be up to the challenge if needed

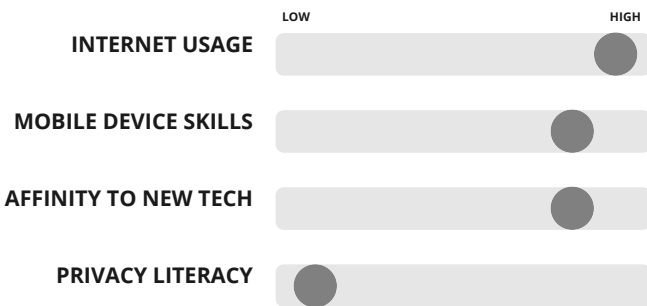|	LOW	HIGH
INTERNET USAGE		●
MOBILE DEVICE SKILLS		●
AFFINITY TO NEW TECH		●
PRIVACY LITERACY	●	

COVID-19 journey

Ida's experience throughout the unfolding of the COVID-19 outbreak

See also the COVID Journey map

	Becoming sick	Symptoms and periodo of infection	Attempts to undertake the test	
	A	**B**	**C**	**D**
	AWARENESS OF INFECTION	SELF-ISOLATION AT HOME	ANTIBODY TEST PROCESSING	SWAB TEST PROCESSING
Description	I became sick three days before my partner; at the very beginning we were **unsure whether it was COVID-19** or a normal flu. Two friends of my partner's group got sick. We then reconstructed their stories and movements during the last few days and we become aware it was certainly COVID-19. Although this remained an hypothesis, even when we spoke with the GP. There was a high chance of being infected by COVID-19 but still not a certainty.	**Symptoms lasted three weeks.** In the first week, we got the flu symptoms, pain at the bones and fatigue. We could not stand from the bed. Toward the end we lost the sense of smell and of taste. Then our GP **had no more doubts it was COVID-19** and that we were toward the end of the disease, which was reassuring.	After many weeks the **antibody test** was made available and we finally managed to get it and **tested positive as a result**. Once our clinical situation was finally confirmed, we **could get the swab test** to learn whether we were still infected.	Since I tested positive to the antibody test, I have finally managed to get the swab test done. **Tomorrow, after 3 months have passed, I will finally get the result**... I am undertaking the test for the others, not form myself: I feel well and I am aware that I have recovered but still don't know whether I am asymphomatic and then a threat for others. Furthermore, I need to keep staying at home...
Time frame	●	·········· 3 months ··········		→
Fears and pain points	Since **I am hypochondriac**, I live these events very intensively. My partner's conditions were worst and I was afraid symptoms might become severe, so I thought 'if it happened, I won't recover, I will go on the intensive care'	Since official information was scarce, **it was exhausting** learning about COVID-19 from online articles.	You must **become an expert** on COVID-19 and this is not fair.	It should **not have been my responsibility** doing the test, institutions should have 'forced me' to do so. Also, **I should not have paid** that much just to certify the illness that I have always knew I had.
Wishes and dreams	**I felt left behind.** I wished I would have got more support from the social healthcare system. I was aware since the begining that we woud neve been considered for the swab test since our symphoms were generally mild, as our GP confirmed.	●	I wished a service that **would walk me through the rehabilitation**, reassuring me and telling me what should be done. Even **taking the swab test was painful** and I wished to have been more prepared for it, someone should have told us about the test beforehand.	I just want to go back home to the south of Italy **to see my family, safely** and with peace of mind

3 | What are Ida's needs and how MyData may help in solving them ?

♡ Needs
Example: Get quick and straighforward access to her clinical information and that of her family

💡 Ideas
Example: Ensure all her data & certifications are safely stored together in one place that she can easily share