MyData Design Canvas

Designing a service requires to conciliate the needs of your users with those of your organisation and stakeholders without losing 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.

Use this canvas for
- engaging potential partners and stakeholders of your service in an inspiring and hands-on activity
- framing your design challenge
- reflecting on the key aspects of your service and the needs they provide 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.

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 or 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
MyData Design Canvas

1. **Problem**
   - What is the problem you are tackling?

2. **Service or product description**
   - What are the key ideas of your project?

3. **Data collected**
   - What are the types of data being collected?

4. **Risks**
   - What are the risks associated to the data being collected, used and why? How can such risks be mitigated?

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

1. **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).

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).

3. **Benefits for organisations**
   - What are the most relevant benefits for (1) your organisation and (2) for your partners?

3.1 **Data shared**
   - What are the types of data being shared and why?

3.2 **Data derived or inferred**
   - Are there any additional types of data to be considered?
## 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 & how they use it?
- Can the user (e.g., pay, order, receive) the consent to share their data with others?
- Can the user ask that their data be removed and/or stopped from collecting or sharing?

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

## 5.3 Individual Empowerment
- Can users obtain & re-use their own data from the different services providers?
- Can users proactively & easily enable the flow of data between organizations & service providers?
- Can users easily download & transact their data?

## 5.4 Portability: Access & Re-use
- Can users easily track & make organizations using their data accountable?
- Can users easily understand how & 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 & challenge it if necessary?

## 5.5 Transparency & Accountability
- 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 leaks?

## 5.6 Interoperability
- A description of MyData principles is available at this link: [https://mydata.org/declaration/](https://mydata.org/declaration/)

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### You project name: ........................................

Well done! Your project in a nutshell. Summarise your service proposition to have your elevator pitch ready.

- 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

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.

**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.

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01 | Interview structure

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
03 | Personas
Interview board

.................’s perspective

DOES

THinks

FEELS

DREAMS & WISHES

PAIN-POINTS & FEARS

‘a quote from your interview will go here’

Your COVID-19 journey

Your experience throughout the unfolding of the COVID-19 outbreak

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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

See also the COVID Journey Map
3 | What are …………………………….'s needs and how MyData may help in solving them?

Needs
Example: Get quick and straightforward 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

Ida’s perspective | Non-essential worker

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

**PAINS & FEARS**
- She thinks about her future, whether she really wants to work in the cultural sector, especially given the economic difficulties the cultural sector is facing in Italy.
- She is also stressed to go back home in the south of Italy to see her family again.

**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.

**THINKS**
- She thinks about her future, whether she really wants to work in the cultural sector, especially given the economic difficulties the cultural sector is facing in Italy.
- She is also stressed to go 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.

### COVID-19 journey

**Ida’s experience throughout the unfolding of the COVID-19 outbreak**

- **3 months**

**Fears and pain points**
- Since I am hypochondriac, I live these events very intensely.
- My partner’s conditions were worse and he was afraid symptoms might become worse, so though it happened, I wasn’t able to go on the intensive care.

**Wishes and dreams**
- I wish I had more support from the social healthcare system.
- I was aware since the beginning that we would have been considered for the test before our symptoms were generally mild, as our GP confirmed.

### Needs
- Example: Get quick and straightforward 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.