**CIVIC TECH PRODUCT BRIEF WORKSHEET**

**ONN DATA JAM OCT 2015**

This worksheet is to help you think through a data-related problem so you’re better equipped to work with civic tech groups and other data-focused organizations.

**What is the problem we are trying to solve using data/tech?**

*It is essential to understand and articulate the problem we are trying to solve before we think about solutions. This is important when working with others who do not know your problems first-hand. Don’t leave out details that you think are obvious - they may not be for others!*

**What does success look like when we solve this problem?**

*Complete the sentence below based on envisioning what success looks like for you and your organization. Any solution we spend energy and time to develop must help us achieve this outcome.*

* We will know we have successfully solved this problem when...

**Who will be using this solution?**

*List the people who will be using this product or data - is it staff at your organization? Users of your services? Others? Can they take part in the process to build a solution? Would they test it? Do they have feedback/information that you don’t have but that the product or data team would need?*

**How have others solved this problem? (HOMEWORK QUESTION!)**

*Look around for inspiration on how others have approached this problem. What can you learn from them?*

**What data or information can you provide to the tech team? Where is it stored? Can it be made public?**

*Think about the inputs you have to offer the team. Do you have a way you are capturing relevant data already? Do you need to think about new data and how to capture it?*

**What kind of tech expertise will you need on the tech team?**

*Are you looking for a data visualization? A mobile app? A website? Do you need graphic design help? Are there security/privacy issues to manage?*

**How could you prototype/test your idea before building it out? Who needs to be involved in this?  Would they be available to participate outside of business hours?**

**What are our next steps?**

*What do you need to do to bring this idea back to your organization? Who needs to be involved? How might you gain support from them? What’s the business case for this solution? Where can you find help? Can you or someone on your team be the lead in coordinating with the civic tech community?*

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