

# DATA ASSET MAPPING TOOLS

## <sup>1/</sup> PROBLEM DEFINITION TOOL

Get back to basics by identifying the key challenge you are trying to address and what data you have on the issue.

## <sup>3/</sup> USER JOURNEY TOOL

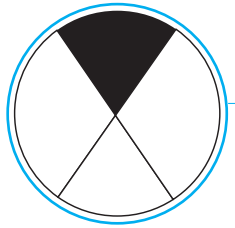
See how your data fits into the service experience and explore what else you might like to count or measure.

## <sup>2/</sup> DATA GAPS TOOL

Identify internal data gaps across short to long term planning cycles.

## <sup>4/</sup> DATA ECOSYSTEM TOOL

Connect your aims to data availability and explore the potential of external datasets.



# PROBLEM DEFINITION TOOL

WHAT IS THE KEY ISSUE YOU ARE TRYING TO ADDRESS AND WHY IS IT IMPORTANT?

START HERE

WHO IS IT A PROBLEM FOR?

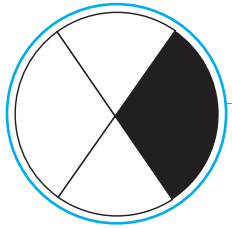
WHAT FACTORS CONTRIBUTE TO THE PROBLEM?

WHAT OTHER DATA COULD YOU USE?

WHO USES OR BENEFITS FROM THESE DATASETS?

WHAT DATA DO YOU HAVE ON THE PROBLEM?  
(Format? Frequency? Retention Period? Granularity?)





# DATA ASSET MAPPING SERIES

## DATA GAPS TOOL

TASK / DEPARTMENT ● →		START HERE			
DATA	WHAT DATA DO YOU RELY ON DAY TO DAY				
	WHAT DATA DO YOU RELY ON FOR LONGER TERM PLANNING?				
	WHAT DATA DO YOU RELY ON FOR COMMUNICATING WITH OR PERSUADING OTHERS?				
DESIRES	WHAT CAN'T YOU COUNT OR MEASURE BUT STILL NEED TO EVALUATE				
	WHAT NEW THINGS WOULD YOU LIKE TO COUNT OR MEASURE IF YOU COULD?				
	WHO USES OR BENEFITS FROM YOUR DATA?				

**DATA QUALITY DOTS**  
Please add to each square

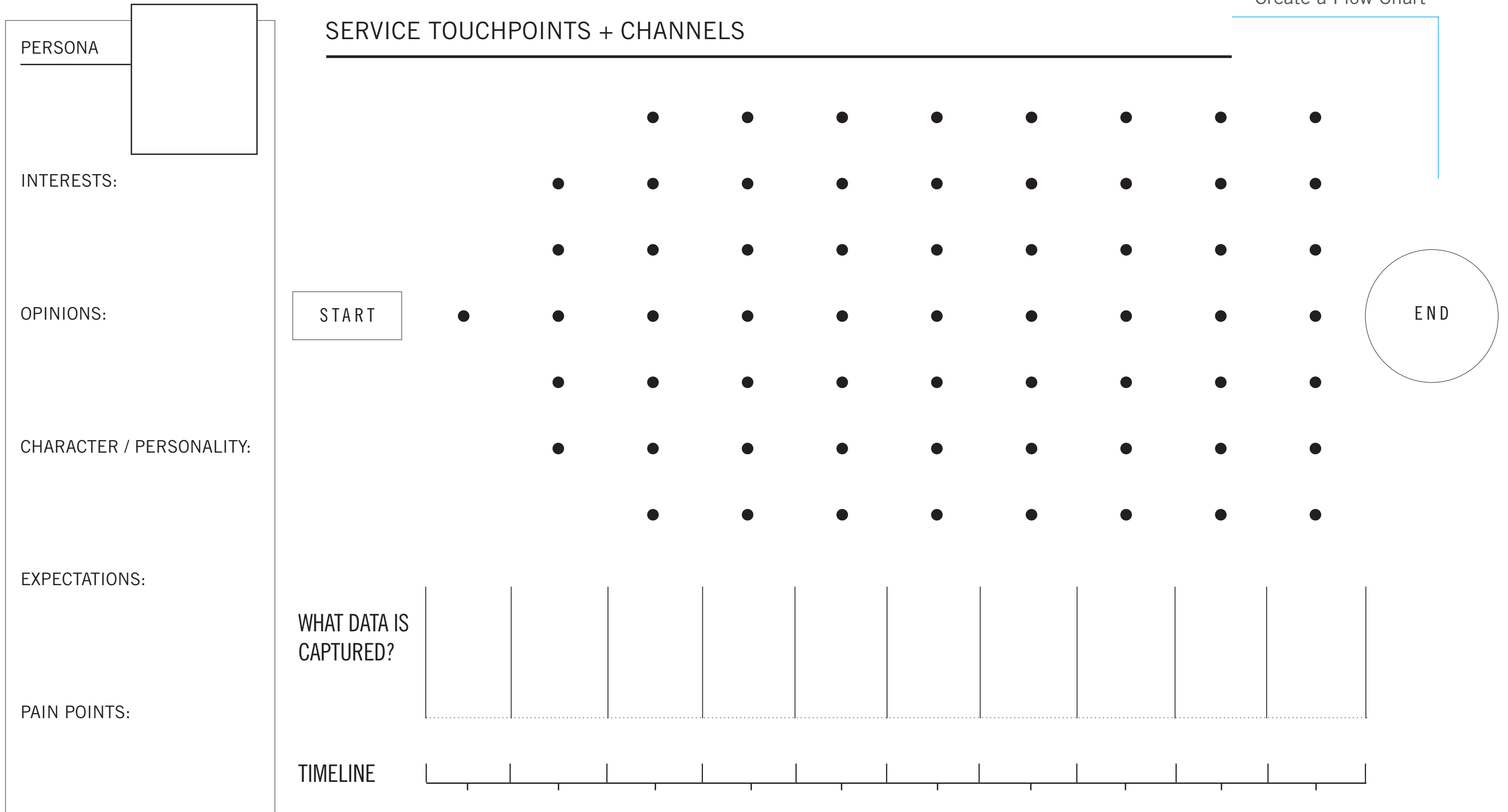
- UP TO DATE
- OUT DATED
- INCOMPLETE
- OTHERWISE FLAWED

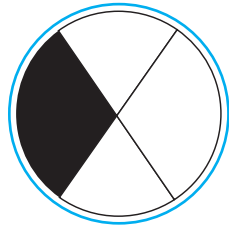




# USER JOURNEY TOOL + DATA OVERLAY

Create a Flow Chart





# DATA ECOSYSTEM TOOL

