

About the service

What will the service you are planning do?
How will it work?

User needs and benefits

Who is the service for and what are their needs? What are the benefits the service will bring them?

Tip: Create personas and map journeys for your service users. Some tools that might help you are Smaply (smaply.com) and Xtensio (xtensio.com/how-to-create-a-person).

Service and organisational aims

What does the service aim to achieve? How does that relate to your organisation's aims?

Data

What data do you need to achieve your aims? Consider what you have, and what you need. Note down the data sources – whether they exist or will be new – along with who controls the data, and how you will access it.

Tip: Use the Data Ecosystem Mapping tool (theodi.org/tools).

Enabling decisions

Would this service help its users to make decisions? What are those decisions? For example: how to get to work quicker, when to put the bins out, how/where to invest?

Cost and investment

What are the costs associated with designing and implementing this proposed service solution? What costs are currently being incurred by the existing service provision?

Justification

Why do you need to do this project? What will happen if you don't do this project?

Savings and revenue

What projected cost savings could a data-enabled solution create? What potential revenue sources could be created?

Advocating for data

How will you promote the benefits of using data in your service? What other organisations/projects have inspired you? What impact did they have? Have you engaged them or built on their work?

Tip: See the Data and Public Services Toolkit for a set of case studies to provide examples and inspiration (theodi.org/tools).

Risks

What are the primary risks associated with this project? How will you mitigate these risks?

Tip: Use the Data Ethics Canvas to think through the ethical implications of your data use (theodi.org/tools).

There is also advice on how to mitigate risks in The Green Book: central government guidance on appraisal and evaluation (HM Treasury).

Stakeholders

Apart from the service users, what other organisations and stakeholders are involved in this service? Do any of them own or provide the data you will be using? Do any of them use it?

Tip: Use the Data Ecosystem Mapping tool to establish the technical and organisational relationships involved in your service. By focusing on mapping the flow of value you can demonstrate the opportunities (theodi.org/tools).

Timeline

What is the timescale associated with this work?

Open approach

What reasons are there for using shared or open data? If you are publishing open data, who else could benefit from it? What networks are you supporting if you are using another source of open data?

Tip: Use the eLearning modules 'Making an impact with data' (theodi.org/makeanimpact) and 'Making transparency work for you' (theodi.org/maketransparencywork).