Design a challenge

DESIGN JAM

1. Business
Describe how your business works.
Explain its key products and services.

2. User
Describe your typical user and
their goals and behaviours.

3. Data
Describe the data your business uses. Explain
how data is collected, used and transformed.

4. Goal
Describe your business objective.
Explain how data plays a role in achieving it.

5. Problem
Describe your business problem
and explain how data relates to it.

6. Challenges
Break down your data problem into 5-10 smaller
challenges or tasks to work on.

7. Jam challenge
Select one data challenge to work on during the Jam. Make sure it is:

· Achievable in a Jam

· Focused on a specific point in the service

· Relevant to the goal

· Critical to solving the problem