Innovating with Data

Sketching the Data —A Sneak Peek of the Course

STEP 1: Start with the problem.

STEP 2: Sketch the data.

STEP 3: Show sketches and see how your users react.

STEP 4: Refine your problem statement.

SKETCHING THE DATA: CASE STUDY

Here's the process IDEO used with a client at Procter & Gamble.

The Challenge: Help our client quickly identify the most impactful connections to make between scientists.

Our Process:

1. **Sketch the Data**
   Instead of starting with the data, we began by sketching with the end in mind. We imagined what the end product might look like, sketching potential data we could gather.

2. **Show Data Sketches to Gather Feedback**
   The team presented several sketches as options to the client and asked which ones she felt would be most helpful in connecting the scientists she managed.

3. **Iterate Sketches Based on Feedback**
   We varied our ideas in terms of what a connection might look like, what data might help her determine if a connection was useful, and what size group she wanted to connect.

With each sketch iteration, we were better understanding our client's needs and what type of data would be most useful. Here are a few of the sketches we made:
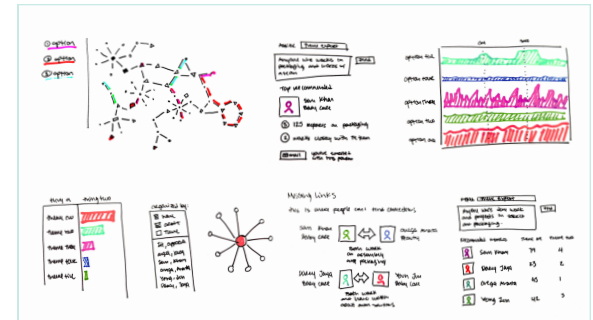
4. **Refine the Problem Statement**
   This iterative process of sketching the data helped us realize her precise use cases and needs—along with the types of data we could gather to generate insights and inspire solutions. We were able to refine our initial problem statement to tailor it to our client's needs.

Refined Challenge: Help our client identify the most impactful one-to-one connections that could be made among researchers, upon request from the research community.