

Data Product Checklist

Looking to transform your data into a valuable, customer-facing data product?



From concept to design and launch, we've worked with dozens of companies to create successful data products. This checklist provides seven evaluation criteria to see if your data product has what it takes to succeed.

	Evaluation criteria	What we've learned	Resources to learn more	Yes Maybe No
PRODUCT DESIGN	SOLVE a distinct problem	Your data product should help turn your users into heroes in their organization. Can you make users 10x as good at their job with your solution?	StoryBrand script for defining your audience and message bit.ly/StoryBrand2	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Meet users where they WORK	Your data product should not ask users to make big changes to their behaviors or processes. The best solutions fit into existing workflows and require modest effort to learn.	Kill Friction Before It Kills Your UX bit.ly/KillFriction	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Guide users to INSIGHTS and ACTIONS	Data products aren't about the data. They are about the insights and actions that you can make based on that data. What informed actions will people be able to take thanks to your solution?	The Art of Data Storytelling: Structure (Juice Analytics) bit.ly/DataStoryStructure	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Make users feel SAFE and in CONTROL	Data products can be scary, particularly if they are tapping into personal data to deliver insights. Users should feel that data is being carefully looked after and used in ways they understand.	Everything We Wish We'd Known About Building Data Products (First Round) bit.ly/FRDataProduct	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
BUSINESS DESIGN	Bring CREDIBILITY to your data	You'll need to overcome an initial skepticism from users, particularly if you are challenging their assumptions. Have you considered how to demonstrate the accuracy and unbiased nature of your insights?	8 Ways to Determine the Credibility of Research Reports (EAIE) bit.ly/8WaysCredibility	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Have the ability to OPERATIONALIZE your solution	Creating a one-off analytics insight or predictive model is just the start. The hard part is "productionalizing" your analytics so those insights can be updated and delivered on-the-fly.	Productionalizing Machine Learning Models (Irina Kukuyeva) bit.ly/ProductionalizingML	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	SUPPORT customers for success	Many organizations don't plan for the roll-out and support of a data product. Do you have a way to engage users to gather feedback and ensure they are getting the most from your solution?	How to Create an Exceptional B2B Customer Experience (Hubspot) bit.ly/ExceptionalB2B	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

How ready is your data product for launch?
(1 pt for Yes, 1/2 for Maybe, 0 for No)

- 6-7 points = Launch it!
- 4-5 points = Fill in your gaps before launching
- 0-3 points = This "data product" may be just a report