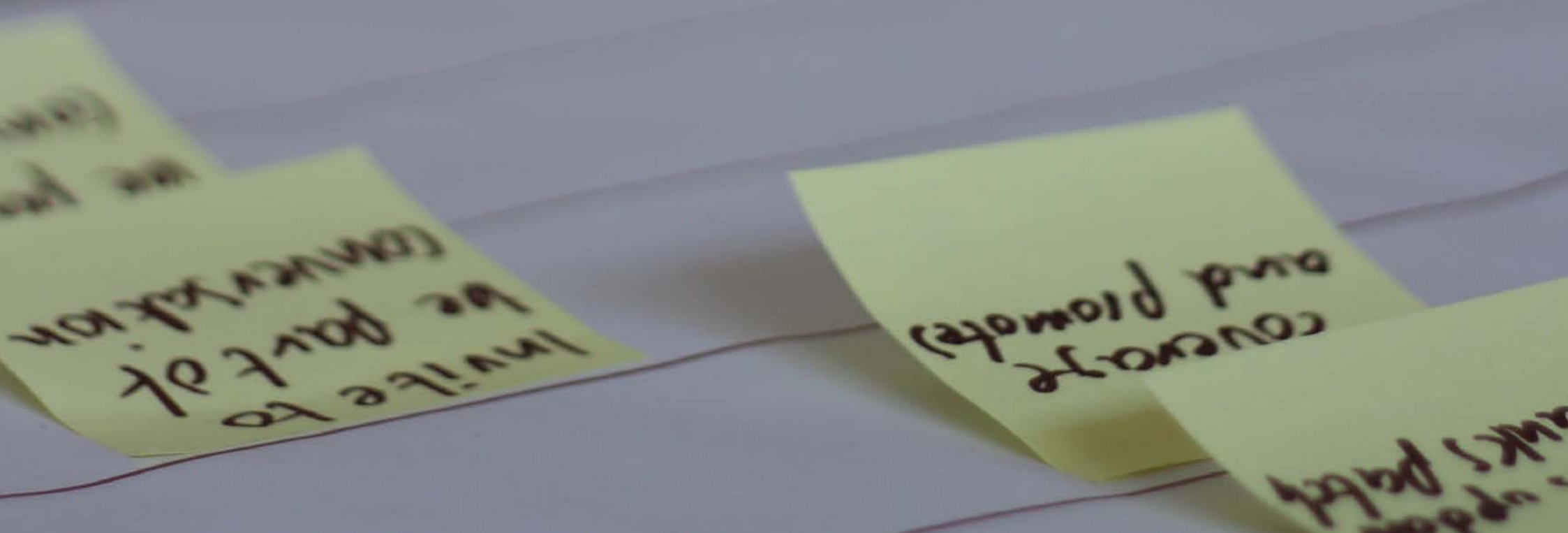
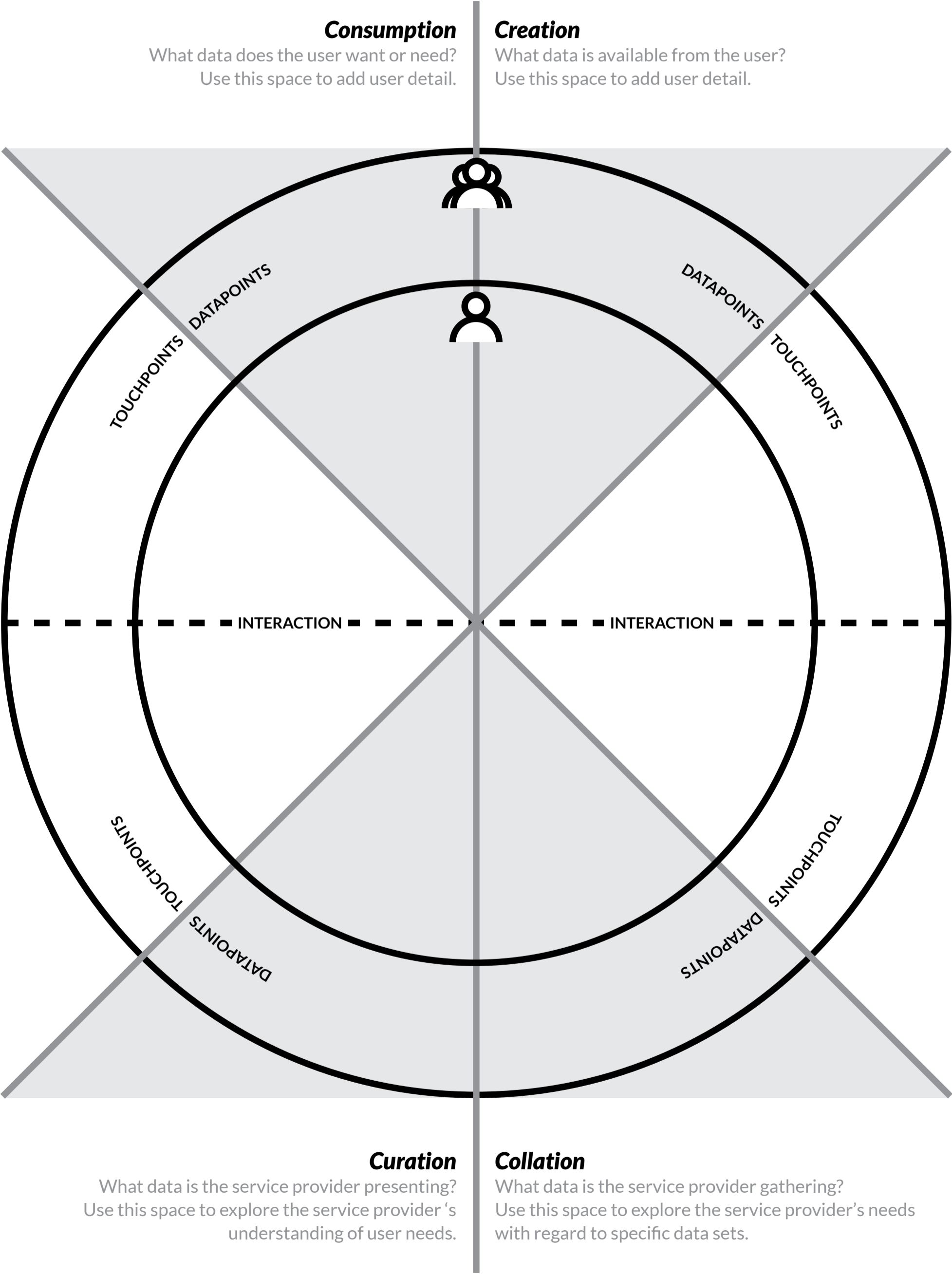


Data Loop

Designing With Data.



Data Loop



Consumption

What data does the user want or need?
Use this space to add user detail.

Creation

What data is available from the user?
Use this space to add user detail.

Curation

What data is the service provider presenting?
Use this space to explore the service provider's understanding of user needs.

Collation

What data is the service provider gathering?
Use this space to explore the service provider's needs with regard to specific data sets.

Quick Guide

The Data Loop is a tool for design through exploring data-driven relationships. It also provides a growing, shared resource for exploring key questions around the use of data. Projects can be started from any point on the Loop, incorporating pre-existing design research, Personas, Journey Maps or Service Blueprints. Equally it can provide a starting point for the development of complementary design materials.

Not all of the Loop needs to be used; neither does it need to be built around a single stakeholder. In some instances the person providing data might be different from the person accessing the data and so a two-sided approach can be explored. The Variations section later in this guide provides some ideas for different uses.

Overall the Data Loop is presented as a means for anyone to understand and work with data, making it more accessible, tangible and human.

Layout

In the standard usage the top half of the Loop focuses on the user perspective while the bottom half focuses on the service provider or agency perspective. The four Stakeholder Segments are described as follows:

- **Consumption** - how data informs/defines the user experience.
- **Creation** - what data is being provided and how.
- **Collation** - data the service provider is collecting and using.
- **Curation** - data being returned/included by the service provider.

In the Consumption and Creation quadrants the space above the circle should be used to flesh out the understanding of the user. If this is being transferred from a Persona then care should be taken to divide existing information up into its relationship with either aspect. If this is the first point at which some understanding of users has been explored then attention should be given to developing rich material for later use in Persona development.

In the Collation and Curation quadrants the space below the circle should be used to explore service provider or agency motivations. Particular attention should be given to what functions are being performed and how.

Circles



Single. An individual piece of data from one person or source. This will be data that can be traced to a single user or refer to a single record.



Aggregate. Aggregate data from multiple people or sources. It should not be possible to identify individuals in aggregate data.

Context. The outside of the Aggregate Circle is an area for exploring the context of data. See the Context section later in this document.

With regard to Single and Aggregate Circles, care should be taken to fully understand how one relates to the other. Any questions around this relationship should be explored in the Context Circle. See later section on Context for starting questions. It is expected that the body of knowledge around the Context Circle will be added to over time, both for the particular needs of individual users of the Loop and more generally.

Sectors

The Loop provides eight sectors which can be referenced according to a combination of quadrant (Consumption, Creation, Collation, Curation) and Sector type (Datapoint or Touchpoint). Starting from the top centre, and moving clockwise:

- 1 (**Creation Datapoint**) What data is the user providing? Start by putting this into the inner circle. Also consider what this data represents aggregated and add this to the outer circle.
- 2 (**Creation Touchpoint**) Where is the user entering this data? Is it a website, for example? Is it manual or automated?
- 3 (**Collation Touchpoint**) How is the service provider gathering and storing the data? What is the back end of the touchpoint the user is interacting with?
- 4 (**Collation Datapoint**) How is the service provider visualising and interpreting the data internally? Do they need to monitor any specific characteristics of the data?
- 5 (**Curation Datapoint**) How is the service provider processing or enhancing the data to present? Are they adding in any other data sources? Are they stripping anything from it?
- 6 (**Curation Touchpoint**) How is the service provider sharing the data? Is it being moved from one system or channel to another? Is there a need for a different cross-departmental relationship?
- 7) (**Consumption Touchpoint**) Where and how does the user access the data? Is it the same touchpoint as the one through which they provided data (if they did) or do they access the data through other means?
- 8) (**Consumption Datapoint**) What data does the user need or want? What are they specifically accessing through the Consumption Touchpoint? How does this fit with their motivations?

Usage

- Use different colours for different data sets (pens or post-its).
- Start with a single data set before adding in more, where appropriate.
- Start anywhere on the Loop, depending on which part of the design process you are at.
- Transfer information from other tools, such as Persona descriptions and Journey Maps to get a good starting point.

Context

The outer segments (just outside the Aggregate Circle) are open spaces for exploring questions around the use of data. There is a list of possible questions according to which segment is being examined, such as:

- Curation Datapoint: what partnerships are necessary to gain access to supplementary data?
- Creation Touchpoint: what are the potential barriers to the user providing data (digital literacy, etc.)?
- Collation Touchpoint: what are the security issues?
- Consumption Touchpoint: what are the possible touchpoints for the specific user?

Other Tools

- Use the Data Loop with a data-focused Service Blueprint to gain a deeper understanding of key interactions.
- Feed material from research, Personas and Journey Maps into the Loop to provide new perspectives.

Variations

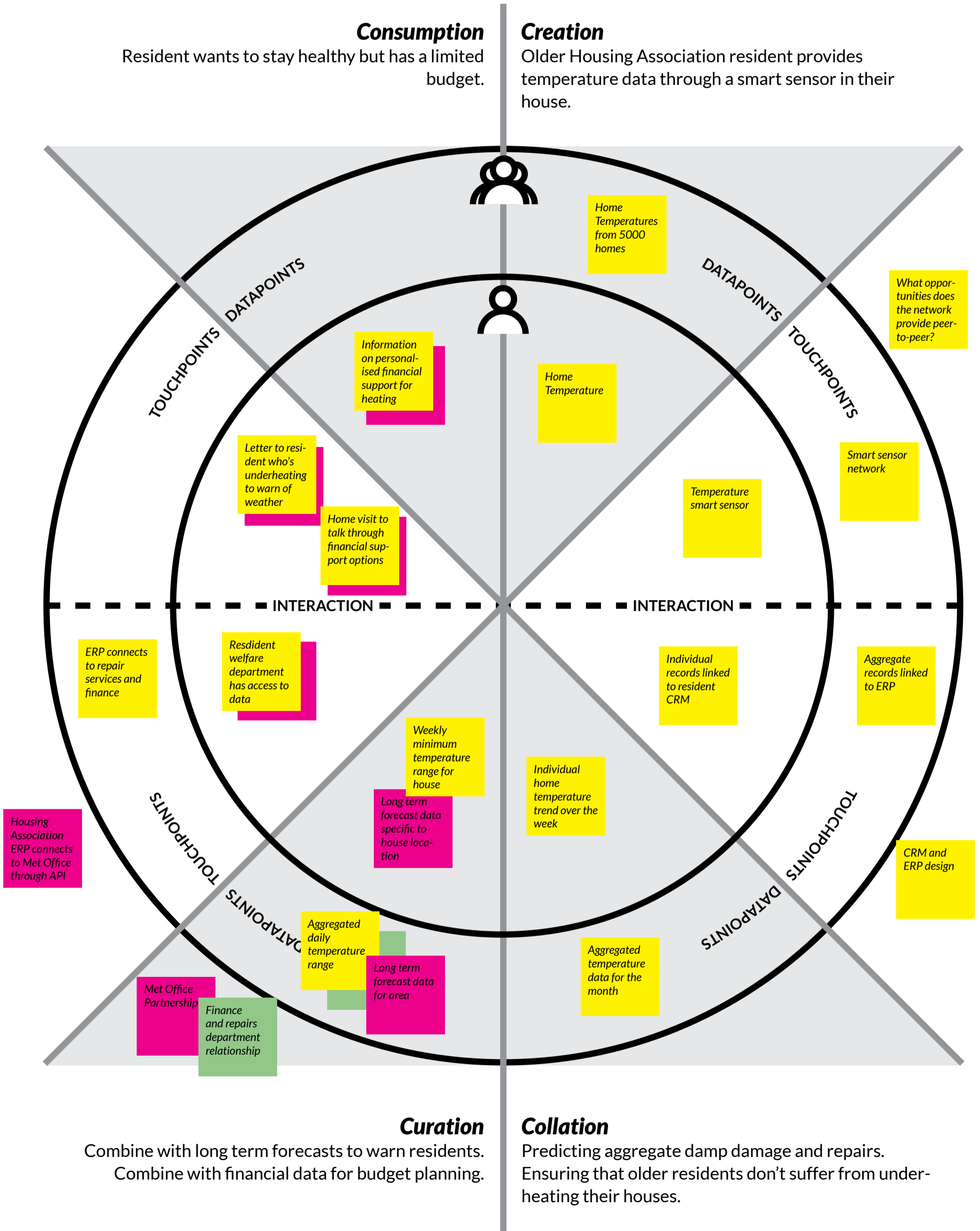
Peer-to-Peer

Use the top half of the Loop again on the bottom instead of adding a service provider. Consider how data works within the context of a peer-to-peer relationship and how this is managed. Explore a peer-to-peer relationship as an alternative to a primary use of the Loop.

Data-Driven

Start with the bottom half of the Loop, from the perspective of data sources and providers to explore potential users for data. This use can bring a more human-centred design approach to data/development-driven projects.

Example Usage: Smart Home



Smart Home Overview

The above example usage illustrates the simple relationship between an older resident of a Housing Association property and the Housing Association itself. One of the primary Personas describes a resident who is trying to avoid illness but is also on a limited budget.

The Housing Association wishes to look after the welfare of this older resident through a more personalised service as previous information campaigns have failed to support older residents in relation to cold weather and illness.

In this example the Housing Association explores the installation of a smart meter and how this might support the personalised support objective.

Usage

Moving clockwise, the Housing Association uses the Data Loop to fill in the key elements of the relationship, considering what individual and aggregate data provides, how it should be handled, what partnerships could enhance the data and, most importantly, how the processed data works for the needs of the resident.

There are technology considerations, for example how the ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) software works in relation to the objectives; and the Loop also helps to identify opportunities, such as the potential for peer-to-peer interactions (helping a neighbour).

Experience

The Data Loop helps to identify how internal systems relate to specific touchpoints, for example how best to communicate with residents who are at risk. Once individual interactions around data have been explored through the Loop, the information captured can be translated into the beginnings of a Blueprint.

The focused nature of the Loop provides a means of isolating a single data-based relationship and exploring the wider implications.



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