This Data and Public Services Business Case Canvas is for people designing data-enabled public services. It aims to help you make a business case for a project or service that uses data.

This text is licensed under a Creative Commons Attribution-ShareAlike 4.0 UK International Licence

Data that is made open, or shared, presents huge opportunities for the public sector to enable innovative services. For example, the datasets that Transport for London has made open – openly licensed for anyone to access, use, and share – have been used by innovators to create journey-mapping apps to help people navigate the city.

**How are data and services related?**

<table>
<thead>
<tr>
<th>Direct beneficiaries</th>
<th>More efficient service delivery chains</th>
<th>More informed policy development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizens</td>
<td>Commissioner</td>
<td>Public sector workers</td>
</tr>
<tr>
<td>Businesses</td>
<td>Managers</td>
<td>Elected representatives</td>
</tr>
<tr>
<td></td>
<td>Frontline staff</td>
<td></td>
</tr>
</tbody>
</table>

**Why use this tool?**

**How to use this tool**

You can use this tool as an individual or in a group exercise – such as in a team meeting or workshop – to prompt areas for discussion, gather ideas and help decide what to do next. You can start anywhere on the canvas and complete the sections in any order. For each section, take time to consider your answers. It helps to note these on sticky notes and stick them to the sections as you go. Where you can, share and discuss your responses with others.

**Who to involve**

Primary users will be service delivery managers responsible for designing, justifying and delivering new services. We recommend that you ask for contributions and feedback from a range of people in your organisation. Useful people to consult include: service design teams (to shape ideas); service users (to understand their needs); budget holders (to inform what is viable); data users (for a technical perspective); compliance or data protection officers (to understand risks); digital transformation leads (to bring departments together); and suppliers or third parties who contribute to service delivery.

**How to use this tool**

Visit theodi.org/tools to access:

- A print-at-home version of the canvas
- An online template to use alongside or instead of this hard-copy canvas

**What next?**

Once your business case is approved, you can return to the canvas and keep refining it.

Visit theodi.org/tools to access:

- A print-at-home version of the canvas
- An online template to use alongside or instead of this hard-copy canvas
**Data and Public Services Business Case Canvas**

### 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. Useful tools that might help you are Smaply (smaply.com) and Xtensio (xtensio.com).

### 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. Break 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).

---

**Open Data Institute**

This text is licensed under a Creative Commons Attribution-ShareAlike 4.0 UK. International Licence.