Augmented Service Platform Canvas

Directive Forces

Vision

☐ What is our vision/impact statement? (Why are we doing this at all?)

Problems and Consequences

☐ What primary problem exists in our application space?
☐ What negative consequences of that problem are we eliminating or resolving?
☐ What will the consequences be if we don't do anything?

Ethics and Risks

How can the platform be misused?

What may our services break?

How will working conditions, rights, and insecurities be affected?

Whose perspectives have been heard and considered?

Impact and Values

☐ What values do we build for our different end-users?
☐ What metrics and KPI:s measure successful outcomes?
Platform

Data

☐ What data sources do we have access to today? And what quality does it have? What is the distribution, and risk of undesired/negative bias?

☐ Do we have access to useful information that we might not consider “proper data” today?

☐ Are there 3rd-party data (e.g. open data) sources that can complement our own data to create value?

☐ Do we have ownership issues regarding data within our organization?

☐ What is our strategy for collecting new data?

☐ How can new types of data grow our service offering?

Analytics

☐ What kinds of patterns and relations do we see in our existing data set?

☐ What data attributes seem to be related?

☐ What new data attributes can we extract by aggregating existing attributes?

Algorithm Effects

☐ What values will be affected by the algorithms?

☐ What are the possible outputs, outcomes, and impact of new attributes and other algorithmic effects?

Augmented Workers

☐ What becomes possible for workers?

☐ How will skills be augmented?

☐ What tasks will be replaced and/or augmented?
**Network and Platform Effects**

- What (internal) services make up our tech stack?
- What 3rd party services and APIs do we rely on?
- What strategies do we use to address cold-start problems?
- How does the platform facilitate orchestration of various stakeholder interests?
- What are the network effects from a data perspective? For instance, comparing patterns and algorithm outputs for a large number of different users.

**Services**

- What key service encounters occur, and in what order?
- How are different services on the platform related to each other?

**User Experience**

- What does the customer/user journey look like?
- In what ways is the user experience magical?
- What are the UX effects of false positives and false negatives?
- What are possible effects of biased data?
- Is the system’s behavior understandable and explainable?
Resources and Ability

Culture

☐ What are our drivers, purpose, and attitudes?
☐ What defines us as an organization?
☐ What issues can be resolved with cultural drivers instead of more process and regulation?
☐ How do we track performance?
☐ How do we make design decisions?
☐ Do we have a “data-ready” culture?
☐ Is data and analytics championed at C-level?

Competencies

☐ What competencies are required? Which do we already have? Which are we lacking?
☐ What is our strategy to create a learning culture?
☐ Do we have C-level machine learning/data analysis competence?
☐ Do we have C-level design and UX competence?

Misc. Resources

☐ What relevant physical assets do we have?
☐ What is our leadership and organizational assets?
☐ Who are our most valuable partners? (Stakeholder map)
☐ What growth-hacking resources do we have/use?