

Product Proposal Exercise

Your team is going to propose a new data product to the head of your ministry. Your goal is to get approval to produce your product.

Prepare a PowerPoint presentation that answers these questions for the head of your ministry:

1. What is your concept for this data product?
 - Who is the intended audience?
 - What is the intended meaning?
 - What is the desired effect?
2. What data are you going to use?
 - What methodology are you going to use to calculate the statistics?
3. How will you visualize/represent the data?
4. What media will you use? Will it be static? Interactive? Both?
5. What will your product plan look like? What level of effort will it take to produce?
6. How will you assure quality?
7. How will you make sure that confidentiality is protected?
8. How will you promote your product?