

Six Steps to Assess and Segment Open Data Demand



Matching Demand

The final step involves translating these assessments and segmentations into clear strategies.



Taking stock

The first step involves developing a rapid baseline of current state of affairs.



Prioritization of the Problem

For open data efforts to make direct impact, they have to be problem-led and focused on important needs and questions within society, not just datasets.

1

2

6

SIX STEPS

5

3

4



Assessing Readiness

This step aims to determine which of the actors, are the most ready to engage around open government data.



Formulating Questions

Once priorities have been reviewed and the options narrowed down, step three focuses on defining, deepening and contextualizing the questions that are associated with the agreed upon problem area.



Segmenting Stakeholders

Mapping the universe of actors who have a clear interest in answering the questions identified using open data allows data holders to segment and target demand around problems and questions.