

First, understand people to serve them well and with help from their data

Human-centricity simply means that you serve real people on their terms.

DATA FOR LIFE EVENTS: AS IT IS

EXAMPLE CASE:

Amanda's 6-year-old son Adam is in first grade at school. His teacher notices that Adam has challenges with making some sounds as he speaks, so they suggest to Amanda that Adam might benefit from speech therapy. Amanda needs a referral from Adam's doctor, who would like to know exactly what the teacher has observed before issuing it. Amanda asks the teacher for their notes, so they send an email. Amanda forwards their email to the doctor, who agrees to refer Adam to a speech therapist. Social services approve the therapy as qualifying their eligibility criteria and a speech therapist is assigned for Adam. Therapy sessions are virtual. In the first session, Amanda suggests that she could share the teacher's notes with the therapist by email, but the therapist is not allowed to receive patients data by email or other transfer system due to her organisation's data protection protocols. Amanda reads the notes out loud and the therapist makes a recording of them. Over time, the therapy goes very well and small but constant progress is made with Adam's speech. After the sessions, Amanda receives by post the therapist's notes, scans them and emails them both to Adam's teacher and his doctor so that they can all work together to support Adam with the same information. After all this, Amanda is quite exhausted ...

Wouldn't be great if the teacher at the school, the doctor at the clinic, the therapist at the specialists' office, the case worker at social services, and Amanda could easily exchange the information they all need so Adam receives the quality support he needs, when he needs it, and in a way that doesn't leave Amanda quite so exhausted?

1 Who are the people that you serve?

The most fundamental question to ask yourself is: "Who am I doing this for?" This is not a simple question, it requires that you go to the core of why you, your products and services, your company or organisation, exist in the first place. At first, the answer may be rather general: your customers or clients, citizens or residents, consumers or service users. However, getting more granular will help you discover more specifically the groups of people, the event in those people's lives, or the situation or condition shared by the people you serve.

Once you have an understanding of the kinds of people that you serve and their situations and contexts, map this understanding against how you actually serve them. This mapping will enable a deeper understanding of the unique value you do and can create for them.

2 What is each of their ideal experience?

When you have a rich and comprehensive understanding of whom you serve and how your services or products map against these people, you can progress in understanding how in particular you can *best* serve those people: Given who they are, and given what you offer to serve them, how do you provide each one their *ideal* experience? Do you solve a specific problem for them? Do you serve them in the context of a specific event in their lives? How does their journey with you intersect with the other journeys they're on?

Once you understand the ideal experience your customers and clients can have, you can define what you need to do to deliver it. To gain this understanding, map what are the needs, desires, pain points, and fears of the people you serve and visualise what their ideal experience looks like.

3 How can their data help deliver that ideal?

When you have an understanding of the kind of ideal experience your customers and clients can have, you can analyse how information and data can help you deliver that experience and do it in an ethically sustainable and human-centric way. What information do you need from or about the people you serve to succeed in delivering their specific ideal experience? And how do you serve back to people the insights and benefits gained with the help of their data?

Once you understand your needs for data, you can design your processes for optimal experience delivery powered by data. To understand this, map the points of your customer or client journey where data about the specific person is necessary to deliver that person's ideal experience.



PERSON
Citizen
Customer
Client

"I want the best services"

WHAT DO YOU NEED TO HAVE A BETTER LIFE?

Making it right

DRIVEN BY VALUE

You will have succeeded when people can affirm :



"IT WORKS"



"I AM SAFE"



"I LOVE IT"



"I TRUST YOU"

People hold your success in their hands. The **value** they get from your product or service is what is important to them: the value of how you improve their lives, when you make things easier, when they feel safe with you – when they trust you to be in their corner.

Data alone cannot deliver all of this value. **How** you collect, use, and serve back data to create this value is what makes the difference – for good or bad. Focus on how data about your customers and clients can solve their problems, is kept secure, can deliver superior experience, and remains theirs to decide about.



Then, build the data space infrastructure you need to succeed

A data space is an infrastructure that enables data transactions between different data ecosystem parties and multiple use cases.

DATA FOR LIFE EVENTS: AS IT COULD BE

EXAMPLE CASE:

Amanda's 6-year-old son Adam is in first grade at school. His teacher notices that Adam has challenges with making some sounds as he speaks, so they suggest to Amanda that Adam might benefit from speech therapy. After discussing Adam's situation with Amanda and agreeing on the best way forward, Adam's teacher sends their notes on Adam's situation and the conversation with Amanda to Adam's doctor – with Amanda's permission and in a way she can always go back and check if everything was recorded accurately. The doctor is able to assess the situation based on this information and makes a digital referral for speech therapy with social services. Social services receives a notification of the referral and, after verifying Adam's eligibility based on the data made available to them by Amanda's permission, approves the therapy. A therapist is assigned and authorised by Amanda to access the teacher's notes on their observations of Adam as well as the doctor's assessment. The therapist and Amanda create a shared space for notes and practice tools to support Adam's development during the sessions and at home. They also invite Adam's teacher to access some of this data to help them support Adam at school. All involved are able to contribute to Adam's development in the best possible way, and Amanda isn't quite so exhausted ...

With secure, transparent, and trustworthy data sharing, Adam and Amanda as well as all others involved in their support can work effectively and confidently to ensure the best possible results for all – without taxing any one person like Amanda unnecessarily.

4 What do you need to succeed?

When you understand the kinds of data you need, you can design your human-centric processes for gathering and using that data. Analyse the data you have identified as necessary for success in terms of where it is now, how you can gain the rights and technical access to use it, and how you gather and process that data in a way that is respectful of the rights, best interests, and dignity of the people whose data you need. Articulate how you measure success.

Once you've defined your success measures, map all the factors needed for this success, from building blocks (both technical and non-technical) to frameworks (business, legal, operational, functional, technical, and user experience).

5 Who else do you need to succeed?

When you have a clear understanding of the data you need, the building blocks and the frameworks that will support the human-centric gathering and processing of this data, you need to map out the others you need to collaborate with to succeed. You should do this internally within your organisation – are there other people, departments, or systems you need support from or access to? – and externally within your ecosystems and networks – are there companies, public agencies, nonprofits, or other actors whose cooperation you need?

Once you know whom to engage, develop a strategy for how to gain their commitment to collaboration by articulating win-win scenarios. Focus on the value your collaboration can provide for them, and start with parties you know are aligned with and enthusiastic about your approach and those whose involvement is essential for your success.

6 How do you succeed together?

When you have a clear picture of the value you want to and can create, and when you have the engagement and commitment of key stakeholders and partners, you need to establish conditions for the sustainability of your collaboration. Pilot a use case project to validate its value creation potential as well as the governance and interoperability requirements for moving from a pilot to production. To keep complexity under control, focus on key elements for a minimum viable product.

Once you've validated the value created for all stakeholders, plan for how you address identified needs for governance and interoperability to further enhance your collaboration in terms of scaling, expansion, and streamlining – and you're well on your way to operating within a human-centric data space!



ORGANISATION
Company
Public agency
Nonprofit

"I create the best services"

WHAT DO YOU NEED TO SUCCEED IN YOUR WORK?

Making it happen

FUELED BY DATA

You have succeeded in building a data space when:



VALUE IS CLEAR



SELF-SUSTAINABILITY IS ESTABLISHED



RULES ARE AGREED



INTEROPERABILITY IS IN PLACE



ACTORS ARE ENGAGED

A data space is an enabler of data-driven services, and a **human-centric data space** is one that treats **people and the data** about them as critical for success and critical to handle respectfully of **people's rights, best interests, and dignity**. Building data spaces is not simple in the simplest of cases, and personal data increases complexity – as well as potential value created. Ongoing projects like Data Spaces Support Centre and Data Space 4 Skills are contributing to an entire community of builders of human-centric data spaces. Join the movement and MyData Global to learn more! mydata.org

