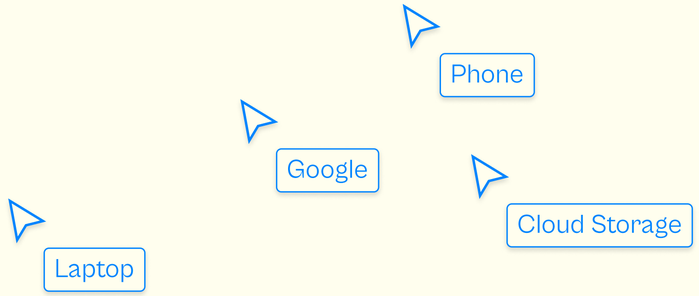
Breaking personal data silos

Designing services for coherent, intelligent and sustainable data management between people and platforms.



> Every 2 days, the world creates as much new data as all the years to 2003

Eric Schmidt

Former Google CEO

Source: TechCrunch
Image: eMerge Americas

Our data is trapped

Devices
Touchpoints
Our data is trapped
Cloud Storages
Apps

Optimize data flow

Reduce touchpoints

Unlock value for Knowledge Workers

Create connections

Strengthen security

Service Design

Work
Meet
Talk
Present
Files

Project Files

Filter | + Upload File

Figma
Kickoff Jam ★
RT +12

.docx
Presentation Strategy

.pptx
Deck Sample (for Interr
RT RN

miro
Research (Competitor)
MG NW KR +1

miro
Client Research ★
Open

.docx
Research Insights

Additional Info

Filter | + Add

Links | Videos | Uploads

Secondary Research

Here's a great upload by NN group on how to conduct secondary research. cheggittt.

Quick Figma tutorial

For those of you who are new to Figma, this is a quick overview of how to use Figma. Please play at 1.5x cos he goes pretty slow :P

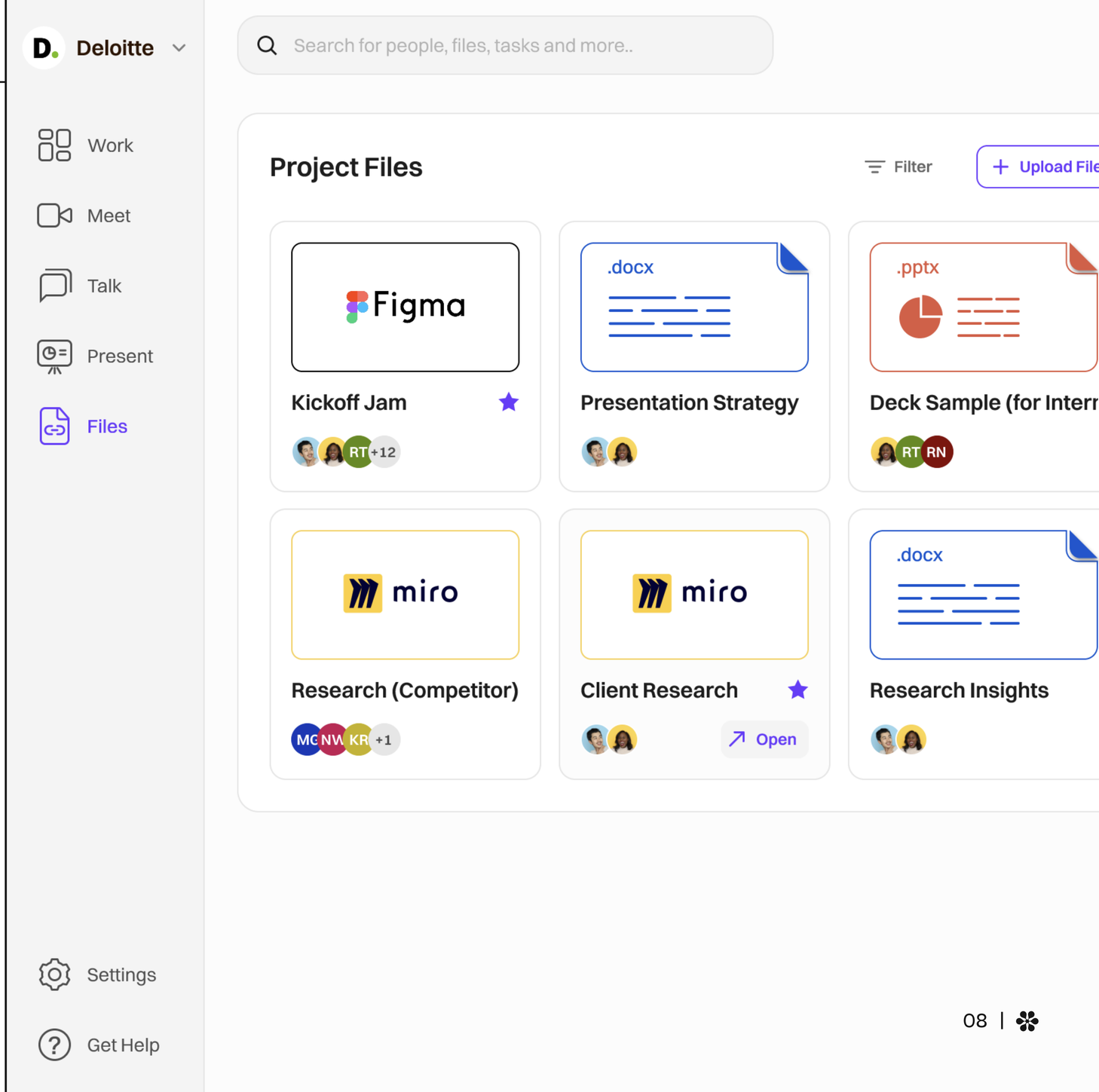
Show More

Settings
Get Help

SCADpro
work. better.

A **control centre** for students bringing together all their **chats, files & resources.**

Mixed Methods Research
Service Blueprints
Customer Journey Maps
Empathy Maps



My Spaces

Recents
- Investor Pitch Drafts
- AI Tools
- Personal
- Personal Database
- Frank

Show More

Pinned
- Untitled - 1
- AI Tools
- rasheed
- Discord - Miro
- Frank

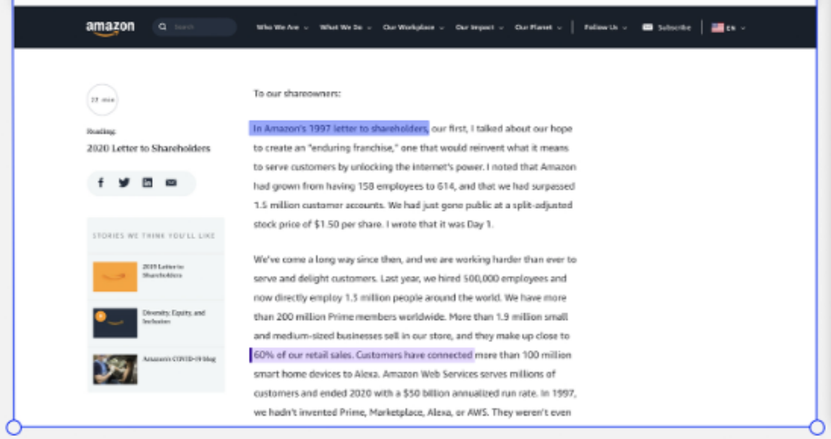
Organizer (32 open tabs)

Home | Settings | ?

AI Research

Research & Resources

Amazon Letter | https://amazon.com/Show | Scrintal | Brainstorm Items



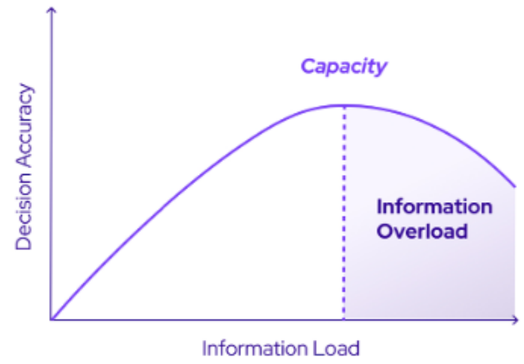
Notes

60% of our retail sales. Customers have connected more

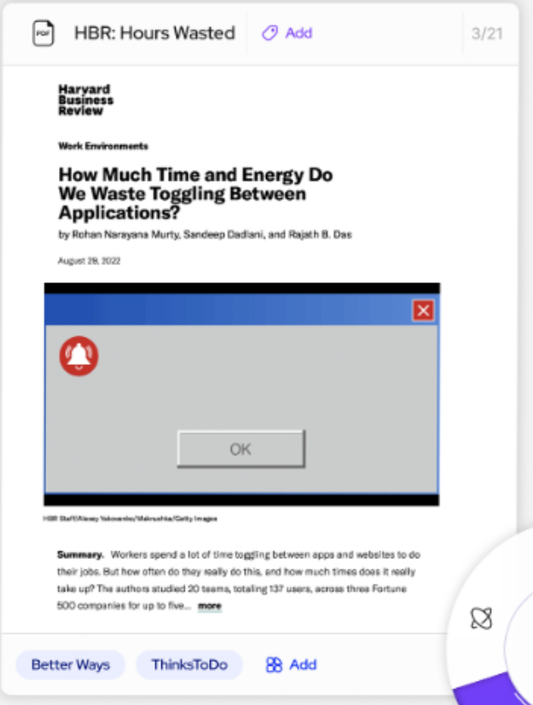
- 60% of people retail sales, this is note for top line. Lorem ipsum
- we are working harder than ever to serve and delight customers. Last year, we hired 500,000

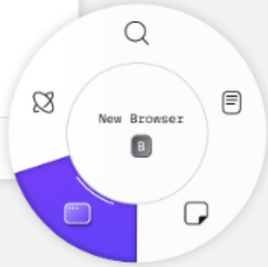
Chat GPT Exa | https://medium.com/is-ai- | AI Research | Brainstorm Ite

Sensemaking | Add



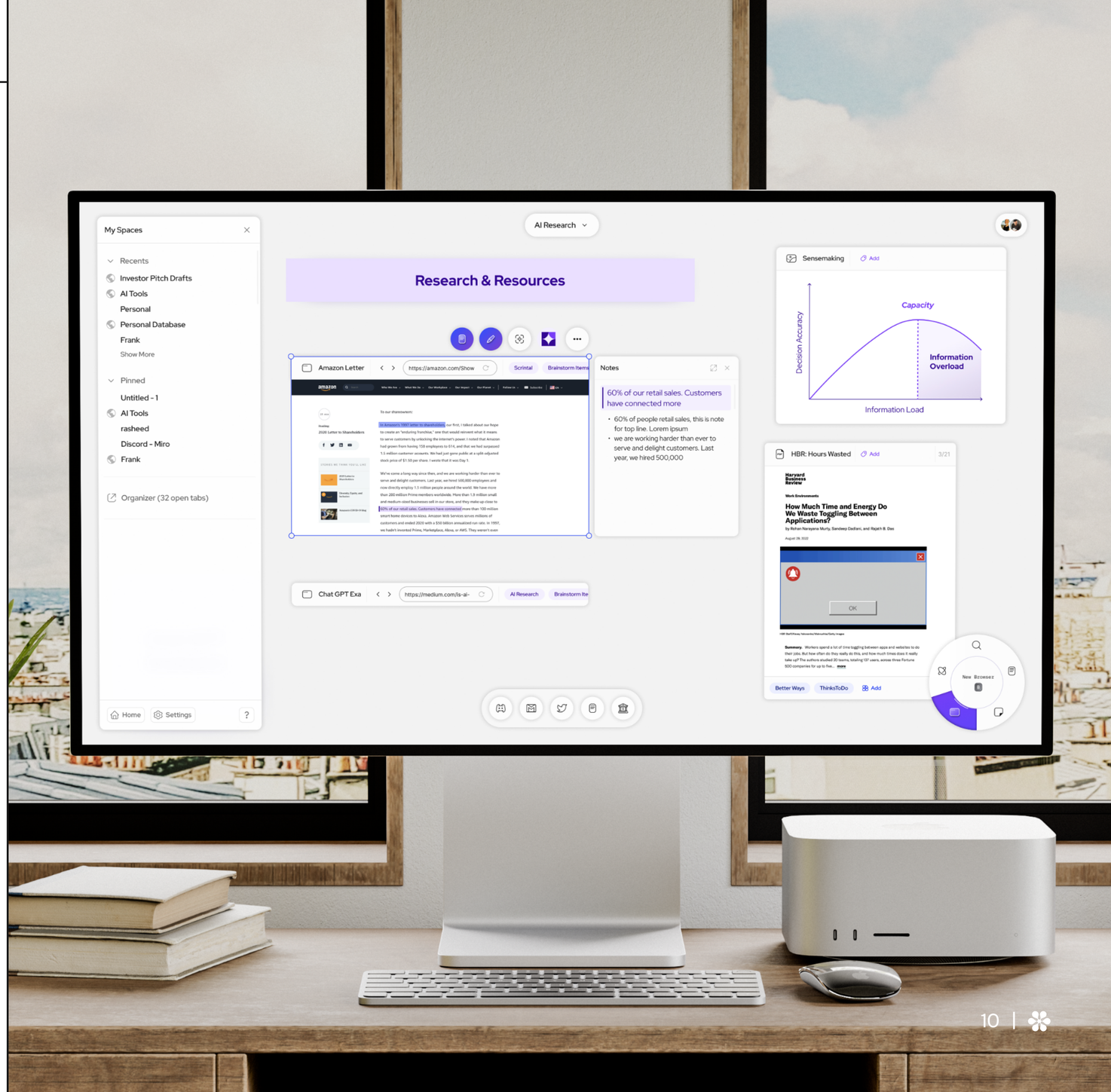
HBR: Hours Wasted | Add | 3/21





A **visual database** connecting **information, files and pages** scattered across the internet.

Qualitative Research
Service Blueprints
Customer Journey Maps
Testing



Meet Ash

Content Creator

One of over 73M in the US

Source: Exploding Topics

Opens Google Docs on the laptop to start writing.

Excited with the perfect video found on Instagram.

Image: Canva AI

Takes a screenshot of the message and writes a Post-It.

Opens his phone to find a photo of the restaurant.

Image: Canva AI

Struggles to locate the photo in a messy phone gallery.

Image: Canva AI

Unable to find it online, he eventually calls it a day.

Image: Canva AI

Wants to collect all ideas and start shooting.

Image: Canva AI

Frustrated by looking for information in different apps.

Image: Canva AI

2 Stakeholders

- Google Docs
- Laptop
- Instagram
- Phone
- Video Post
- Slack
- iPad
- Screenshot
- Post It
- Photo Gallery
- Pinterest
- Browser
- iMessage
- Google

2 Stakeholders

3 Devices

- Google Docs
- Laptop
- Instagram
- Phone
- Video Post
- Slack
- iPad
- Screenshot
- Post It
- Photo Gallery
- Pinterest
- Browser
- iMessage
- Google

2 Stakeholders

3 Devices

11 Touchpoints

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2 Stakeholders

3 Devices

11 Touchpoints

0 Wins

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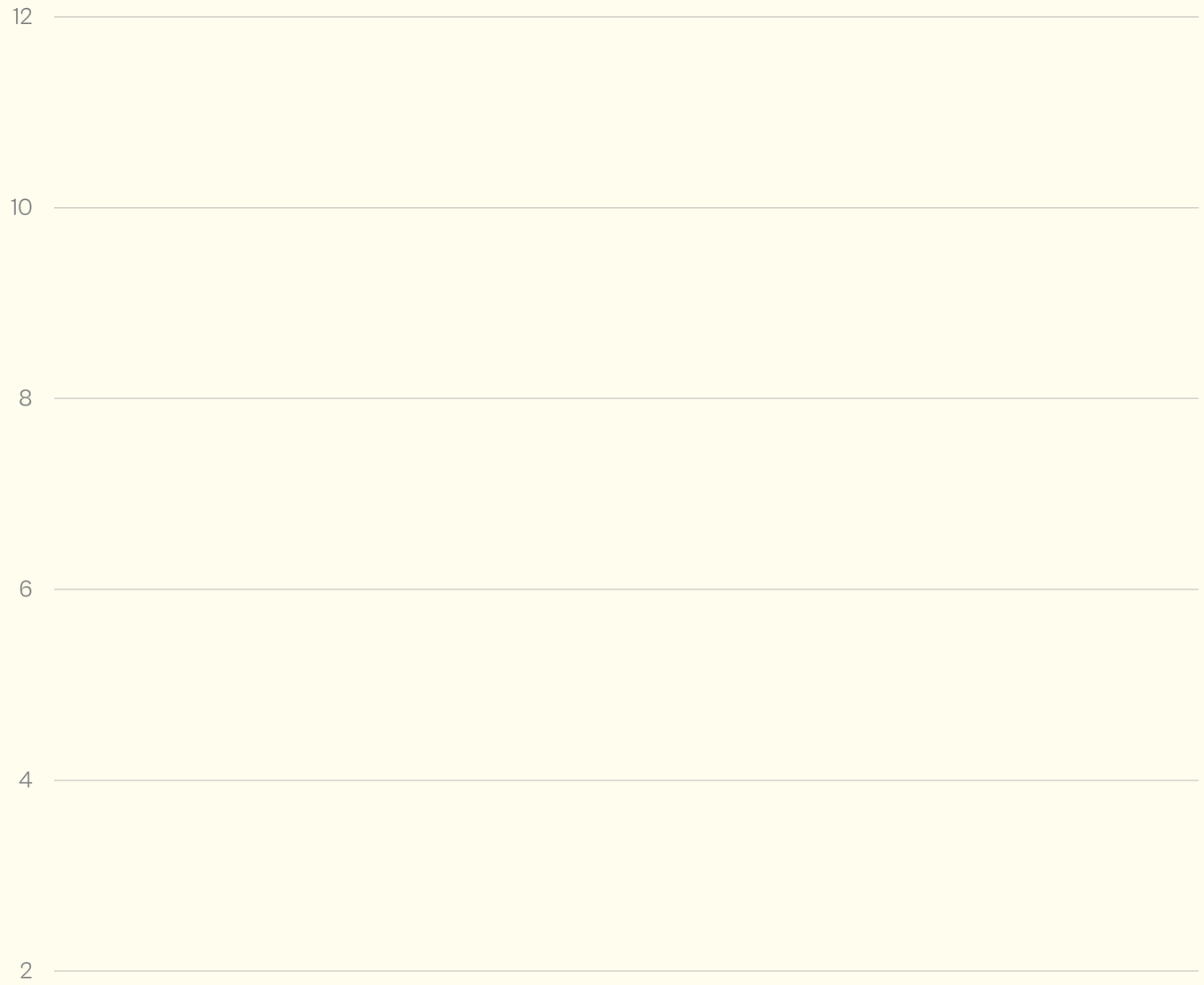
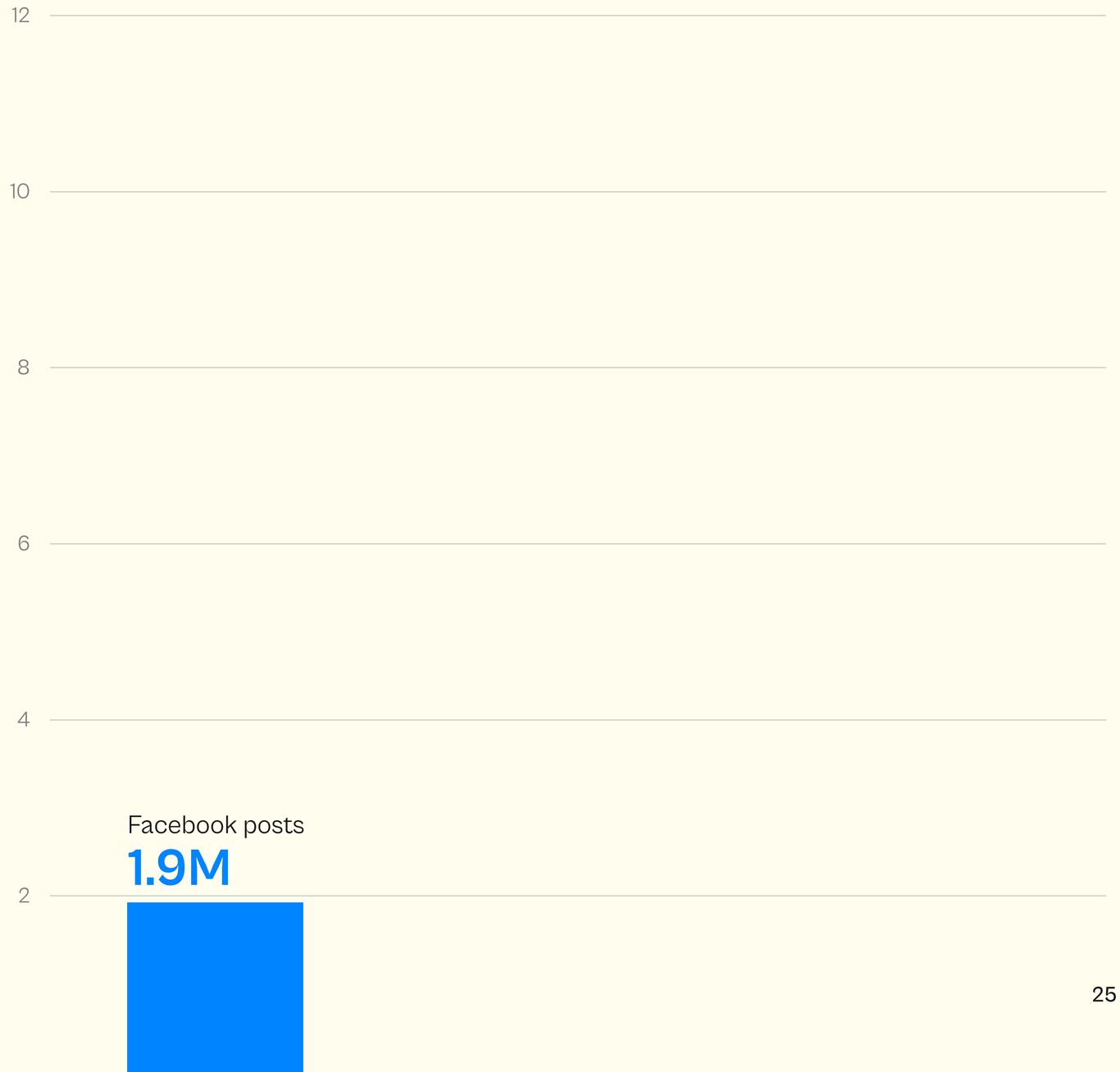
- Pinterest
- Browser
- iMessage
- Google

In **60s** of April ‘22



Source: Statista

In **60s** of April ‘22



Source: Statista

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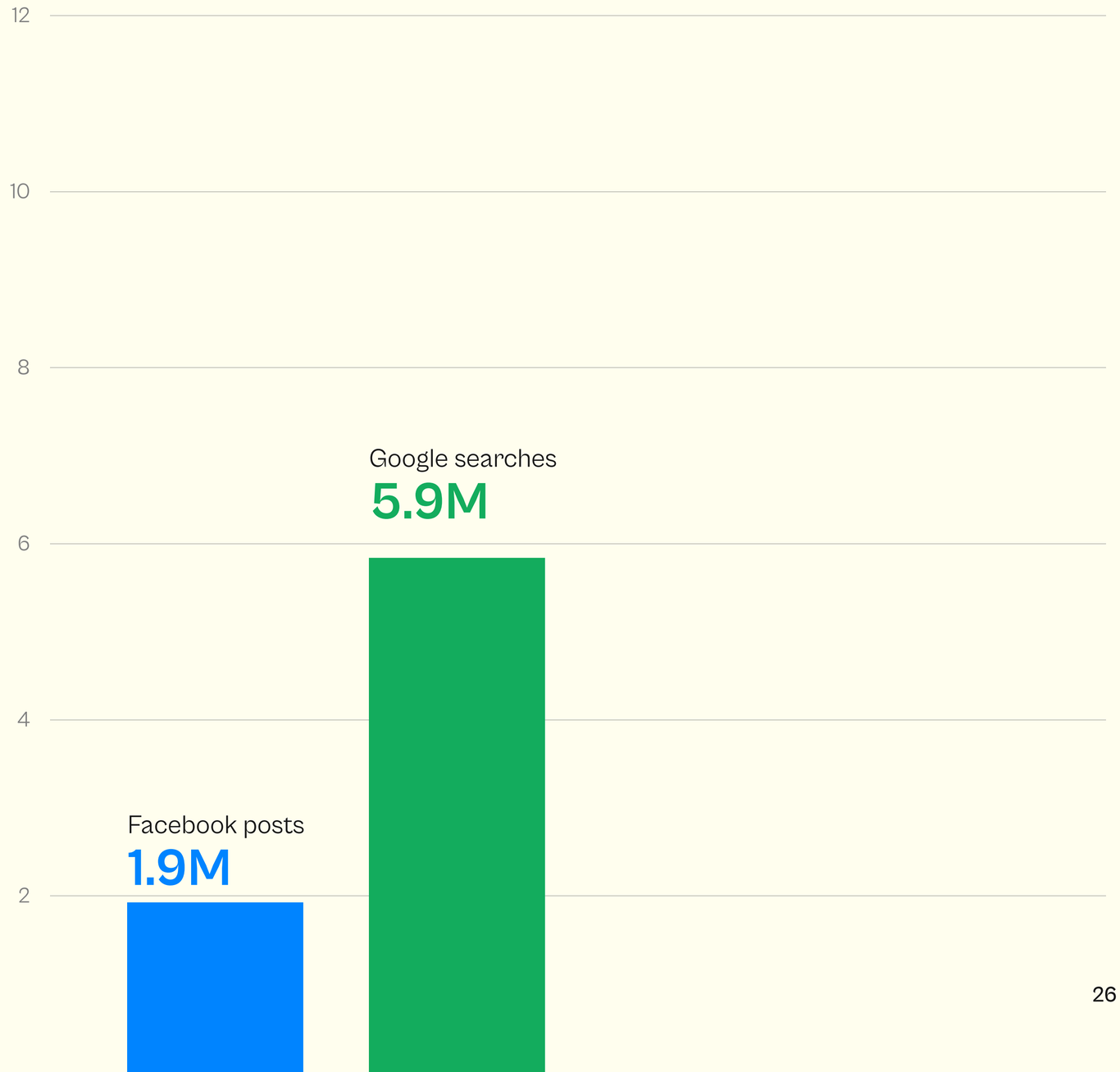

Source: Statista

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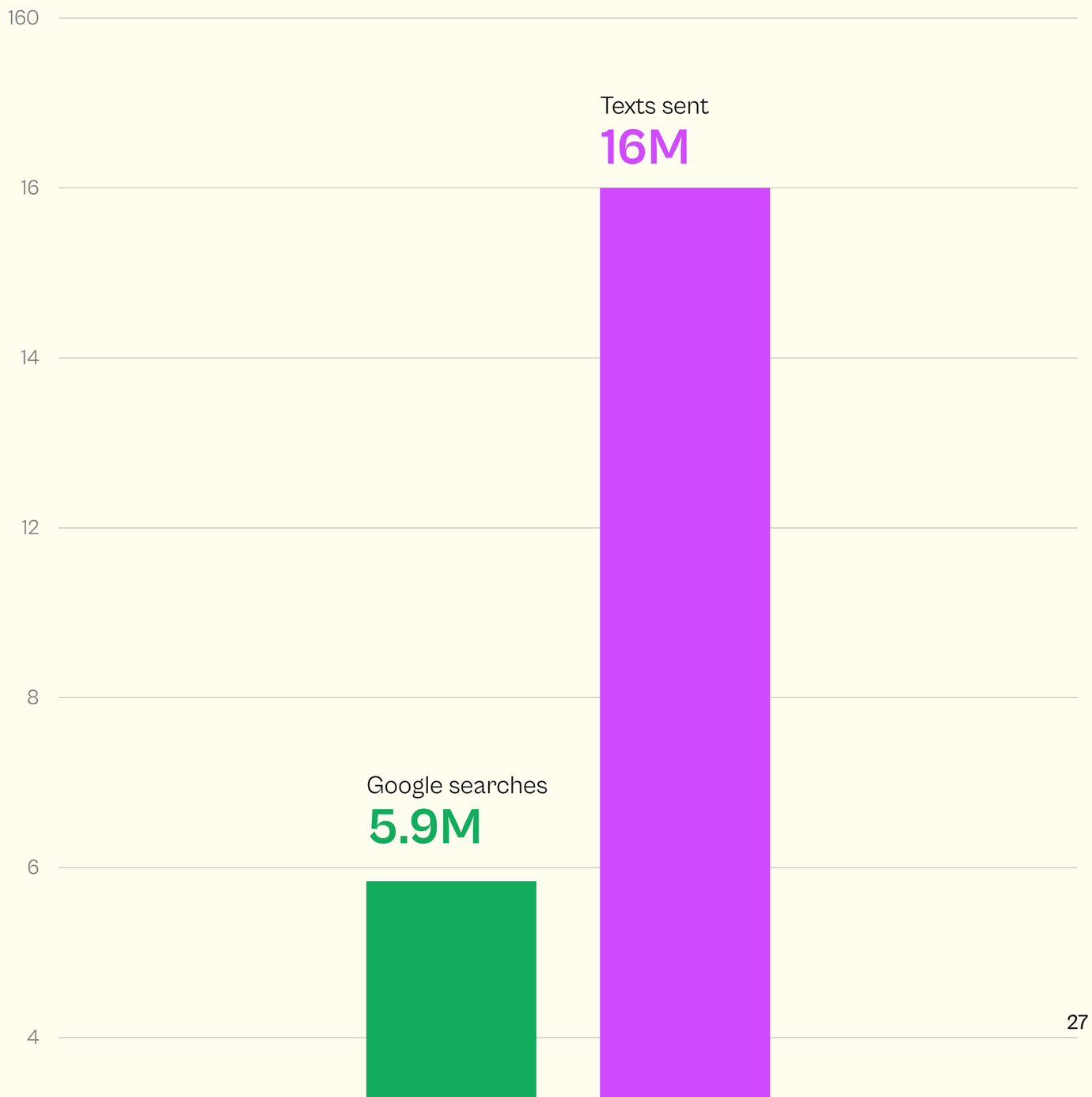
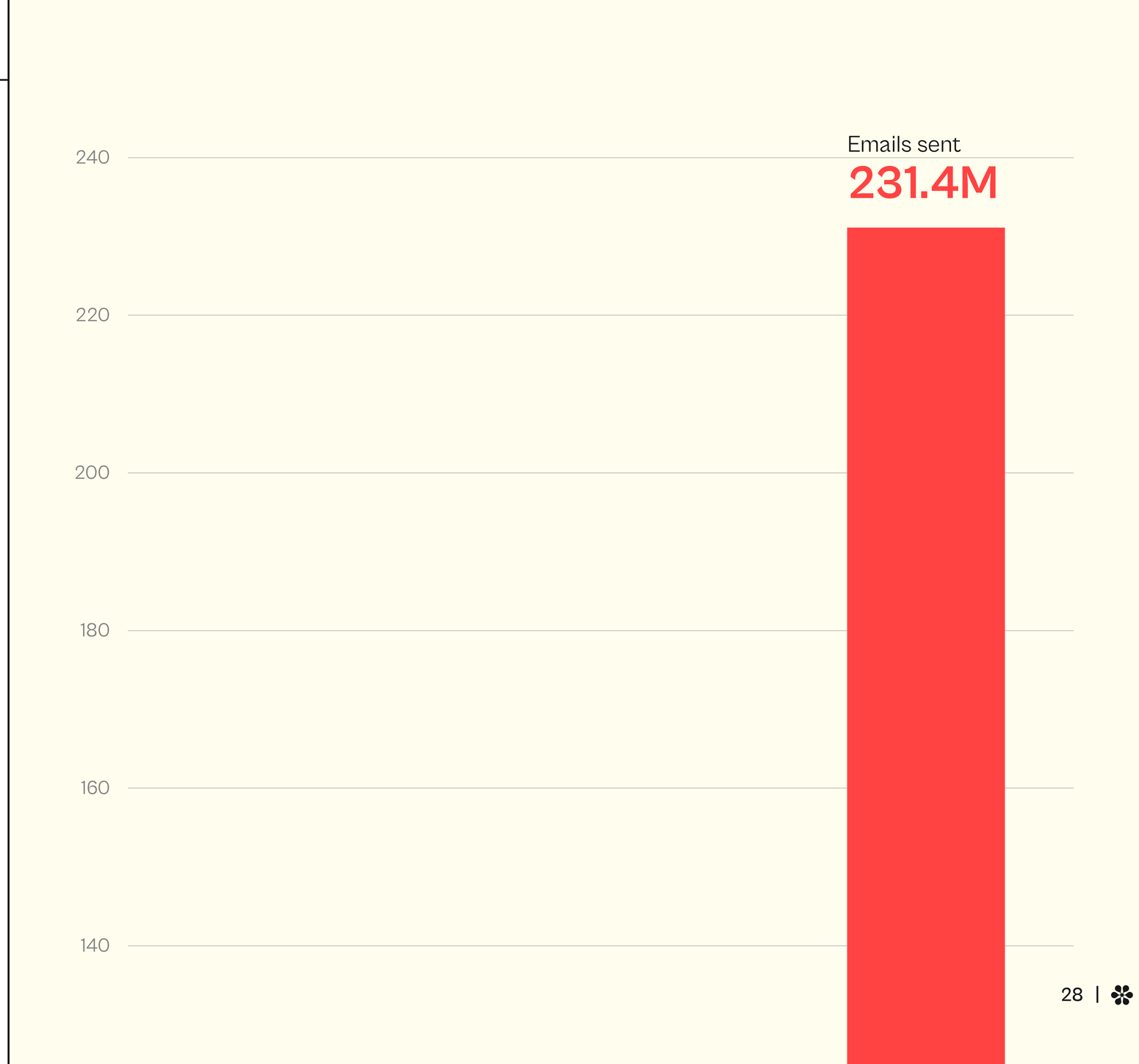


Source: Statista

In **60s** of April ‘22



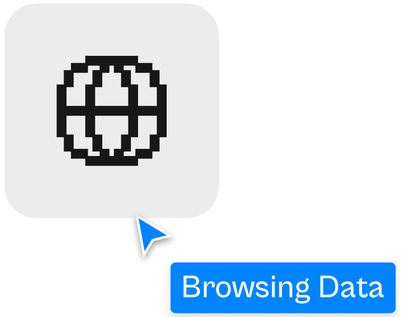
Source: Statista

A big library of personal data creates a **bigger issue.**

A typical freelancer in the US

A big library of personal data creates a **bigger issue.**

A typical freelancer in the US



A big library of personal data creates a **bigger issue.**

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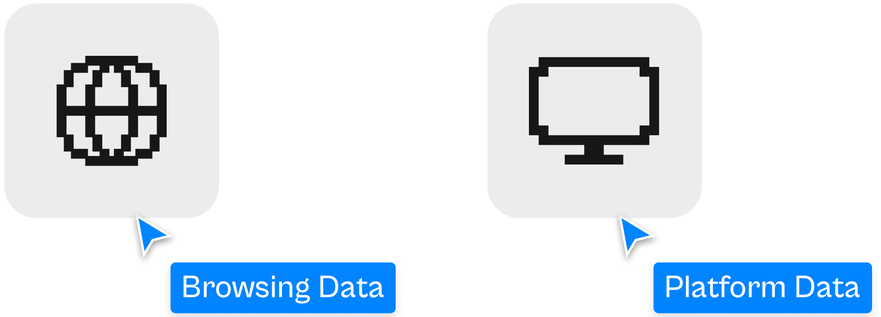

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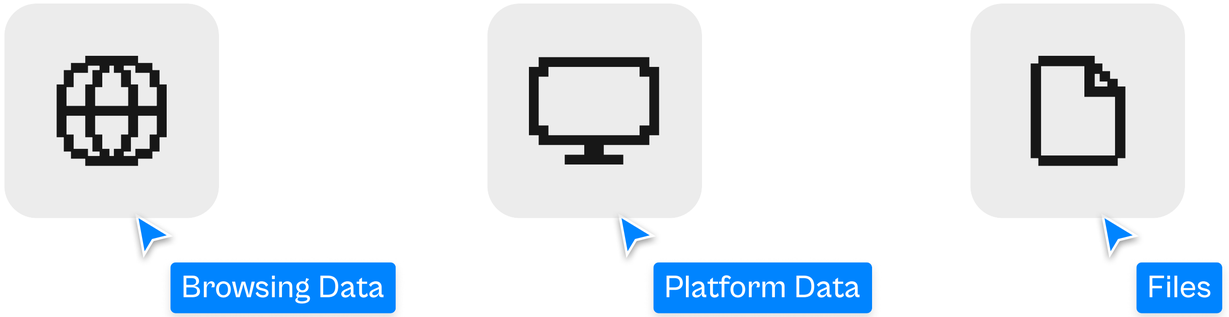
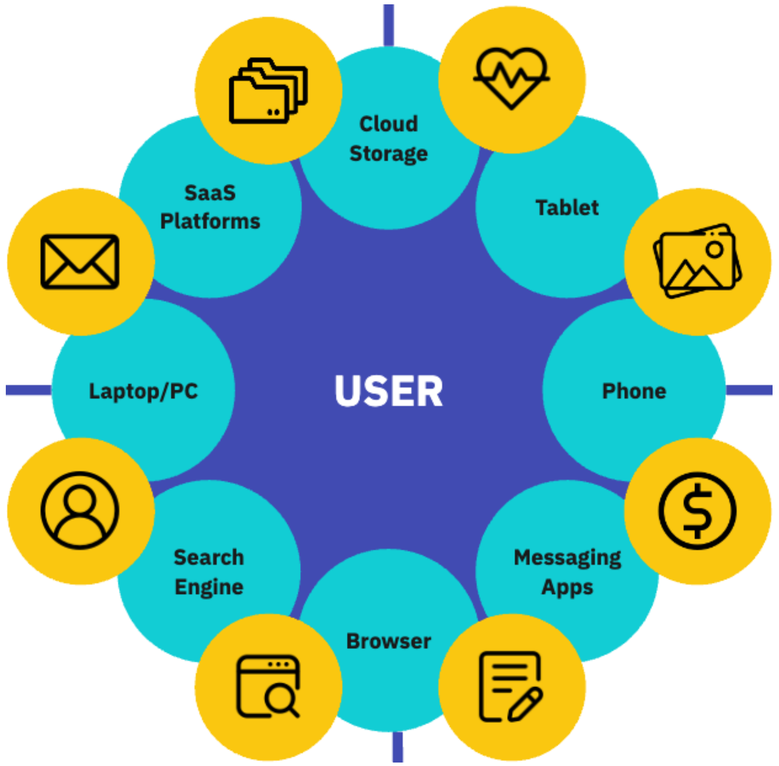
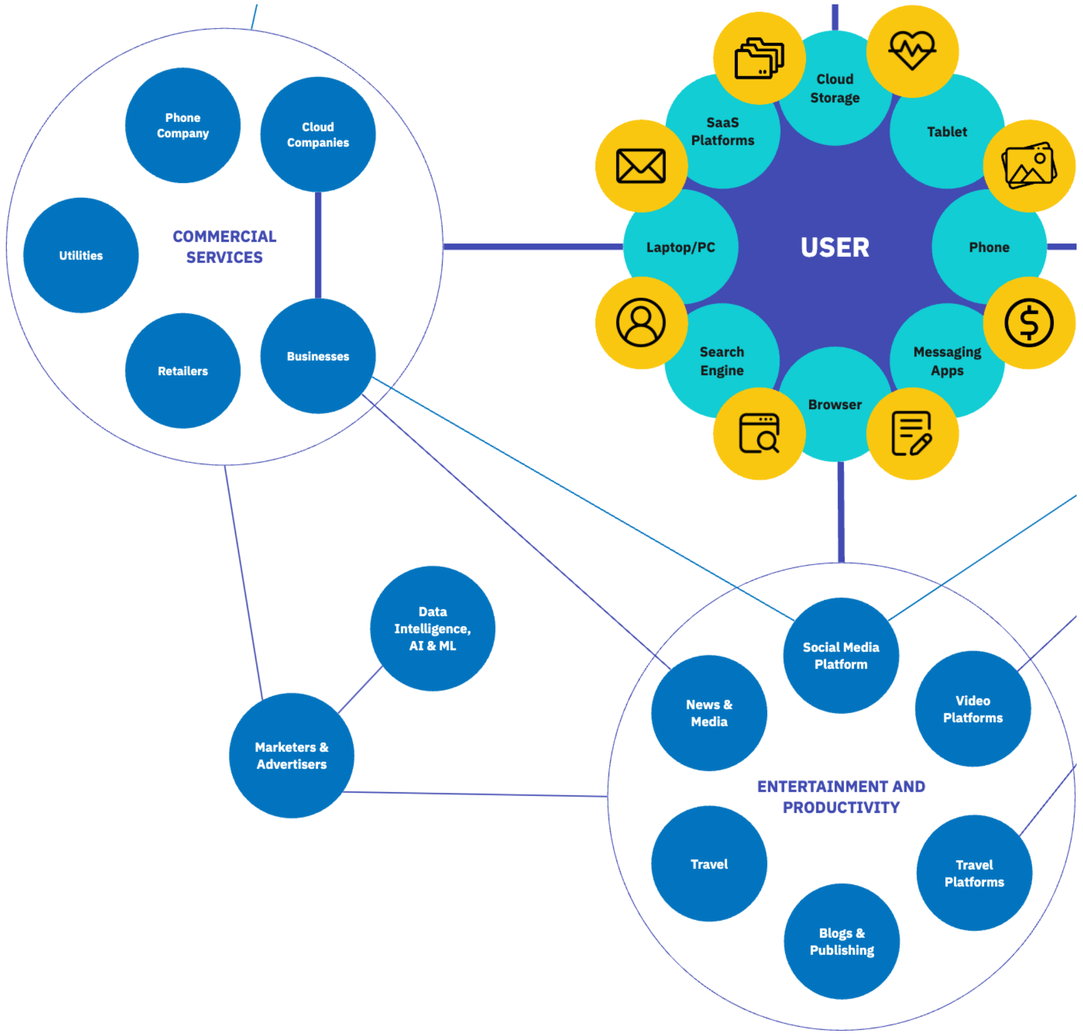
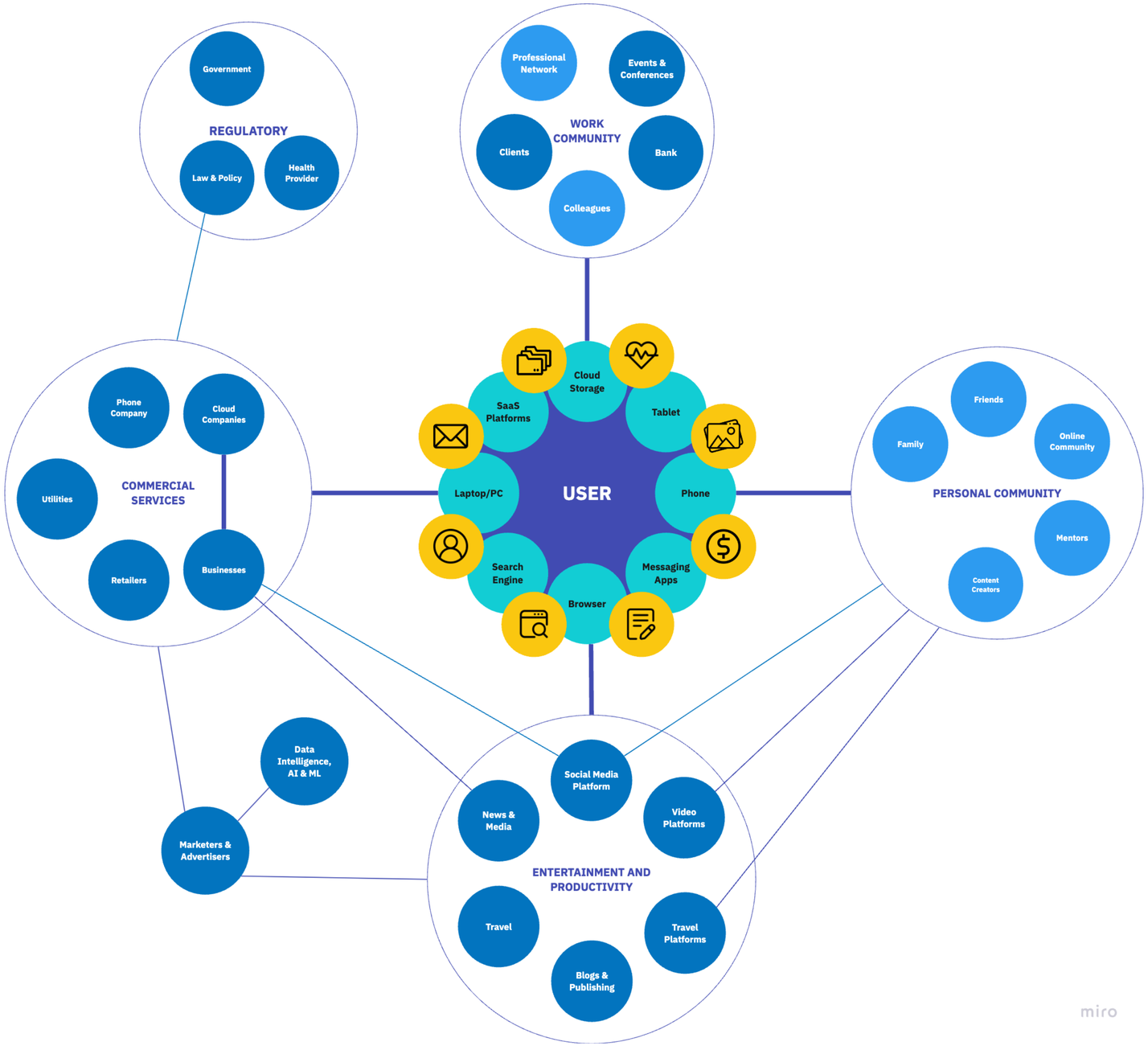
A typical freelancer in the US




Cloud Storage
Tablet
Phone
Messaging Apps
Browser
Search Engine
Laptop/PC
SaaS Platforms
USER

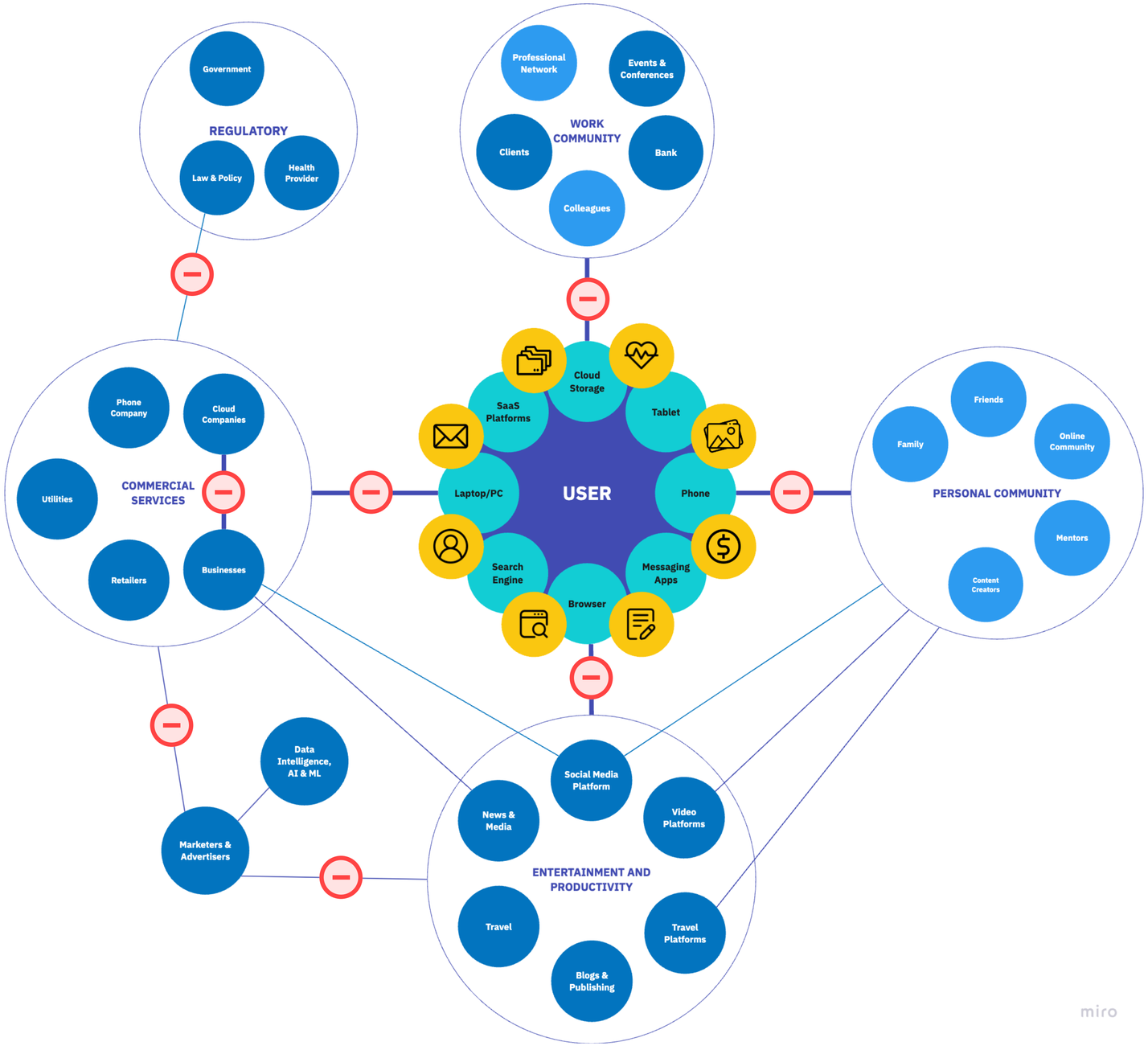

Phone Company
Cloud Companies
Utilities
COMMERCIAL SERVICES
Retailers
Businesses
Cloud Storage
SaaS Platforms
Tablet
Laptop/PC
USER
Phone
Search Engine
Messaging Apps
Browser
Data Intelligence, AI & ML
Marketers & Advertisers
Social Media Platform
News & Media
Video Platforms
ENTERTAINMENT AND PRODUCTIVITY
Travel
Travel Platforms
Blogs & Publishing

A systemic view



miro

A systemic view



miro

Image: Pexels

Freelance Professionals

US Adults
18-40 year olds

Arts & Design
Marketing & IT

73M

Source: Statista, Exploding Topics, Cornell University, CloudZero

The Customer Pains

Large variety of apps makes it difficult to locate information

Time taken to to regain productive state of flow after context switching

The Customer Pains

Large variety of apps makes it difficult to locate information

80+ apps

US adults who are worried about their data being collected online

8 out of 10

Time taken to to regain productive state of flow after context switching

10 min

Percentage of US adults who find it invasive when brands use their data

47%

Image: Adobe

Cloud-Enabled Businesses

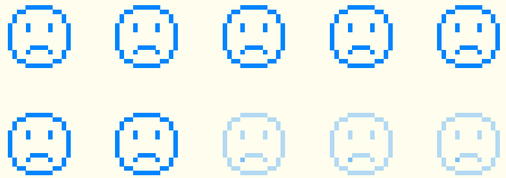
Technology
E-commerce
Media

Uses 254 cloud based services

Stores 60% data in public clouds

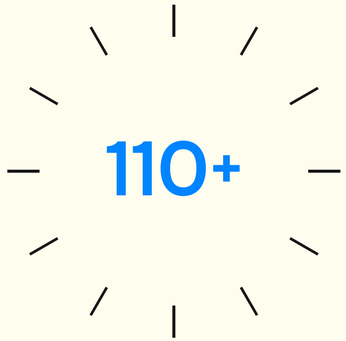
Source: Qatalog, CloudZero, Business of Apps, Statista

Proportion of employees who find it challenging to track information

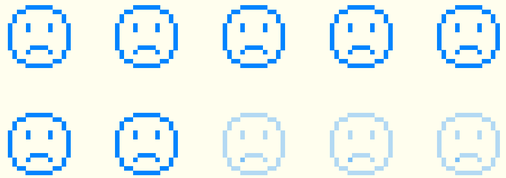


7 out of 10

Average number of notifications sent to customers each week

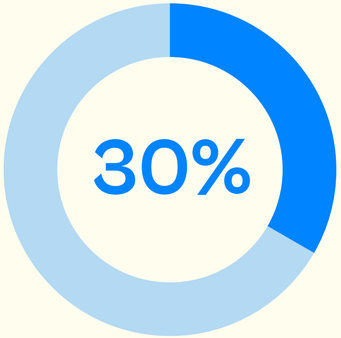


Proportion of employees who find it challenging to track information



7 out of 10

Cloud spend wasted due to underutilization of resources



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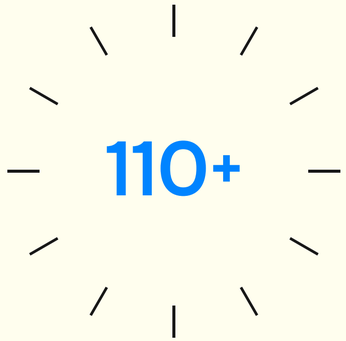


Percentage of businesses who are concerned about cloud security

The cloud is not a cloud

Image: Adobe

100 trillion GB
by 2025

Extreme carbon
footprint

Image: Adobe

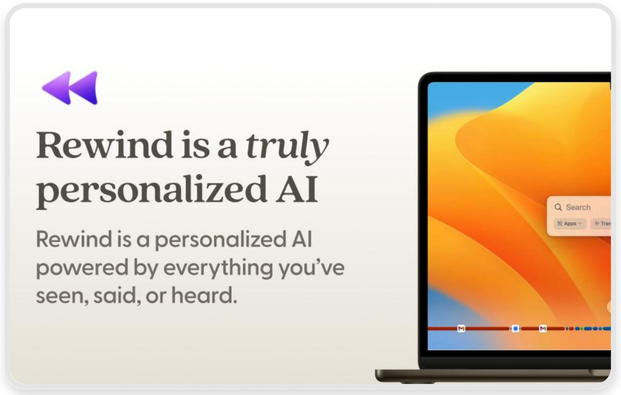
Source: MIT Press, CloudZero

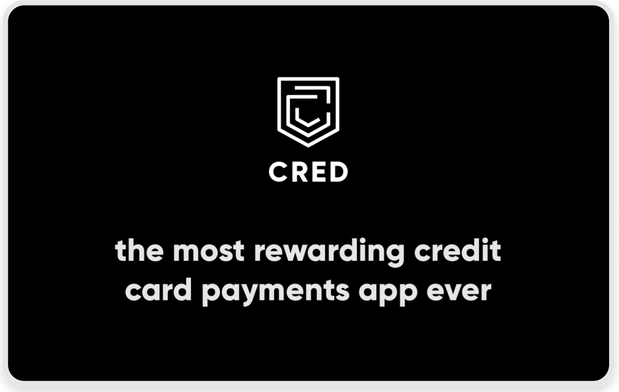
The governance and management of this data represents a wicked problem due to the lack of coherent, intelligent and sustainable data management solutions.

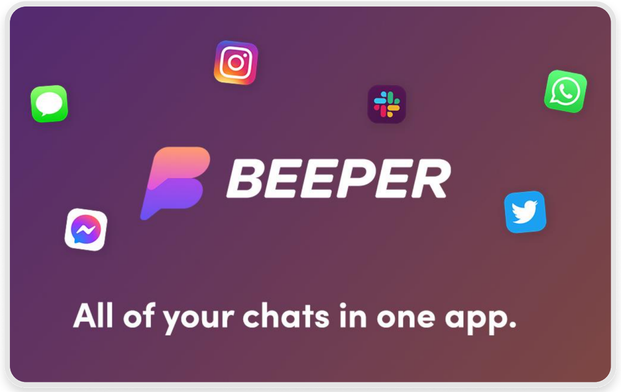
Core Problem

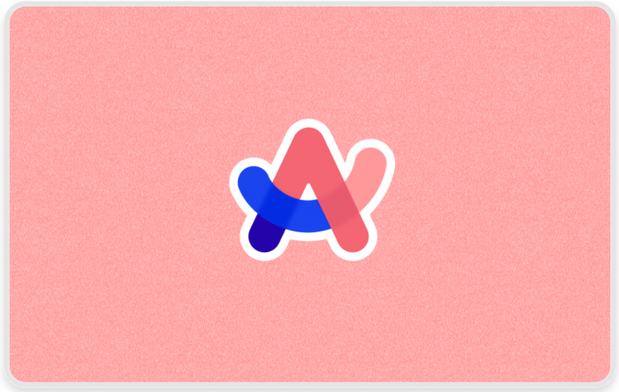
Image: Adobe

Innovation at work









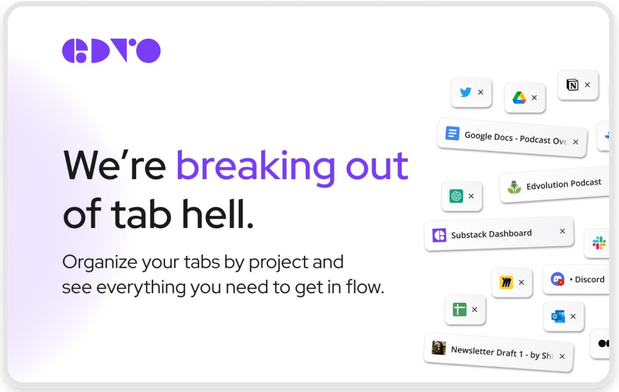
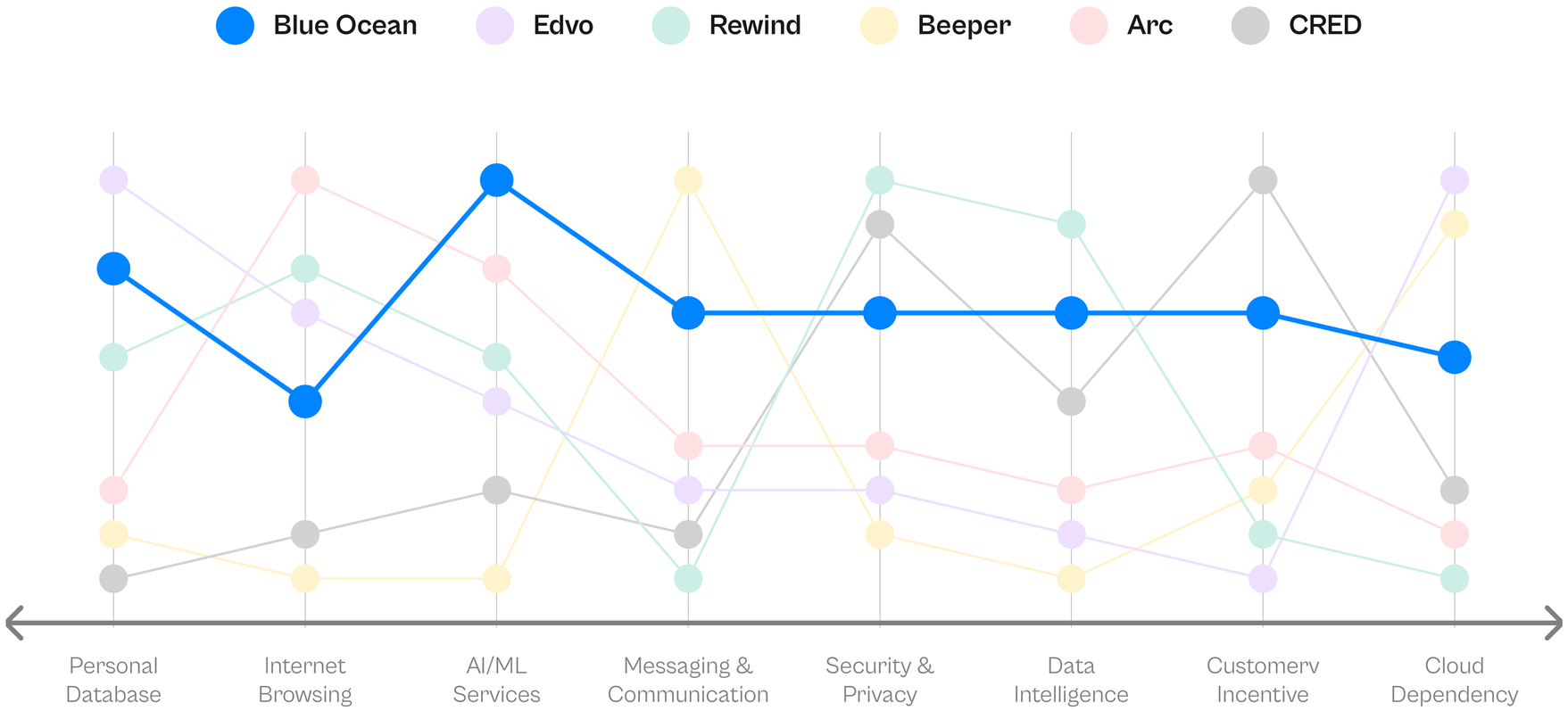
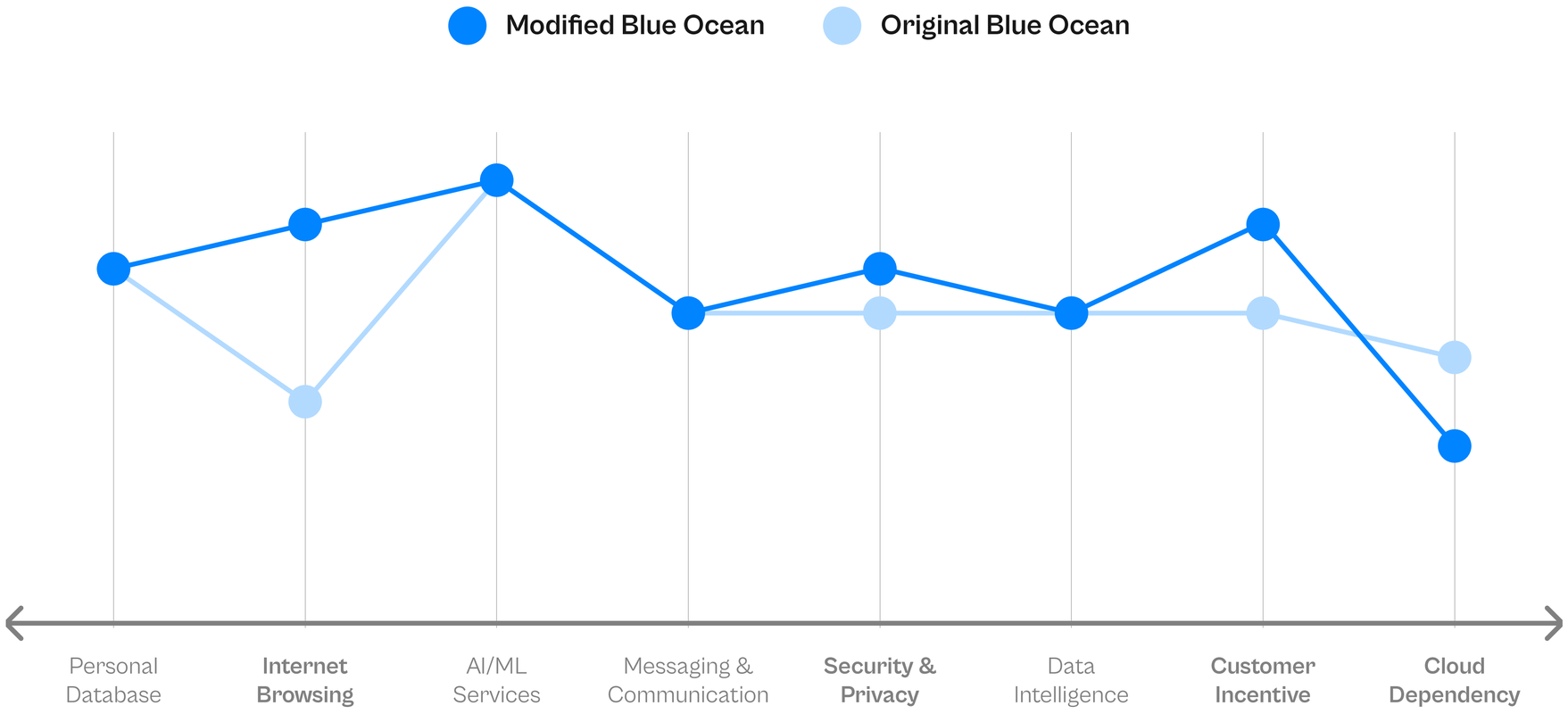


Image: Official company websites

Blue Ocean Strategy Canvas



Blue Ocean Strategy Canvas



Opportunity for Service Design

Opportunity for Service Design

Design intelligent
personal databases

Opportunity for Service Design

Design intelligent personal databases

Deploy new storage strategies

Opportunity for Service Design

Design intelligent personal databases

Deploy new storage strategies

Employ new network strategies

Opportunity for Service Design

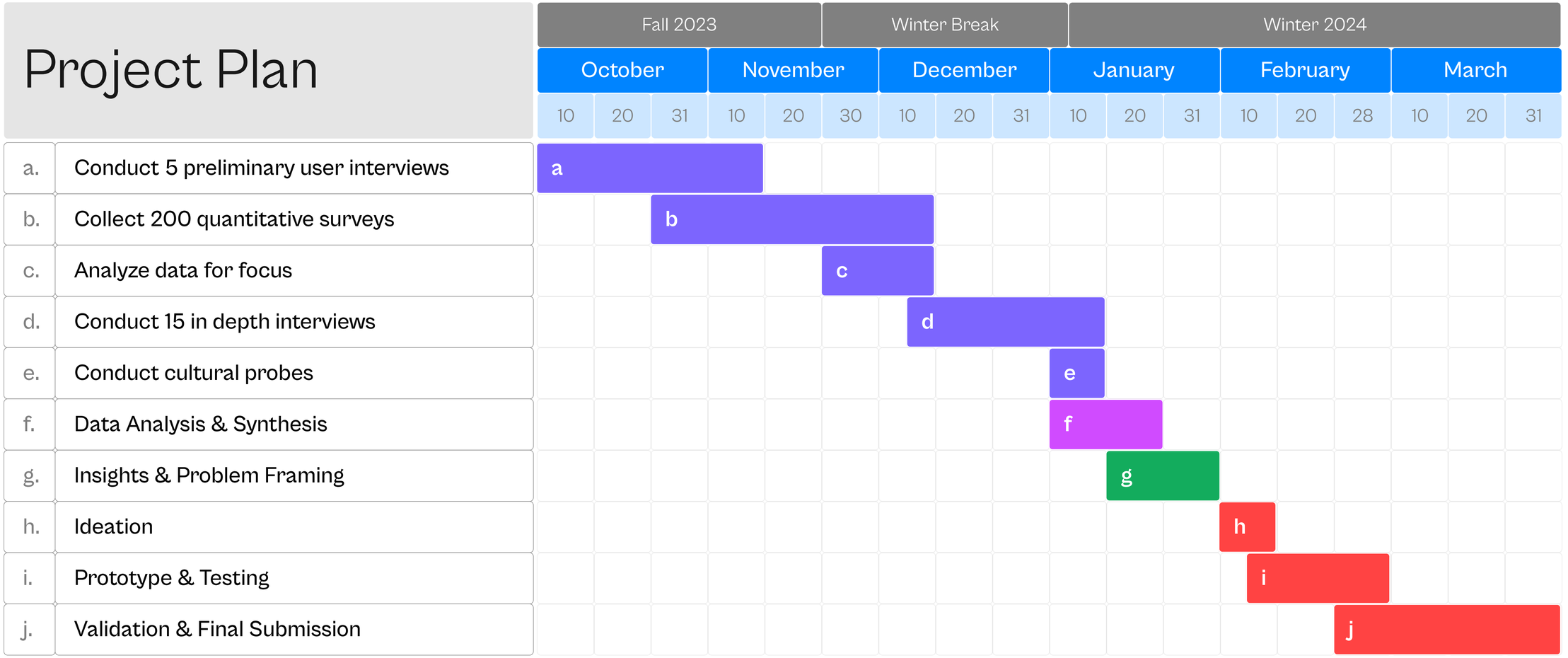
Design intelligent personal databases

Deploy new storage strategies

Employ new network strategies

Build trust with customers

Project Plan



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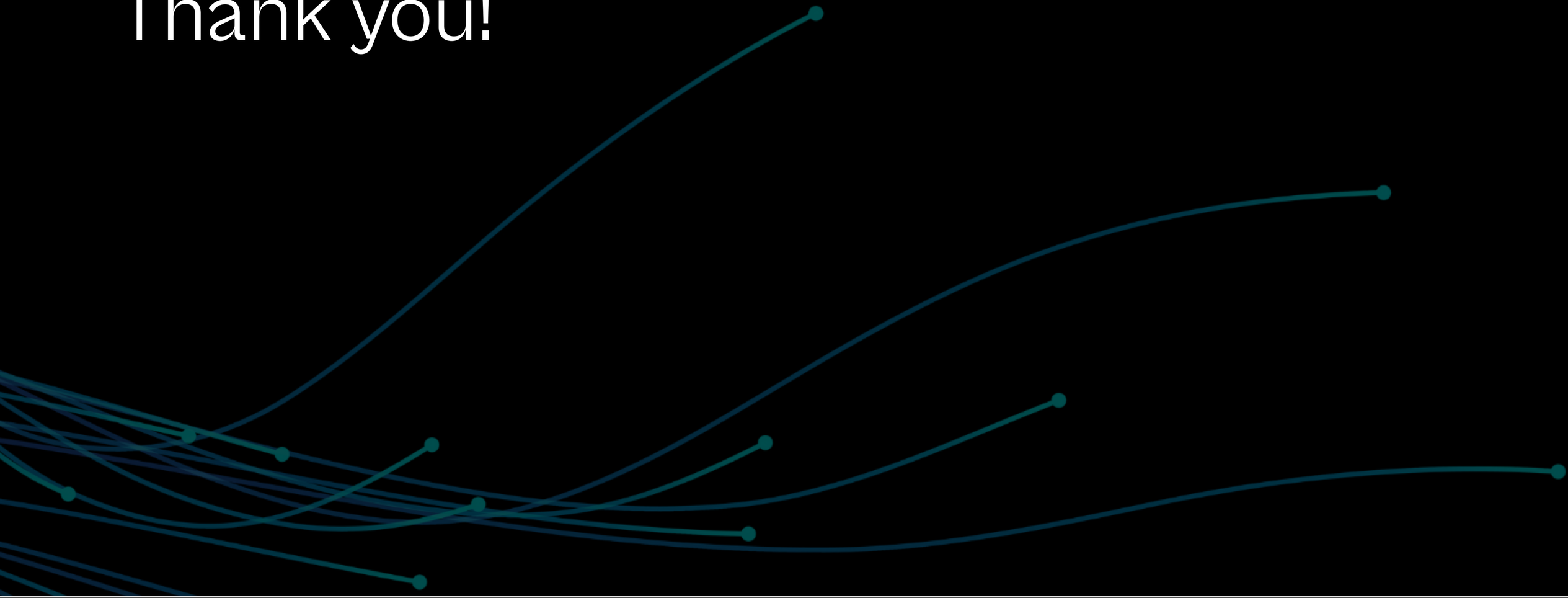
Thank you!