Service: Created by: Date:

👥 USERS

1. Users

Who are / will be the service users?
Who are the most important users?

2. Service proposition

Why would someone use the service?
What value does the service bring?

3. Channels

Through which channels (e.g. online, mobile, telephone, shop) is / should the service be available?
Which channels are most cost effective?
Which channels are users like to favour?

4. Usage

How should / do users use the service?
How frequently is / will the service be used?

🏢 SERVICE DELIVERY

5. Actors

Who is / will be involved in delivering the service?
Who are / will be the key partners, suppliers and stakeholders?

6. Key activities

Which key activities are required to deliver the service?
What resources are required for those activities?
Which are the most important activities?

⚠ RISKS

7. Challenges

What current challenges exist?
What challenges do you foresee in the future?

8. Competitors

What other similar services are available?
Who are the key competitors?
What other options do users have?

📊 PERFORMANCE

9. ROI

How will the service deliver an ROI?
What are the costs vs the benefits?
How can the service be delivered more cost effectively?

10. KPIs

Which KPIs are / can be used to track the performance of the service?
What are the key KPIs?