



OBJECTIVE OF THE SERVICE

*Rework your initial objective based on the insights from the previous steps.
Which service do you want to design or improve? For whom?*

USERS AND STAKEHOLDERS

Who are the top 3 users and interested parties?

USERS

EMPLOYEES

OTHER ACTORS

CHINESE PORTRAIT

Imagine your future service as:

AN ANIMAL

A MEAL

AN ENVIRONMENT

A FUNCTIONAL OBJECT

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THE DESIGN CHALLENGE

How can we [users][verb] to [objective]?

MOST IMPORTANT MEASUREMENTS OF SUCCESS (KPIs)

Describe measurable goals.

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