



OBJECTIVE OF THE SERVICE

*Which service will you develop or improve?
For whom?*

OBJECTIVES OF THE ORGANISATION

How does this fit with the objectives of the organisation?

NEEDS IN THE MARKET

Which demands or needs will you meet?

SERVICE CONTEXT

TRENDS

Which trends can your service idea positively influence?

INTERNAL BARRIERS

What can be brakes within the organisation?

RESTRICTIONS

Within which limitations must you work?

CONDITIONS

What must certainly be available for your service to succeed?

SERVICE PROMISE

VALUES

What do you stand for as an organisation?

How can this contribute to the distinctive character of your future service?

SLOGAN

ANSWERS

To which specific user needs do you certainly want to offer an answer?

MOST IMPORTANT RESULTS

What will happen if your service is a success?

1

2

3

4