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?

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
Which service will you develop or improve? For whom?

SERVICE PROMISE
What do you stand for as an organisation?

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

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

SLOGAN
What will happen if your service is a success?

MOST IMPORTANT RESULTS
What will happen if your service is a success?